

Research on the Creative Confidence of People engaged in Sustainable Community Development

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[S Y N O P S I S]

In the community development activities taking place in various parts of Japan, it is expected that residents who do not have the expertise and experience to take the initiative will face a variety of difficulties and challenges in carrying out these activities. In order to develop positive activities even under such circumstances, it will be necessary for the people who are engaged in community development to have a strong mindset and attitude toward the issues, or in other words, a strong mindset of the community development. In this study, we will clarify the factors that contribute to the formation of the mindset of people involved in community development based on the concept of creative confidence advocated by David Kelley, founder of the design consultancy IDEO, and present the attitudes and dispositions that should be held in community development activities toward the formation of creative confidence. The purpose of this research is to clarify the factors that form the mindset of people involved in community development based on the concept of creative confidence, and to present the attitude and attitude that should be held in community development activities to form creative confidence. Specifically, semi-structured interviews were conducted with 15 organizations involved in the "Yokohama Shimin Machi Bubon Project. Based on the interview data, we attempted to generate and systematize various concepts related to the formation process of creative confidence using M-GTA, one of the methods of qualitative research.

First, we clarified what triggered the actors to start community development at the start-up stage, what they did first, and the factors that led them to become aware of this as a preliminary step in the formation of creative confidence. Next, we clarified the importance of building a local circle in the relationship between collaboration, collectivity, and mindset in order to strengthen creative confidence while increasing the number of collaborators. The last part of the report discusses the importance of "building a network of collaborators by utilizing existing networks" and "expanding the network by letting contingency take over. Finally, we discussed the "effects on activities other than community development and local activities" and "developing the significance of activities and creating new purposes" as elements to sustain the creative confidence that has been fostered for a long time.