


The future 100 years from now
is rooted in the changes made today.
From this very day.



The image features a serene sunset over a calm ocean. The sky transitions from a deep purple at the top to a bright orange near the horizon, where the sun is setting. The ocean's surface is dark and textured with gentle ripples. At the very top of the image, there is a decorative border consisting of several horizontal stripes in shades of green, yellow, orange, and blue. The text is centered in the lower half of the image, appearing as white, lowercase letters against the dark background of the water.


I believe in the unique possibilities of each person.
We each have a gift and mission.

When our natural fears, anxieties,
defenses and masks dissolve,
one's authentic self reveals itself.

When we connect with our underlying wishes
in the depth of the roots
and fully harness all our possibilities,
our purest energy will flow from within.

This energy is a source of inspiration for others,
causes countless inevitable coincidences
and brings about change one moment at a time.

I want to see a future
in which miracles happen.

A decorative border at the bottom of the image, consisting of several horizontal stripes in shades of purple, blue, orange, and teal.



Someone once said:
“Co-cree! studies the science of a miracle.”

We aim to bring about transformation,
and hope that people would say in their distant future,
“History was changed in this moment!” in 100 years’ time.

We’ve been conducting field tests all over Japan for 10 years,
together with 300 like-minded peers
and studied conditions and processes
to realize such transformations.

A diverse group of human beings, who usually don’t meet
put aside titles, show up as their whole being and,
become connected rooted in their true wishes;
they organically move together, not based on plans
but following their flowing energy -
that’s when co-creation emerges.

Only by looking back
we notice that “a future beyond our expectations”
had been brought into existence.

We live in a time of transition now,
and are responsible to our descendants
many generations into the future.

Abnormal weather, equality gaps,
social division, loneliness in our communities...
what kind of message
are these phenomenon trying to tell us?

It is that we are all connected through common roots:
people, communities, companies, nature, and the earth.

Because historically we are at an important turning point right now,
it is for this reason that we want to share the wisdom for co-creation
with the people all over Japan, and all over the world.

I believe in the power of hope.
When each person becomes connected
with the beautiful intention,
the future which is meant to happen, will happen.

We want to create a future with you,
where the miracles of co-creation
are nurtured to grow and emerge.

The future 100 years from now
is rooted in the changes made today.
From this very day.

Founder, Co-cree!

三田 愛

Ai Sanda

What’s Co-cree!?

Concept & History

Research
Community to
Study the
“Science of the
Miracle of
Co-Creation.”

At Co-cree!, research has been consistently conducted on the conditions and processes for co-creation. While mainly focusing on local communities, we have involved government officials, farmers, corporate managers, professors, artists, mayors, and innovation professionals to discover wisdom for self-transformation. As well as, systems for transformation of communities and societies, to which people in 100 years' time would say: “That is where history began to change.”

One leading example of this can be seen in the concept

of “Generative Intention.” Our understanding is that a systems transformations that drastically defines an era emerges from the signs of a future which cannot yet be put into words, as well as “a swell of the times” (momentum). We at Co-cree! named this phenomenon the “Generative Intention,” or GI, and conducted field tests on the process of discovering and realizing GI.

Mr. Haruo Miyagi, the President of ETIC, who has been supporting social entrepreneurs for over 30 years, says: “Co-cree! is studying the science of a miracle.”

The Body of Social
Activity to Begin
with Connection
through Our
Common Roots.

We have a guiding force (Polaris point) from which to navigate. That is to “bring co-creation to change the next 100 years.” With this principle in mind, we have held many events across Japan. At these events we have not pre-defined any specific issues to be solved. If this is so, then, what do we do at Co-cree! you may ask? Well, we facilitate an individuals connection with their true self, their own sense of purpose and personal identity. Then, we connect with peers through common roots. As Co-cree!’s around 300 members come from across industries and generations - such as government officials and

farmers, the connections that are formed resemble a microcosm of the society. The diversity of people who otherwise don’t usually have the opportunity to encounter each other put their titles aside and learn to trust each other and become connected through their common roots.

Though we do not focus any specific issue at Co-cree!, an array of activities and transformations are emerging from Co-cree!’s very fertile soil as a result. Resembling this achievement, Co-cree! was featured by Diamond Harvard Business Review as “an exceptionally unique initiative in the world.”

From Changing
Society to
Changing Oneself

The transformations of communities and societies that we have witnessed at Co-cree! have always begun with the transformation of individuals. We know that society and individuals are intrinsically connected. Our core principle is transforming oneself first, rather than trying to change society and issues as components that are

separate from oneself.

Transformation spreads like a ripple across society. From an individual to teams, then to organizations, to communities, and then across society itself. Indeed, we believe that a future beyond expectations begins with self-transformation.

2011- Co-Creation per Local Community

Our question

What is the
difference between
vibrant communities
and those aren’t?

How we practiced

We tried to create a future with the ownership of the whole community through deep dialogue across generations and professions through:

- Development of Community Revitalization Framework / Community Competency Assessment
- Community Future Co-creation (Kurokawa, Kumamoto; Kamiamakusa, Kumamoto; Arida, Wakayama)
- Next-generation corporate manager development program (Throughout Japan)

What we harvested

Each person realized their love for their community and connection with others through their common roots, which can be used to grow a future beyond expectations.

What we learned

To develop true competencies of communities for long lasting change, local people must take the lead, not outsiders.



When affection for community is combined with the theories and wisdom of organizational development, the possibility of change can be realized.

2013- Cross-Community Learning Lab

Our question

How can we create
a culture in which
local people are
able to change their
community
by themselves?

How we practiced

Teams of 3 members with diverse backgrounds from different communities gather from across Japan to develop the innovator’s spirit.

Co-cree! Lab (2 years, 3 days each, 8 times in total)
Participating from communities and organizations including: Kurokawa, Minamioguni, Kumamoto; Kamiamakusa, Kumamoto; Miyazaki; Kochi; Obuse, Nagano; Shiojiri, Nagano; Tanba, Hyogo; Arima, Hyogo; Kyoto; Nasu, Tochigi; Himi, Toyama; The Snow Country Tourism Zone; Okinawa; Keio University.

What we harvested

When there are serious peers, the courage to go on still arise, even when their heart is almost broken in their own field.

What we learned

Local communities and big cities are divided. It's no one's fault, but due to social structures.



By repeating practice, one steadily learns how to bring about change and how to be the change agent.

2015- Co-creation Platform Across Japan

Our question

Problems of local
communities and
those of the broader
country are connected.
How do we change
the structure?

How we practiced

We created the soil to enable people with diverse backgrounds who usually don’t meet to be connected through their common roots.

- Annual Co-cree! Camp with 130 people (Tokyo)
- Co-cree! Local with 30-60 people (Nishiawakura, Himi, Kyoto)

Participants: Mayors, government officials, corporate managers, university professors, social entrepreneurs, community leaders, artists, representatives of non-profit organizations, administration, agriculture, forestry, fishery, finance, education, IT, medical care, and others from all over Japan.

What we harvested

Diverse, cross-field collaborations emerged to solve issues individual that communities cannot solve alone.

What we learned

The key to going beyond collaboration to create a future beyond expectations is to start from self-transformation of each and to systems transformation.



Deep dialogue enables friendships among country folks & city dwellers, farmers & government officials.

2016- Community of Self-Transformation for Systems Transformation

Our question

If each individual
drastically changed,
both communities
and the country
might also change.

How we practiced

We have strengthened the research team to develop wisdom for self-transformation, and conduct field tests with local communities, with focus on the following:

- Dare to include “suspicious, time-consuming, temporarily chaos creating” methods that hadn’t been tried before, and study them in retreats (Karuizawa, Nagago; Yamanashi)
- Field tests with facilitators with diverse specialties in communities where the whole system such as economy, education and nature can be felt (Ama Town, Shimane; Shintomi Town, Miyazaki).

What we harvested

When collective self-transformations happen, the miracle of co-creation emerges.

What we learned

What used to be a hypothesis becomes wisdom, and can be used across communities and borders.



Listening to the voices of body which usually aren’t noticed is the entry point to self-transformation.



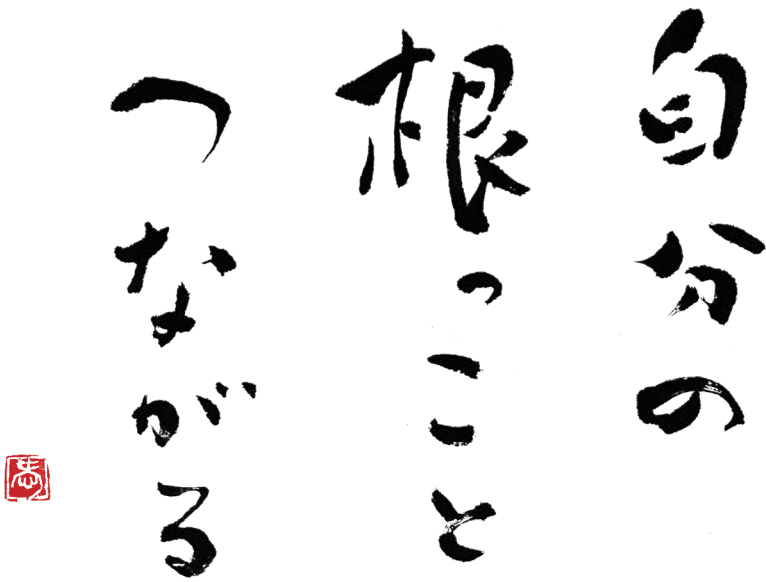
Now that we’re at the crossroads of eras,
we want to share the experience and techniques of Co-cree! all over Japan & the World.

Co-cree! Practice Guide / Community of Practitioners / Earth-oriented, whole-ecosystem co-creation

How We Start in Co-cree! (To Connect with Your Roots & To Connect with Others Through Roots)

To Connect with Your Roots

What we at Co-cree! mean by the word “roots” is your source of passion, or your underlying wishes found at the most deepest level.

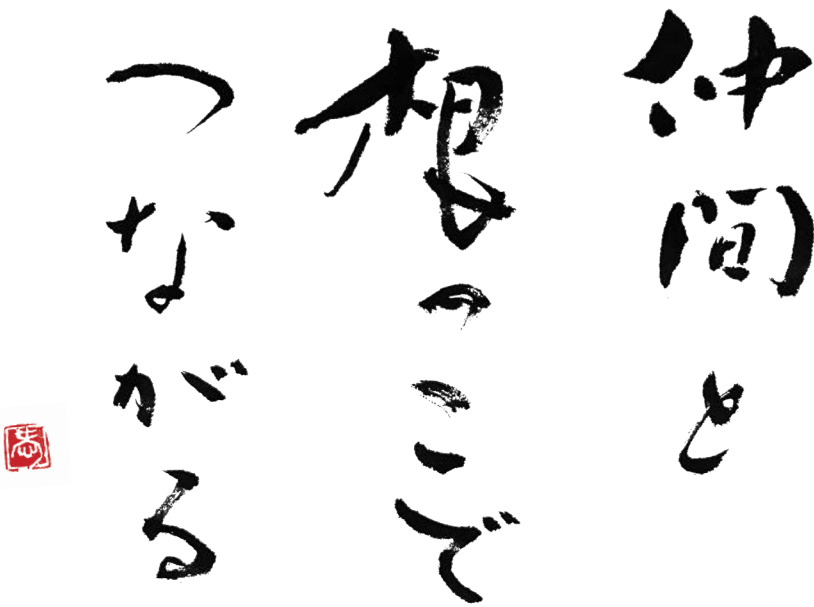


Each one of you has your own unique gift.
Only when you acknowledge and follow that feeling that wells up from within,
can you perform to your fullest potential. You can feel what you were born to do.
In the bustle of daily life, we are often pulled into the cycle of “must do,”
but why don't we live in the cycle of “want to do?”



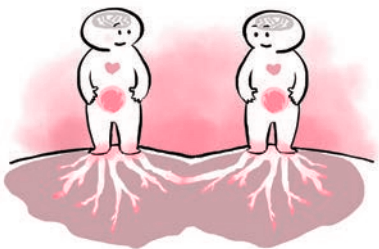
**What sense of purpose are your roots grounded in,
that makes you feel like you know what you were born to do?**

To Connect with Others Through Roots



Putting preconceptions aside, connect with others as your whole selves.
Try to see not only the position and status of others, but their wishes from the roots
and not-yet-visible possibilities that they haven't even discovered for themselves.
When you cannot separate others from yourself anymore, to the point
where you start to feel their pain as if it is yours, a true co-creation emerges.

**What is the person’s source of passion,
from which their energy flows?**





Co-cree!’s First “Future beyond Expectations”

Ai Sanda (Ai-chan)

Founder & Director, Co-cree! / Researcher, Jalan Research Center, Recruit / Fellow, Eiji Press.
Ai studies the process of how a miraculous future can emerge by enabling all being - people, organizations, communities, nature - to manifest their innate gifts and potentials. She has served as a committee member of the Ministry of Economy, Trade, and Industry as well as the Ministry of Land, Infrastructure and Transport, Government of Japan. Certified Professional Co-Active Coach (CPC) by CTI. Her special skills include Shodo Calligraphy, which she has been practicing for over 30 years (10th Dan).

Looking back on the 10 years of Co-cree!, our first “future beyond expectations” occurred in a field test at Kurokawa Onsen in 2012. It was here that I became certain of the possibility of co-creation, and decided to make it a focus of my life’s work. All of this because I could witness the emergence of the “future beyond expectations” in Kurokawa. I’ll now share with you the story of the very beginning of Co-cree!.

“The Innovator’s Dilemma” of Japanese Communities

“What are the differences between communities that are vibrant and those aren’t?” At the time of trying to answer this question, I was visiting vibrant communities one by one while traveling all over Japan, developing a framework to visualize gaps of understanding on community’s strengths and issues among different generations and organizations. I was conducting “Community Competency Assessments” across the country.

Kurokawa Onsen (hot spring) in Minamioguni Town, Aso District, Kumamoto Prefecture, was one of the target communities. It used to be a small desolate community that didn’t even appear on a map 30 years ago, but later became a popular Spa spot with the efforts of the Youth Department of the local Ryokan (traditional Japanese inn) Association at

the time, whose members were the parents of the young generation active today, to attract 1.2 million visitors per year. However, when I first visited Kurokawa, the number of visitors had been declining for 10 consecutive years.

Through the Community Competency Assessment, it became apparent that there was a gap in understanding between generations. The young generation clearly had a

companies. What was happening in Kurokawa could have in fact been a common dilemma for other communities and organizations that had also once been successful.

“Ai-chan, That Would Make the Mountain Move!”

The opportunity to conduct a field test in Kurokawa arose thanks to the the invitation of Yuuki Kitazato (Yuuki), who was the Vice President of the Youth Department of the Ryokan Association at the time. I shared the result of their Community Competency Assessment, that had revealed a gap in understanding between generations, and a strong sense of urgency among younger members. Yuuki asked for advice, saying: “We, the young ones are motivated, but don’t know what to do. Please help us.”

Then I told her my ideas for community co-creation: people would get involved in the spirit of equality spanning across the generations, types of industry, professions, and organizations, and bring about innovation as the whole community with a sense of ownership. What Yuuki then said was: “Ai-chan, That would make the mountain move!”

Beyond Generations, Industries, and Communities

Up until this time, the only members of the



Left: Yuuki Kitazato Right: Ai Sanda

sense of urgency stronger than their parents’ generation, who had a strong experience of success. Yet, the younger generation felt that they couldn’t properly express their opinions to their elders, or that they weren’t taken seriously even when they did speak up.

The Management scholar, late Clayton Christensen says in his book “The Innovator’s Dilemma,” that an experience of past success can be an obstacle for innovating

community to speak out in discussions on the community’s future in Kurokawa were from their parents’ generation. Of which most of participants were members involved in Ryokan. In order to accommodate everybody, we hosted a series of workshops where everyone could interact equally and open up their hearts, regardless of their generation and industry. What was most symbolic of the spirit of participation, was that a participant from the parents’ generation who had been initially skeptical about me, thinking that they were being deceived by a major company from a big city, actually volunteered to be “the funny guy” in the improvisational theater that was held.

Through a series of dialogue sessions, people started to see the versatility of each member that could not been seen in ordinary meetings. And, young ones became able to express their opinions more boldly. Witnessing their passion and seriousness, the perception of the parents’ generation toward the young ones changed. They gradually gained trust, and started to take on important positions.

Moreover, by offering an opportunity where farmers and town hall officials - people who used to think they would not have the right to speak on the future of Kurokawa Onsen - talked frankly with the Ryokan people, everyone started to have a sense of ownership over issues in other industries. They could feel the connection of the whole community, and activities across industries began to take place.

Then, we started to create ties between

Kurokawa and people from big cities. With the hypothesis that people who grew up in big cities are looking for their second hometown, we aimed to create a “visiting citizens” relationship, in which city people visiting Kurokawa begin to consider Kurokawa as their second hometown.

The “visiting citizens” would wear Happi (traditional Japanese festival clothes) to help out organizing local events, and drink through the night at a local person’s home. Through these experiences, their relationship changed from a hierarchical one between guests and hosts, to a horizontal one to co-create the future of Kurokawa together. From this hundreds of visiting Kurokawa citizens came into existence.

Miracles Happen When Connecting through Common Roots

After a 9-month-long initiative, the “future beyond expectations” emerged. First, the number of visitors showed a v-shaped turnaround and kept increasing for a further 3 years, after being in decline for 10 consecutive years. A non-profit cross-industry community building organization was created by people in their thirties and forties as a foundation to continue similar initiatives independently.

One of the non-profit organization’s members then declared he would run for mayorship. Most people thought it to be impossible, as he was still in his forties, and the incumbent

mayor in his sixties had been in power for 16 years. The member won, gaining twice as many votes as the the rival candidate, with a voter turnout of 85%. All newly appointed board members of the Ryokan Association were in their thirties and forties, and Yuuki became its youngest and first female board chair. What happened was an alternation of generations to unite the town, where younger ones were being supported by people from their parents’ generation.

Furthermore, local citizens cooperated with movie producers and artists from big cities to produce “KUROKAWA WONDERLAND,” a movie to convey the traditions and beauty of the town to the world. It received more than 15 awards in places such as Milan, Los Angeles, and Indonesia. This effort saved the “Yoshiwara Iwato Kagura,” a traditional theater in Minamioguni which was on the verge of disappearing, to be passed on to upcoming generations.

When I look back on what happened in Kurokawa, the most important event was to become connected through our common roots. People became connected as their whole selves beyond the boundaries of generations, industries and regions. They formed deep relationships where pains and wishes of those who used to be complete strangers’ became their shared focus “To connect through common roots” has been inherited as the ironclad rule in our Co-Creation.

Scene from Improvisational Theater to Think Kurokawa’s Future



Visiting Citizens. Happi is “Proof of being Kurokawa’s Insider”



Cross-Industry Non-Profit Organization with members from Ryokan, Town Hall, Farmers, Soba Noodle Shop, Town Council, Lumber mill, Welfare and IT



How Can We Bring Drastic Changes to Communities and Society?

Co-cree!, which started with research on local communities, took a big shift in 2015 by hosting “Co-cree! Camp,” which brought together mayors, as well as university professors, corporate managers, government officials, farmers, social entrepreneurs, and representatives of non-profit organizations from all over Japan. By creating a one-day forum in which participants who usually don’t get to encounter became connected through their common roots by feeling the wishes, desires and pains of each other. Unlike in conventional forums and seminars where people just listen to lectures and exchanging business cards, numerous cross-border projects emerged from participants while connect with their common roots.

Such collaboration projects brought about many changes and outcomes. Yet, our wish at Co-cree! is to co-create a swell of change in the flow of time towards a future 100 years

Pathways That Can be Discovered by Understanding the Flow of Events from the Past, and the Voices That Can be Heard by Listening to the Future

By pausing for a moment to look back in history, we find that there are keywords in each field which vividly represent a particular period in time - they are the footsteps of people discovering GI, which have been inherited from generation to generation up until the present. As people discovered a distinct stream of GI in a time, they named it and included its elements in the present

existing system. By looking across multiple periods of time and across different fields, the present starts to become more clear. At the same time, we should not be caught up with the past, but purely dream the future we want to create. We must carefully listen to the voice from the future. And, ask the questions:

What are the things we want to leave behind, or let go of, or change for the coming generations?

How would we name a concept if it was to emerge here and now. But which cannot yet be verbalized but surely be felt. Would people 100 years from now would say “It changed history?”

from now. To achieve this, the leading question that needed to be answered was: How can we drastically change the system and structure of communities and societies? After conducting field tests with leaders and professionals from various areas, we came up with a new concept of “Generative Intention (GI)” in 2017.

GI is the Swell of Change in the Flow of Time and the Signs of the Future Which Cannot Yet be Expressed in Words

The GI can be discovered and realized by bringing diverse participants to have dialogue and personal exploration. We believe GI might be the key to create the future of 100 years from now. When looking very closely, one can find keywords and concepts which marked the turning-points of ways of thinking in each period of history. Such as the sharing economy, Blockchain, and LongTail... These keywords that were accepted in the period that they came into being must be somehow

be connected to the GI. If this is so, we should ask the question: How can we create and implement concepts which follow these words to illuminate the future of our world?

The Co-cree! Research team proposed a hypothesis, that entry points to the GI are present in the greater flow of the time, and can be reached by feeling the pains and wishes of the systems in which we are all embedded.

Pain Reveals Profound Caring

Buddhist philosopher and social activist Joanna Macy says that we feel pain because we love, and pain is the source of creativity to bring “the Great Turning”. There are 4 kinds of pain:

- 1 When **fear** is spoken, what we hear is the **courage** to overcome.
- 2 When **anger** is spoken, what we hear is the **passion** to seek justice.
- 3 When **sorrow** is spoken, what lies beneath is **love**.
- 4 When **powerlessness** is spoken, what appears is **possibilities**.

Connect with Pains and Wishes of the Whole System

Feel the organic connection among the elements that make up the society, such as nature, living organisms, organizations and communities. Do not separate yourself from this system, and imagine that you also exist within the system, and are passively giving and receiving influences. The system of the self with a complex body and mind, systems of teams and organizations, and systems of the world and the earth are all interconnected and influencing each other.

Become connected to the system, taking yourself as the entry point. Be the sensor to feel the world and become the entry point, through which, you feel the pains and wishes of the world. When everyone becomes connected through their common roots, and have deep dialogue, we can connect to the collective unconsciousness and create a sense of collective inspiration.

What are the pains that society today latently holds, and what are the collective desires behind them?

Ideas with an Overwhelmingly Strong Sense of Ownership

The techniques to create new products and services, as well as concepts and movements to give rise to an epoch are always being searched for. Examples include “scenario planning” to find current opportunities by back-calculating from the future, and “design thinking” to discover latent needs by observing customers. However, what is occasionally observed when starting something

new, is that a vast number of ideas are generated but few of them are realized: a chasm between ideas and execution. On the other hand, one of the characteristics of the GI (Generative Intention) Process - an innovation technique starting with generative intention- developed by Co-cree! is that ideas with an overwhelmingly strong sense of ownership eventually come into fruition. All ideas produced with the GI Process carry intense emotions, such as pains and wishes. These emotions arise from the experience of connect-

ing with the flow of time, as well as the pains and wishes of a system, and the firm determination and commitment to make it happen whatever it takes within oneself and in peers. Thus, on occasions where the GI Process is practiced in Co-cree!, creations beyond expectations emerge despite setting no specific issues or outcome targets. How do we discover GI? How do we create things with the GI once it's discovered? The answers to these questions will be explained below with the illustration of the GI Process.

PART 1

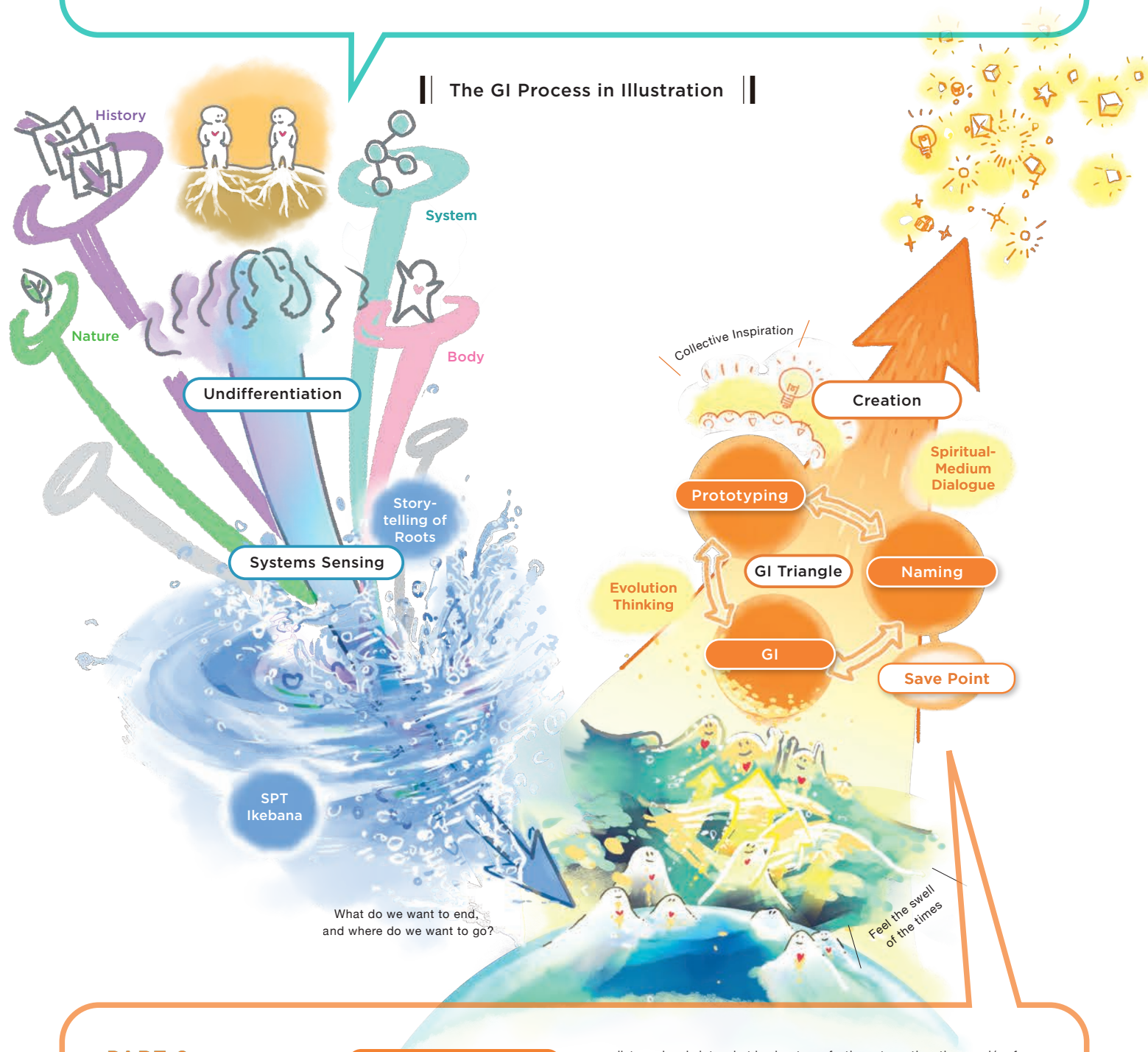
Systems Sensing with 3 Undifferentiations

The GI process begins with three undifferentiations - taking mental boundaries within one's mind. First, by leaving the busy daily life, putting titles aside and reflecting on oneself,

one can realize the innate whole self, and become connected with one's roots (❶ undifferentiation of the self). Second, through dialogue and physical interactions, one enters the state of “I am you, and you are I” (unseparation of self and another), followed by becoming connected to peers through common roots (❷ undifferentiation of self and peers).

And third, in these undifferentiated relationships, one feels the pain of the society and the earth, and on the future one truly hopes for in the following four ways. (❸ collectively described as undifferentiation with the System). ❶ History: Immerse oneself in the flow of history, and sense as to which direction time is flowing. ❷ Nature: Let go of thinking

and analysis, and position oneself within nature, and sense pains and wishes of the earth. ❸ Body: As one says in Japanese “hara wo kimeru” (decide in your stomach) and “kimo ga suwaru” (to have guts) one must listen to the voices of the body, where profound wisdom lies. ❹ System: Observe and sense the complex social system as complex as they are.



PART 2

Creation with the GI Triangle

When pure wishes which lie in one's root purpose, and like-minded peers combine together with pains of the world and the earth, a GI filled with energy, sense of mission, and love emerges. Using the GI as the cardinal point, the GI Triangle is the key in creating a future beyond expectations. Co-cree! wishes to generate a swell of change in the flow of the time, that would impact the future of 100 years from now. This swell begins from trials and errors each individual undertakes, along with their peers. It is important that one doesn't obsess over producing outcomes from a single event, but keep the GI as a “save point” so that one can come back to GI in daily life or in following events.

GI

We call the not-yet-verbalized swell of time or the signs of change the “Generative Intention” or “GI.” GI emerges through becoming connected with the flow of time, and with pains and wishes of the system. There is no sequence among the GI Triangle, which consists of 1) GI, 2) naming and 3) prototyping. When going back to GI after naming and prototyping, one can understand it more clearly, and by re-visiting naming and prototyping, more appropriate names and feasible prototypes might arise. Collective Intelligence emerges from going back and forth within the GI Triangle. However, a new idea that nobody has ever seen is fragile, and hard to execute. Co-cree!, uses a dialogue technique called “Itako dialogue” (spiritual medium dialogue) where a

peer listens deeply into what is about to be born in another, as if it is happening to themselves, to assist this sensitive process.

Naming

The GI bubbles up in a nonverbal state first, such as a sensation or a scene. The sensation loses its energy as time passes, no matter how much one tries to convey it with words on the spot. Therefore, as fresh as it is, the not-yet-verbalized sensation will be named on the spot with the help of others.

Save Point

Though naming is important, an inherent danger is fixating on its meaning and framework. GI is a sensual matter, and a new discovery might be made through exploring it

further at another time and/or from different place. Thus, instead of giving it the final and complete name, naming should be done as an initial “saving point” which allows you to come back to the sensation of discovering the GI.

Prototyping

By naming and producing a prototype, feasibility and augmentability of the GI becomes clear, and what used to be intuitive becomes gradually real. Once, we used the exercise of “SPT Ikebana” at a Co-cree! forum, which combines the traditional Japanese technique of flower arrangement, and the Western-born methods of system sensing. Separate elements of the system become integrated through the perspective of beauty, and the form one wishes for, and next actions yet to be materialized.



Creating Spaces Where Co-Creation emerge by Connecting with GI

Kenshu Kamura (Kenshu)

Director, Co-cree! / CEO, home's vi / Specially Appointed Associate Professor, Tokyo Tech Academy for Leadership, Tokyo Institute of Technology.
Kenshu has 15+ years of creating spaces for a variety of purposes including community building, education, organizational development of companies, and assisting innovation. After encountering "Teal Organization," a new concept of organization theory in 2015, Kenshu established "ORG LAB," a learning community of practice.

After establishing the new concept of Generative Intention, which refers to the not-yet-verbalized swell of time and signs of change, we went on to host "Co-cree! in Ama" to practice the GI Process. The venue is Ama Town, a remote island with the population of 2,400 in Oki District, Shimane Prefecture. The island is widely known for attracting young newcomers, overcoming the threat of economic collapse, and reviving a high school which was on the verge of closing down.

Ama island found itself in the second phase of transformation where the retirement of leaders was approaching. Co-cree! in Ama took place in 2017 and 2018, right at the time of envisioning the community's future. The time was filled with the wisdom to create a space where co-creation was able to emerge by connecting with the GI.

Six Steps of the Initial Process

I've been involved in hosting more than 500 spaces and events. Where Co-cree! stands out is in its determination in the introductory part and initial process. We employ ideas from natural farming to Co-cree!, which believes that if good soil and vegetation environment are prepared first, the power of nature will grow rich harvest. When

these six steps below are carefully followed, personal relationships which enable co-creation easily come into place.

- 1 Hosts should be who they are: When the hosts take the initiative to reveal their feelings and weaknesses, participants also take the risk to be open.
- 2 Make a core team: Having close core members with different professions, titles,



60 Gathered at Co-cree! in Ama 2017

generations, and communities brings diverse ideas and perspectives.

- 3 Decide whom to invite: Impactful new bonds happen easier when representatives of the system who are influential and are open to changes get together in a good balance.
- 4 Go and meet each person: Convey why you are hosting the event, and why you want them to be there with passion. The partici-

pants' will then have a greater sense of ownership of the program.

- 5 Organize the space: Select a comfortable venue with high ceilings, which is surrounded by nature. The energy of the space will help you.

- 6 Decide the combination of "home teams" - a team which members get together first and always come back to throughout the event: Use imagination when arranging home teams of app. Six people by mixing their communities, professions, genders, generations, interests, and personalities. This will create psychological safety and relationships to connect with and through roots, which further makes co-creation to emerge easier.

We welcomed 30 people to Co-cree! in Ama including professors, government officials, and social entrepreneurs to represent the system of Japan, as well as 30 people who represent Ama Town such as town hall officials, teachers, and local corporate managers. Although the participants came from a diverse range of occupations and values, the soil on which co-creation can emerge had been already nurtured before the event, thanks to having home teams with 3 participants from Ama Town and 3 from the outside, as well as the face-to-face invitations to participants, for

which the core-team took dozen of hours.

Practicing the GI Process in 3 Days

After the initial process, the practice of the GI Process begins. In the 3-day-long Co-cree! In Ama, the GI was found through exercises explained below to connect to one's roots, those of peers, the great flow of history, and pains and wishes of the system in order to generate co-creation.

- Each exercise was in Co-cree! in Ama was studied and developed together with the following specialists: "System Sensing" with Yojiro Hashimoto, President & CEO, ToBeings Co., Ltd. and Yuka Saito, translator & facilitator, and "Creation" with Takahiko Nomura, CEO, Slow Innovation Co., Ltd., while taking wisdom for self-transformation and social-transformation from all over the world.
- Storytelling of Roots: A storytelling session to connect with one's roots (what they were born for; their mission) by setting regular roles aside to face pains and wishes deeply nested within their heart. Each participant then narrates their underlying sources of hope in their roots, that they wouldn't usually talk about, and then listens to the stories of others. Undifferentiation of self and peers occurs.
- Social Presencing Theater (SPT): A method developed by Otto Scharmer and Arawara Hayashi (Source: "Theory U"). A complex, hard-to-solve situation that is actually happening to oneself or the community or industry one belongs to is expressed;

elements making up the situation would be assigned to be played out by the participants. The situation is reproduced by postures and positions of people. Instead of using thinking, physical sensations are used as the sensor to produce improvised movements. SPT is an approach where a hint for problem solving is sought by feeling and observing the dynamic movement, and by sharing the felt sensations after the exercise. For instance, if education is set as a theme, stakeholders such as social entrepreneurs, board of education, Ministry of Education, children will be represented.

- By using not only thinking (logic) but also body (sensations & intuition), un verbal, latent issues that lie in complicated human relationships and systems become more apparent. And unseen pains, desires for the future, and clues for solution start to appear.
- The 7th Generation: One of the exercises from "Work that Reconnects," developed by Buddhist philosopher and social activist Joanna Macy, in which participants see matters in a larger time frame, and realize that their action and decision have impacts on the future the next 200 years. Participants first split into two groups: future humans (the 7th generation) and present-day people, who are their ancestors. By answering questions from the future humans (the descendants) on how it is to live today, the present-day people become aware that they live in the time of Great Turning. The participants will come to see their calling clearly through finding pains

and sorrow, as well as passion behind them in the situation of crisis and chaos.

- Evolution Thinking: Eisuke Tachikawa, Director of Co-cree! and representative of NOSIGNER developed this innovation-generation method, utilizing the evolution process of biology. By going through the process of Evolution Thinking with peers, collective inspiration emerges, and valuable ideas will be discovered.

Stories Arising from Self-Transformation

Dialogue is like Chinese medicine; its effect is not easy to be seen. Yet, Eiji Harada, President of the Eiji Press, decided to move to the island from the Greater Tokyo Area with his family as "study abroad" after Co-cree! in Ama, and lived there for a year and a half. From the playful idea of making "Ama-zon Japan," Hiroshi Abe from the town established a publisher. The election for mayor of Ama, which could have divided the small town, proceeded peacefully to pass the baton to the next generation.

At the end of Co-cree! in Ama, the then Mayor Yamauchi, who had been supporting the town for a long time, shed happy tears while looking at islanders lively taking part in dialogue, and said: "All will be well now." I firmly believe that a new story was born within each participating member, that they were part of an event which people would say: "That was one of the turning points," in one hundred years.

Storytelling of Roots at Ama Member's Home




Scene from SPT. Situation Organically Changes



Creating atmosphere to talk equally through a Traditional game of Tug-of-War in Ama Town



<div><div> co-cree!</div><div>Members who have been exploring co-creation together</div></div>					
Hiroshi Abe	(Bekku) Founder & CEO, Kaze To Tsuchi To Co., Ltd.	Toshiki Abe	(Toshiki) Representative, Ridlover / Representative, Ridlover Co., Ltd.	Tomomi Akai	(Akai-chan) Executive Director, Child Education Creative Organization / CEO, 4smiles
Shoji Akimoto	(Shoji) Director, Oka-Biz / Founder & President, G-net	Yutaka Arai	(Yutaka) Principal, Sapporo Shinyo High School	Ichiro Asahina	(Hina-san) President & CEO, Aoyama Shachu Corp. / Producer, Cool Japan Initiative, Cabinet Office
Toshiko Asai	(Toshi-san) Founder, Impact Hub Kyoto	Yoichi Aso	(Yo-chin) CEO, Alphadrive Co., Ltd. / CEO, Genom Clinic Co., Ltd.	Kazuto Ataka	(Atakker) Professor, Keio University / CSO, Yahoo Japan Corporation
Junko Edahiro	(Junko-san) President, Institute for Studies in Happiness, Economy and Society (ISHES)	Kaoru Fujii	(Ru-san) Evangelist, Recruit Business Competence Institute	Remi Fujii	(Remi-chan) Parmaculturist / Activist / Love, Laugh, Live / Life Coach / Magician
Yasushi Fujii	(Yassan) Visiting Assoc. Professor, Univ. of Aizu/ Founder, Code for Aizu / Director, AIYUMU	Satoshi Fujimura	(Fujimu) Chief Community Officer, Mistletoe Inc. / Chief of Secretariat, Living Anywhere	Takashi Fujimura	(Murataka) CEO, Social Venture Partners Tokyo
Retsu Fujisawa	(Recchan) Rep. Director, RCF / Executive Director, Japan Association of New Public	Kensuke Fujishiro	(Ken-chan) Representative, prsm, Inc. / Founder, Gift	Masataka Fujiwara	(Zuku) CEO, BAZUKURI Co., Ltd. / Editor, HUUUU Co., Ltd.
Rie Fukumoto	(Rie-chan) Project Research Associate, RCAST, University of Tokyo	Chikara Funabashi	(Chi-kun) Project Director, TOBITATE! Study Abroad Initiative, MEXT / Board Member, MORIUMIUS	Takuya Goto	(Taku) Consultant for Human Resource Mngt. & Organizational Devt. / Lecturer / Facilitator
Kazumasa Haijima	(Haiji-man) Representative Employee, Amahoro LLC. / Planning Office, Kashima Paradise	Orito Hamada	(Orito, Ority) Record Producer / Bassist / Creative Director, aspr Corp.	Makoto Hamamatsu	(Mac) Co-Founder & Co-Representative, ONE JAPAN
Kaori Hamanaka	(Kaori-san) Assistant Chief, General Affairs Section, Ama Town Office	Eiji Harada	(AG) Founder & CEO, Eiji Press, Inc. / Participant in Family Island Study of Ama town	Yojiro Hashimoto	(Yojiro) President & CEO, ToBeings Co., Ltd. / Director, Co-cree! (Research)
Naoki Hiura	(Hiurii) Chief Operating Officer, Readyfor Inc.	Kikuo Honda	(Kikuo) CEO & Executive Coach, GLOBAL COACHING Co., Ltd. / Founding Member, Kamacon	Yujiro Hongawa	(“Man of the Sea” Yujiro) Former Mayor, Himi City
Ryozo Ichimura	(Ryo-chan) Mayor, Obuse Town	Hajime Iguchi	(Gen) CEO, Minna no Ie Co., Ltd.	Shugo Ikemoto	(Shugo-san) Managing Director / CENTER FOR CREATION OF UNIVERSAL SUPPORT SOCIETY
Mariko Inokuma	(Mar-chan) President, OMOYA Inc. / Director, at Will Work	Hideyuki Inoue	(Ino-san) Co-President, INNO-Lab International / Associate Professor, Keio University	Yuki Inoue	(Yuki-chan) Co-President, INNO-Lab International
Akie Iriyama	(Akki) Professor, Graduate School of Business and Finance, Waseda University	Yosuke Isobe	(Bessan) Assistant Manager, City Creation Dept., Tokyu Corporation / Gift	Mutsuo Iwai	(Gan-chan) Deputy Chairman of the Board, Japan Tobacco Inc.
Yu Iwamoto	(Yu-kun) Co-President, Platform for Sustainable Education and Community	Junichi Kagaya	(Kagayan) Managing Director - Asia, IESE Business School	Yasuyuki Kamata	(Kama-chan) President, Kamakura Investment Management Co., Ltd.
Zentaro Kamei	(Zenchan) Senior Research Fellow, PHP Institute / Specially Appointed Professor, Rikkyo Univ)	Mio Kamitani	(Mio-san, Ne-san) CEO, Oraga Otsuchi Yume Hiroba / English Coach	Kenshu Kamura	(Kenshu) Specially Appointed Assoc. Professor, Tokyo Inst. of Technology / CEO, home's vi
Shuhei Kataoka	(Pei-chan) Deputy Director, Headquarters for Economic Revitalization, Cabinet Secretariat	Takeshi Kawaji	(Kawa-chan) Representative, NPO Nihon-bashi Friend / Mitsui Fudosan Co., Ltd.	Masae Kikuchi	(Ma-chan) IR Director, Finance and Administration Dept., Hoshino Resort Asset Management
Orie Kitajima	(Orie) Group Manager for Research & Development, Jalan Research Center, Recruit Lifestyle	Yuki Kitazato	(Yuki-chan) Rep. Director, Kurokawa Onsen Ryokan Association / CEO, Okyakuya Ryokan	Aki Ko	(Ko-chan) Representative Director, NPO Nobel / Co-Representative, Collective for Children
Yasutaka Koda	(Ko-chan) Executive Officer, Crowd Realty / Visiting Researcher, Jalan Research Center	Yosuke Komatsu	(Komacchan) Representative Director, NPO Asuenokibou	Rieko Komiyaama	(Komy) Head, StudySapuri AI Research Institute / Assoc. Prof., Tokyo Gakugei University
Seitaro Kondo	(Sei-chan) Ministry of Finance Now to secondment Ministry of Agriculture, Forestry, and Fisheries	Daichi Konuma	(Daichi) Co-Founder & CEO, Cross Fields / Director, Japan Association of New Public	Gen Kumagai	(Gen) Landscape designer
Junko Kuroki	(JunJun, JJ) Executive Coach / System Coach / Interviewer	Shunsuke Machizuka	(Macchi) CEO, Lifefnote Co., Ltd. / Founder, Workle	Takashi Maeno	(Takashi) Professor, Graduate School of SDM, Keio University
Tomoko Matsui	(Matsuichan) Commnity devt. Advisor, Kyoto City / CEO, Utsukushi Gionmatsuri wo Tsukurukai	Yuka Matsura	(Yuka-chan) Deputy Chairperson, Byakko Shinkei Kai / Network Manager, Goi Peace Foundation	Takamasa Matsura	(Mattsun) Founder & Director, NPO Blashtat Japan / Co-Founder, Gift Economy Lab
Hideo Miura	(Hide) Executive Officer, Wilson Learning Worldwide, Inc.	Takuya Miura	(Miutaku) Manager, Felissimo Corporation / Director, hope for Co., Ltd.	Haruo Miyagi	(HaruoU) Founder & CEO, ETIC, (Entrepreneurial Training for Innovative Communities)
Koichiro Miyake	(Ko-chan) Founder & CEO, Naorai Inc.	Hiroko Miyakoshi	(Hiro-chan) Project Manager, i.school / Special Appointed Professor, College of Economics	Kenichiro Miyamoto	(Kenichiro-san) Executive Manager, Travel Div., Recruit Lifestyle
Saya Mizuno	(Saya-chan) Section Chief, Policy Evaluation Div., Ministry's Secretariat, MOE	Chie Mizuta	(Chicchan) Developer Relations, CTO Office, Yahoo Japan Corporation	Tomoyuki Mizutani	(Mizu-chan) Representative Director, PLATFORM for Sustainable Education and Community
Kazunari Mori	(Kazu) CEO, Rising Field Corporation	Chikako Morimoto	(Morichi) CEO & All Rounder Agent, Morrich inc.	Yuki Morimoto	(Morison) Founder, TanQ, Inc.
Takahito Motegi	(Mote, Mocchi) CEO & Chief Ecosystem Designer, Earthpiration Studio, Inc.	Keisuke Motoki	(Keisuke) Co-Founder, NPO Kamonohashi Project / Systems Coach	Tokihisa Motoki	(Mokkun) Executive Officer & Director, Japanese Consumers' Cooperative Union
Nobuaki Nagai	(Nobu) Assistant Manager for Special Mission, Cross-Sector Coordination Lab, Kobe City	Masami Nagatomo	(Maa-chan) CEO, Sanward Lab Co., Ltd. / Chairperson, Miyazaki Tegetege Tsushin	Ryo Nakadoi	(Ryo-san) CEO, Authentic Works Inc. / Director, Miraiba Co., Ltd.
Satoyuki Nakagawa	(Nakachan) Manager, Secretariat for School Education, Iwate Prefectural Board of Education	Tokutaro Nakai	(Toku-san) Director-General for Environmental Policy, Ministry of the Environment	Shojiro Nakamura	(Sho-chan) Director, Accenture Center For Innovation in Fukushima, Accenture Japan Ltd.
Shunsuke Narisawa	(Narucchi) Director, YOUTURN	Takafumi Narumiya	(Naru) Executive Director, NPO Sokoage / Chief Coordinator, ExCo, Kesennuma Machi Daigaku	Osamu Nishida	(Nishida) CEO, ondesign partners / Architect
Yuya Nishimura	(Yuya) Executive Director, NPO Miratuku / Innovation Designer, Innovation Research Office, RIKEN	Ryosuke Nobuoka	(Nobu-kun) Director, Kaze To Tsuchi To / CEO, Asunooto Co., Ltd.	Akina Noguchi	(Akkina) Executive Officer, LITALICO / Ph.D.(Disability Sciences)
Takahiko Nomura	(TAKA-san) CEO, Slow Innovation / Professor, Kanazawa Institute of Technology	Chie Norieda	(Chie) Founder, Baliasi Dance Company / Dancer / Choreographer	Kaori Ochi	(Ochiko-san) Project Manager, Mistletoe inc.
Riichiro Oda	(Rich) Co-Founder, President & CEO, Change Agent Inc.	Akiko Ohe	(Aki-chan) CEO, Hirari Co., Ltd. / Communicator, World Shift Network Japan	Kiyoko Ojima	(Ojima) CEO, Etonaen Co., Ltd. / Representative Director, NPO Know-School
Yumiko Okabe	(Okabe-chan) Representative Director, Community Gardening / Kaze To Tsuchi To Co., Ltd.	Keiji Okamoto	(Ke-i) Executive Director, KOYU Foundation / Assistant Manager, Shintomi Town	Mitsuyasu Okamura	(Mikku) CEO, Ueda Honsha. Co., Ltd. / President of Executive Committee, Kyotostyle-Protocol Event
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Ai Onodera	(Ai-chan) Co-Director, SOKKA / Board member, Slow Food Nippon	Gaku Onomura	(Gaku-chan) Global Human Resources Manager, Quipper Ltd.	Masayuki Oshima	(Shima) CEO & hinoki crafter, Youbi Co., Ltd.
Naoko Oshima	(Nao-chan) Architect, Youbi Co., Ltd.	Naoki Ota	(Naoki-san) Representative Director, New Stories / Director, Co-creel (Strategy)	Ibuki Ozawa	(Ibu-chan) CEO, NPO PIECES / Visiting Professor, RCAST, UTokyo / Child Psychiatrist
Junichi Saito	(Jun) Representative Director, KOYU Foundation / Community Producer	Kyosuke Sakakura	(Kyonosuke) Associate Professor, Tokyo City Univ. / Representative Director, Mita no Ie	Masataka Sakurai	(Kan-chan) CEO, Sakurai Kanseido / President, Obuse Culture and Tourism Association
Ai Sanda	(Ai) Founder, Co-creat / Researcher, Jalan Research Center, Recruit / Fellow, Eiji Press, Inc.	Kazuyuki Sano	(Sanocchi) Vice Principal, Kaetsu Ariake Junior & Senior High School	Hiroko Sasaki	(Sasahiro) President & CEO, Change-WAVE Inc. / President & CEO, Lyxis Co., Ltd.
Kazumasa Sashide	(Sasshy) Chief Editor, KIRAKUSHA, Inc.	Masanori Satake	(Masa) Cheap Marketing Officer, Hill Town Biel DMO	Dai Sato	(Dai) President & CEO, Storyriders Co., Ltd. / Screenwriter
Tsuguhiko Sawanobori	(Nobori) Director, Jalan Research Center, Recruit Lifestyle	Haruyuki Seki	(Hal) CEO, HackCamp Co., Ltd. / Founder & Representative Director, Code for Japan	Yuka Shimada	(Yuka) HR & GA Director - Japan, Unilever Japan Holdings K.K.
Akihiko Shimada	(Shimacchi) CEO, CLIP Inc. / Kyoto Hospitality Ambassador	Izumi Shimazaki	(Izumi) Faculty, CRR Global Japan Ltd. / WAKE UP Co., Ltd.	Yuichiro Shimizu	(Yuichiro) Professor, Faculty of Policy Management, Keio University
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Tomoko Shirai	(Tomoko-san) Representative Director, NPO Toybox	Ikuko Shiota	(Ikuko-san) Director, Public Relations Office, Ministry of Finance	Bob Stilger	(Bob) President, New Stories
Hajime Sugiura	(Sugi-san) CEO, Elios Co., Ltd. / Social Venture Catalyst	Jun Suto	(Jun) Associate Professor, Faculty of Regional Collaboration, Kochi University / H-tus Ltd	Kan Suzuki	(Suzukan) Professor, University of Tokyo / Professor, Graduate School, Keio University
Kenji Suzuki	(Ken-chan) CEO, 47PLANNING Co., Ltd. / CEO, Yoake-Ichiba Co., Ltd.	Nao Suzuki	(Nao) Representative Director, NPO Greenz / Editor-in-Chief & Co-Founder of greenz.jp	Yukari Suzuki	(Yuka-ri) Group Manager, Future Project Dept., Incubation Group, Toyota Motor Corporation
Masanobu Tabata	(Taba-chan) Policies Officer, Town Management Section, Yokozoe Town	Eisuke Tachikawa	(Eisuke) Founder & CEO & Design Strategist, NOSIGNER / Guest Associate Professor, Keio SDM	Takeshi Tajima	(Taji) CEO, fascinate Co., Ltd.
Ami Takahashi	(Ami-san) Director, Yuzuriha Support Center	Kumiko Takahashi	(Kumi) Deputy Director, Policy Planning Coordination Division, Trade Policy Bureau, METI	Kunio Takahashi	(Kunio-san) Executive Director, KOYU Foundation
Shuji Takahashi	(Shuji) Mayor, Minamioguni Town	Kunio Takama	(Taka-san) Chairman, HUMAN VALUE Inc.	Tatsunari Takano	(Tatsu) Director & Editor-in-Chief, Eiji Press, Inc.
Tatsushi Takasago	(Taka-san) Head of Tourism & Development Promotion Office, Chino City	Kozo Takei	(Take-chan, Takei-chan) Social Activist / CJO, eumo Inc.	Emi Takemura	(Emi) Co-Founder & Representative Director, FutureEdu Tokyo
Atsushi Tamura	(Tamu-san) CEO, Tunagum Co., Ltd. / Representative Director, Kyoto Migration Project	Yasuhiro Tamura	(Yasu) CEO & Film Director, EXIT FILM, Inc.	Shigenori Tanabe	(Becchi) Group Manager, Kobe Enterprise Promotion Bureau, Kobe City Government
Kosuke Tokushige	(Toku-chan) Executive Officer, Recruit Lifestyle & Head, Restaurant Information Division	Yoshinari Tomita	(Nose) Mayor, Yokozoe Town	Suguru Tomizuka	(Tommy) Corporate Executive Officer, Recruit Holdings
Kakushin Tomoyoshi	(Biwacchi) Satsuma-Biwa (Japanese Lute) Player / Explorer of Japanese Culture & Arts	Yuta Tonegawa	(Tone-san) CEO, NPO Code for Everyone	Shogo Toyota	(Shogo) Head of Ok! Learning Center
Keiko Tsuchiya	(Keiko) Chief Human Resource Officer & Board Member, Adecco Japan Ltd.	Yuki Uchida	(Yukki) Managing Director, RE:PUBLIC Co., Ltd. / Program Director, XSCHOOL	Takeaki Udo	(U-chan) Sub Leader, Hakuhodo Brand Design, Hakuhodo Inc.
Soichi Ueda	(So-chan) Producer, Think the Earth / Visiting Professor, Tama Art University	Shunsuke Ushida	(Usshy) Co-Founder, Habataku Inc.	Masaaki Waki	(Wakki) Chief, Municipal Promotion Section, Kanagawa Prefecture / Founder, Yonnānakai
Yasuyuki Watanabe	(Yasu) Associate Professor, GRIPS / Senior Research Officer for Director-General, MIC	Keiichiro Yamada	(K-san) CEO, JTIC Swiss / “Tourism Charisma” recognized by Cabinet Office, MLIT	Takako Yamada	(Yama-chan) CEO, Waku Work English / Part-time Lecturer, Keio University
Takashi Yamada	(Yama-chan) Chief, Regional Revitalization Section, Shiojiri City / Representative, nanoda	Fumihiro Yamaguchi	(Bunyo) Corporate Executive Officer, Recruit Co., Ltd.	Tomonori Yamakawa	(Yamayama) Hitokara Media Co., Ltd. / Representative, Nami to Kaze
Mayuka Yamazaki	(Mayuka) Ikebana artist	Mai Yanagawa	(Mai-san) CEO, NEKIRIKI Production / Representative Director, KANSEI Projects Committee	Akina Yanagi	(Akina) Video Director / Film Director
Daisuke Yanasawa	(Yana-san) CEO, Fun-loving Enterprise KAYAC Inc.	Kazuhiko Yazaki	(yazacci) President & CEO, Felissimo Corporation	Yuto Yoshida	(Yuuty) Former Mayor of Yokosuka City / CEO, Global Government Relation Co., Ltd.
Riyo Yoshioka	(Riyo) Senior Program Officer - Asia, Human Rights Watch	Tsukasa Yoshizawa	(Tsukasa) Executive Manager, Business Managing Dept, Recruit	Makoto Yuasa	(Makocchan) Activist / Chief Director, MUSUBIE / Project Professor, RCAST, UTokyo
Gentaro Yui	(Jo!okia) Director, MORIUMIUS				



Naoki Ohta (Naoki-san)

Director, Co-cree! / Representative Director, New Stories / Policy Advisor, Ministry of Internal Affairs and Communications.
Naoki plans and organizes the business creation projects beyond sectors in local communities. After serving as Senior Partner at BCG, he has worked as Special Advisor to the Minister for Internal Affairs and Communications for 3 years from January, 2015 to create and implement policies on local revitalization and ICT/IoT. Naoki has been policy advisor for the Ministry of International Affairs and Communications since October 2019.

From Self-Transformation to Systems Transformation

I’ve had the same dream ever since my childhood.

In this dream, I am walking down the street. To my surprise as I turn a corner, the view in front of my eyes changes completely. I was convinced that I was in a town, but at that very moment a forest in the night expands on the other side of the street. Closer to me, street-lamps shed a dim light. I'm so anxious. I wonder, is it okay that I keep on walking?

Many decades have passed since I first had this dream. Up until recently when I had a sequel of the same dream. In this sequel, ahead of the forest path, there are people from old times that are offering a welcome to me. I'm filled with the sensation of being welcomed home, and sense of deep connection to each other. This time I'm not anxious.

I'm currently starting various kinds of initiatives. The reality I confront is often painful and difficult. I know that there are many things that I am not seeing yet. Though I am not always optimistic, at the same time I am not petrified.

utterly surprised.

Coming back to my personal story, in August the year before the retreat, on the very day I quit my job at the national government, I took part in the program called EGAKU as an opportunity to understand myself through art. What I was able to visualize have since become materialized. This took the form of starting up my own business half a year later. It was a choice that I couldn't have even imagined then.

Having the company that I founded at the core, I am still actively involved in the operation of a few organizations. New pieces of wisdom and swells are frequently and rapidly emerging. Implementing well-being in society, updating administration with civic tech, and creating “Valley of the Wind” to aim for an alternative to the urban-centered future, are some of the examples.

Although the purpose and the process of the projects are different, what I always cherish is “unseparation of self and others.” It is a mysterious sensation, where another person comes into me smoothly, and thinks and talks through me.

Its origin came from the Co-cree! research retreat in Yamanashi in July 2017.

The experience of “I am you, and you are I.”

One gets deeply connected to oneself through storytelling, and sharing your story with others. I shared about the dream I keep on having at th retreat. Yes, the

The beginning was the “wham” I experienced at the retreat in Karuizawa.

During an SPT exercise, which is similar to a skit, I struck the floor loudly with my foot. My body moved by itself. Then, not only the sensations of mine but also of people around came into me: dreams and solitude of startup leaders, feelings and anxieties of staff, and bureaucrats covering eyes and ears for not wanting to witness trouble.

It was October 1, 2016, exactly on my 49th birthday. I took part in the Co-cree! three days and two nights retreat. Up until

immediately before the retreat, I was thinking of cancelling my participation by searching for any sort of reason. I was busy with work, and I really couldn't see what I could gain from the retreat. And frankly speaking, I don't really believe in those “self-help” things. Yet, despite this, I did take part. I did so because I had been feeling the limitations of the problem-solving methods that I learned as a management consultant since working in government from 2015. I really wanted further to explore “systems” and “communities.”

Five years since its establishment, Co-cree! has evolved into a community to explore systems transformation. Since that retreat, calling it “Co-cree! 2.0.” I became a director to take part in its operation.

SPT Exercise in which Naoki “Whammed” the Floor with his Foot (Co-cree! Karuizawa Retreat, Oct. 2016)



“The Dream I keep on Having” (Co-cree! Yamanashi Retreat, July 2017)

dream I mentioned in the beginning.

“From the unseparation of self and others, a new bonding of knowledge happens at a deeper level to bring about innovation” is the essence of the SECI Model of Ikujiro Nonaka, the world-class management scholar from Japan. I had read Mr. Nonaka's book many times, and when I was talking about Co-cree! to Akie Iriyama (Professor at Waseda University Business School), he told me: “That is exactly SECI.”

From the retreat in Yamanashi, I began to have more experiences of unseparation, first with Co-cree!'s core team members such as Ai Sanda and Kenshu Kamura, and then with Kazuto Ataka (CSO, Yahoo! Japan), whom I had invited to Co-cree! and started the “Valley of the Wind” project together, which emerged in Co-cree!.

Now, I'm trying to utilize the wisdom of Co-cree! in the project I conduct with companies and government organizations. What I'm aiming to do is to create deep-levelled innovation, as well as the swell of change for our future lives and the social system. It's been exactly two years since I started up my own company. Partici-

Co-cree! means co-creation.

Many organizations and programs are now claiming to undertake “co-creation;” the quality of participants and program in Co-cree! has increased between fall 2016 and winter 2018, to the point that people who aim to bring innovation to the business and social sectors are

pants are starting to feel the reactions of the future changing a little bit.

Of course, there are all sorts of walls we face along the way. Is there any meaning in pondering upon questions without answers? Is there any meaning in facing oneself? I receive such feedback from participants. And I also see that companies and government as well operate with short timelines, and as a consequence short-term issues often come to the fore.

Currently, I am involved in about twenty projects of different sizes. I see that the social network surrounding these projects are steadily becoming homogenized as if being shut inside a filter, myself included. For this reason, I feel a sense of urgency to utilize the techniques learnt from Co-cree!.

What I want to do next is to quietly expand my circle of actions to connect with and through roots.

And to make “I and you,” and “I and nature” to move beyond boundaries in my daily life and work. I already know that a profound innovation lies there. I would like to share what I have learnt with people who practice differently than I do. And I'm looking forward to meeting those who would like to begin their learning journey.

What Kind of Future Awaits Us, If We Connected with Our Roots, and Become Connected with Others through Roots?

- 1 Teal Organization**

I was connected with my roots through Co-cree! and decided to take a year off. This act brought about a paradigm shift to my life. During my journey I encountered the concept “Teal Organization.” (Kenshu Kamura: Specially Appointed Associate Professor, Tokyo Tech Academy for Leadership, Tokyo Institute of Technology / CEO, NPO home's vi)
- 2 Creating Valleys of the Wind**

During the Co-cree! event in Fall 2017, words suddenly came down to me like a thunderbolt: “create valleys of the wind.” Since then, I've been putting substantial time and energy to create an alternative to a city-centered future. (Kazuto Ataka: Professor, Keio University / CSO, Yahoo Japan Corp)
- 3 Kamakura Capitalism**

Co-cree! is filled with cutting-edge wisdom; its events took place twice in Kenchoji-Temple in Kamakura. I feel that I was given a supportive push, as there are common thoughts between Co-cree! and what I advocate as “Kamakura Capitalism.” (Daisuke Yanasawa: CEO, Fun-loving Enterprise KAYAC Inc. based in Kamakura)
- 4 Family “Study Abroad” on Island**

I once felt the sensation to balance myself in a dynamic world in one of the exercises we did at a Co-cree! Event. I decided to move my family to the remote Ama island for a year and a half. Since becoming involved in Ama Town's publishing business, I've felt change from within as well as social change. (Eiji Harada: President, Eiji Press)
- 5 WAA x Community Revitalization**

With Co-cree!, the activities of “Chiiki de WAA” (Work from Anywhere and Anytime in local communities) took a giant leap forward. Everything had started when Jun-chan (Junichi Saito) of the Koyu Foundation from Shintomi Town, Miyazaki Prefecture and I became connected with and through roots. For me, Co-cree! is the source of our innovation. (Yuka Shimada: Board of Director, Unilever Japan)
- 6 Reporting at the Prime Minister's Official Residence**

Through learning to “trust others' gifts” and entrust in Co-cree!, the number of relationship population, populations of newcomers, and number of entrepreneurs in Shintomi Town increased. The town has since become a hub of smart agriculture ventures. Koyu was also nominated as an exemplar for good practice of regional revitalization by the national government. I have since made a report to the prime minister at the official residence. (Junichi Saito: Representative Director, The Koyu Foundation)
- 7 Learn by Creation - a Celebration of Learning**

The biggest discoveries from Co-cree! were my previously un verbalized wishes, and acknowledgement of the pain in the old paradigm. This is important in systems transformation. Organizing “Learn by Creation” with 2,500 teachers, parents, staff of non-profit organizations, local governments, and students was precisely a “future beyond expectations” for me. (Emi Takemura: Representative Director, FutureEdu)
- 8 Company Name Change & Establishing Publisher**

We finally “graduated” from being a community revitalization company which did anything for Ama Town. We then started over with a new name as a company with the purpose to increase warm relationships between people and warm relationship between people and nature all over the world. We established a new publisher called “Ama no Kaze (Winds of Ama)” through meeting Eiji Harada at Co-cree! in Ama. (Hiroshi Abe: President, Kaze to Tsuchi to)
- 9 Big Shift to become Entrepreneur, Investor, and Corporate Manager**

A big shift took place after I realized and indescribable sensation beyond words, numbers, and logic. I quit working for a company and established multiple companies simultaneously to be an entrepreneur, investor, and corporate manager all at the same time to create businesses in a variety of industries. All this couldn't have happened without Co-cree!. (Yoichi Aso: CEO., Alphadrive Co.Ltd. / CEO, Genom Clinic Co., Ltd.)
- 10 The Most Eccentric Civil Servant in Japan**

Through Co-cree!, I started to always think about what would be like to become an eccentric civil servant and public. As a result, I ended up implementing 21 new businesses to support people who had concrete goals. I was also able to publish a book called “The Most Eccentric Civil Servant in Japan.” (Takashi Yamada: Section Chief, Regional Revitalization Promotion Section, Regional Revitalization Promotion Dept, Shiojiri City / Representative, nanoda)
- 11 Retreat of Government Officials on the Work of Agriculture**

While many business trips by government officials consist of just visiting sites, we held a Co-cree! type retreat with local city government officials, agriculture-related community building practitioners, and 4 members from the Ministry of Agriculture including the Section Chief. We become connected with the roots as to why we are involved in agriculture, and a new concept for the digital policy promotion team of the Ministry emerged. (Seitaro Kondo, Counsellor, Policy Planning Div., Minister's Secretariat, Ministry of Agriculture, Forestry and Fisheries)
- 12 A Series of Serendipities**

I realized my underlying wishes in the depth of my roots. I decided to increase the amount of time I spend in local communities. I've been involved in Tsukuba City's work style reform as well as practicing new types of learning in Shintomi Town, Miyazaki Prefecture. A series of serendipitous events which originated in Co-cree! led me to the opportunities to publish a book, to teach at the graduate school of Tokyo Gakugei University, and to become an advisor at Tokyo Institute of Technology. (Rieko Komiya-ma: Director, StudySapuri Educational AI Research Institute at Recruit Marketing Partners Co.,Ltd.)

Three Principles of Co-cree!'s Soil

While members of Co-cree! produce new projects and outcomes, Co-cree! itself doesn't set any particular issue, or pursue results. We consistently cultivate of the soil, from which members can grow and flourish.

Co-cree! adopts the approach of natural farming to community building, which is based on the belief that when a optimum vegetation environment is created, the power of natural world would grow a rich harvest. Relationships would be naturally fostered without the intervention of human beings, and the richer the soil becomes, the more plentiful the harvests will be. There are 3 principles in how creates a fertile soil at Co-cree!,

Principles 1

Create diversity as a microcosm of the community or the society

Ensure to invite people from various industries, professions, genders, generations, and personalities so that the space would become a microcosm of the community or social system / structure (bring together representatives from inside the system). Call in those who usually don't take part in workshops. In fact, intentionally invite those who tend to avoid them.

Invitation with courage is important. Invite not only those who are easy to invite, but be sure to get influential persons involved. The change influential people bring to the whole system - organization, community, and society - is great, especially when they themselves are able to experience self-transformation. In order to create an envornment in which relationships are equal, take out titles and suggest calling one another by nicknames.

Principles 2

Create an ecosystem where wholeness is alive

When hosting an event, apply the rule of 40:20:40 - 40% of effort should be put for pre-event preparation, 20% for the actual event, and 40% for after the event. When inviting a person to a Co-cree! event for the first time, we begin with listening deeply to the invitee's experience of connecting with their roots, such as having a one-to-one meeting for about two hours, communicate the history and hopes behind Co-cree!, why you want them to be there, how to show up, among others.

With this step, the invitee will be able to reveal their worries and troubles and show up as their whole self, instead of only saying “nice things” during the event. Don't try to bring about a change or outcome just with a single event; create an ecosystem to enable self-transformation with a long-term perspective.

Principles 3

Believe in participants' possibilities more than they do

The organizer must let go of their ego, connect with hopes of the earth and keep holding on to their beautiful intentions. Stay authentic. Show vulnerability. Go beyond your fears and step into the unknown. Believe in the participants' possibilities and in the possibility that miracles will happen there, firmer than anyone else.

Then the space will be safe and secure. And, become a place where fears and anxieties, defenses and masks will dissolve and then the participants' true selves will appear. Each will be able to connect to their calling, as well as the pains and hopes of the community / society, and perform at their best. This will further invite the whole community into a deep state of co-creation, and cultivate the culture (soil) of Co-cree!.

3 Streams & 12 Pillars of Wisdom to Co-Create a Future Beyond Expectations

After conducting field tests with a diverse group of professionals and leaders, Co-cree! established a hypothesis: There are 12 types of wisdom that should be understood, in order to harness co-creation.

The 12 types of wisdom can be classified into 3 streams. Each of the streams were initially completely separated in the past, but then merge to influence each other, and lead to a method to create a new future.

The hypothesis was framed and systematized in members' own words, and published in the video called "Co-cree! Genealogical Tree."

Stream

1

Self-Transformation

Wisdom 1

Believe in Your Own Gift

Self-understanding is the necessary first step of self-transformation. What am I? What kind of gifts and personality do I possess? How can I be at my very best? Techniques such as coaching, counselling, storytelling, and enneagrams are available to help answer these questions.

Everyone has the purpose for being born in this time period deep within their soul. What is the purpose of my soul?

Wisdom 2

Lead the Self

Changing others is a long journey. Indeed, it is much faster to change oneself. By changing oneself instead of those around you, your relationship with others will change, and others will naturally change in turn. Nonviolent Communication (NCV), Naikan Reflection, cognitive psychology, open dialogue and alike can assist with self-transformation.

How would others change if I change?

Wisdom 3

Inner Universe

When aiming for self-transformation, thoughts and words can often be disturbing. By using methods such as Processwork and mindfulness, you can listen to the voice of your body directly, and explore non-consciousness through what you see in your dreams. By having dialogue with other living creatures, nature, and earth, you might discover your unknown self.

What grand intention wants to emerge through my body?

Wisdom 4

Wholeness

After pursuing self-transformation, one starts to see wholeness. As you go through multiple phases of self-transformation, there comes a moment of unity, in which you feel you are a part of the whole: the world and the universe. It is similar to what philosophy calls "holon" and mathematics calls "fractal."

How will our self-transformation affect the world?

Stream

2

System / Whole

Wisdom 5

Systems Thinking

Sometimes, a method to solve an issue could cause other major issues; all methods have side-effects. The world is interconnected in a complicated manner, as is often expressed by the term "Butterfly Effect." As complicated as they are, systems thinking offers a big helping force to grasp an understanding of complicated matters. You take things just the way they are.

How can we create our world and make it sustainable?

Wisdom 6

Dialogue

In systems thinking, diverse points of view are often inevitable. When a diverse group people with completely different opinions meet face-to-face and talk, a future beyond expectations can emerge. Facilitators all around the world have been developing sophisticated skills to host effective dialogue amongst diverse groups of people.

Who creates the future, a genius or collective intelligence?

Wisdom 7

Break the Box

In dialogue spaces, diverse worldviews and beliefs collide with one another. As Einstein said: "We cannot solve our problems with the same thinking we used when we created them." If looked at from a different perspective not-accommodating opinions is essentially saying the same thing. Theory U and narrative approach are some of the dialogue techniques that can be implemented to challenge existing frameworks and ways of thinking.

What kinds of worldviews are creating current issues?

Wisdom 8

System Sensing

When trying to grasp the world as a system, the physical work mentioned in Wisdom 3 also becomes effective. Listening to the voice of the system or your external environment through one's body, emotions, and art is referred to as "system sensing." Feel instead of think. Then connections between people, people and society, and people and nature begin to become more apparent.

Is it possible to listen to the voices of the world to imagine how we may shape the future you want?

Stream

3

Creation

Wisdom 9

Backcasting

Backcasting is a method to distinguish what we must do right now by looking back from the future. You first envision the future you want, calculate back, and think. Backcasting is extremely effective when a diverse group of people get together to talk openly on different issues.

How, with limited resources, should we design spaces, and how must we think in order to cultivate the future we want?

Wisdom 10

Do the Right Thing

Can innovation-generation methods that are used by designers also be employed by non-designers? That question was the origin of design thinking. If we utilized the process and framework of design thinking, everyone might be able to create ideas just as designers do.

How can a wide range of people use idea-generation and the processes of designers to create ideas?

Wisdom 11

Big Idea

Design thinking works best when solving social issues. The idea-generation process of designers can be of big help when creating new structures and services in community building, education, and healthcare.

How can we make use of the designers' way of thinking and idea generation process for solving social issues?

Wisdom 12

Don't Think, Feel.

In design thinking, one usually sets a specific theme for dialogue. Yet, depending on the group or industry involved, it can be difficult to use design thinking in such a context without first being constrained by the theme. Some still dare to host dialogue by without any fixed agenda or theme.

By letting go of the need for output and for problems to be solved, what else can we create?

Video: "Co-cree! Genealogical Tree"



“What is my purpose for being born on the earth in this time and age?”
I’ve been questioning this for 10 years.
For me, Co-cree! has been a series of miracles.

Unknown challenges are scary,
but thanks to having like-minded peers,
I could jump into them with courage.
By holding on to the beautiful intention, the universe stayed on my side
and let me meet the people I was meant to meet,
and the way forward opened up.

There are many experiences which changed me.
The beautiful meadows of Aso, Kumamoto, have been protected and
handed down for 1000 years by repeating life-risking field burnings.
The sense of time is fundamentally different
from that of companies in Tokyo, which make plans for 3 or 5 years.

Yuuki Kitazato, President of a Ryokan with 300 years
of history in Kurokawa Onsen, Aso,
lives in the great flow of history,
on umpteen months and years of people’s lives.
She said, while looking out to the damaged mountains of her homeland:
“It hurts my heart, like my body is being tortured.”
The words shocked me, striking like a thunderbolt.

I had never felt that what is happening to nature
is connected to what is happening to me.
Her sense of connection with everything: nature, people, work...
I had lived thus far with such a divided way
of thinking about nature and me.

My world expanded by connecting through common roots
with a diverse group of people I don’t usually have the opportunity to meet.
My senses have deepened; both Co-cree! and I have changed.
Trials and errors were repeated, and I struggled when things didn’t work out.
I cried a lot as my heart was moved and shaken so many times.

I want to share the wisdom of Co-cree!, filled with our 10 years of passion.
We made this booklet with wishes that the infinite miracles of co-creation
that we experienced will happen all over Japan, and all over the world.
I’d be happy if you could read this together with your precious like-minded peers.

I went through a transformation,
and the theme for the next 10 years has started to appear:
“Earth-oriented, whole-ecosystem co-creation.”
We will develop our research, so that the sensation of unseparation
will be explored not only in human beings, but in the entire ecosystem
including plants, animals, and nature.

I believe that miracles happen when you live according to
your calling to its fullest with like-minded peers.
May you live a life in which your gifts will shine to their maximum.

With my heartfelt love and support,

Ai Sanda

Co-cree! Hundred-Color Picture Scroll

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(ZERO CO2 PRINT = Printed with 100% Renewable Energy)



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We’d like to meet like-minded people from different places around
the world! If your heart was touched by reading the “Co-cree!
Hundred-Color Picture Scroll”, or you want to co-create with us,
please send us a message via the e-mail address/QR Code below:

Share your
comments and
ideas with us!



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