

A study on methods of community cooperation for waterfront use

[Abstract]

With the aim of promoting the use of ports and coasts in the eastern region of Kochi Prefecture, this study examines ways to work with organizations engaged in various activities in coastal areas and methods of cooperation among organizations.

Organizations engaged in environmental, educational, regional development and other activities and local resources in the coastal areas are identified, and specific activities to be carried out for the purpose of networking are also determined in order to explore possibilities of networking and cooperation. A case study is conducted of one of such activities, and achievements and problems are identified. Finally, recommendations are made concerning networking efforts.

1 Study items

(1) Determining the present state

- (i) Determining the present state of organizations engaged in community activities
- (ii) Determining the present state of local resources

(2) Proposing measures for cooperation

(3) Case study of cooperation efforts

2 Study method

(1) Determining the present state

- (i) Determining the present state of organizations engaged in community activities

A survey was conducted to collect information on details of administrative organizations, businesses and nonprofit organizations (NPOs, other organizations and individual volunteers engaged in activities in the areas of environment, nature, youth and recreation) in coastal areas such as their structure, main activities and wishes. The organizations to be surveyed were identified by asking local experts to introduce organizations, asking municipal welfare councils, volunteer activity centers and NPO centers to disclose information and doing Internet search. The survey consisted of a questionnaire survey and a hearing survey.

- (ii) Determining the present state of local resources

Information on the resources that could be used in or around port areas was collected through field

investigations and literature search.

(2) Proposing measures for cooperation

Areas that are thought to have potential priority in view of the present state of the area as a whole, its potential characteristics, and the persons, organizations and places that symbolize cooperation, which were determined as described in Item (1), were identified, and measures for promoting waterfront use were proposed.

(3) Case study of cooperation efforts

A case study of the activities proposed in Item (2) was conducted experimentally for evaluation. The study area is Nahari-cho in Aki-gun (Kochi).

3 Study results

3-1 Determining the present state

(i) Determining the present state of community activity organizations

As of 2003, there are a total of about 200 NPOs in Kochi Prefecture. Most of these organizations are welfare, medical or land-based activities, and only a small number of organizations are engaged in waterfront activities. Information on non-NPO organizations is difficult to collect.

According to the results of the questionnaire and hearing surveys, 19 organizations (5 NPOs, 6 administrative organizations and 8 citizens' organizations) are engaged in waterfront activities. The organizations based in the coastal areas in the eastern part of Kochi Prefecture are shown in Figure 3-1 and Table 3-1. Many of these organizations are involved in activities for the purposes of environmental conservation, regional development or marine sports in the coastal areas.



Figure 3-1. Community activity organizations in eastern Kochi

(ii) Determining the present state of local resources

It is known as a historical fact that because this region is mostly steep, from olden times marine transportation routes have developed to serve as marine routes linking the Pacific coast area of the Shikoku region to Nara, Osaka and Kyoto. Today, however, the marine routes have gone into disuse as roads have been constructed and motor vehicles have been developed. Because no significant industries have developed in the coastal areas, efforts are being made to develop tourism by making effective use of local resources. The historical resources in the region include the 88 Sacred Places of Shikoku and Sakamoto Ryoma, and the natural resources include diving and surfing spots, whales, deep sea water and coral reefs. The water quality of the sea in the region is good. Because the land is mostly steep, there are no large rivers. The region, therefore, is conducive neither to the formation of large settlements nor large-scale agriculture. This is thought to be why the amount of pollutant loading that the sea receives from the land area is relatively small.

Table 3-1. Community activity organizations in eastern Kochi

Type	Name of organization	Category of activity
Administrative	General Affairs and Planning Section, Nahari Town Hall	Regional development
Administrative	Commerce, Industry and Fisheries Section, Nangoku City Hall	Tourism
Administrative	Tourism and Deep Sea Water Section, Muroto City Hall	Tourism
Administrative	General Affairs and Information Section, Konan City Hall	Beach seining for tourists
Administrative	Planning, Commerce and Industry Section, Toyo Town Hall	Tourism
Administrative	National Muroto Youth Outdoor Learning Center	Youth education
NPO	YASU Umi-no-Eki Club	Marine sports
NPO	Muroto Dolphin Project	Dolphin therapy
NPO	Ryoshi no NPO	Fishery resources and regional development
NPO	Kuroshio Sosei Koryukai	River cleanup movement
NPO	Kochi NPO	Regional regeneration
Business	Nahari Tourism and Culture Association	Regional regeneration
Business	Kiramesse Muroto Kujirakan	History and culture
Business	Oranku Divers	Diving shop
Business	Bade Haus Muroto (Muroto Deep Sea Water Learning Center)	Deep sea water and health
Other	Suehiromaru	Whale watching
Other	Michi-no-Eki YASU Management Office	Coastal amenities
Other	Kaiomaru	Whale watching
Other	Resort Inn Pension Yuukai	Surfing
Other	Beach Clean Tosa	Coastal cleanup



Figure 3-2. Local resources in eastern Kochi

Table 3-2. Local resources in eastern Kochi

No	Resource name	Category	Item related to sea-related activities			
			Nature	History	Culture	Place
1	Katsurahama Beach	Landscape	△	○		○
2	Zenjibuji Temple (32nd sacred place in the 88 Sacred Places of Shikoku)	Historic facilities		○	△	○
3	Teinai Port	Historic facilities		○	○	○
4	Konomineji Temple (27th sacred place in the 88 Sacred Places of Shikoku)	Historic facilities		○		○
5	Mt. Konomine Sora to Umi no Tenbo Koen (Sky and Ocean View Park)	Landscape		○		○
6	Hanai-cho coral watching	Landscape	△		○	△
7	Hanari-cho	Landscape, historic facilities	△	△	△	△
8	Cape Muroto Lighthouse	Landscape, historic facilities		○	△	△
9	Ako (figus) trees	Landscape	○			△
10	Takaoka Fishing Port (whale watching)	Landscape	○		△	△
11	Mikurodo (cave)	Historic facilities		○	△	△
12	Ikumi Coast	Landscape, sports	○		○	○
13	Muroto Deep Sea Water Aqua Farm	Research facilities	△		○	○
14	Shinshoji Temple (25th sacred place in the 88 Sacred Places of Shikoku)	Historic facilities		○		○
15	Kongochoji Temple (26th sacred place in the 88 Sacred Places of Shikoku)	Historic facilities		○		○
16	Sawachi cuisine	Food culture		○	○	

3-2 Proposing measures for cooperation

(i) Defining the concept of a cooperation network

Figure 3-3 illustrates the concept of a cooperation network designed to promote nature experience activities in coastal areas centering around the port areas. The first step in networking is to become aware of the existence of one another. The next step is to move on, in a stepwise manner, to the stage of information exchange through various interaction efforts and cooperation and collaboration for specific projects. This kind of networking is usually performed in the form of nongovernmental efforts, but more effective networking can be achieved by cooperation with government organizations.

A key nonstructural measure to be taken in such cases is to employ an effective method for regional regeneration or revitalization. The method of consensus building in the "workshop" format moderated by a "facilitator" is an effective approach. Disclosure of knowledge or information by knowledgeable persons is not what needs to be done. Instead, all participants should try to solve a problem jointly on an equal footing and share the whole process, in accordance with the principle of "participation by all members," until a solution is found. This process enables the participants to feel that the problem under consideration is their own problem so that the participants cooperate in taking action. Methods of this kind have been used in many areas in recent years and have proved successful.

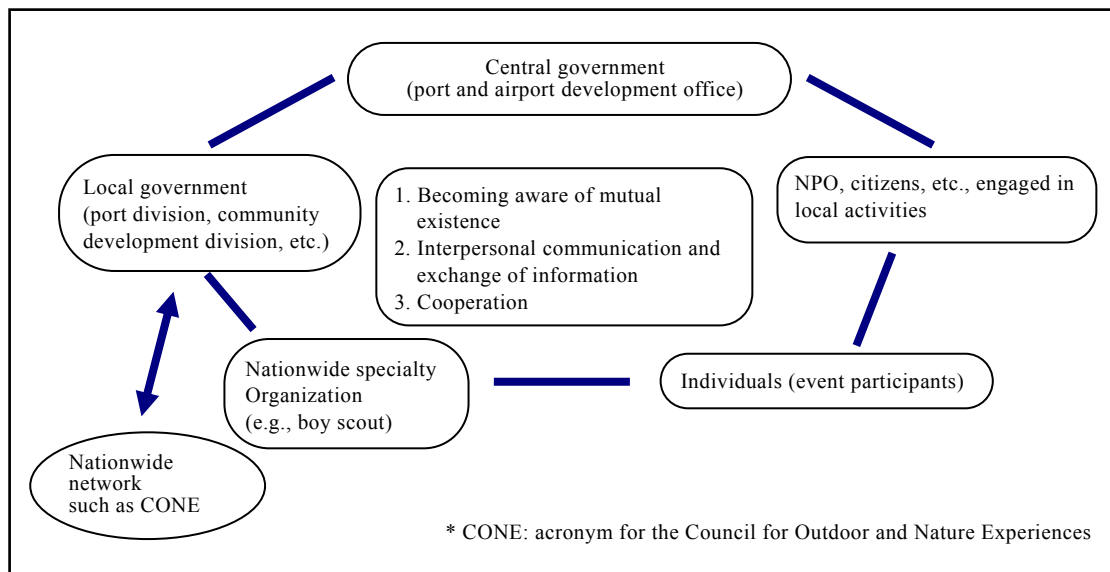


Figure 3-3. Concept of networking

It is generally known that interpersonal cooperation and the use of nonstructural measures cannot be achieved within individual areas, and community efforts can be effectively stimulated by introducing people and nonstructural measures from other areas. It is necessary to pay attention to the fact that only facilities and areas for which human resources and nonstructural measures are managed on a continual basis have been very successful.

(ii) Proposing specific activities

Specific activities to be performed jointly for the purpose of networking can be classified into three categories:

a) Holding various events

In the eastern Kochi region, various events are held in coastal areas such as Nahari, Kannoura and Murotomisaki (Cape Muroto). By forming a network of the organizers of those events and a network involving government organizations, it may be possible to perform more wide-ranging activities on a continual basis.

b) Holding leader seminars

Many organizations engaged in seashore-based activities feel that a shortage of leaders is one of the problems that need to be solved in order to continue their activities. This problem can be solved either by sharing leaders with other organizations that are engaged in similar activities or by providing leader training.

An effective method in the latter approach, which is also conducive to networking, is for a number of

organizations to jointly provide training for leaders of seashore-based nature experience activities.

c) Projects for network building and maintenance

Effective measures to build and maintain a network include the activities of the organization that manages the network, the use of Web sites and blogs on the Internet, and workshops and forums. Examples of forums held on a nationwide scale are the Seaside Environmental Forum, "We Protect Our Sea" program (Japan Conference of Underwater Education) and events organized by the Council for Nature Activity along the Coast (CNAC).

3-2 Proposing measures for cooperation

(1) Selecting candidate sites

The candidate sites for a case study to be conducted for the purposes of this study were the Nahari-cho Furusato (hometown) Coast and the Ikumi Coast. As a result of the evaluation of the criteria for a leader training site listed below, it was concluded that the Nahari-cho Furusato Coast had a higher resource potential, and it was decided to plan and carry out a viable program in the area.

< Criteria >

- Waterfront accessibility is high, and nature can be experienced firsthand.
- There is a local NPO that is engaged in pioneering activities.
- There are facilities for accommodation, seminars, etc., near the activity site.
- The local community is well prepared (e.g., accommodation, fisheries cooperatives) for receiving visitors.

(2) Cooperation network

In the case of the cooperation effort in Nahari, a cooperation network consisting of a number of organizations was formed as shown in Figure 3-4. The case study was conducted under the leadership of Waterfront Vitalization and Environment Research Center.

Table 3-3. Reasons for site selection

Item	Furusato Coast (Nahari-cho)		Ikumi Coast (Toyo-cho)	
Distance from Kochi (km)	About 47 km	△	About 110 km	×
Facilities	Lavatories, parking lot	△	Lavatories, accommodations, parking	○
Environment	Beach (artificial)	△	Rock reef, beach	△
State of use	Not used; environmental activities of local organizations, etc.	○	Surfing	○
Evaluation	○		○	

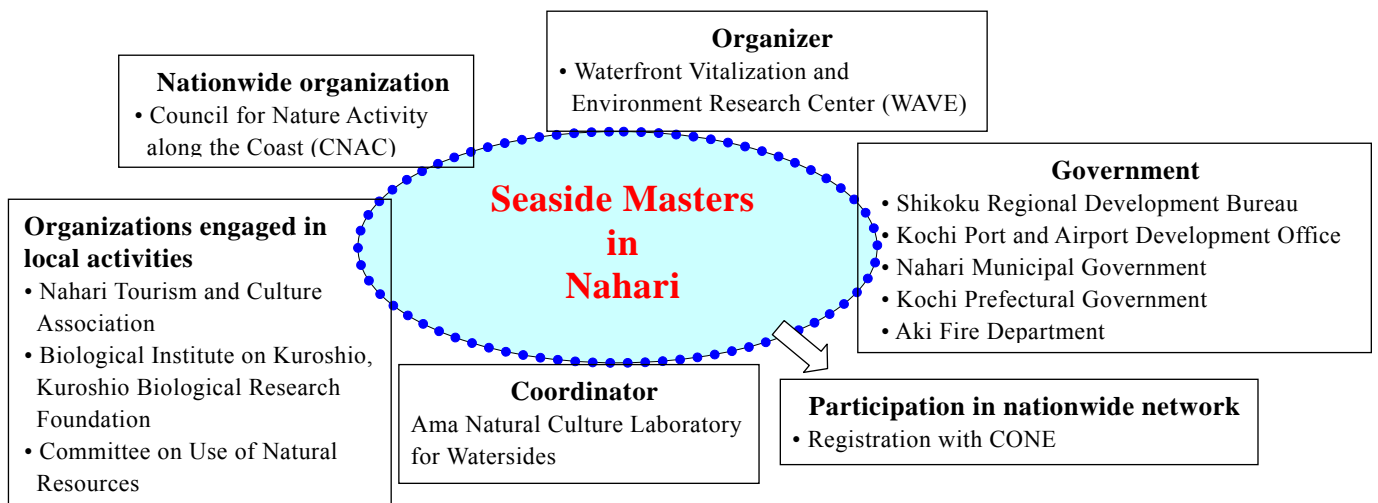


Figure 3-4. Cooperation network in Nahari

(3) Current status

For three days from the 23rd to 25th of September, 2006, the Seaside Master Seminar in Nahari, a seminar for leaders for seaside nature experience activities, was held in the town of Nahari (Aki-gun, Kochi). Table 3-4 summarizes information on the seminar. A total of 13 persons participated in the seminar from various parts of Kochi Prefecture.

Table 3-4. Overview of the case study

- Goal of the seminar
To produce future leaders for seaside nature experience activities to be carried out in the Nahari area
- Objectives of the seminar
To achieve the following in seaside nature experience activities:
Raising awareness
Acquiring interpretation skills
Acquiring knowledge about the roles of leaders
- Contents
Ice breaking, snorkeling training, programming

3-3 Conclusions

The case study has shown that in order to build a network in eastern Kochi, it is necessary to consider five requirements:

- Human resources: Leader training
- Places: Study on the resources in the project area (field)
- Materials: Preparation of cooperative project programs and informational materials
- Events: Model project implementation
- Networking: Communication among stakeholders

(i) Human resources: Leader training

There are not many leaders working in the coastal areas in the eastern part of Kochi Prefecture. It is therefore necessary to conduct "seaside master seminars" for producing leaders who work in seaside areas like the case study area and involve as many leaders working in eastern Kochi as possible in those seminars.

(ii) Places: Study on the resources in the project area (field)

In eastern Kochi, only a limited amount of information on places for seaside activities is available. If cooperative events are to be carried out in a network, it is necessary to create places where cleanup activities and nature experience activities can be carried out.

(iii) Materials: Preparation of cooperative project programs and informational materials

In order to hold events jointly in a network, programming is necessary. Although the demand for seaside activities in summer is high, public demand in the off-season such as winter tends to be low. It is desirable,

therefore, that year-round programs and programs for multi-site activities involving the sea, mountains, rivers, etc., be developed. The programs thus developed also need to be shared within a network.

(iv) Events: Model project implementation

If the requirements (i) to (iii) are met, a variety of nature experience activities can be carried out. In order to maintain the motivation of leaders, it is necessary to carry out periodic model projects. The Nahari activity results indicate that the continuation and enhancement of projects could lead to regional revitalization.

(v) Linkup: Communication among stakeholders

In order to smoothly share information within a network, there is a need for a forum for exchanging various information such as activity reporting among government organizations, NPOs and citizens' groups. To this end, an organization responsible for playing a central role is essential. It is desired that organizations playing a central role collect information and disseminate information via a Web site, mailing list, etc.

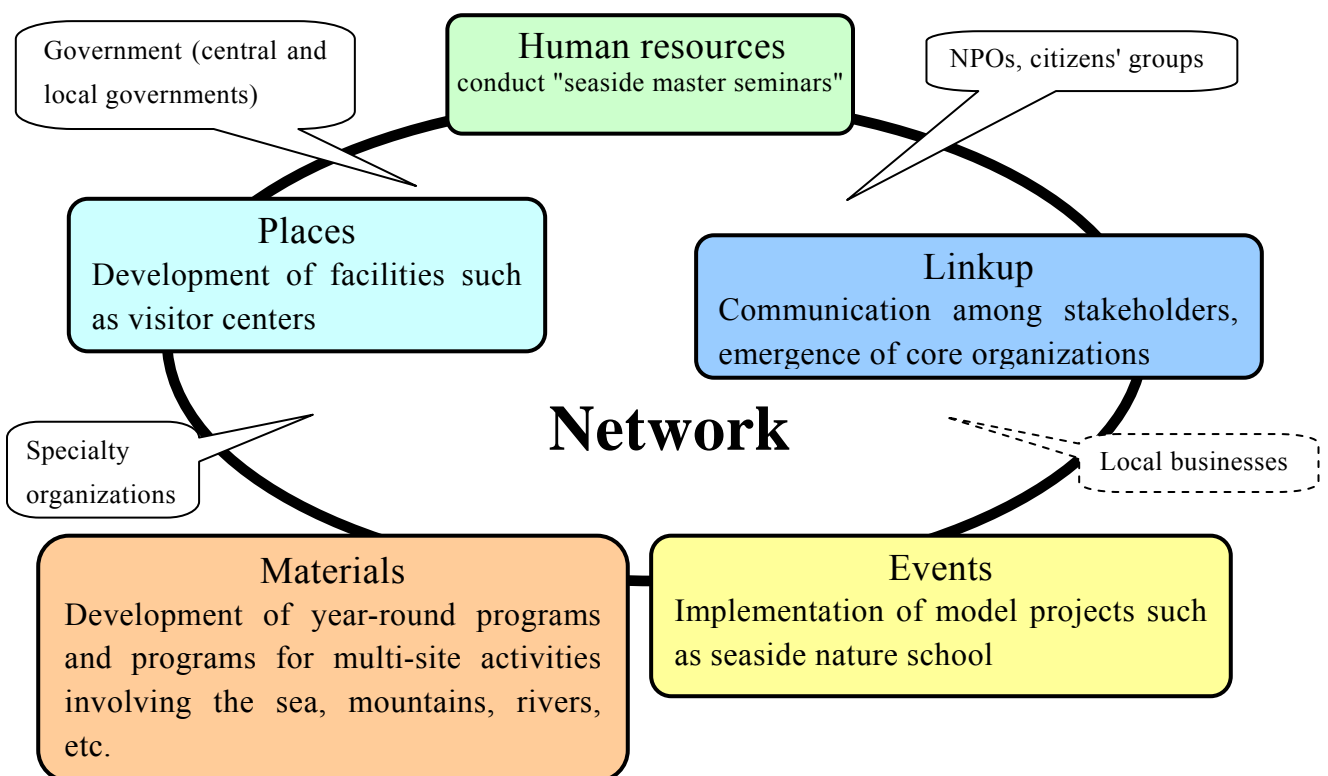


Figure 3-5. Concept of networking efforts