United Nation University Seminar, 8th Kanazawa Session

Final Report
Awareness, Motivation and Creativity towards Sustainable Development and Poverty Reduction

Group 1E
Presentation title: Awareness, Motivation and Creativity towards Sustainable Development and Poverty Reduction

The following lines express the collective thoughts and opinions of all group members, which came out through discussion sessions.

It is well agreed that the earth cannot be sustainable if people continue to live in the present way. In spite of all the arguments concerning the attainability of the MDGs for poverty reduction and abject poverty eradication by 2015, the lectures gave us hope that achieving the goal is possible as it is imperative through presenting many delightful case-studies around the world.

Sato-yama and Sato-umi concepts were convincing ideas to work on the poverty problem for both developed and developing countries. For developed countries, the knowledge and skills of Sato-yama Sato-umi will not only support environmental reservation, but also create an opportunity for diverse movement which may ultimately reduce depopulation problem in local areas. In developing countries, Sato-yama Sato-umi will not only reserve their nature but also create steady income for people in the area. Applying Sato-yama concept is a win-win solution for all parties in the globe.

Referring to the Indian case, it was eye-opening to know that they lift out of poverty by themselves using only what they had, knowledge and local resources, at the moment. They built bottom-up development and started projects from smaller scale to bigger.

In addition to all the positive case studies and analysis on the problem solving, we believe that there are things still need to be emphasized in order to reach our goal. First key word which we would like to stress for any prospective solution is ‘AWARENESS’.

1. We should more set an eye on the fact that a lot of big aids are fallen to the problem of inefficiency in spite of the huge amount of money spent in the projects. we need to be aware that supplying aid is not something the donor do for granted, but requiring to have deeper understanding of recipient country’s needs. Without doing so, the aid would
receive criticism which Japanese ODA or JICA projects receive often. Their aid projects were often criticized that they tend to focus more on the idea that aids should be used to set up infrastructure; it must be solely of national interests. And a lot of money is wasted because of that.

2. Governments need to be aware that now the concept of social security is not as it used to be, and people are starting to focus more on individuals’ rather than national social security. We can learn from the fact that NGOs in many cases are providing very suitable aids to recipient countries and they play a bigger role as a representative of those who need help the most.

3. Not only Governments, but also people need to be aware that their attention can change the situation better to provide efficient aids to recipients. For instance, the fact that Japanese people do not understand JICA’s activities overseas makes the situation worse. They lack the motivation to support this kind of activities on one hand, and on the other JICA is considered less accountable for the aid-failures which will eventually lead to lower efficiency in aid supply.

4. Together with each party’s understanding, more international cooperation is needed due to the lack of adequate governance in recipients government. The adequate governance plays an essential regulatory and supervising role which is necessary to ensure environmental sustainability. Moreover, concerning development assistance, corruption is regarded as a major obstacle, which impedes the progress from aids from reaching to those who need help efficiently.

5. Through understanding and cooperation, creating a more transparent mechanism of aid supply among parties, individuals, international cooperation, donors and receipt countries are essential. For instance, mutual understanding of the amount of money should be attained by both the donated and received governments.

In order to maintain sustainable development over and over for the next coming generations, current lifestyle should be modified. For doing so, we need to be aware that people aren’t willing to change their lifestyle unless they hit the wall of critical situations. The second key word to be emphasized is the necessity of ‘MOTIVATION’ from people to make change towards the comprehensive solution. The group understood the bad effects vulnerability in various aspects: effort vulnerability, aid vulnerability, policy vulnerability. What the realistic approach tells is that; in order to have a sustainable development accompanied with sustainable poverty reduction; sustainable long-term efforts of the awareness and motivation are needed. Education can take an essential role for citizens who will be more aware of the both issues of Sustainable Development and Poverty and During the Decade of Education for Sustainable Development (DESD) from 2005 to 2014, there should be more opportunities to explain to them about the global issues. Especially, for new generation, the ESD should be emphasized for the future.

By now, human beings have tried many methods and faced to many failures. Now we need to put all the disappointment aside and move forward continuously. The problem is not easy, so
it will take time, but we can do it since many cases prove that human beings can solve problems by innovating ways.

Ultimately, it is the question of our sustainable motivation and also, ‘CREATIVITY’.

We would like to conclude our report with our drive and innovation by saying from Charles Dickens:

“It will be the best of times, or it will be the worst of times, it will be the age of wisdom or it will be the age of foolishness, - it will be the epoch of belief or it will be the epoch of incredibility, it will be the season of life or it will be the season of darkness, it will be the spring of hope or it will be the winter of despair, we will have everything before us or we will have nothing before us, we will all going directly to heaven or we will all going the other way.”

So all are in our hands and now is the time.