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2011. 10/23 (Sun)
9:55～14:50（開場 9:30）
被災地の復興と人材育成
—持続的社会構築のための社会起業の可能性—

世界に広がる地域振興政策としてのOVOP
Worldwide One Village One Product movement as a regional development approach
ー地域発の社会起業の可能性と大学の役割ー
-Innovation for social business and new responsibilities of university-

Leadership Program in Sustainable Living with Environmental Risk (SLER)

Key words:
付加価値を付ける（Value add）、地域の固有の資源（Local resources)
起業を促す人材育成（Innovative human resource development)

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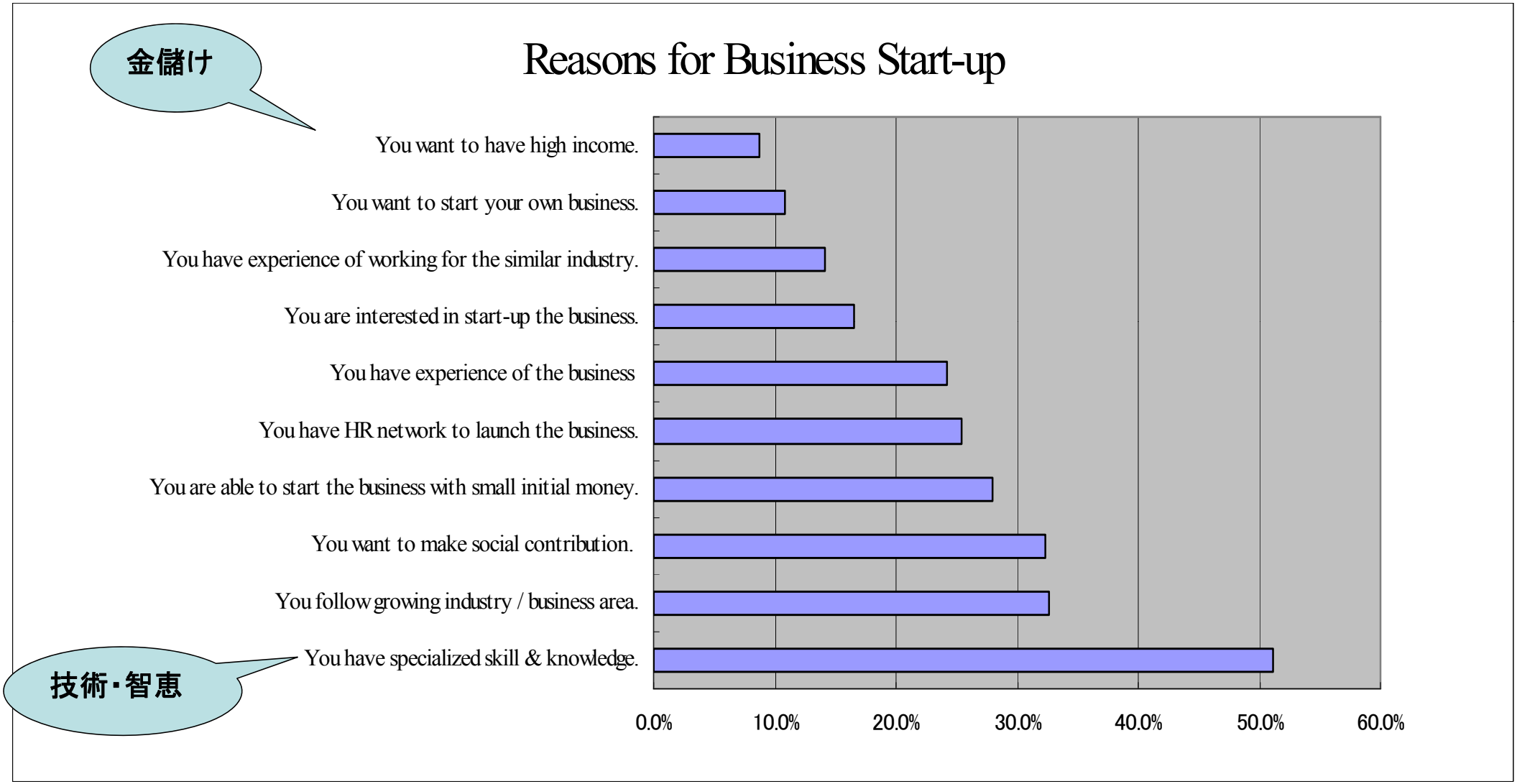
起業する理由　（Reasons of start-up SME）

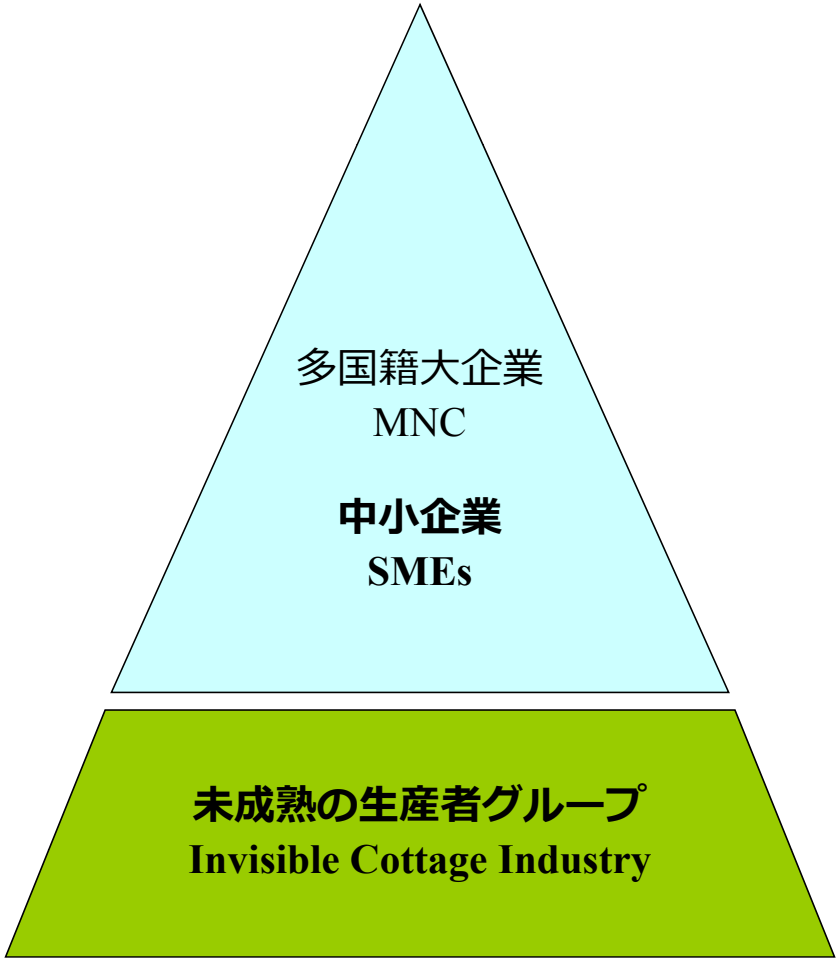


Source : 2007,TOKYO SHOKO Research and SEM Agency

No.1 reason is skill & knowledge, Low motivation for money

経済の二重構造と異なる経済支援政策
Dual Economy: Social and official requirements

- Pro-poor economy and different necessary approaches



企業の社会的責任（CSR）

中小企業支援
（品質管理、フェアートレード等
SME promotion plan
(Quality Certification, fair trade etc.)

より**ビジネス志向**へのアップグレード支援
OVOP commercialization plan,
社会的福祉を優先した支援
（まず登録、フェアー等への参加奨励）
Well-being strategy
(OVOP registration, OVOP logo,
OVOP championship, OVOP fairs etc.)

一村一品運動とは？　What is OVOP?

OVOP　3原則　Three principles of OVOP movement

(i)　ローカルにしてグローバル

"**Think Globally, Act Locally**": With our distinct local flavors and cultures, we create products which can be marketed throughout Japan and the rest of the world.

(ii) 自立・自助　創意工夫

"**Independence / Creativity**": It is up to the people who live in the local areas to decide which products they wish to produce.

(iii) 人づくり

"**Human Resources Development**": The ultimate goal is to foster visionary local leaders with creativity as well as challenging spirit.

OVOPと地域の雇用機会の創出　OVOP movement and rural Jub creation worldwide

農村部での雇用機会の創出 政策として広くアジア、アフリカ等の途上国でも採用。特に女性の雇用機会創出に有効。

OVOP movement is popular in Asia, such as China, Vietnam and Laos. They are studying OTOP and OVOP with a view to modernize small enterprises in rural areas, leading to creation and diversification of sustainable income earning opportunities, particularly for women producer groups.

国際OVOPセミナー　The OVOP International Seminar

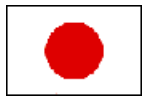
1. The 1st OVOP Summit Forum in Chiang Mai, Thailand

September 16-19, 2004

2. The 2nd OVOP International Seminar in Xian(西安）, China

November 5-6, 2005　19 countries

3. The 3rd OVOP International Seminar in Oita（大分）, Japan



October 20, 2006

4. The 4th OVOP International Conference and Exhibition in Melaka, Malaysia　July 5 to 8, 2007.

5. **The 5th OVOP International Seminar in Liyang, China**

November 15-17 2008

6. **The 6th OVOP International Seminar in Bali, Indonesia**

November 14-15, 2009 15 countries

7. **The 7th OVOP International Seminar in Hanoi, Vietnam**

8. The 8th OVOP International Seminar in Bangkok, Thailand

Saturday 17-Sunday 18 December 2011

大分県によるOVOP支援　Prefectural Government Support

1. 技術支援　Technical Support

（1）県の試験研究機関

Prefectural Experiment & Research Institutes

（2）商品改良・開発の支援

Support for Improvement and Development of

2. 販売促進　Sales Promotion & Merchandise

（1）大分フェア・物産展等の開催 Oita Fair / Product Exhibition

（2）地産地消運動 Local Produce / Consumption Promotion Campaign

① 豊の国食彩運動

Toyo-no-kuni (Land of Abundance) Fresh Produce Campaign

② 一村一魚フェア One Village One Fish Fair

（3）大分一村一品株式会社 The “Oita One Village One Product Corporation”

（4）道の駅　里の駅 Michi-no-eki　Sato-no-Eki (Local Rest Area)

3. 功績に対する顕彰制度　Rewards for Achievement Program

過疎の古い農家がエコツーリズムの舞台に、都会からの移住者が起業！（大分県安心院）

Farm Inn:
Green Tourism in Ajimu Town

“Local residents’ activities along with green-tourism have an effectiveness to revitalize a rural mountainous area by generating immigrants and entrepreneurs from urban areas despite of depopulation and aging.” (Mitsuhashi 2005)

人々には創造力を！政府は協調を！

For people, “Creativity”, for government, “Collaboration”!

タイOTOPの特徴　Thai OTOP Characteristics

1. 政府主導　*Government-led*
2. 情報通信技術の活用　*Full use of ICT*
3. 製品コンテスト・グレーディング

   OTOP Product championship, 5 star grading

•政策概念　Thai OTOP Concept

• 政府が協力に支援　OTOP is a government-led and supported project.

• 政府機関は一致団結　OTOP is an **agency-integrated** project.

• 農村コミュニティが主役　OTOP is carried out as a movement to mobilize all resources from all sectors available to generate prosperity for grassroots communities

↑Awards are producers' pride.

←Local producer can be a good instructor.Human resource development via mutual visits can be a good solution.

田舎の魚肉ソーセージ作りのベテランは、指導者に！

OTOP 5 star winner, Mrs.Samman, leader of production group, She is explaining how to produce good fish sausages by using photos.

(Interviewed by Mr. Kiyoto Kurokawa on 26th July 2008 at her factory in Ban Linfar Tambon Kannuer Banpai, Khon Kaen Province, Northwest Thailand.)

タイ風のガラス装飾品（ローカルはアイデアだけ）

Glass boat making group, Nikhom Namoon district, Sakon Nakon, Northwest Thailand

製品はタイの伝統工芸、しかし、原料のガラスは
わざわざ日本から高級品を輸入。

↑Glass boat materials are imported from Japan

最初は地域の資源を活用したが、日本製の方が良いと判断。

OTOPで3星を獲得、製品はバンコクの高級ホテル等へ納入

OTOP　3 stars　→

(Photo: Mr. Kiyoto Kurokawa, November 2008)

タイの山林の昆虫から装飾品で大ヒット！

Ornament making Group at Poophan district, Sakon Nakohn, Northwest Thailand

(Metallic Wood Boring Beetle)

創造性で無一文の昆虫が宝物に変身！

Creativity demonstrated in making money from anything

(Photo by Mr. Kiyoto Kurokawa on 7th November 2008)

タイの農村から小さな瀬戸物フィギャーを欧州へ直接輸出！

Tiny Ceramic Toy from Thailand, Export to Europe

全くタイらしくない！
最初は象などタイ風のフィギャーを作ってみたが、売れないので、全くタイらしくないものを作った。

No Asian taste!
They have produced Thai-like figures such as elephants, but they cannot sell much.

ヨーロッパ調の作品
European Tastes

成功したOTOPグループは、どこでも自動車を持っている。A new Pick-up

Photo by
Mr. Kiyoto Kurokawa
in ChaingMai
in March 2010

OTOP登録のためのノート
OTOP registration note book

タイ内務省のコミュニティー開発部（CDD)では、小規模生産者グループの登録を奨励。
CDD encourages potential cottage industry groups to be registered as an OTOP. The notebook below is the semi-printed format.

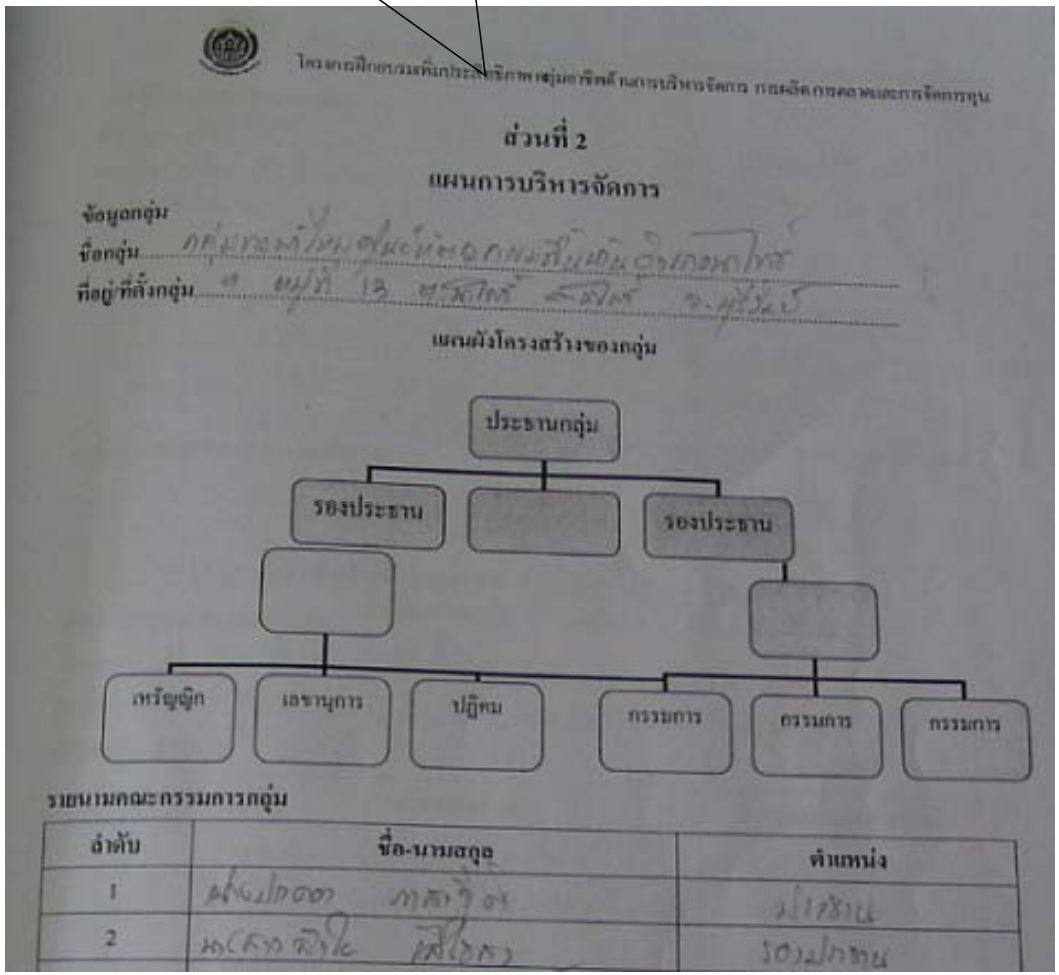
ノートはグループの活動を明確にするため、組織図や資金繰り表などの骨子が印刷してあり、農民はこれに沿って記入していく。

Many blank boxes should be fulfilled.
This includes history of the group, organization, simple financial statements, annual sale records and future plans etc.CDD will check the contents regularly.
Other government organizations including tax office, bank and hygiene office also use these data to access the OTOP groups.

表紙
Front cover

Photo by
Mr. Kiyoto Kurokawa
in Northeast Thai
in March 2010

Section 2
Organization chart



Fostering environmental leaders
環境リーダーの育成

YNU
SLER

Precautionary and Adaptive Risk Management

Population and Economic Growth in Asian & African Countries

（急成長するアジア）

Expansion of Ecological Risks

Environmental Disasters

Expanding Human Activities
人間活動の拡大

Investigation, Analysis and Evaluation of Risks
環境リスクの調査・評価

Harmony
（調和）

with Ecology and Natural Resource Management
（生態、資源管理）

Environmental Planning

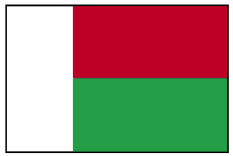
Practical and Feasible Environmental Project Implementation （実行可能な解決策の提示）

Fostering Environ-mental Leaders
環境リーダー育成

マダガスカルでの合同野外調査

Joint field works 2011

What is Madagascar?



首都：アンタナナリボ　Capital: Antananarivo

公用語：マダガスカル語、仏語、英語Official languages: Malagasy, French. English

独立：Independence from France

- Date 26 June 1960

国土の広さ（日本の1.5倍）　Area

- Total 587,041 km2 (45th)

人口　Population

- 2009 estimate 20,653,556(55th)
- Density 35.2/km2 (174th)

国民所得　（日本の100分の一以下）GDP (nominal) 2010 estimate

- Per capita $393

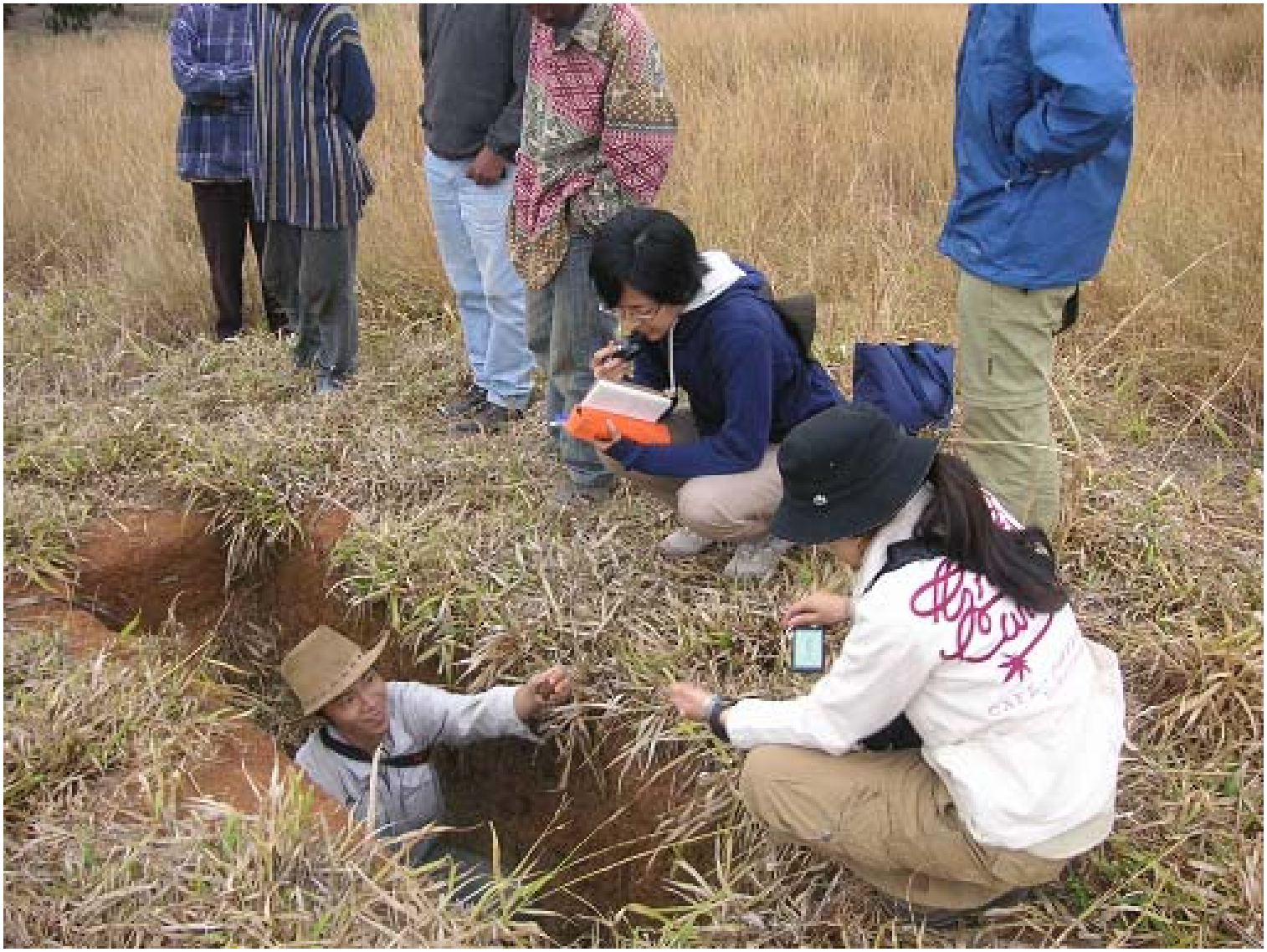
通貨：アリアリCurrency Malagasy ariary (MGA)

Interview survey at Ankarafantsika National Park, Madagascar

森林伐採により造成された「えび養殖場」のその後

乾季に多発する森林火災　Forest fire, Madagascar

不耕起農法（NGOによる試験農場）Non-tillage farming study



伝統的な織機による手工芸品の製作

Cottage industry, Raffia products

農村女性グループによる伝統ダンスの披露

A community dancing women's group
at Ankarafantsika National Park

陸前高田へのフィールド調査とボランティア
SLER participants will visit Rikuzentakata, Iwate Prefecture, one of the coastal cities affected by Tsunami

東日本大震災、津波の災害復興の現場を訪問し、復興支援には、何が必要か地域の住民と意見交換を行う。同時にボランティアとして、自ら災害フ復興を体験する。

To observe the reconstruction work in agriculture and fishery sectors and have dialogues with local stakeholder, and to participate in volunteer work.

YNU 横浜国立大学 YOKOHAMA National University

提言 **Conclusion**

地域発の社会起業の可能性と大学の役割－
-Innovation for social business and new responsibilities of university-

１．人々には創造力を！政府は協調を！
For people, “Creativity”, for government, “Collaboration”!

２．学生には刺激を！
For students, “Eye opening issues”.

３．起業には、必ずしも、常識、先行事例、政府の政策等にはとらわれず、自分で工夫！
For more innovations, we have to get over our previous knowledge, experiences and government guidance. This approach calls for self– reliance: If you want something done right, you’ve got to do it yourself.

YNU 横浜国立大学
YOKOHAMA National University

Thank you.

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