

Understanding the OVOP Movement in Japan

An Evaluation of Regional One-Product Activities for Future World Expansion of the OVOP/OTOP Policy

Hiroshi MURAYAMA and Kyungmi SON

Introduction

What is OVOP (One Village, One Product) and how has it been developed in Japan? What is the significance of OVOP? This chapter presents materials in order to answer these questions. The OVOP movement, which is called ‘Isson Ippin Undo’ in Japanese, is a local government policy that formally started in Oita Prefecture in Japan in 1979 and formally finished in 2003. The OVOP policy was originated by Oita Governor Morihiko Hiramatsu in 1979 and developed for 24 years until he left office.

One of the interesting points of OVOP is the particularity of continuity and expansion of the movement even after the policy was completely finished in the period of the next governor. The continuity in Oita has been seen in local activities outside of government policies, and at the same time the essence of OVOP continues to be found elsewhere in Japan in different forms such as through local vitalization and regional brands. The expansion of the OVOP approach has been widely adopted in Asia, Africa and South America even though the names of movements and policies are different. The Japanese national government has also used an OVOP approach as a foreign aid strategy. The movement of regional activities for vitalization through regional products such as OVOP had been seen in Oita before the OVOP policy formally started in 1979, and similar vitalization activities to OVOP could be seen both in Japan and in other parts of the world after 2003. In short, the OVOP approach in Japan continues to expand its function as a policy system that has been introduced to a number of different countries to promote a synthesized approach of various existent activities for regional vitalization.

Why can the OVOP policy, which was implemented at a local government level, continue to expand at a global level? It seems to us that there are three factors behind the Japanese OVOP approach: the simple method of producing regional products linked with complex ideas for regional vitalization; the parallel implementation of the original, extended and

new OVOP; and the mixed effects of creating a regional society, a regional economy and a regional culture. To understand these factors well is necessary in order to adopt the OVOP approach. The useful continuity of the OVOP essence and the meaningful expansion of the OVOP approach for urging regional vitalization depend on understanding what the OVOP movement is, how it should be developed and how it may be evaluated. In order to answer these questions, some materials are presented as follows.

What is the OVOP movement in Oita Prefecture in Japan?

What is the core characteristic of an OVOP policy? It can be seen in the OVOP movement in Oita Prefecture as the simple method of producing regional products linked with complex ideas for regional vitalization. Perhaps this OVOP characteristic of a combination of a simple method and complex ideas may make the continuity of the OVOP essence and the expansion of the OVOP approach possible. The simple method of the OVOP movement is just to produce excellent regional products. The complex ideas of OVOP are a variety of principles that are useful to solve local problems, both in developed and developing countries. The policies of OVOP, OTOP and others are a symbol of the complicated relationship between a method and ideas. No one believes that one product can save one village by solving local problems but nevertheless the symbol of OVOP is attractive. This attraction makes it easy for policy makers and local people to use the OVOP symbol and freely understand the significance of OVOP. Therefore, in order to identify the utility of the OVOP policy beyond its symbolic usage it is necessary that the significance of the regional one-product policy through the OVOP symbol is clearly discussed and clarified.

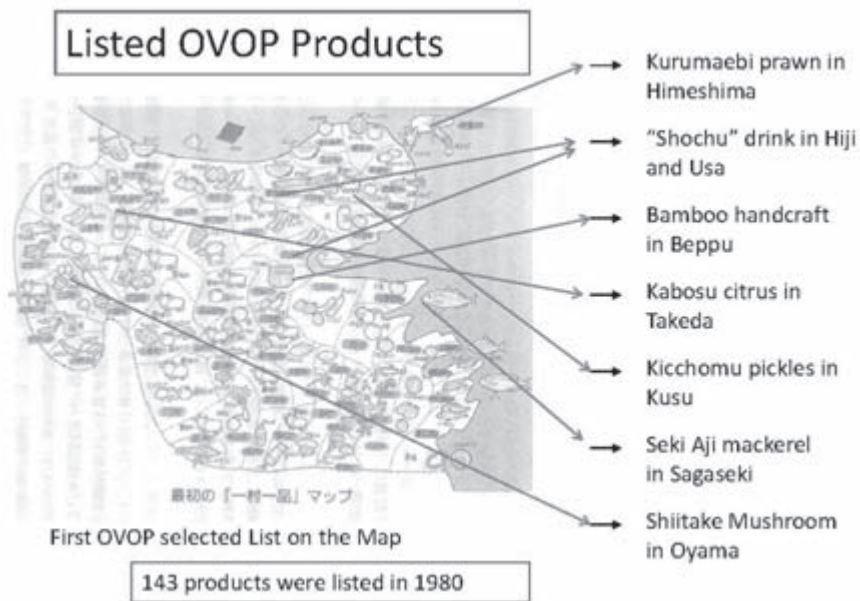
The first material regarding OVOP that is presented here is to understand the simple method of producing excellent regional products. Governor Hiramatsu formally began the OVOP policy by talking to municipal mayors in the Oita Prefecture in 1979. He said the following:

Let's discover the special products that best represent your own town or village and deserve national acclaim. Please cultivate a theme with these special products to advance local development. I encourage you to develop new products suitable to your region, even if it may take some time. Furthermore, I ask each town and village to come up with original ideas that can be processed and marketed by themselves if possible.¹

According to his declaration when starting the OVOP policy in Oita, many OVOP specialties were listed and developed. Figure 1 presents some examples of OVOP products among many in Oita in 1980. The simple method of the OVOP movement was very acceptable for regional vitalization because people could easily understand the method in general

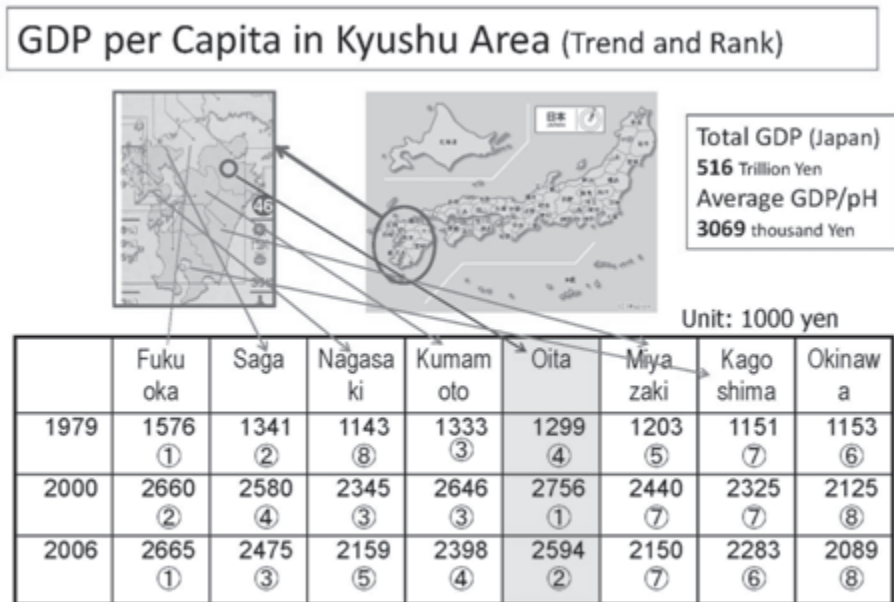
and because the method of producing excellent regional products was already familiar in some regions such as ‘shiitake’ mushrooms in Oyama village, ‘shochu’ liquor in Hiji and Usa towns, and ‘kurumaebi’ prawns in Himeshima village. A higher GDP per capita in the Oita Prefecture (Figure 2) can be attributed to the OVOP policy and also to another Hiramatsu policy which attracted large Japanese companies such as Canon to the area. These figures were presented in an OVOP workshop in Cambodia, by Kunio Igusa, a former professor of Ritsumeikan Asia Pacific University in Japan, who has studied OVOP extensively. The images may be understood from the figures even though precise information cannot be acquired without a verbal explanation.

Figure 1 OVOP products in the Oita Prefecture in Japan.



Source: Kunio Igusa, Ritsumeikan Asia Pacific University at an OVOP workshop held in Cambodia, 2010.

Figure 2 Economic progress of Oita Prefecture.



Source: Oita Prefecture in 24 years (Oita Govt) and the other source

Source: Kunio Igusa, Ritsumeikan Asia Pacific University at an OVOP workshop held in Cambodia, 2010.

The next material which presents the complex ideas of the OVOP policy for regional vitalization can be seen in Figure 3 which is from the website of the Oita OVOP International Exchange Promotion Committee NPO.² The OVOP principles containing these complex ideas are summarized in Figure 4 by Kunio Igusa. The principle of ‘local but global’ is conceptualized as producing globally accepted products that reflect the local flavor and culture. The principle of ‘self-reliance and creativity’ is indicated as an innovative mind to realize OVOP products and services through self-initiated actions utilizing potential resources in the region. The principle of ‘human resource development’ is interpreted as fostering proactive people with a challenging and creative spirit.

Figure 3: Screen shot from Oita OVOP International Exchange Promotion Committee website.



Source: <http://www.ovop.jp/jp/> (Accessed in November, 2012).

Figure 4: Basic principles proposed by Governor Hiramatsu.



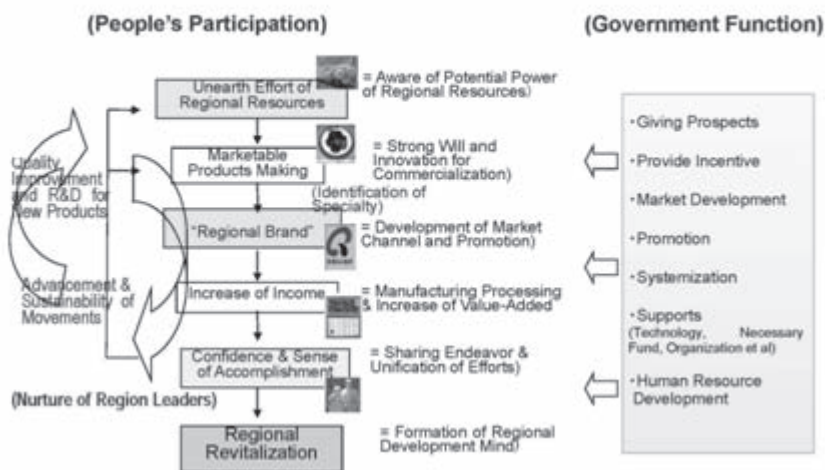
Source: Kunio Igusa, Ritsumeikan Asia Pacific University at an OVOP workshop held in Cambodia, 2010.

As Figure 4 shows, the three principles of ‘local but global’, ‘self-reliance and creativity’ and ‘human resource development’ are significant as they are independently related to promoting the OVOP policy and interactively functioning for regional vitalization. The complex ideas of the OVOP policy presented here were introduced to try to solve social problems in Oita Prefecture; for instance, to stop the exodus of young people to big cities

by developing local industries and establishing small- and medium-sized enterprises in the regional economy. The ideas were also expected to elevate local societies' own capacity for reducing over-dependency on public sectors. These ideas of the OVOP movement were actually implemented by both local people and the government. The model of Oita's OVOP movement consists of people's activities and the government's management, as shown in Figure 5. People participated in the OVOP movement in the following ways: by unearthing regional resources; by producing marketable products and selling them through market channels; by adding value to products; and, by sharing efforts to develop the OVOP process and utilizing the OVOP mind for regional vitalization. In turn, the government's role in the OVOP movement was to implement plans, programs and projects; to provide incentives and develop product markets; to promote the systemization of the movement; to provide support funds for technology; and, to aid human resource development to continue the OVOP movement. Igusa's analysis of the OVOP movement is useful for understanding the significant characteristics of a simple method of producing regional products linked with complex ideas for regional vitalization.

Figure 5: Local people's and government's activities in the Oita OVOP.

Concept Model of OITA'S OVOP Movement

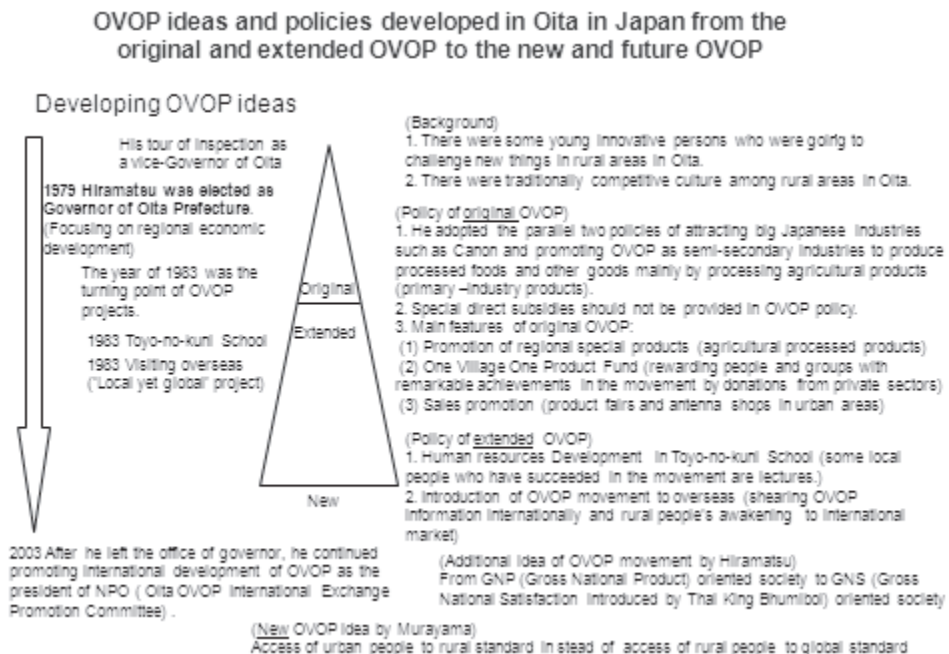


Source: Kunio Igusa, Ritsumeikan Asia Pacific University at an OVOP workshop held in Cambodia, 2010.

How was the OVOP policy implemented in Japan?

The variety of OVOP ideas based on the simple method of producing regional products did not start completely from the beginning of the Oita OVOP policy in 1979. The ideas themselves developed from the original OVOP, through the extended OVOP and on to the new OVOP in the Oita prefectural government until 2003. For example, the idea of human resource development was emphasized through the 1983 establishment of the OVOP School, ‘Toyonokuni-jyuku’, to share OVOP information among people both inside and outside Oita. The idea of an international view of the promotion of OVOP activities in the policy was practiced in 1983 through the ‘local yet global’ project of young activists who were visiting overseas in order to investigate new themes of creativity. 1983 was a turning point for the comprehensive OVOP policy of complex ideas that started in Oita³ Figure 6 shows this development of the OVOP policy in Oita from the original and extended OVOP to the new and future OVOP.

Figure 6: Development of OVOP ideas and policies in Oita.



Source: Hiroshi Murayama, Ritsumeikan University. Seventh OVOP International Seminar, Hanoi, Vietnam, 2010.

Morihiko Hiramatsu acquired information about existing activities for regional vitalization in villages, towns and cities such as Oyama, Himeshima and Yufuin during his inspection tour of rural areas as a vice-governor of Oita. He visited all over Oita for four years after he resigned from the Japanese Ministry of Economy, Trade and Industry to become the vice-governor before he was elected as the governor of Oita in 1979. He noticed two features that would be useful for starting OVOP; firstly, there were young innovative people who could challenge new things in rural areas in Oita, and secondly, there was a traditionally competitive culture which accentuated OVOP competition among rural areas in Oita. The guidelines of the original OVOP at the beginning of the governor's policy were to promote OVOP as semi-secondary industries for processed foods and other goods mainly by processing agricultural products and not by providing special direct subsidies. The main approach of the original OVOP by Governor Hiramatsu was to establish an OVOP fund with donations from the private sector with which to reward people and groups with remarkable achievements in the movement and to promote sales by product fairs and 'antenna shops' in urban areas. The parallel implementation of the original, extended and new OVOP is shown in Figure 7. The approaches of the original OVOP for processing foods and other goods are implemented in accordance with the extended OVOP of the OVOP School. Information about OVOP activities is shared internationally and promoted as the new OVOP approach of 'urban access to rural'. This new approach means that the first generation of OVOP provides access for acceptable rural products to urban people, while the third generation's shops and inns provide rural values that attract urban people.

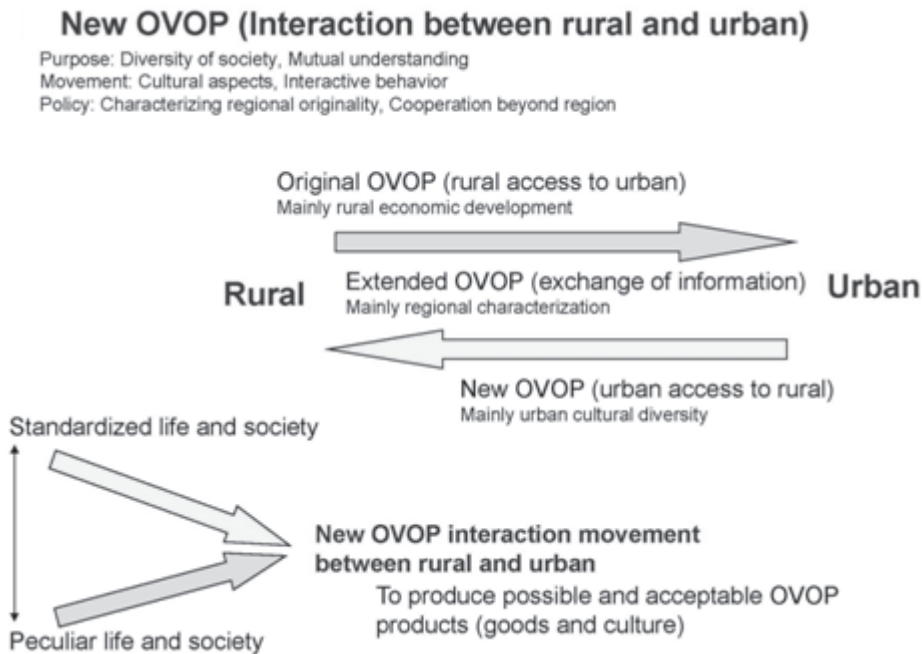
Figure 7 Original, extended and new OVOP in Oita.



Source: Hiroshi Murayama, Ritsumeikan University. APEC Global ‘One Village One Product’ Seminar: Success Factors of OVOP Targeting Global Markets, Bangkok, Thailand, 2011.

The new OVOP approach can be interpreted in the interaction between rural and urban areas to advance the purpose of social diversity for mutual understanding, in its movement of cultural aspects for interactive behavior, and in its policy characterizing regional originality for mutual cooperation beyond the region.⁴ Figure 8 shows a comparison of the structures of the original, extended and new OVOP. The original OVOP is characterized as ‘rural access to urban’ through regional products targeting standardized life and society mainly for rural economic development. The extended OVOP is presumed as an ‘exchange of information’ through activities sharing information mainly for regional characterization. The new OVOP is interpreted as ‘urban access to rural’ through possible and acceptable OVOP products (goods and culture) for urban people aiming at a particular life and society for cultural diversity, which brings mutual interactive understanding between rural and urban areas.

Figure 8 Relationship between rural and urban areas in the OVOP movement.



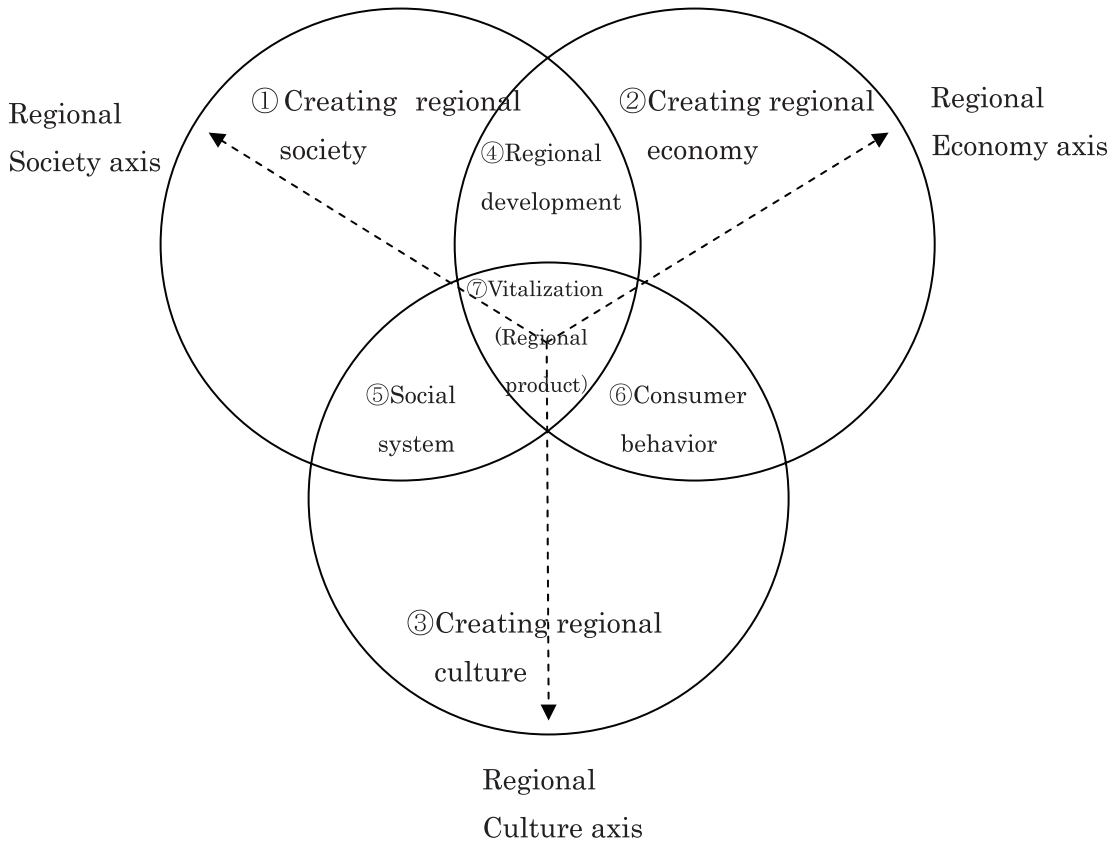
Source: Hiroshi Murayama, Ritsumeikan University. An OVOP seminar at a university in Vietnam, 2010.

Is there any possible way to understand the significance of OVOP activities?

The materials above already describe what the OVOP movement is and how the OVOP policy was developed in Oita. Now materials to evaluate OVOP activities and policies are presented to answer the question: Is there any possible way to understand the significance of OVOP activities? The EOR (Evaluating OVOP Radar) Chart offered by Think Mate Research Co. Ltd. for evaluating OVOP is introduced here.⁵⁾ Figure 9 shows this radar chart which has a three part structure that consists of the effects of the OVOP movement in creating ① a regional society, ② a regional economy and ③ a regional culture. The combination of the three effects is shown as the area ⑦ of vitalization through a regional product. The area ④ of regional industry represents the combined effect of creating a regional development and economy. The area ⑤ of the social system represents the combined effect of creating a regional society and culture. The area ⑥ of consumer behavior represents the combined effect of creating a regional economy and culture. The OVOP effect of a regional product for vitalization is measured by the three axes of dotted arrows scaling how to create a regional society,

how to create a regional economy and how to create a regional culture on this structure of OVOP effects. In fact, the various effects come entirely from just the simple OVOP method of producing regional products, and then the complex ideas of the regional, extended, and new OVOP activities are based on the structure containing the three factors of creating a regional society, economy and culture.

Figure 9 The OVOP structure consists of three factors of the OVOP movement.

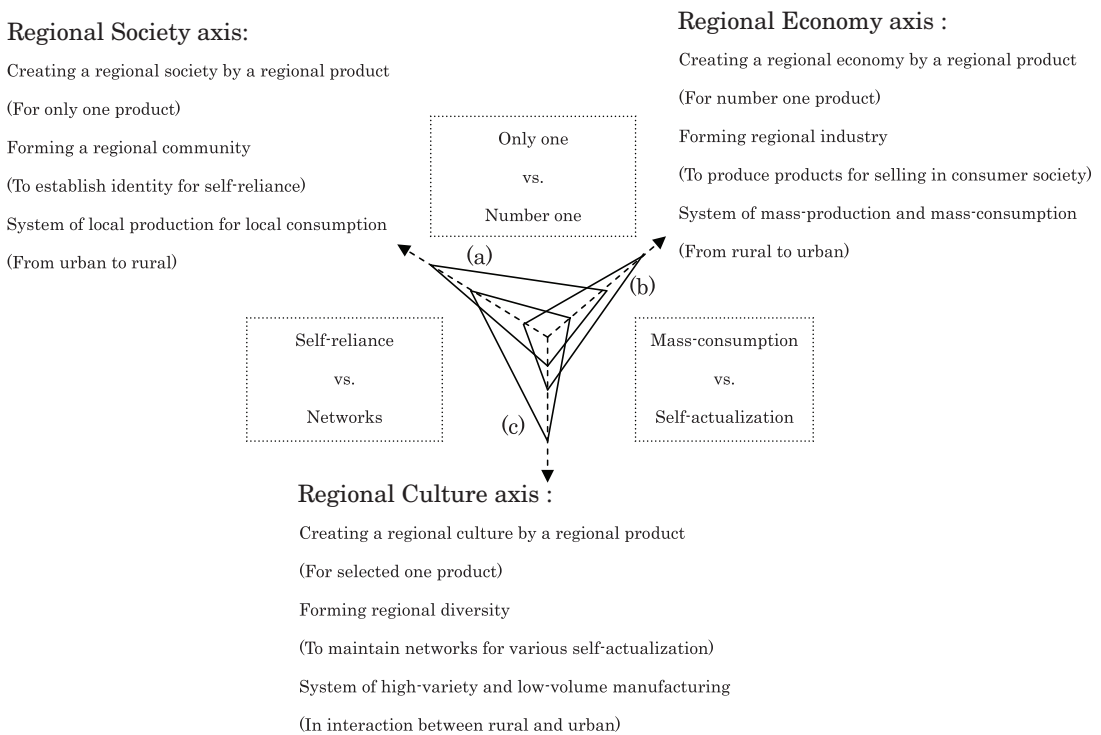


Source: Hiroshi Murayama as a technical adviser of Think Mate Research Co. Ltd.

The measurement of the EOR Chart is more precisely explained in Figure 10 in terms of the details of the features of the effect on each axis. The first fundamental feature of the OVOP effect is seen in creating a regional society by a particular regional product, so to say ‘only one product’. The feature of this regional society axis is compared to the second feature in creating a regional economy on its axis by the regional product aimed for ‘Number one’, and the third feature in creating a regional culture on its axis by the regional product aimed for a ‘selected one’. In the same way, the effect of forming a regional community by the OVOP movement of producing a regional product on the regional society axis is compared to the

effect of forming regional industry on the regional economy axis and the effect of forming regional diversity on the regional culture axis. The first effect of a regional community is, in other words, to establish an identity of self-reliance through the OVOP movement focused on community development or community capacity, as discussed by Koichi Miyoshi.⁶ The second effect of regional industry functions to produce products to sell in consumer society focused on the development of small and medium regional enterprises. The third effect of regional culture focuses on people’s behavior to maintain networks for various kinds of self-actualization in the OVOP movement focused on values prioritized in life. Figure 10 shows the EOR Chart of the three axes more clearly in order to understand the significance of the regional one-product policy for evaluating the effect of the OVOP movement. In turn, this can be used for the purpose of finding ways to use the OVOP movement.

Figure 10: Evaluating the OVOP effects using the EOR Chart.



Source: Hiroshi Murayama as a technical adviser of Think Mate Research Co. Ltd.

The images of three triangles in Figure 10 represent the effects of typical movements of the original OVOP in Oita: the activities to produce processed foods by the agricultural cooperative in Oyama town are indicated in the triangle (a); the activities to produce 'Iichiko' drink by a private liquor company in Usa city are indicated in triangle (b); and, the activities to produce a sight-seeing service by the association of hotel owners in Yufuin village are indicated in triangle (c). These famous OVOP movements resulted in successful effects in all three axes in comparison to other OVOP activities, but their image is drawn to clearly emphasize distinctions among the three examples.

Oyama was a small town with a population of around 6,000 people in its heyday before it became a district of Hita City as a result of the simultaneous merger of five towns/villages in the former Hita County in 2005. The Oyama Agricultural Cooperative played a significant role in regional vitalization before Oyama's OVOP started and even after the merger happened. The leader of the Oyama Agricultural Cooperative who became mayor of Oyama began the NPC (New Plum and Chestnut) campaign, which was famous for the OVOP slogan, 'Let's plant plums and chestnuts and go to Hawaii'.⁷ This slogan indicates the promotion of agricultural community development beyond merely earning money, and the Oyama Agricultural Cooperative started its own shop named 'Konohana garuten' to sell 'only one' products directly to consumers. The (a) line on the regional society axis indicates the high effect on Oyama's residents to establish an identity of self-reliance. The shop encourages local residents living close to Oyama to buy local products for local consumption and also enables people living in urban cities outside of Oyama to enjoy local rural purchases.

The industry of Japanese distilled liquor called 'shochu' originated in the Kyushu area in the southern part of Japan, including Oita Prefecture. Shochu distilled from wheat in Oita strongly contributed to make it one of the most successful among liquors in Japan in terms of total sales. The 'Iichiko' liquor that started being sold in 1979 as an OVOP product in Oita played a crucial role in contributing to the development of the shochu business.⁸ The location of the (b) line on the regional community axis indicates the strong effect of forming a regional industry to produce the 'Number one' product to sell in the consumer society. As well as 'Iichiko', there is another OVOP shochu in Oita called 'Nikaido'. The Oita prefectural government advertised them as OVOP products and Governor Hiramatsu played an important role as a kind of salesman to urban people. These activities mean that rural areas gain access to urban areas in order to sell their products in accordance with a standardized urban life and society.

Yufuin, a small village of hot springs, is located between Beppu, one of the most famous hot spring cities in Japan, and Amagase, which was a locally well-known hot spring village that had attracted many tourist groups before OVOP activities began. Younger hotel and

other business owners in Yufuin were looking for ways to manage Yufuin as a sight-seeing village of hot springs before Yufuin OVOP started. The OVOP policy in Oita accelerated this movement through cultural events that attracted urban people such as a movie festival and an organic food hotel fair. Such activities led to Yufuin being called the birthplace of ‘Mura okoshi’, that is, a village renewal project for local revitalization.⁹ Yufuin OVOP is characterized by activities that create new ‘selected one’ services for urban people whose interests are based on interactive networks between rural and urban areas for self-actualization in the countryside. The strategy of the young activists in the Yufuin OVOP is interpreted that they formed regional diversity in cultural aspects of the mutual understanding between rural and urban people. Even though the Yufuin OVOP does not produce a material product but provides services, its OVOP movement functions as a system of high-variety and low-volume manufacturing. The system creates a regional culture of interaction between rural and urban people through regional products, which has a large effect as indicated by triangle (c) on the regional culture axis in the EOR Chart.

The cumulative effect of the OVOP movement for regional vitalization through regional products is shown by part ⑦ in Figure 9 of the three overlapping effects of creating a regional ① society, ② economy, and ③ culture. This overlapping part consists of the three partially combined sections of ④ regional development by ① and ②, ⑤ social system by ① and ③, and ⑥ consumer behavior by ② and ③. The simple OVOP method of producing regional products is emphasized in this chapter and is attributed to various ideas based on three theories regarding the three factors ① ② ③. Factor ① refers to the theory of internal originating development;¹⁰ that is, the theory of thinking that resources in a region are the main elements of development. Factor ② is based on the theory of today’s consumer society;¹¹ a view that consumption is a main stream for building society. Factor ③ attributes to the theory of social capital;¹² that ideas to appreciate interactive human relations are a source for social development. The above interpretation of the structure means that a regional one-product policy such as OVOP or OTOP should be discussed in the context of these theories in order to decide how to use the OVOP/OTOP movement for future regional.

The combined balance in regional development ④ is symbolized as ‘Only one vs. Number one’ in Figure 10. The effect of the OVOP case of Oyama (a) seems relatively high on the regional society axis although the Oyama OVOP also produces a best-selling product such as ‘shiiitake’ mushroom for ‘only one’ product, while the ‘Ichiko’ OVOP (b) has a high effect on the regional economy for forming regional industry. In fact to increase regional community capacity through internal originating development on the producing process of Oyama’s agricultural goods is compared to the success of producing the best-selling good ‘Ichiko’ in the consumer society of today. As for the social system ⑤, the approach emphasizing an

identity of too much self-reliance based on the theory of internal originating development tends to make the region a closed society in comparison to a more open society based on the theory of social capital promoting cultural diversity with the interactive networks across regions. From this viewpoint, Oyama's high effect of self-reliance on the regional social axis is compared to Yufuin's high effect on the regional culture axis derived from people's new value priorities based on human relations called social capital. The balance between ① and ③ is symbolized as 'Self-reliance vs. Networks', while the balance between ② and ③ is symbolized as 'Mass-consumption vs. Self-actualization' regarding consumer behavior ⑥. Consumers appreciating the value priority of self-actualization in an interactive new culture would like to choose a service called 'selected one' from the Yufuin OVOP. This effect of consumer behavior in creating the regional culture axis is compared to the successful effect of the Iichiko OVOP in creating a regional economy through the best seller 'Number one' product in a mass-production and mass-consumption society.

Thus, the evaluation of the effect of OVOP activities from a theoretical perspective may be useful to discuss future trends of OVOP/OTOP characterized by the simple OVOP method of producing excellent regional products with various ideas for regional vitalization. The significance of the regional one-product policy as evaluated by the effect characteristics of the EOR Chart is that activities for regional vitalization may be directed toward extending each effect by keeping a balance between forming a regional community, forming regional industry and forming regional diversity, or directed toward emphasizing just one effect for the particular purpose of OVOP/OTOP on the one axis. In order to make the EOR Chart more useful, indicators scaling the effect on the axes should be prepared more clearly with reference to these background theories.

Conclusion

The reasons for the worldwide expansion of the OVOP approach are discussed in this chapter. This expansion is attributed to the easy usage of the OVOP symbol as a simple method of producing excellent regional products for regional vitalization, while its method seems to result in strong effects on various ideas in creating a regional society, creating a regional economy and creating a regional culture. A government trying to adopt the OVOP method has to know the characteristics of its own regional one-product policy in order to achieve the most useful effects. Although the purpose of governments to adopt the one-product policy for regional vitalization is individually different, sharing information about the significance of OVOP may be necessary for governments to utilize the policy effectively.

Information about the OVOP movement in Oita Prefecture was introduced through the OVOP School in Japan and disseminated to the world during the extended process of the Oita

OVOP movement. After the parallel implementation of the original, extended and new OVOP with various ideas from OVOP activities, the Oita OVOP international exchange committee started providing extensive information about the Oita OVOP. The committee established by Hiramatsu after he left office has played a main part in allowing participants to get information about the Oita OVOP and in programming for the International OVOP Seminar. The Japanese International Cooperation Agency (JICA) has also played an important part in promoting the Japanese OVOP worldwide as the discussions in this book show. Additionally, the International OVOP Policy Association and Asia-Pacific Economic Cooperation (APEC) have contributed to share information about OVOP across the world.¹³

According to our understanding, the combination of a simple method and complex ideas of the OVOP movement and policy sometimes makes OVOP unclear as well as attractive. The unclear and attractive structure of OVOP is illustrated by the EOR Chart presented in this book in order to evaluate the effects of OVOP activities. The Japanese OVOP can be summed up as a policy system introduced to governments in other parts of the world to promote a synthesized approach of various existing activities for regional vitalization through the production of regional goods and services. It is important that governments advancing regional one-product policies should acquire significant policy information regarding the various effects from previous experiences such as the Japanese OVOP and the Thai OTOP discussed in this book.

		Original OVOP	Extended OVOP	New OVOP
Purpose	common factors	Reducing economic gaps	Regional activation	Diversity of society
	unique factors	Community participation	Regional identity	Mutual understanding
Movement	common factors	Creativity	Innovative attitudes	Cultural aspects
	unique factors	Competitiveness	Global outlook	Local diplomacy
Policy	common factors	Promoting sales	Self-reliance	Local creativity
	unique factors	Poverty alleviation	Central initiation	Private financial initiative

Endnote

1. About Hiramatsu's declaration, Hideo Ogata, 'Starting Point of Rural Development and its Progress: Community Development in Oyama-cho', Koichi Miyoshi, Yumiko Okabe and Cindy Lyn Banyai (eds.), *Community Capacity and Rural Development: Reading Material for JICA Training Programs*, Japan International Cooperation Center, 2012. (Koichi Miyoshi (ed.), Chiiki Ryoku, 2010, Chapter 4: Japanese version).
2. Morihiko Hiramatsu was the president of this NPO after he left the governor's office of Oita Prefecture and it will be dissolved in 2013.
3. About judging the starting point of the practical policy, Kyungmi Son, 'A characteristic in the way the policy implementation begins: The case of One Village One Product Movement Program in Oita', Ritsumeikan University, *Ritsumeikan Hougaku*, 2010. (in Japanese).
4. About Murayama's framework of OVOP (Analytical approach: Purpose, movement and policy; common factors and unique factors).
5. The EOR Chart was made by Hiroshi Murayama as a technical adviser of the Think Mate Research Co. Ltd, which was established in 2002 based on the Think Mate Square, a university researcher think tank started in 1999. The TMR takes a part in managing the International OVOP Policy Association. (The TMR website address is www.thinkmate-research.co.jp; and e-mail address is office@thinkmate-research.co.jp. The IOPA website address is www.iovoppa.org).
6. Koichi Miyoshi, professor of Ritsumeikan Asia Pacific University in Japan analyzes the transition of the Oyama community on the continuous change of stakeholder's relations. Koichi Miyoshi, 'Why Community Capacity for Rural Development?', *ibid.*, Koichi Miyoshi, Yumiko Okabe and Cindy Lyn Banyai (eds.).
7. *Ibid.* Hideo Ogata about NPC and other activities in Oyama. The report by Oita Isson Ippin 21 Suishinn Kyougikai (2001), *Isson Ippin Undou 20 Nen no Kiroku*, is a comprehensive account of OVOP activities from the beginning. (in Japanese).
8. About 'shochu' OVOP, Kentaro Yoshida, 'Shochu Sangyo no Hattenn Katei to Ciiki Inobeishonn', Kazuhisa Matsui and Susumu Yamagami (eds.), *Isson Ippin Unndou to Kaihatsu Tojyou Koku*, Institute of Developing Economies, Japan External Trade Organization, 2006. (in Japanese).
9. About activities of the Yufuin OVOP, Morihiko Hiramatsu, *Cihou Jiritsu eno Seisaku to Senryakuyu-Oitaken no Chosen*, Touyou Keizai Shinpo Sha, 2006 (in Japanese). This book was written by Hiramatsu for his doctoral dissertation of Ritsumeikan University (Policy Science) under the supervision of Dr. Hiroshi Murayama. Dr. Hiramatsu wrote

many books about OVOP such as *Cihou karano Hassou* (Iwanami Shoten, 1990.) but the book for his Ph.D was written according to the original academic framework.

10. Reference for the theory of internal originating development, Takehiko Hobo, 'Naihat-suteki Hattenronn', Kennichi Miyamoto et.al. (eds.), *Ciiki Keizaigaku*, Yuhikaku, 1990. (in Japanese).
11. Reference for the theory of the consumer society of today, Seiji Tsutsumi, Shohi Shakai Hihan, Iwanami Shoten, 1996. (in Japanese). Jean Baudrillard, *La société de Consommation*, (Japanese translation: Shohi Shakai no Shinwa to Kouzou, Kinokuniya Shoten, 1979).
12. Reference for the theory of social capital, Nan Lin, *Social Capital: A Theory of Structure and Action*, (Japanese translation, *Sousharu Kyapitaru: Shakaikouzou to Kouji no Riron*, Mineruba Shobou, 2008).
13. Which organization in Japan can play an important role in sharing information and managing the OVOP workshop for participant's training if the Oita OVOP international exchange committee NPO is closed until April 2013? JICA will continue to be responsible for a part of the task and Japan's Ministry of Economy, Trade and Industry may consider promoting the task with APEC. Additionally an organization is necessary for people who are interested in OVOP to access Japanese OVOP experience and the world trend of one-product policies today. The International OVOP Policy Association is expected to be a general receiver in cooperation with the Think Mate Research Co. Ltd. for its management (see note 5).