

Cultural Heritage and Local Development

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Today's topic

- My CSR experience / CSR activities have expanded my interest in cultural heritage and LD
- What is the outcome of CSR activity?
- World Monuments Fund and Watch List Program
- Cultural Heritage & Local Development-Inariyu Project
- Key takeaway

Note: this presentation is all about my personal opinion. I don't represent the opinion of the organization I belong to.



My CSR experience at the firm...it was very busy!



CSR activities have expanded my interest in cultural heritage and LD!

Category of CSR...currently any distinctions?

Category 1) Skill Based Volunteer/ Pro bono. Supporting Small Business, Social Business using professional knowledge or skill.

- Legal consulting for a young start up by Legal division
- Financial lesson for high school students by Asset Management division

Category 2) Supporting for People including elderly, people who have difficulties, young students in difficult situation

- Mentorship program for underprivileged students
- Working at a local elderly care center
- Accompany the special school children's excursions
- Cleaning at a special education school and supporting charity bazaar

Category 3) Volunteering work for Animals and Environment

- Supporting a guide dog event
- Cleaning beach and forest

Category 4) Supporting Fund-Rsing event

- Supporting for charity run events (e.g. Run for the awareness of breast cancer.



One of current trends of CSR is sending employee as volunteer to venues in stead of giving money. Supporting to external people in need, teaching know-how, give mentoring and etc.. It means company investments resources such as people & time in local community. Because long term business success depends on community success. So, company invests in local community and it is sustainable. Giving money type charity is not sustainable.

Case Study: Category 2 (Hong Kong, Food Service) “Food Angel” Waste Not, Hunger Not, With Love

Food Angel aims at reducing food waste at source, alleviating hunger, relieving poverty and educate the next generation.

Their vision is not only reducing food waste, but also making everyone in Hong Kong have 3 meals a day.

Food Angel rescues surplus food in order to relieve the landfills pressure in Hong Kong. Food Angel collects surplus food to prepare meal boxes then distribute to people in need such as elderly, low-income families and homeless people.

Food Waste Management & Reutilization of Heritage Building & Community’s Resilience

<http://www.foodangel.org.hk/index.php?l=en>



Partnership with Sponsor Companies

Companies send employees as volunteer cooker

“Sham Shui Po” District where FA works is the poorest district in Hong Kong, with the lowest median household income of all districts. The textile industry in Sham Shui Po flourished during the 1950s and 1960s and already a densely populated district. It has the highest percentage of elderly people over 65 years.



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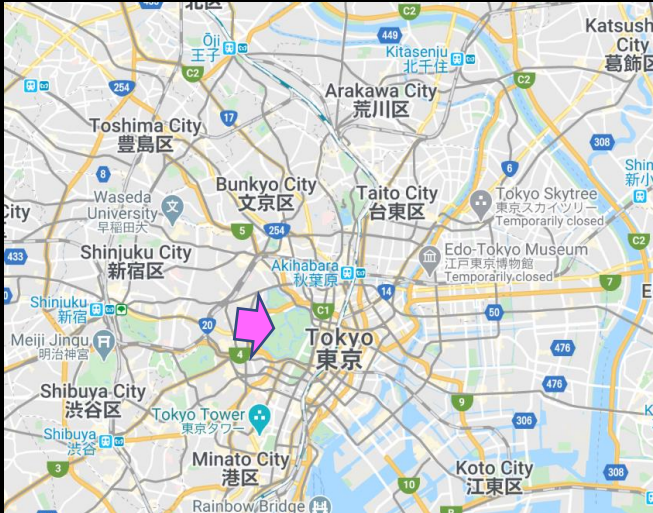


Aiming zero hunger



Reutilization of heritage building

Case Study: Category 4 (Tokyo, Charity Run at the Imperial Palace) Historical Landmark, Charity, Culture, Diversity & Inclusion and more!



Cultural stage between runs



Diversity & Inclusion, everyone can enjoy the charity event



Running with watching historical monuments in the Imperial Palace



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Oh, CSR event? Volunteering?

Any outcome in terms of business skill perspective?

Soft skills as below can be trained through CSR activities...

- Diversity & Inclusion
- Leadership & Followership
- Project Management
- Speaking Communication (Simple, Clear, Plain)
- Resource Management
- Team Building
- Dealing with “Unconscious Bias”
- “Design Thinking”

CSR activities are full of learning and training opportunities. It has expanded my interest in cultural heritage and LD.



Tangible Cultural Heritage in Japan? Temple, Shrine, Castle...



But on the other hand, disappearing small scale historical heritage in Japan because of...

- Urban planning and economic development
- Business difficulties
- Ownership
- Aging society and shrinking of city/town
- Lifestyle change
- Tax system
- Decrease in craftsman & artisan who can maintain
- Natural disaster (typhoon, earthquake)
- Indifference/Less awareness among community
- Lack of successor

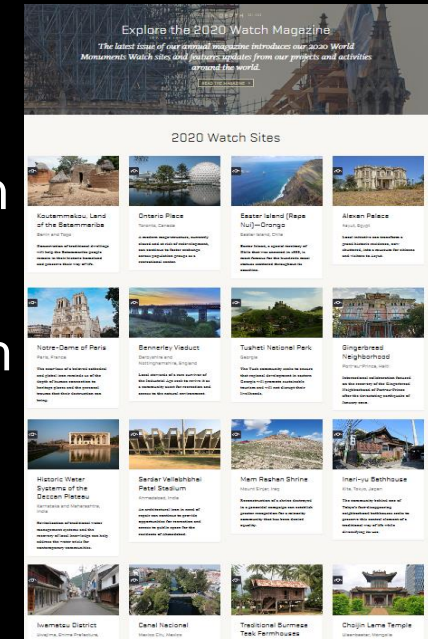
and more...



World Monuments Fund & Watch List Program

- World Monuments Fund (“WMF”) is a nonprofit private organization founded in 1965 in New York, USA. WMF is internationally engaged in activities to protect and preserve cultural heritage such as historic buildings and enlightenment activities.
- With the American Express as the founding sponsor, WMF has selected "cultural heritage for which urgent preservation / restoration and other measures are required" from around the world every two years since 1996. WMF is put together in a list and distributed to the world. This is an awareness program that emphasizes the need for conservation activities.
- From iconic monuments to sites of social justice, the 2020 World Monuments Watch includes 25 sites that marry great historical significance with contemporary social impact.
- I heard that there are not many applications from Japan for the Watch program due to language barriers and low awareness. So I decided to support Japanese applicants if they want to apply in terms of application form contents.
- I supported the application of Inari-yu, a historical public bathhouse in Tokyo.
- Inari-yu was listed in 2020 World Monuments Watch.

<https://www.wmf.org/2020Watch>
[Article \(ArchitectureDigest\)](#)

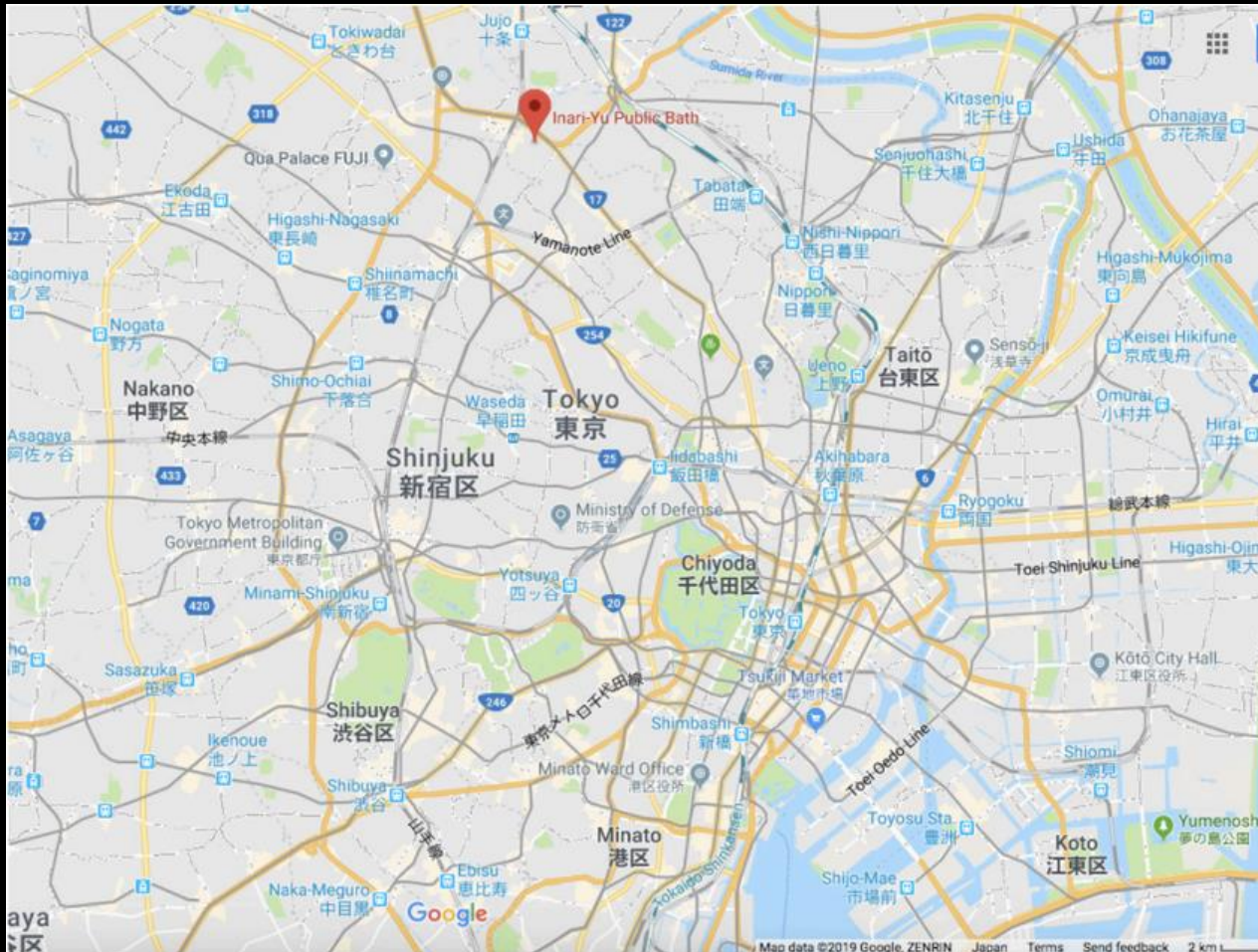


My strategy for winning application...

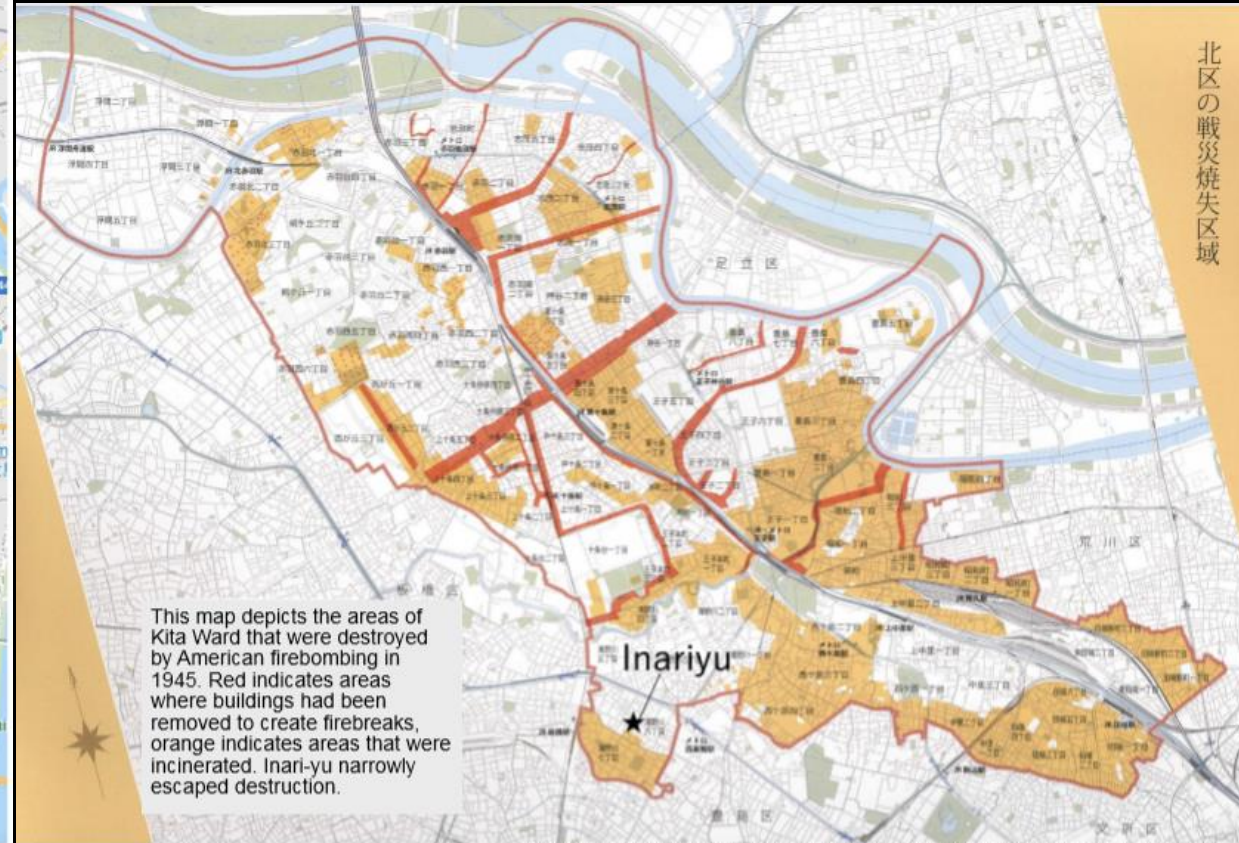
I strongly highlighted three points...

- **Architectural & social importance:** built in 1930, in a style and using techniques borrowed from Japanese temple architecture, the building narrowly escaped destruction in the 1945 air bombing of Tokyo by the United States. The institution of the bathhouse has always functioned to promote social interaction, combating loneliness and isolation for those who need it, especially elderly residents. It is used everyday, it's a real living heritage.
- **What risk Inari-yu is facing:** economic difficulties in terms of aging society including decrease in customers. Also increased gas bill/maintenance cost and regulated bathing fee, groundwater pollution, inheritance tax. Decrease in craftsmanship who can maintain.
- **Local solution & social impact:** it is possible that the bathhouse can be updated for the twenty-first century while staying true to its core function. At Inari-yu, the transformation of a secondary structure into an informal gathering space, similar to the kaku-uchi that can be found in Japanese liquor stores, has the potential to strengthen the social function of the bathhouse and attract new customers, including foreign visitors to Japan. Inari-yu project could provide local solutions and also could provide a model for the remaining hundreds of bathhouses in Japan..

The Location of Inariyu (Kita Ward in Tokyo Metropolis)



Wide area map

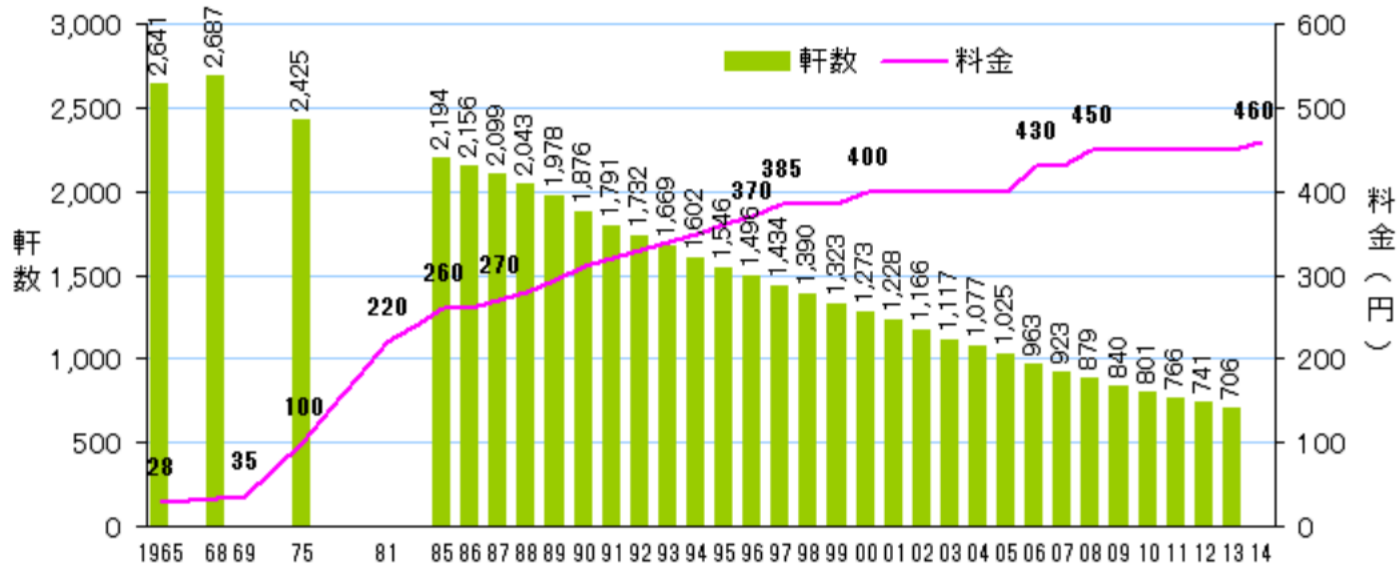


This map depicts the areas of Kita Ward that were destroyed by American firebombing in 1945. Red indicates areas where buildings had been removed to create firebreaks, orange indicates areas that were incinerated. Inari-yu narrowly escaped destruction.

Source: "Kitaku ni okeru senchuu/sengo no kurashi no henshen," *Bunkazai kenkyuu kiyo bessatsu dai-26-shu*, Kita Ward Education Board, March 2017.

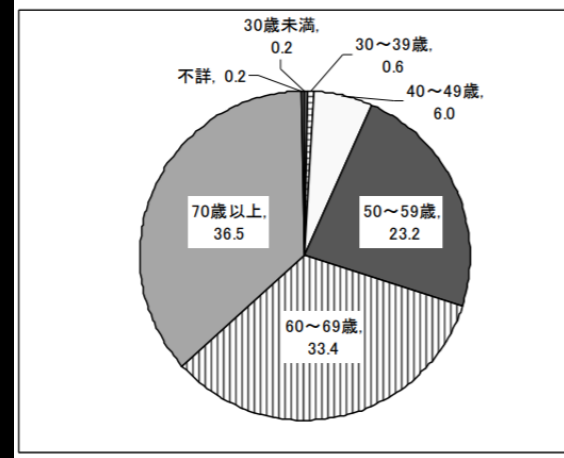
Data and Survey with owners of public bathhouse

東京都の銭湯軒数と料金の推移



The number of public bathhouse in Tokyo (green) is decreased. Bathing fee (pink) is regulated by government (460 JPY).

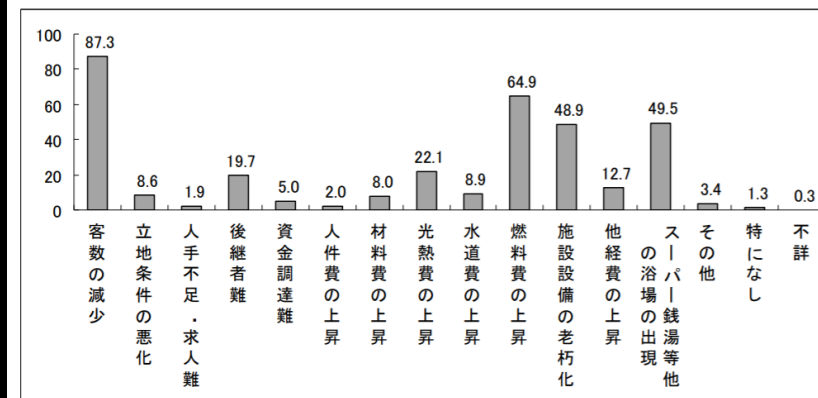
(図5) 経営者の年齢別施設数の構成割合 (単位: %)



35.5% of the owner is age more than 70.

(7) 経営上の問題点

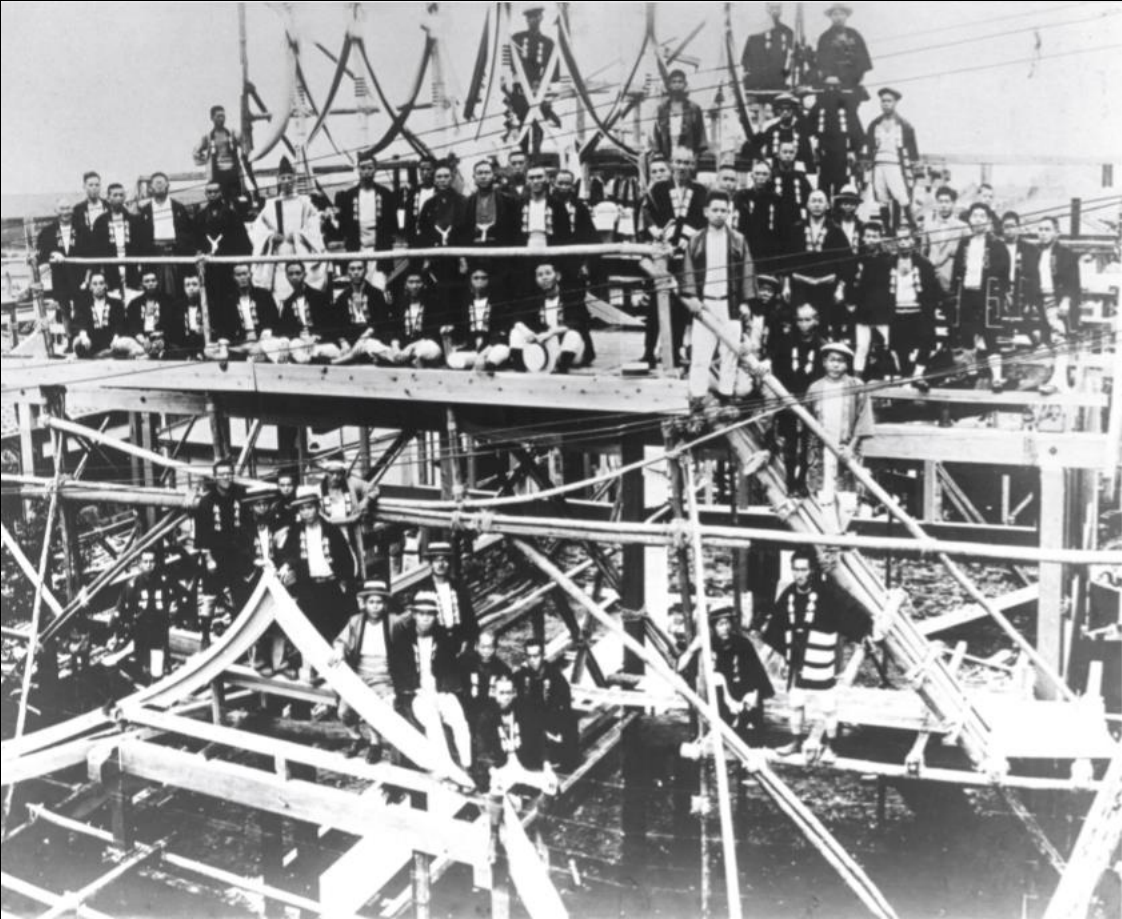
(図11) 経営上の問題点別施設数の割合 (複数回答)



経営上の問題点別に施設数の割合をみると、「客数の減少」が87.3%、「燃料費の上昇」が64.9%、「スーパ銭湯等の出現」が49.5%、「施設設備の老朽化」が48.9%と高くなっている。

Major business issues are decrease of customers (87.3%) and boost in fuel price (64.9%)

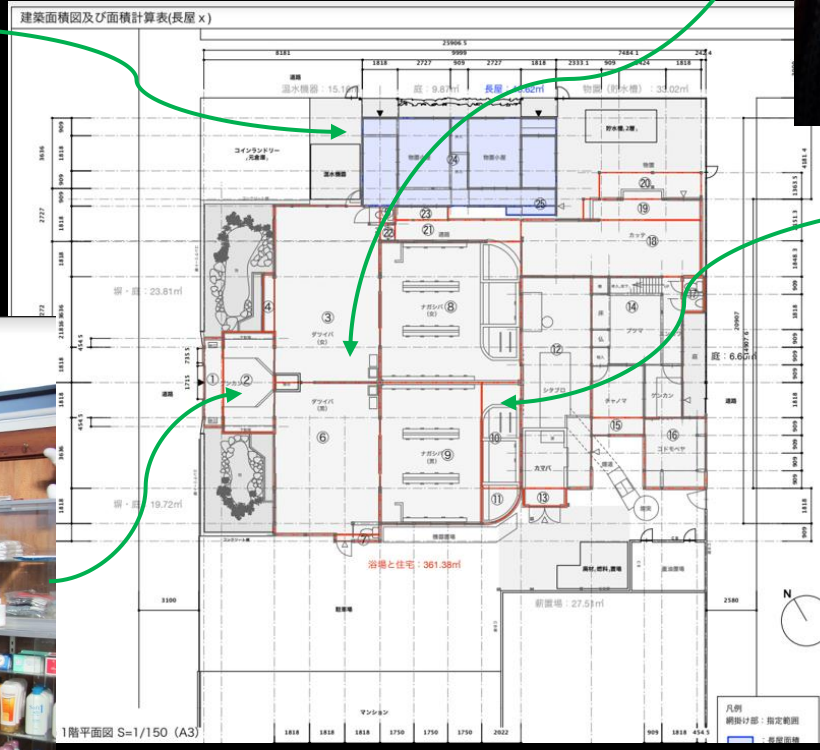
Inari-yu is a public bathhouse where an anchor of the local community



The Interior of Inari-yu & Nagaya



Nagaya (will be renovated)



Locker Room



Bathing Area



Bandai inside the entrance (here, you pay the bathing fee 4€)

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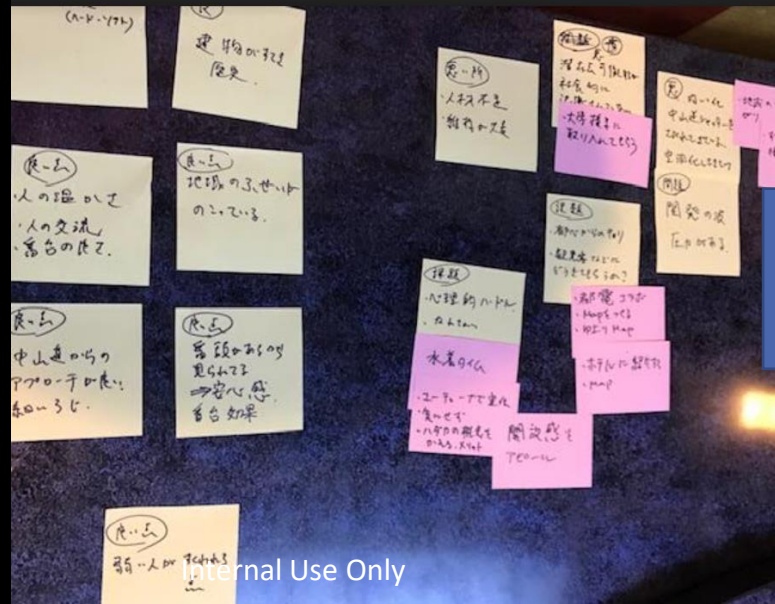
Supporting the owner family to rediscover the social value of Inari-yu

What do you like about ...?

What is the challenging thing?



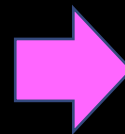
Workshop (brainstorming, problem/objective tree)



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Upcoming Action Plan with Local Community

- Preliminary research by architect & academic researcher for restoration, including against earthquake
- To arrange Nagaya (small Japanese style cabin) restoration workshop with craftsmen, inviting students and local residents. Nagaya will be transformed community space and Japanese sake bar!
- Interview with local residents on the local history surrounding Inari-yu and publish booklet in Japanese & English (Local Identity & Civic Pride)
- To arrange wall repainting demonstration



Key Takeaway

- To understand all local actors, local economy, incentive & motivation
- To understand community as a vital eco system
- To have a comprehensive understanding on the related law, regulation, program to protect the monument and community
- To try bridging between local community and global because it stimulates both, they can learn each other
- The class of LD is helpful for me in particular when I intervene in the territory/community