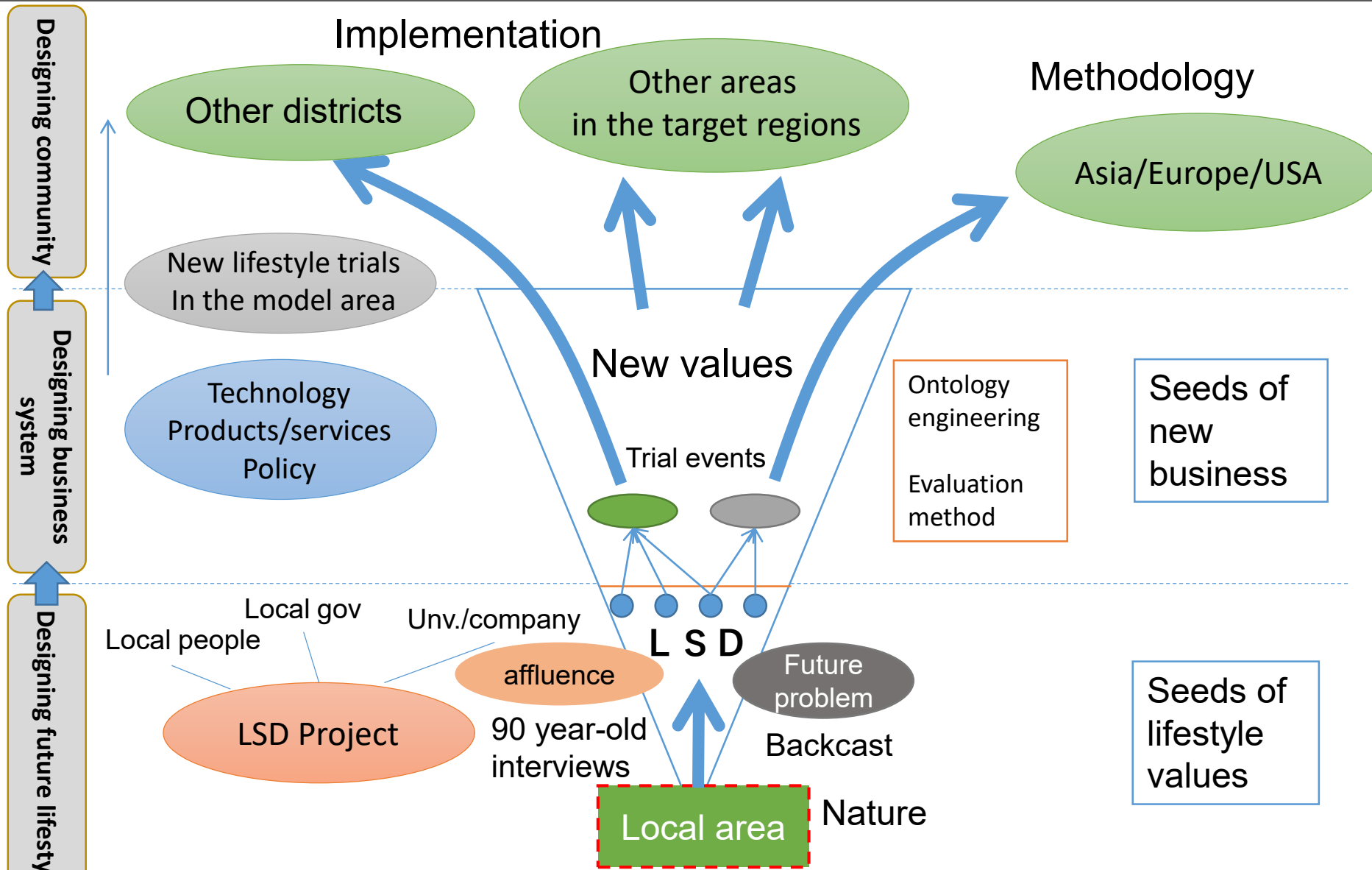


Challenging lifestyle changes under severe environmental constraints through combining methods of backcasting and interviews with elderly

**Wednesday 26 September 2018
Fukuoka International Congress Center**

**Ryuzo Furukawa
Tokyo City University, Japan**

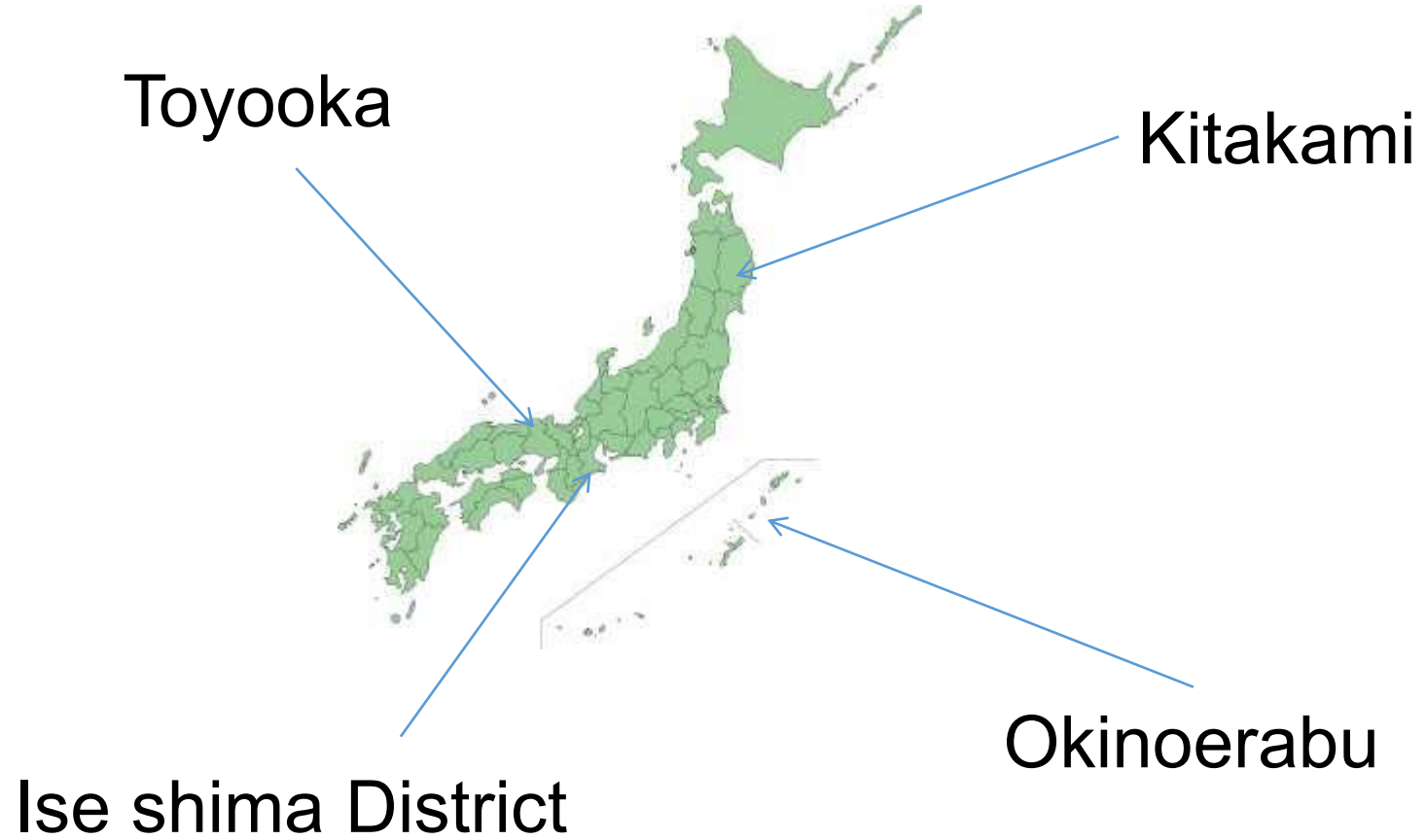
Creating a Fountain of Future Lifestyle Ideas



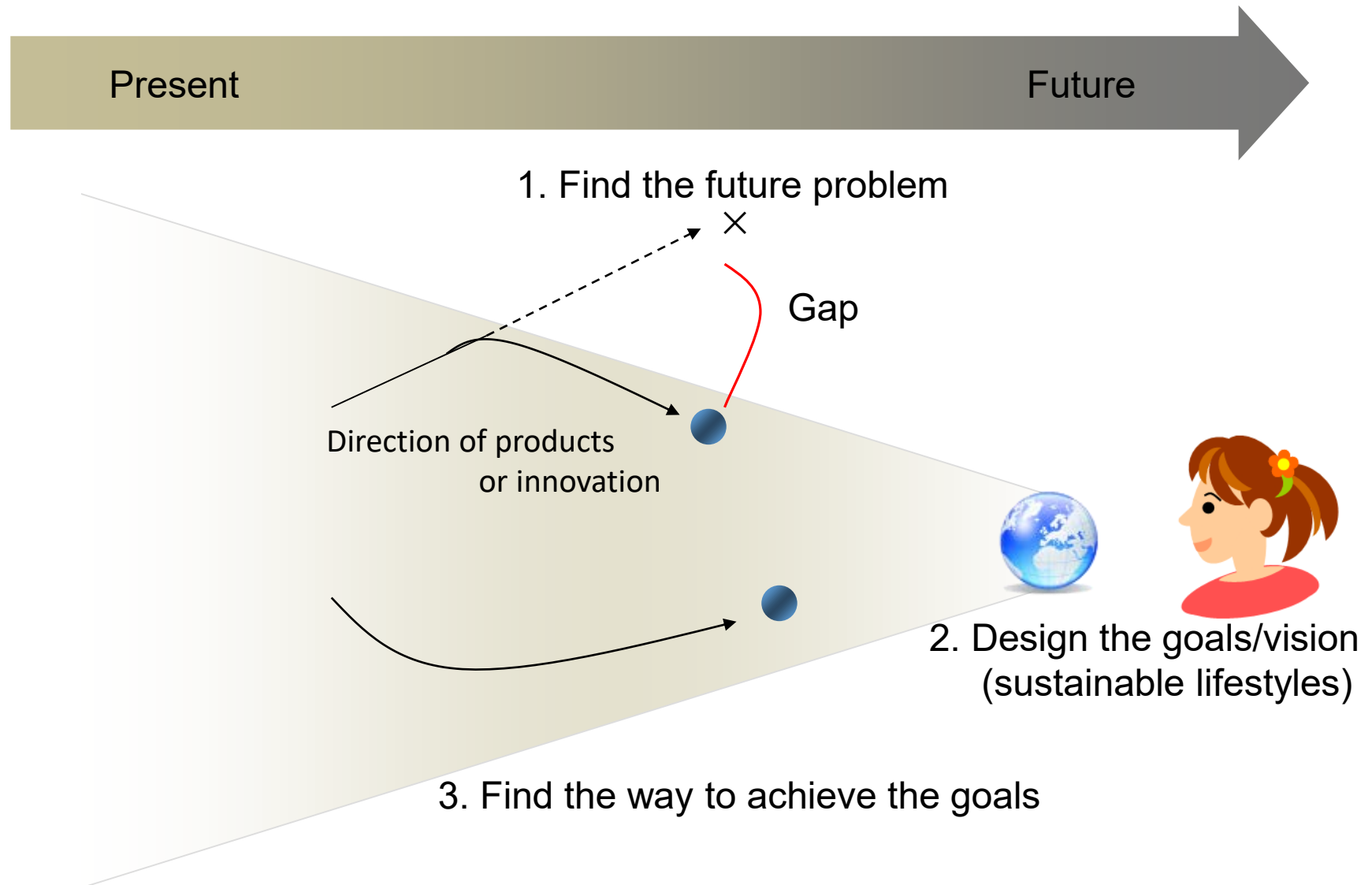
LSD : Lifestyle design

Designing a Sustainable Society through Intergenerational Co-creation

Target regions



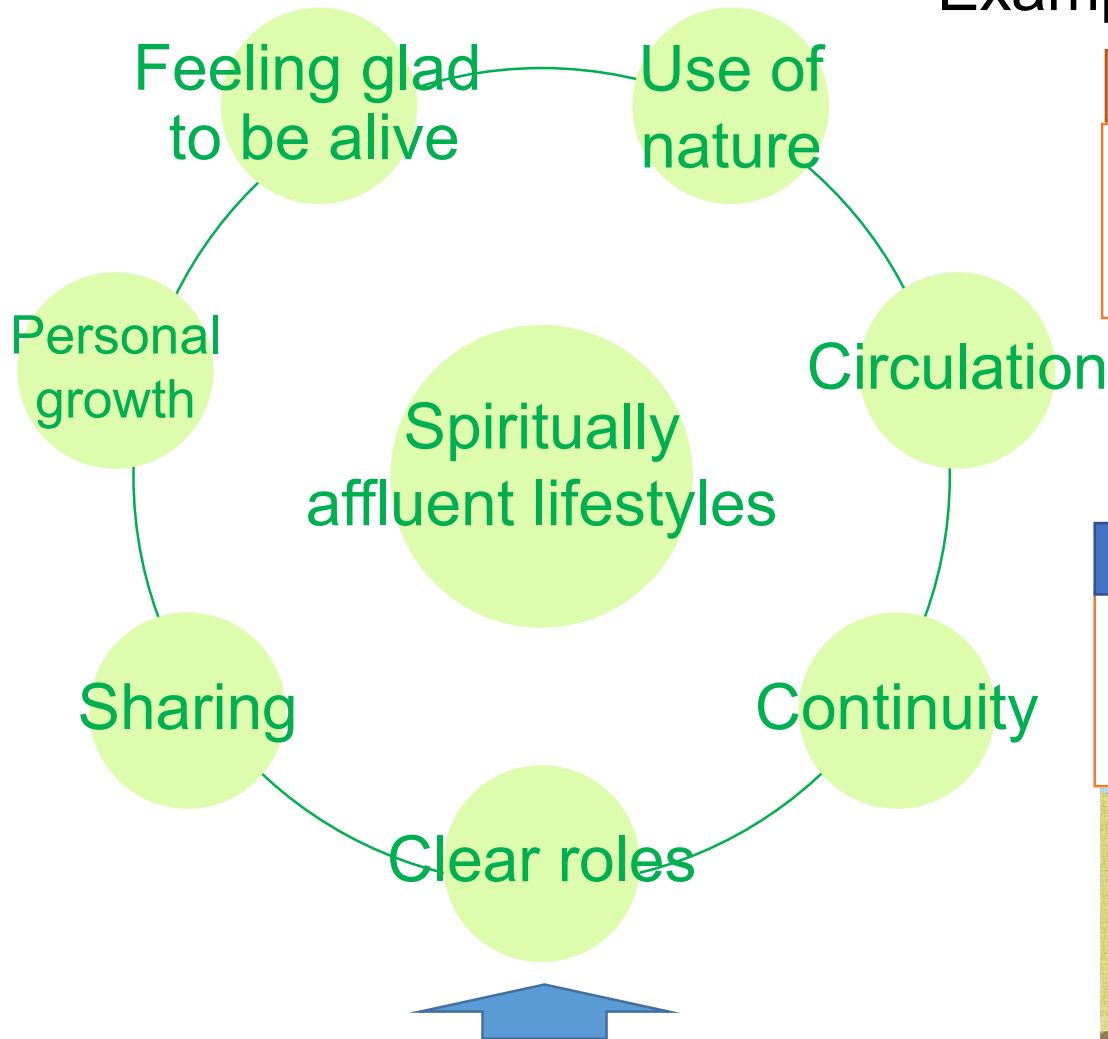
Backcasting (backward looking analysis)



90 year-old interviews

– extracting the concept of a way of living from real daily life before the World War II –

Example



less energy, less resources

Old daily life

Sharing important natural resources
In the community



“They enjoyed the process.”



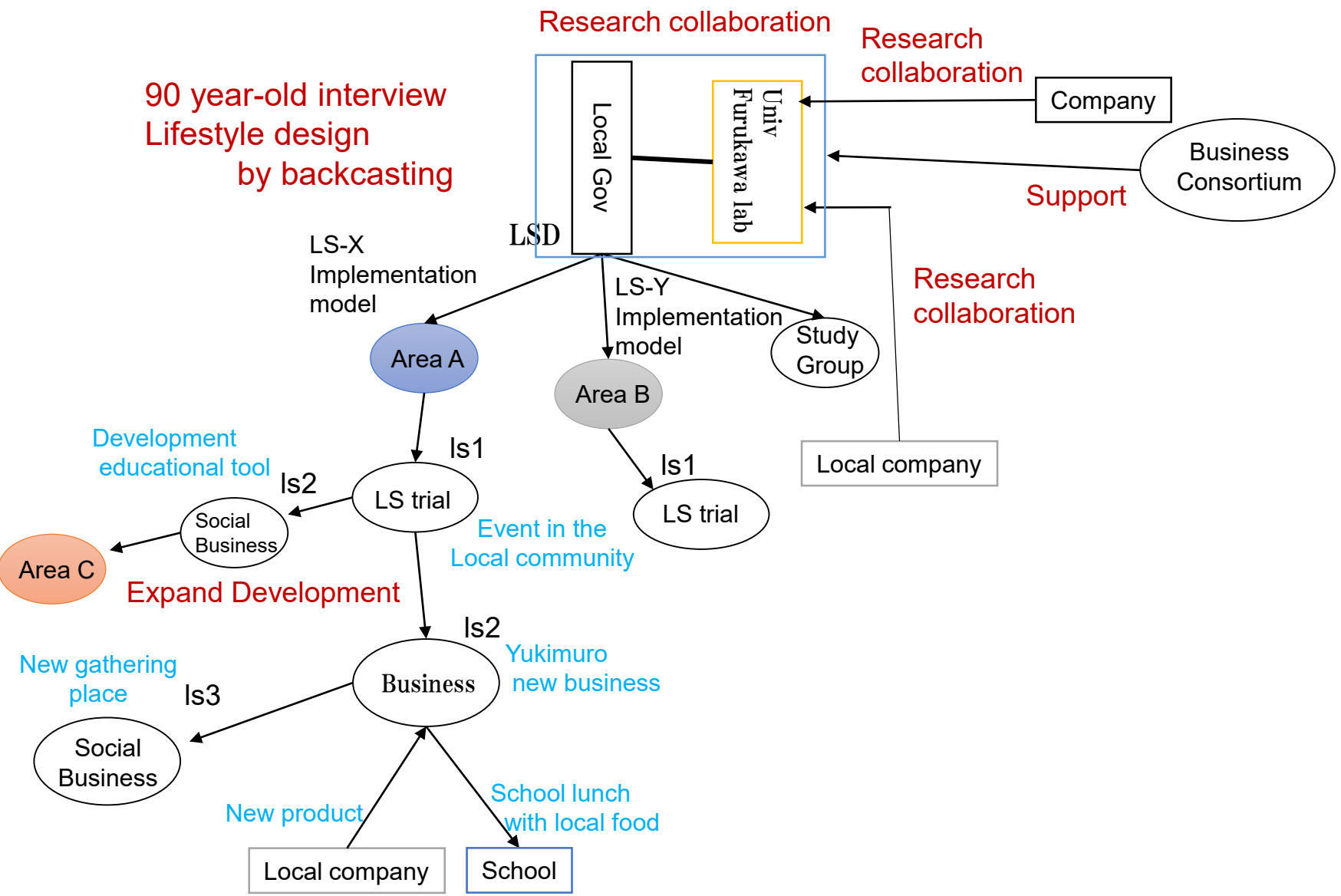
Future daily life

Sharing important solar energy
In the community



“They might enjoy the process.”

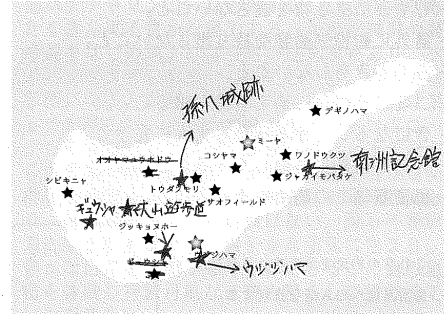
Structure of lifestyle innovation process



Lifestyle concept: Finding enjoyment and peaceful places by ourselves in Nature
(examples at Okinoerabu island)

Whole Okinoerabu island Secret Base Project

90
&
LSD



<Process>

0. Find starting members
1. Think about future lifestyle and share the objectives of the PJ, and decide lifestyle concept which they want to achieve.
2. Decide range and places
3. Make scenario
4. Increase participants
5. Take care of details
6. Do events
7. Survey and evaluation
8. Feel achievement and satisfaction
9. Take rest
10. Make next plan

<Objective of this event>

1. Find the places which they have enjoyment or feel peace of mind in Nature
2. Know and think why there are many wastes in Nature with intergenerational participants.
3. Clean environment as a game scenario(This is called "mission.")

Kuchinai Secret Base Project (Himitsukichi)



Participate annual community event and know each other



90 year-old-interviews and backcasting, and discuss the concept of LS.
Set the project name 'secrete base PJ.'
Select the candidate of the place.



Build the secret base for parents at the first step.
This experience became big driving force.



Children helped making toys, tables and flags with parents.



They had several events through years. Some said that they have changed their lifestyle.
(They changed to make goods by woods, have fun with friends and parents, talk about environments more frequently.)



Gather Around Local Toyooka Food (example at Nakasuji area in Toyooka city)

First Event: Enjoying Nakasuji's Foods in Season Event

Backcast
LSD



Think how they can eat local Toyooka food in the intergenerational WS (Children's answer)

1. Parents buy local food and cook
2. Grow by myself
3. Give these vegetables to old people who can not
4. Eat at school lunch



Look for solution

- Bigger size of veg
- More amount of veg
- Longer period

How?

90 year-old interviews

Experiments

Evaluation

The LS was Achieved!

New business



- Dig hole at the cliff
- Use windhole
- Use snow cavern



Snow cavern



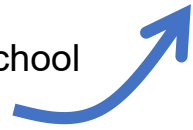
Soba (buckwheat)
Sake etc.

New brand

Hidden values came out

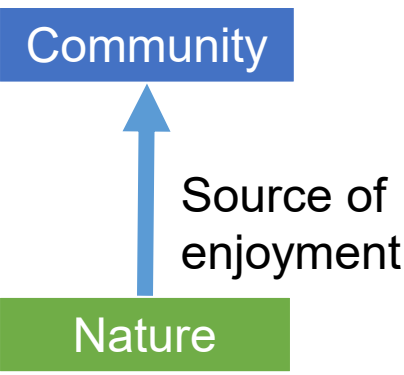
Local food at school

Sweeter
Fresh

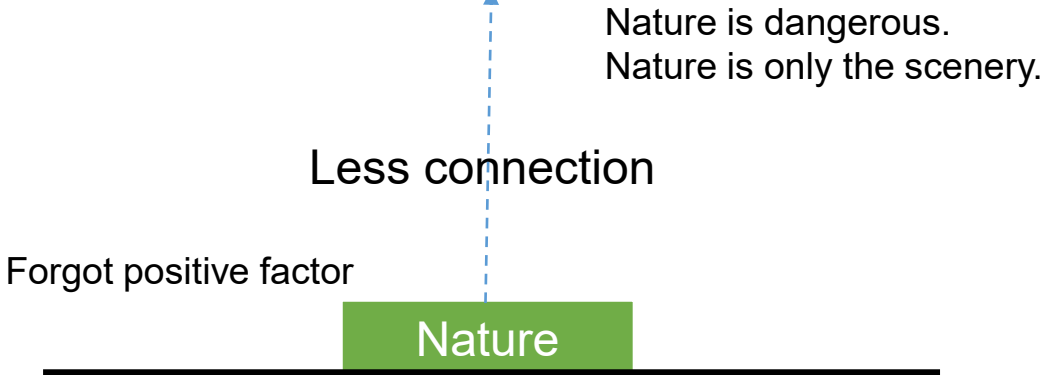
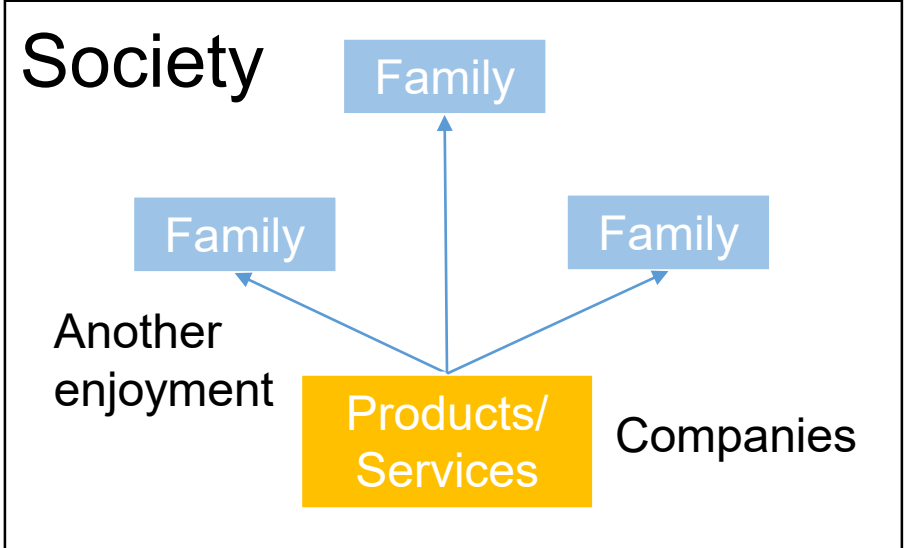


Why did the new values come out?

If you backcast and apply old lifestyle about connecting with nature, you can find hidden values.



<Past time>



Source of enjoyment

<Present time>

Nature is dangerous.
Nature is only the scenery.

The movement of changing lifestyles has become a growing trend across Japan

