

Community Development through Co-Creation

- Creating a community full of attractiveness and smiles for our future generation -

Fukuoka City



Background

There used to be communities where residents helped each other and connected with a sense of trust and of comfort.

However, in recent years, new issues have been raised such as less interest in local communities, a decrease in the number of people participating in local activities and little involvement with other residents due to the increase in the number of people moving in and out and single-person households caused by urbanisation and the diversification of people's sense of values.

On the other hand, because of the impending super-aged society and the lessons from the Great East Japan Earthquake, citizens' concerns on community ties and cooperation and their expectations of local communities are growing.

Today, one can live comfortably without any community involvement. Yet, a new form of 'community ties' is needed to meet peoples' current social situation and lifestyles in the event of an 'emergency', because of the increase in double-income, single-person, and elderly households.

Purpose of Project

1. Making the community attractive
2. Creating community ties
3. Creating community leaders

Outline of Project

Fukuoka City is engaged in the 'co-creation' of the community to develop its future by concluding partnerships with local communities and also involving various entities including companies, NPOs, and universities, in order to provide safe and secure living for all citizens and to preserve the local community as a place to use their skills.

1. Making the community attractive

Residents share the attractiveness and unique characteristics of their community and pursue, with the participation of a diverse group of residents, shared objectives in community development.

(1) Raising interest in their own local community's activities

- Hold the 'Co-Creation' Community Council Summit
- An event to announce and share the success stories of activities in each community and to provide advice based on initiatives of other communities.



Presentation of case studies at the Community Council Summit

(2) Participation of a diverse group of residents

- Implementation of volunteer programs

We created tailored hands-on programs designed to meet the needs of citizens, students, and working people, who are interested in volunteering.

(3) Community activities and management tailored to the situation and characteristics of school and community districts

- Financial support for the Community Council (subsidies)

Fukuoka City supports community-building activities conducted by the community councils and grants subsidies to promote the community-building work by the collaboration of the residents' associations, citizens, and city administration.

Support for the development of a school district vision:

We promote community development which utilises community goals and characteristics and residents sharing the current status and

future image of their community. We also foster the further affection and pride of residents in their community, and discover and nurture new leaders of community activities.

2. Creating community ties

We value small communities including residents' and neighbourhood associations, and work on building relationships among residents that would lead them to watch over one another, including for disaster mitigation.

(1) Building close relationships

- Participation support project

We provide financial support for the new initiatives conducted by the neighbourhood associations, devised in a way that makes it possible for all generations of residents to participate freely and interact with each other, and to promote the participation and interaction of many residents.

(2) Involvement of the local residents of multi-occupancy buildings in the area

- Promote participation in residents' and neighbourhood associations

3. Creating community leaders

We create community leaders by discovering and nurturing human resources and engaging with various entities including enterprises, business operations, and NPOs as well as reducing the burden on leaders.

(1) Increase participation in local activities

- Establishment of the 'Community Design School'

To train people who are willing and interested as 'leaders of local activities', or those who are already engaged in community activities and share the same

awareness of problems, to work on creating opportunities to learn about local activities while connecting with one another.

(2) Nurturing of local leaders

- Reduce the requests to the community for assistance from Fukuoka City
- Discover and nurture local human resources

(3) Promotion of the participation of companies as new leaders

- Registration and publication of companies supporting Fukuoka community ties
- Promote collaboration by holding corporate seminars
- Presentation of tokens of appreciation to companies supporting local activities



A scene from a Seminar

Characteristics and Innovations

The problems that should be managed by ‘public welfare’ or the ‘public’, rather than by individuals or families, such as issues related to the elderly and children, crime prevention, disaster mitigation, and environmental initiatives, are increasing in number.

However, these are difficult for the government alone to address. They are time-consuming problems, and require many people to be involved to achieve a

sufficient effect.

Therefore, it is important for the government and communities to work together as well as collaborate with various entities such as corporations and NPOs, to utilise their expertise and capabilities. An important feature of the ‘Community Co-Creation’ conducted by Fukuoka City is that various entities come together to think about their local community and cooperate on necessary activities.

Impact of Project

A survey on “liveability” was conducted in 2016 for Fukuoka citizens. In the survey, (1) 96.7% of respondents agreed with the statement “I like Fukuoka City”; (2) 95.8% of respondents said that “Fukuoka City is a comfortable place to live”; and (3) 92.4% of respondents said “I want to continue to live in Fukuoka City”. These responses are higher than in the past, and indicate that Fukuoka City is a liveable city filled with the love and pride of its citizens.

Issues and Solutions

- Although many of the residents are aware of the importance of community activities, many of them do not participate. It seems that more effort is required to encourage understanding, and to create and disseminate the attractiveness of the community.

- Encouraging citizens to watch out for and support one another is a major challenge, and it is necessary to create community ties that are tailored to current values and lifestyles.

- There are not enough leaders of community activities or they are always the

same person. Thus, it is necessary to create a system to nurture new leaders.

Reference URL

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