

Promoting the Society of Mutual Assistance –Aiming to build new “ties”– (Overview)

(A variety of challenges) : a declining population, aged a population while fewer babies are being born, a severe financial situation, a shrinking consumer market, labor shortages, exhausted local economies, problems with medical and long-term care, diminished public transportation networks, responses needed to frequent disasters, global competitors, concerns over frayed safety net systems and weakened relationships or community-based ties , etc.

⇒ In order to lead to sustainable and stable economic development, we engage in efforts tailored to our different regional characteristics while recognizing and sharing a sense of crisis among all of the people. It is essential to have a spirit of mutual assistance, that is to support each other, establish organic ties among the diverse agents and overcome the challenges together.

To Solve Local or Social Challenges, We Should Aim to

Realize the “Society of Mutual Assistance” = the ‘society built up by all, where new “ties” are established, while the various values and wills of individuals are respected’

In promoting the revitalization of the Japanese economy and regional communities, it is important for all the various agents to engage in activities in their familiar areas in the spirit of “mutual assistance,” that is, to help and support each other, while maintaining a spirit of “self-reliance” which means taking care of their own issues.

Efforts and Challenges of Actors of Mutual Assistance

Eight Agents and 24 Challenges

【(1) Local residents】

- ①Recognize the challenges which exist in the local community and have an awareness as a stakeholder
- ②Establish a better local community through making efforts for mutual assistance

【(2) Community-based organizations】

- ③Share information such as the contents of activities of community-based organizations, etc.
- ④Vitalize activities by community-based organizations, etc.

【(3) NPOs, etc.】

- ⑤Share information on volunteer or donation opportunities
- ⑥Develop human resources in intermediary organizations and reinforce their financial base
- ⑦Identify and share local challenges

【(4) Companies】

- ⑧Increase a role of companies as actors that support the community
- ⑨Promote sustainable development of companies through CSR activities
- ⑩Actively share information on the CSR activities of companies
- ⑪Increase employees’ motivation and establish social brands through CSR activities

【(5) Social enterprises】

- ⑫Make social enterprises economically self-reliant
- ⑬Improve management know-how of social enterprise operators
- ⑭Facilitate local SMEs’ entry into social enterprises

【(6) Regional financial institutions】

- ⑮Increase a role of regional financial institutions as advisors
- ⑯Promote information exchange and mutual understanding among financial institutions and NPOs, etc.
- ⑰Establish a local platform for cooperation centering around regional financial institutions

【(7) Educational institutions】

- ⑱Develop human resources that will play a central role in promoting the society of mutual assistance in the future by educational institutions
- ⑲Increase the opportunities of CSR activities in school education
- ⑳Promote CSR activities by universities as local bases

【(8) Government】

- ㉑Understand the importance of solving challenges through voluntary efforts
- ㉒Need cooperation within government and in a wider area among neighboring local governments
- ㉓Need researches on the impact of providing grants for NPO activities, etc.
- ㉔Expect government employees to play a role as coordinators to solve local challenges

Concrete Image of the Society of Mutual Assistance We Should Aim for and Paths to Realize Such a Society

Three Images and 27 Paths

(1) Establishing ties

- ①Establish “places for the society of mutual assistance” according to regional characteristics
- (i) Place for the society of mutual assistance
- ②Share information on challenges and attractiveness of the local community and set up a discussion forum
 - ③Establish “places for the society of mutual assistance” by the various agents and expand the scope of their activities
 - ④Develop human resources to serve as coordinators to solve local challenges
 - ⑤Vitalize personnel exchanges beyond each sector
- (ii) Roles of NPOs, etc.
- ⑥Establish new ties between people through NPO activities, etc.
 - ⑦Increase the number of those who sympathize with NPO activities, etc. through a system of “visible” participation
 - ⑧Provide effective consulting services in collaboration with experts
 - ⑨Expand the scope of NPO activities, etc. through the participation of women, the elderly and youth

(2) Vitalizing local communities

- ⑩Vitalize local communities through reinforcing the foundations of diverse agents in the community
- (i) Regional financial institutions
- ⑪Vitalize the activities of regional financial institutions aiming for coexistence and mutual prosperity with the community
 - ⑫Establish a system for regional financial institutions to utilize the know-how of retired employees
- (ii) Companies, etc.
- ⑬Engage in efforts to link the core businesses of companies with solution of social challenges
 - ⑭Make efforts toward self-reliance and development of social enterprises
 - ⑮Promote the socialization of local SMEs
- (iii) Community-based organizations and Educational institutions
- ⑯Restore “Kinjyo” relationships (relationships of mutual assistance with neighbors) using opportunities of disaster drills, etc.
 - ⑰Promote CSP activities in the school curriculum
 - ⑱Promote development and certification of experts by universities in collaboration with companies, NPOs, etc. and the government

(3) Promoting participation

- (i) Significance of volunteer activities and donations
- ⑯Organic collaboration with CSR and pro-bono activities of companies
- (ii) Expanding the number of volunteers and breeding of the culture of donation
- ⑰Develop an environment where people can easily participate in volunteer activities
 - ⑱“Visualize” volunteer activities
 - ⑲Develop fund flows within the community through experience of successful donations
 - ㉑Improve the fund-raising capacity of fund raisers and reinforce the foundations
- (iii) Fund flows within the community
- ㉒Increase recognition of community foundations and civil funds in the local community
 - ㉓Promote collaboration among community foundations and civil funds, and reinforce their functions
 - ㉔Vitalize fund flows in the community through promotion of social investments
 - ㉕Consider various efforts to expand social investment