



**COMMUNITY PARTICIPATION IN
ORGANIZING KEITORAICHI (LIGHT TRUCK
MARKET) AND EFFECTS TO ITS MEMBERS
AND TO THE TOWN-CENTER SHOPS
– THE CASE STUDY OF SHIZUKUISHI TOWN,
IWATE PREFECTURE –**

軽トラ市の実行組織におけるコミュニティの参加とその
の委員会及び中心市街地の店舗への影響
-岩手県雫石町の事例研究-

By Nadzrul Anuar Bin Khalid

Ministry of Agriculture and Food
Industry (MAFI)

Field of International
Development on Rural Areas,
International Innovative
Agricultural Science (IIAS),
Tokyo University of Agriculture
and Technology

1st Supervisor: Prof. Yamada
Masaaki

2nd Supervisor: Prof. Chitose
Atsushi & Prof. Kusadokoro Motoi



PRESENTATION OUTLINE

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Problem Statement

Main Regional and Rural Issues in Japan

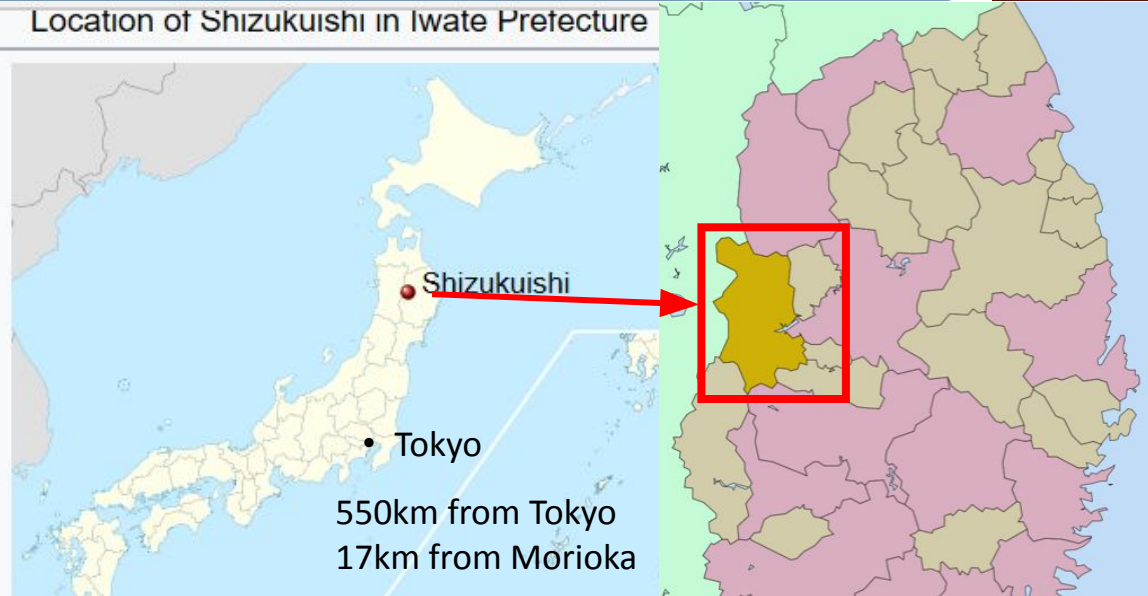
- Japan is facing such **structural problems** as ageing population, widening economic gap between rich regions and the poor regions, worsening government finances. **Community development is highly called for as initial steps** for Japanese **economy** and **society** to be **reconstructed and revitalized**. (Kaneko, 2013)
- “**Regional decline**” in Japan is linked to demographic change such as **ageing population**, **outmigration of youth** and **rapid population decline** which lead to economic shrinkage in rural areas. (Volker Elis, 2011)
- Japan Policy Council projected **896 “vanishing municipalities”** (48.9% of all municipalities) mostly in Tohoku and Kyushu (defined as decrease population women age 20-39 by half in 2040) in the future due to **outmigration and declining birth rate**. (Kato, 2014)
- With concentration of population in bigger cities, many “**shrinking cities and towns**”, leading to **vacancies** of houses and shops in the rural towns. (Flüchter, 2008)
- “**Shutter shopping street**”, a phenomenon where many shops are closed, not in business, has been prominent in the rural areas as population decline in the rural area. (Adachi, 2010)

Research Area

Shizukuishi Town, Iwate Prefecture, Japan



Location of Shizukuishi in Iwate Prefecture



Issues Faced by Shizukuishi Town

Depopulation

16,263 (in 2020) \Rightarrow < 10,000 people (by 2045)

Ageing Society

Age >65: 30%(in 2020) \Rightarrow 50% (by 2045)

Outmigration

From 2006, out-migration > in-migration

Declining Business

Number of shops & revenue \downarrow >50%

Vanishing Municipal

By 2040

(Kato, 2014)

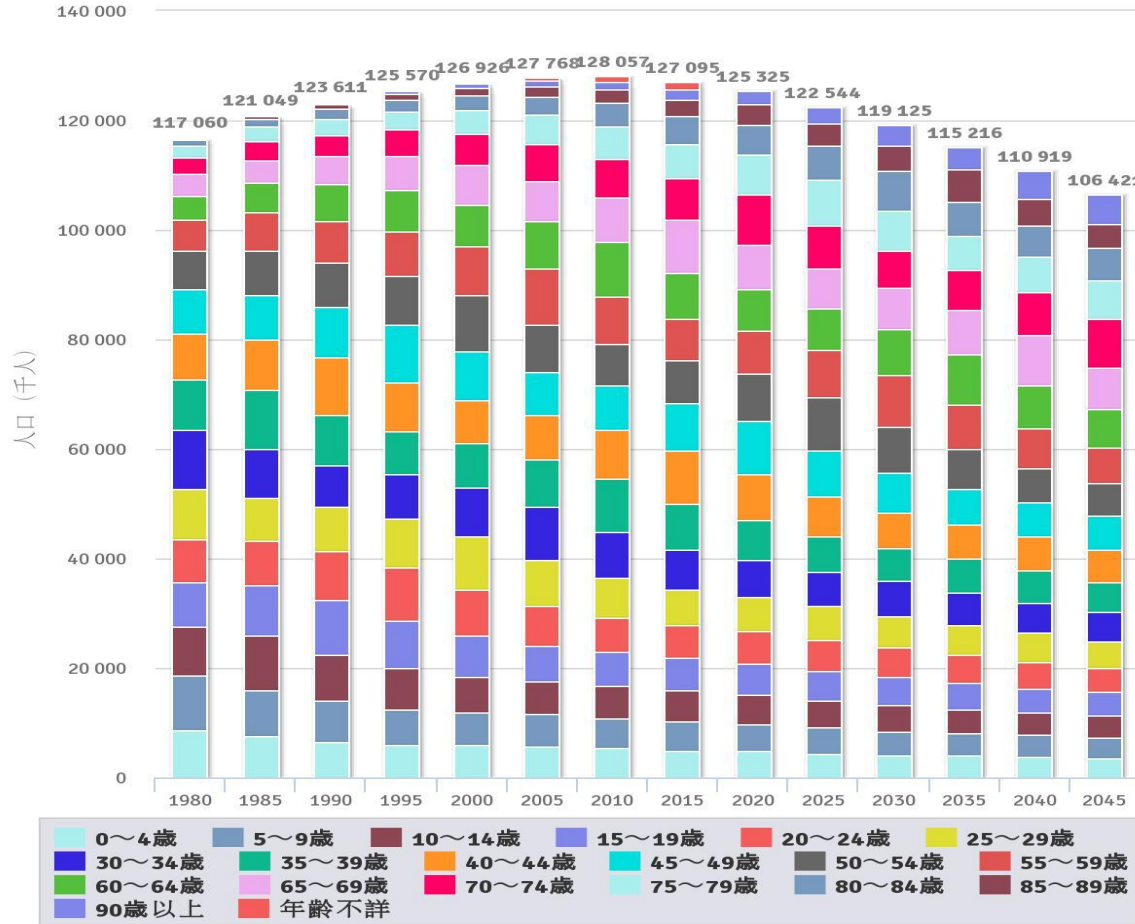
(Source: IPSS and Shizukuishi Data Book 2018)

Depopulation and Ageing Population

JAPAN

日本の5歳年齢階級別人口の推移

出典: 国勢調査、「日本の将来推計人口（平成29年推計）」（国立社会保障・人口問題研究所）



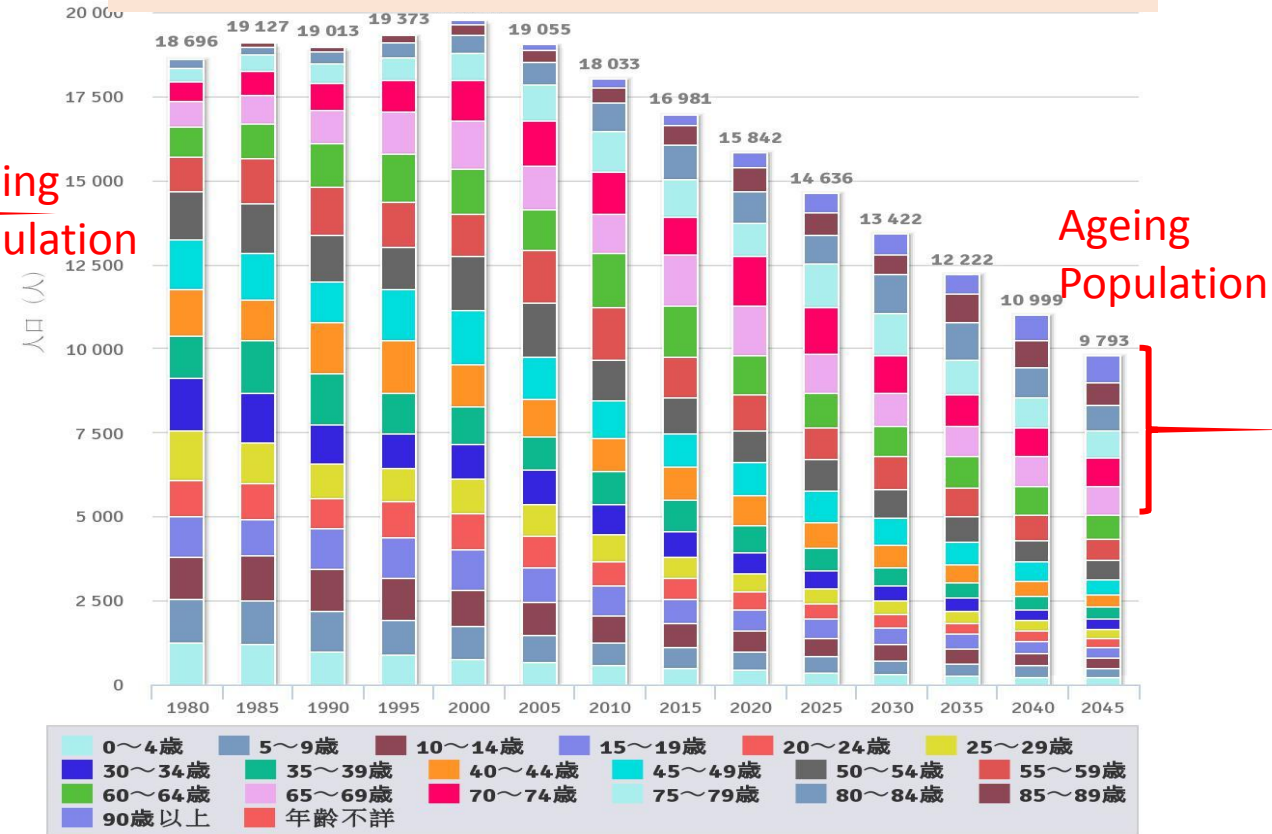
Japan population forecast 1990~2045 by age

Shizukuishi Town, Iwate Pref.

雫石町の年齢別人口の推移

調査を独自

Depopulation & ageing population is becoming more severe compare to nationwide Japan.



Shizukuishi Town population forecast 1990~2045 by age

Measures Taken? Shizukuishi Keitoraichi

- ❑ Open air market that uses kei-truck (light truck) as sales booth lined along the street.
- ❑ **Originated** in Shizukuishi since **2005** and **organized** by **Keitoraichi Jikkou-iinkai** (Keitoraichi Organizing Committee (**KOC**)) through **community participation**.
- ❑ Held once a month (May to November)
- ❑ Strategy to **bustle** and **reactivate** **Yoshare Dori Shotengai** Street, under **Town Center Revitalization Act**.
- ❑ This concept has **spreads** to **91 locations** in other towns across Japan.



Organizing Keitoraichi to Reactivate Shizukuishi Town Center

Policy related to Keitoraichi

まちづくり三法 Machizukuri-sanpou (3 Laws of Town & Community Development)

(Source: Takao Nakazawa (2001), Changing Shopping Street, Iwanami Shin book)

Urban Planning Act
都市計画法

Large Store Location Act
大店立地法

Town Center Revitalization Act

中心市街地活性化法

Town Center Activation Promotion Program

- I. Strategies responsive to changes and progress of socio-economic.
- II. Utilizing the stock of the town
- III. Utilize local resources and opportunities
- IV. Strengthen cooperation & develop human resource.
- V. Make system more utilized.

Includes efforts to assist in holding various events that make effective use of road space, efforts to hold a food market in the middle of the town. (中心市街地活性化本部)

Yoshare Dori Community Development Promotion Council

よしやれ通りまちづくり
推進会議

Town Center Activation Plan

Town commerce

Town Management Organization (TMO) Chamber of Commerce

TMO商工会

Town bustle

NPO

Machi Okoshi Center

Keitoraichi Organizing Committee (KOC)

軽トラ市実行委員会

To activate and bustle Yoshare Dori Shopping Street (Shizukuishi Town Center)

Keitoraichi

(Source: Machiokoshi Shizuku x Can)





Research Objectives

- 1 Evaluate Participation of Committee Members
- 2 Evaluate Effects of Participation to Committee Members
- 3 Evaluate Effects of Keitoraichi to the Yohare Dori Shotengai Shops



Importance of the Research

Importance of Participation in Community-Based Organizations

- **Community-based organizations** in Japan can **solve** many **social problems in the community**. (Nobe, 1991; Kikuchi& Egami, 1998; Ito, 2005)
- Community-based organizations are expected to play **bigger roles in community development** and foster **social capital**. (Inaba, 2007; Kaneya, 2008; Tsujinaka et al. 2009)
- Neighborhood associations based on **participatory in the community** play main role in **rural planning**. Inclusion of **competent rural youth** and **women in participation** are the **keys to successful community development**. (Hashimoto & Sato 2007)
- **Community development** also **contributes to success in economic development**. The purpose of community development is to **produce *assets*** that may be used to **improve the community**, and the purpose of **economic development** is to **mobilize these *assets* to benefit the community**. (Phillips and Pittman, 2009)

Literature Review of Keitoraichi

Empirical Findings of Keitoraichi

- In Shizukuishi Keitoraichi, Elders come for local fresh produce while youngsters come to socialize. The participating vendors use the market to promote their products and interacts with the locals. These interactions have created **bustle atmosphere** to the **town center**. (Shimokurosawa, 2012)
- **Visitors' trend** coming to the keitoraichi is the **same** for Shinshiro Keitoraichi in Aichi Pref. (Tashiro, 2017)

Number of Visitors and Keitruck Vendors in Shizukuishi (2005 - 2020)

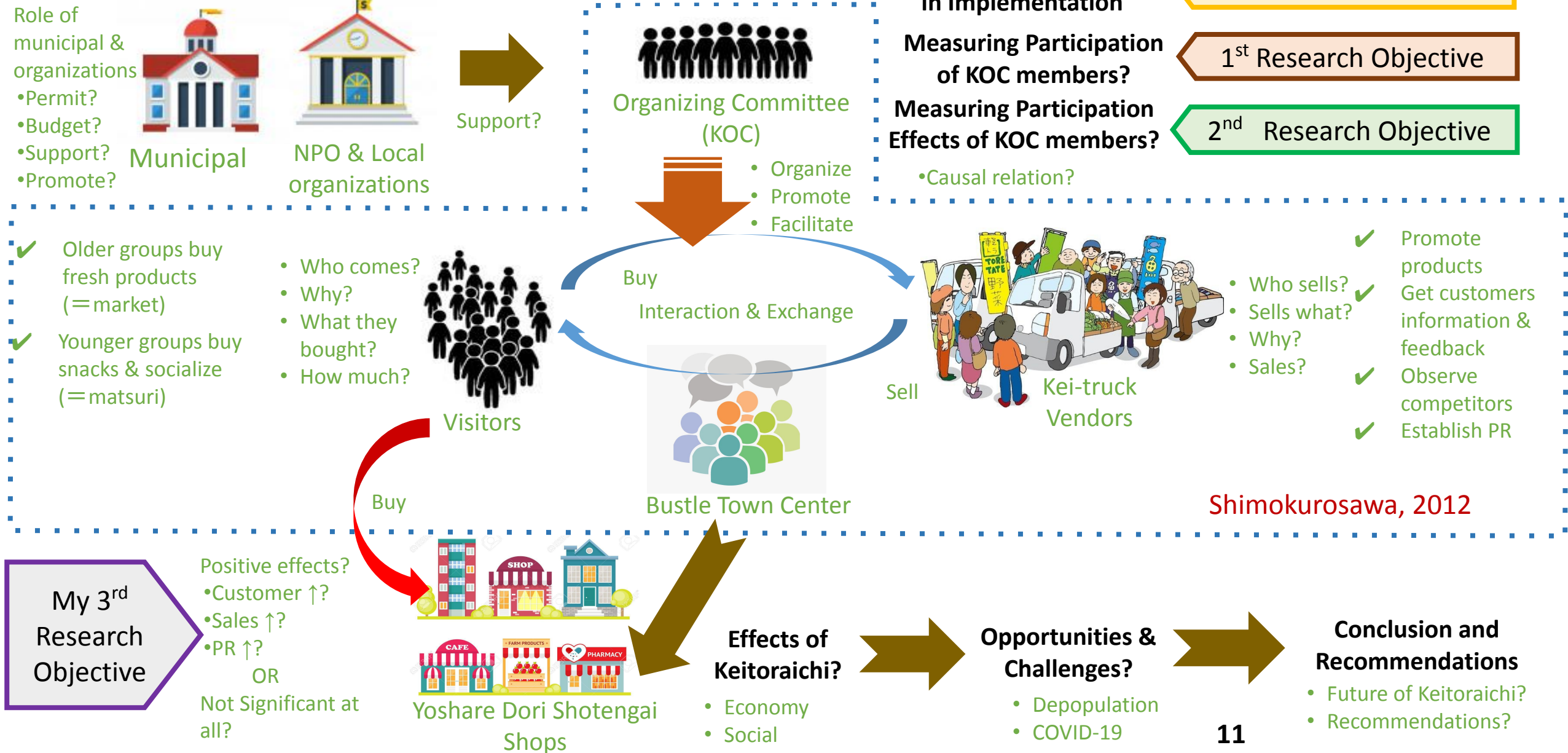


Visitors to Shizukuishi Keitoraichi is in increasing trend up to 2019. (in 2020, 2 events cancelled)

However, it is unknown how **KOC members** benefits through **community participation** and how keitoraichi effects **Yosharedori Shotengai Shops**?

RESEARCH FRAMEWORK

Town-Center Activation Act 中心市街地活性化法



Research Methodology & Limitation of Research

METHODOLOGY

Targeted Survey Questionnaires
(In Japanese)

Certified by Research
Ethics Committee

Keitoraichi Organizing Committee (KOC)

Yoshare Dori Shotengai Shops

32 Committee
Members

Self-evaluation

25 Participating
Shops

Self-evaluation

Participation Level

Participation Effects

Participation in the Market & Effects

Descriptive Analysis, Parametric and Non-Parametric Analysis

LIMITATIONS

Research Area

Duration of Research

Manpower

Research Funding

- Only 1 out of 91 Keitoraichi observed

- Spring, Summer and Autumn (May-November)
- Covid 19 Pandemic

- Main researcher with 3 local friends

- Self funded

Shizukuishi Keitoraichi Findings



Municipal
NPO & Local
organizations

Role:

- Support
- Budget
- Human resource

Roles:

- Participate
- Promotes
- Human Resource
- In-kind assistance



Support

Town-Center Activation Act 中心市街地活性化法

Policy &
Coordination TMO Shokokai(商工会)

- Policy and
Initiation of
Keitoraichi
- Structure &
role of
Sub-committe
es



**Organizing Committee
(KOC) 軽トラ市実行委員会**

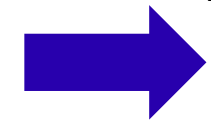
- Plan
- Implement
- Evaluate



Participation of
KOC Members

- Leaders** active roles
- Outsider** members
as **catalysts**
stimulate
participation

Participation
Effects



Effects of
Participation

- **Human Capital** ↑
- **Non-Leader, Younger & Outsider > Elder & Shizukuishian** member
- Expanding networking
- Bonding with resident
- Contribute to people

(Nadzrul, 2021)



Visitors

KEITORAICHI

Buy
Interaction & Exchange

Sell



Kei-truck
Vendors

Bustle Town Center

Shops
Participation

- 54%** open external booth
- 29%** sell different products
- 52%** use marketing
strategy to attract
customers



**Yoshare Dori
Shotengai Shops**

Effects of
Keitoraichi

- 52%** Customer ↑
- 40%** Sales ↑
- Marketing strategy ⇒
customer ↑ & sales ↑
- Bustle street, publicity,
customer ↑ & sales ↑

Pro & Con
Keitoraichi



Pro:

- Attract Visitors
 - Bustle street
 - Publicity
- Con:
- Weather
 - Competition
 - Temporary



Challenges
to shops

- COVID19
- Depopulation
- Departmental
stores

Relevance of
Keitorachi

- customer ↑ &
sales ↑
- ⇒ satisfaction ↑
- 76% thinks still
relevant

(Nadzrul, 2021)

Findings Summary

1. Leaders play **key roles**, while outsiders function as **catalysts** in stimulating the committee members to **participate actively** in organizing keitoraichi.
2. **Participation** in KOC improves human capital among the members.
3. **Keitoraichi** give benefits to **local business** that **actively participated** in the market.

Conclusion

- ❖ **Community participation** in local organizations helps to **achieve community goals** through good leadership, active participation of members from within the community and contribution of external members. For the case of Shizukuishi Keitoraichi, it contributed to bustle the town and promote the town business to the outside community.

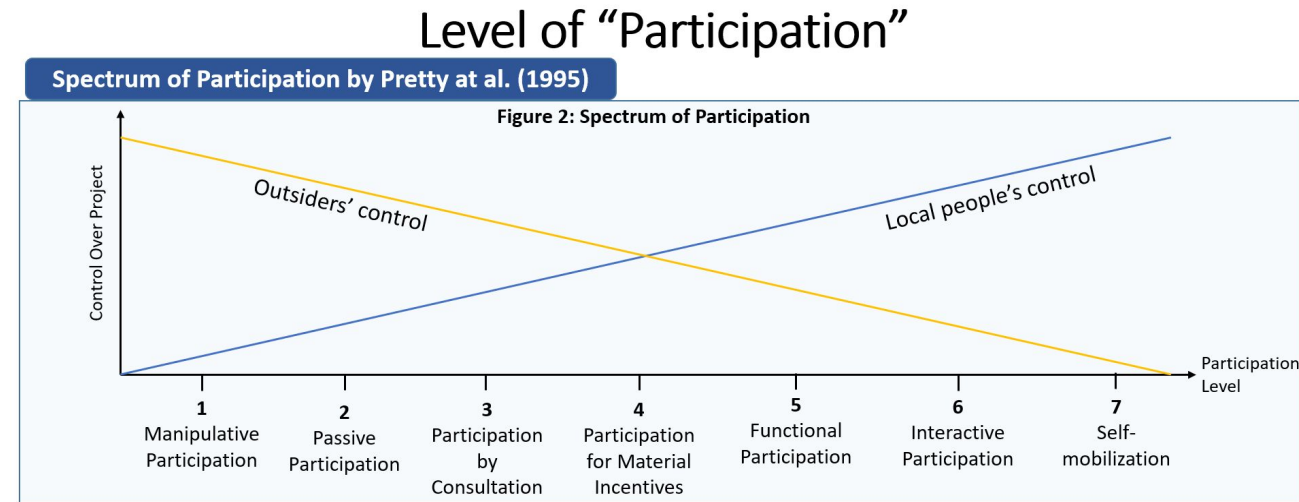


Recommendations

❖ In development programs, **government** should **empower** local community participation and allow them to **organize** themselves so that they are able to plan, implement and evaluate their own initiatives. This can be **cost effective** for the government and **sustainable** for the program and community.

❖ **Interactions** between local community and outsider is important in **community development**, therefore local community are encouraged to be more **accomodative** to accept outsiders that **contribute** to the community.

❖ **Government** should encourage **community participation** in local development projects.



1. Participation is pretence, people's representative in board have no power.
2. People only being told what's happening/happened or what to do.
3. People consulted & views are listened, external professionals define both problems and solutions.
4. People provide resources in exchange for incentives (food, cash, material, etc.). No stake in prolonging activities when incentives ends.

5. People forming groups to meet predetermined objectives by others and not involved in early stage.
6. People participate in developing action plans. Participation seen as right, not means to achieve goals.
7. People's initiative independent of external institutions, developed contacts with them for advice but maintain control over resource.

Implications to Government Policy/Program



Related Government Policy

Rural Development Policy (DPLB) 2019

Pillar 1: Transform economy of rural community

Pillar 2: Promote entrepreneurship in rural community

Pillar 3: Nurturing quality human capital

National Physical Plan 4 (RFN4)

Pillar 3 Strategi KI 4.1: Collaboration & Strategic Partnership in Development

National Community Policy 2018

- To empower, increase awareness and cooperation among urban communities and creating more leaders & volunteers.

- Many policies & programs give less freedom for community to plan, execute & evaluate (govt. initiative ⇔ community initiative)

- To induce the element of community empowerment through active community participation.

Similar Government Programs in Malaysia



Sustainable Village

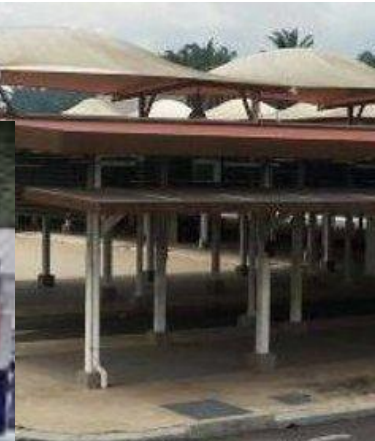
Community Economic Projects through village cooperative



Rural tourism
Agriculture
SME
manufacturing



Community and Caravan Market



Lessons Learnt for policy makers

1. Adapting community (Whole of society) approach in producing and marketing farm produce by agencies such as FAMA and LPP by strengthening collaborations with associations such as National Farmers Association (NAFAS).
2. Empowerment and development of cooperatives members & local organizations;
 - i. Institutional reformation of by strengthening cooperatives and local organizations
 - ii. Focusing in diversified business model especially agriculture development rather than using financial instruments to the members such as giving loans;
 - iii. Grooming future leaders in the organizations;
3. Addressing food security through a direct marketing channel to the consumer in local area to reduce manipulation of middle-men in food supply chain;



Thank You For Your Kind Attention

goseichou arigatou gozaimashita

ご清聴ありがとうございました

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