

NOV
2023

38th Sustainable Shared Growth Seminar

IN SEARCH OF COMMUNITY CURRENCY

A seminar by

**Sekiguchi Global Research Association of the
Atsumi International Foundation**
in collaboration with

**College of Public Affairs and Development of the
University of the Philippines Los Baños
and Faculty of Management and Development
Studies, University of the Philippines Open
University**



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ACRONYM

FULL NAME

FMDS	Faculty of Management and Development Studies
UPOU	University of the Philippines Open University
CPAf	College of Public Affairs and Development
UPLB	University of the Philippines Los Baños
SGRA	Sekiguchi Global Research Association
AISF	Atsumi International Foundation

College of Public Affairs and Development, University of the Philippines Los Baños (CPAf/UPLB)
 Faculty of Management and Development Studies, University of the Philippines Open University (FMDS/UPOU)
 Sekiguchi Global Research Association, Atsumi International Foundation (SGRA/AISF)

IN SEARCH OF Community Currency (CC)

SUSTAINABLE SHARED GROWTH SEMINAR #38



Alitaptap Community

Dean Joane Serrano and Ms. Neena Ebron (FMDS/UPOU) talk about the setting up of a community at UPOU to be the home for the pilot study of the alitaptap Community Currency



LETS and Alitaptap CC

Prof. Ces Luna and Ms. Janele Belegal (FMDS/UPOU) talk about the significance of a Local Exchange Trading System (LETS) to the alitaptap Community Currency



Alitaptap Passbook

Dr. Max Maquito (CPAf/UPLB, SGRA/AISF) and Ms. Noreen Alazada (FMDS/UPOU) talk about the use of a passbook type of Community Currency for alitaptap or alit for short



Discussant Dr. Ken Kurita (Tokyo Keizai University)



Discussant Vice Chancellor Roland Bello (CPAf/UPLB)

Opening Remarks Chief Representative Junko Imanishi (SGRA/AISF)

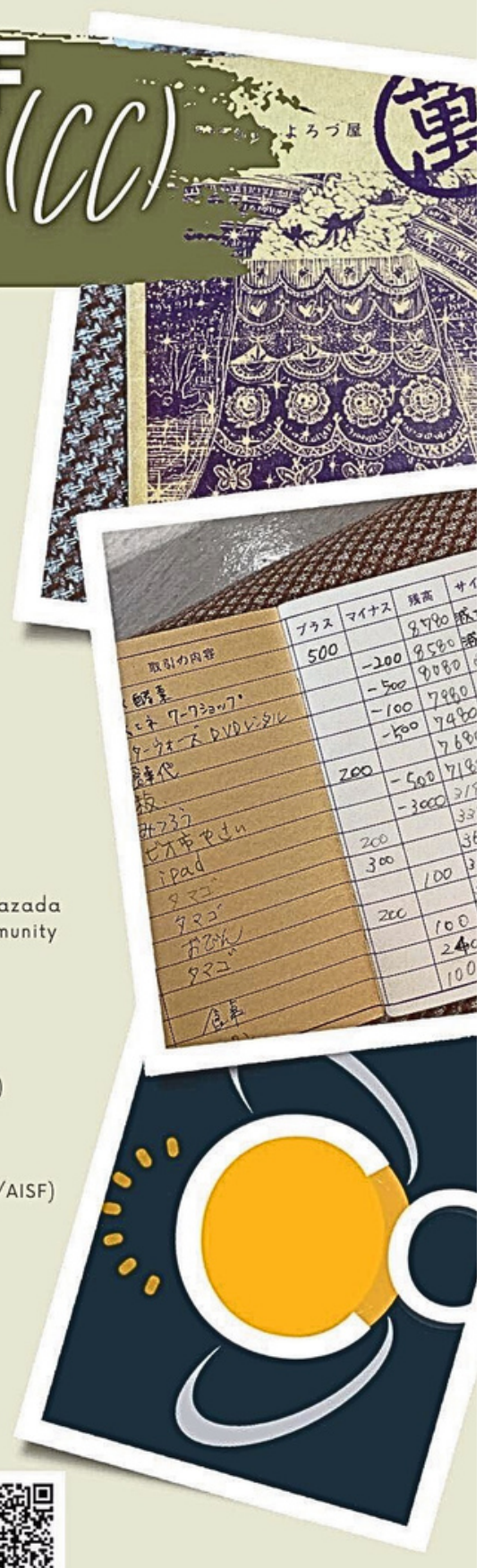
Chair Ms. Karen Janiya (CPAf/UPLB)

OCT. 14TH (SAT.)
0900 -1200 (PH TIME)

📍 Audiovisual Room UP Open University Main Bldg. 📞 ZOOM Link on Registration



Register via link or QR code (limited slots available)
<https://forms.gle/axAGPETMutJP3gMG9>



INTRODUCTION

OCTOBER 14, 2023

In Search of Community Currency (CC) KKK SEMINAR #38

The Sustainable Shared Growth Seminars are also known as the KKK seminars. KKK stands for Kahusayan (Efficiency), Katarungan (Equity), and Kalikasan (Environment), which represents the economic goals of sustainable shared growth. It is also the name of the revolutionary organization that fought for the independence of the Philippines from Spain. Unlike in Western or Asian (Japanese) context, for the Philippines, therefore, KKK stands for what is noble in her traditions, and is very much against repression. We feel that the Philippines is in dire need of sustainable shared growth, and requires nothing short of a revolution, albeit peaceful, in our way of thinking and acting on these issues.

This seminar series is organized by the Sekiguchi Global Research Association of the Atsumi International Foundation, based in Sekiguchi, Bunkyo-ku, Tokyo, Japan. The Nihongo equivalent for KKK are kouritsu (efficiency), kouhei (equity), and kankyō (environment), for which the Japanese characters are 効率, 公平, 環境, respectively.

INTRODUCTION

OCTOBER 14, 2023

In Search of Community Currency (CC) KKK SEMINAR #38

Following KKK36 (Topic: In Search of Community Currency [CC]--A Study in Community Innovations) held last February 2023, under the leadership of Dean Joane Serrano and Prof. Cesar Luna of the Faculty of Management and Development Studies of the University of the Philippines Open University (UPOU), a pilot project for a community currency was inaugurated at the UPOU last September 11, 2023. The purpose of the pilot is to study the feasibility of a CC in the Philippine setting based on a Local Exchange Trading System (LETS), while referencing the experience of Japan, a veritable superpower in CC. This seminar, KKK38, will share the experiences of the pilot project, and will also serve to be a preparation for the special panel session that was accepted to be presented at the 7th International Academic Conference of the East Asian Consortium of Japanese Studies to be held in November 3 - 5, 2023 at the Tokyo University of Foreign Studies. CC has been deemed as a potent mechanism for achieving sustainable shared growth. With your continued support, we are hoping that we can push the frontiers of this research and advocacy in the Philippines, where such a scheme seems to be lacking.

PROGRAM

OPENING REMARKS

JUNKO IMANISHI

Chief Representative, Sekiguchi Global Research Association
Atsumi International Foundation

PRESENTATION

PRESENTATION 1 | ALITAPTAP COMMUNITY

Dean Joane Serrano & Ms. Neena Ebron (FMDS/UPOU)

PRESENTATION 2 | LETS AND ALITAPTAP CC

Prof Ces Luna & Ms. Janele Belegal (FMDS/UPOU)

PRESENTATION 3 | ALITAPTAP PASSBOOK

Dr. Max Maquito (CPAf/UPLB, SGRA/AISF) & Ms. Noreen Alazada (FMDS/UPOU)

DISCUSSIONS

Dr. Ken Kurita
Tokyo Keizai University

Vice Chancellor Roland Bello
(CPAf/UPLB)

CHAIR | KAREN JANIYA, CPAF/UPLB

OPENING REMARKS: JUNKO IMANISHI

CHIEF REPRESENTATIVE, SGRA/AISF

Minasan, Konnichi wa! (Good day, everyone!)

Good day, everyone! I am Junko Imanishi, executive director of the Atsumi International Foundation. I would like to welcome you to the 38th Sustainable Shared Growth Seminar on the topic: In Search of Community Currency. This seminar presents for the first time the pilot study of a community currency named ALITAPTAP, which means firefly in English and hotaru in Japanese. This may be the first time a community currency is being done in the Philippines. I would like to congratulate Dean Joane Serrano of the Faculty of Management and Development Studies for forming the ALITAPTAP research team consisting of Dr. Max Maquito, Prof. Cesar Luna, and Research Assistants Noreen Alazada, Neena Ebron, and Janele Belegal. The Sekiguchi Global Research Association of the Atsumi International Foundation is sponsoring the panel session for this pilot study at the East Asia Consortium of Japanese Studies international conference to be held this coming November at the Tokyo University of Foreign Studies in Tokyo.

**The pilot study of
a community
currency named
ALITAPTAP, which
means firefly in
English and
Hotaru in
Japanese**



OPENING REMARKS: JUNKO IMANISHI

CHIEF REPRESENTATIVE, SGRA/AISF

This study could indeed be considered as Japanese studies since it very much references the rich experience of Japan in the field of community currency.

Today's seminar will reference the experience of the Yorozu-Ya community in Fujino, Sagami City, Kanagawa Prefecture, which is about two hours away by train from Tokyo Station. This community uses the community currency called yorozu. I understand that this was the recommendation of our Japanese consultant on community currency, Dr. Kenichi Kurita of the Tokyo Keizai University, one of the two discussants in today's seminar. The search for community currency has been led by our former scholarship recipient, Dr. Max Maquito, who is now a faculty member at the College of Public Affairs and Development at the University of the Philippines Los Baños. He was introduced to the idea of the community currency by his former tutor at the University of Tokyo, Dr. Toru Nakanishi, who is now a professor of Philippine studies at Todai. Since then, Max has considered the community currency as a mechanism for achieving sustainable shared growth and has started searching for a community currency in the Philippines since 2018 together with Prof.

“...it very much references the rich experience of Japan in the field of community currency.”



OPENING REMARKS: JUNKO IMANISHI

CHIEF REPRESENTATIVE,
SGRA/AISF

Roland Bello, a discussant in today's seminar. We at SGRA and Atsumi Zaidan are happy to note that this search for a community currency in the Philippines has finally found a home at UPOU, and we hope that the pilot study will be a success.

Thank you for joining us in this seminar, and hoping for your continued support.

どうも
ありがとうございます
Dōmo
arigatōgozaimasu

Many Thanks!



Nice seeing you in Tokyo during Autumn!

Presentation 1



PRESENTATION 1 | ALITAPTAP COMMUNITY

Dean Joane Serrano and Ms. Neena Ebron
FMDS/UPOU



PHILIPPINES

**UPOU, LB
COMMUNITY**



JAPAN

**FUJINO
COMMUNITY**

Presentation 1

PRESENTATION 1 | ALITAPTAP COMMUNITY

Dean Joane Serrano and Ms. Neena Ebron
FMDS/UPOU



The first presentation tackled the concept of community in the establishment of community currency (CC). It focused on the possibility of a CC in an academic community in the province of Laguna, Philippines where the presenters deep dive into community currency as applied in the current challenges that the country faces in terms of sustainable development. Referring to the utilization of CCs in Japan, the Yorozu-Ya in particular, allowed for the UPOU alitaptap community currency to better understand the motivations of its members in joining CC. It also served as a medium of exchange that facilitates transactions of providing and receiving goods and services among the UPOU faculty and staff. Moreover, it illustrated a pioneering model of community currency in the academic setting which helps develop community-building. Compared to other CCs, it is not limited by geographical boundaries but is characterized by a strong presence of transactional network among UPOU faculty members, researchers, and staff. As the faculty and staff and this includes guards and ground staff, there is a strengthening of community ties that happen in the community currency transactions. Since this is a new system, people are interested and having them try the CC actually makes them appreciate the CC system better. The presenters also looked at the motivations of UPOU alitaptap members to join in the community currency pilot study in the Philippines. The members expressed various motivations and reasons as to why they took interest in CCs. The examination of the possibility of a community currency in the Philippines using the experiences of Japan, particularly Yorozu-Ya, as reference provided objectives to explore the possibility of establishing a community currency led by the academe; to prototype a community currency model; and to understand the motivations and challenges of UPOU community currency members.

Presentation 1

Fujino

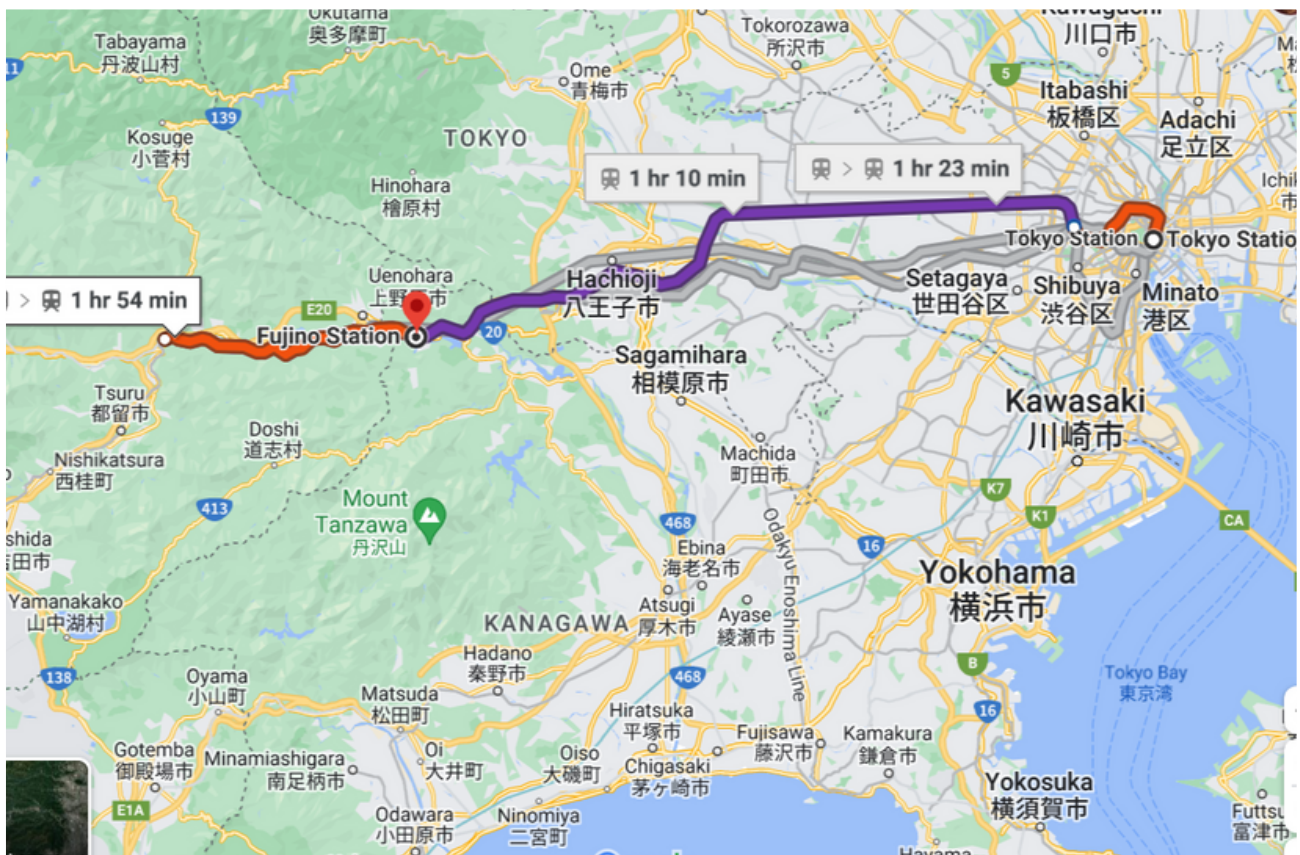


Figure 1. Map to Fujino
Source: Google Maps

- For our pilot study reference, we have chosen the rustic town of Fujino, which is NW of Sagami City, Kanagawa Prefecture.
- パイロット・スタディの参考として、神奈川県相模原市の北西に位置する素朴な町、藤野を選んだ。
- The JR Chuo line and Chuo Expressway passes through this town, and is easily accessible from Tokyo, about two hours away by train (see Figure 1).
- JR中央線と中央自動車道が通り、東京から電車で約2時間というアクセスの良さも魅力だ（図1参照）。

Alitaystays Presentation 1



DISCLAIMER

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Dean Joane Serrano, Ph.D.

PRESENTOR



Joane V. Serrano, PhD, is a professor of the University of the Philippines Open University (UPOU). She serves as the current Dean of the Faculty of Management and Development Studies. She obtained her Bachelor of Science in Development Communication, Master of Management Major in Development Management, and Doctor of Philosophy Major in Development Communication from the University of the Philippines Los Baños. She teaches Environmental Advocacy, Communication of Scientific and Technical Information, and Socio-Cultural Perspectives on the Environment.

She has a wide array of research interests including sustainability, socio-cultural perspectives on the environment, development and environmental communication, health promotion, gender and indigenous knowledge, and open and distance eLearning (ODEL). She is currently the editor in chief of the UPOU-managed Journal of Management and Development Studies. She has published more than 30 publications, presented in 90 conferences, and more than 60 public service engagements. Her recent international engagements are Won by Walking Network initiated by University of Gothenburg, University of Plymouth, Abo Akademi, University of Uulu funded by Riksbanken Jubileumsfond; Digital Trust and Intuition with focus on Sustainability with Ostafalia University, and Satoyama Initiatives with International Partnership for Satoyama Initiatives and Satoyama Development Mechanism. As part of her commitment to lifelong learning and sustainability, Dr. Serrano continues to find ways of discovering innovations that will help improve education and research practices in the Philippines.

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Janelle Ebron

PRESENTOR



Janelle “Neena” Ebron is a research assistant under the Faculty of Management and Development Studies (FMDS) of the University of the Philippines Open University. She has been involved in studies and creation of Massive Open Online Courses (MOOCs) to help widen access to inclusive and quality education not only for students but also the general public. Currently, she is working as a support staff of the UPOU Disaster Risk Reduction Management (DRRM) Committee and she performs different roles for the Faculty’s instruction, research, and public service initiatives.

She is an active youth leader with a background in community organizing and events planning. She is also a board member of Kaya Natin! Movement, a non-government organization that promotes good governance and ethical leadership in the Philippines.

She graduated Cum Laude from the University of the Philippines Los Baños (UPLB), earning her degree in BS Human Ecology Major in Social Technology.

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Presentation 2



PRESENTATION 2 | THE LETS SCHEME AND ITS SIGNIFICANCE TO THE ALITAPTAP CC

Prof. Cesar Z. Luna and Ms. Janele Ann C. Belegal
FMDS/UPOU



GLOBAL
**RRL OF
LETS**



JAPAN
**LETS
APPLICATIONS**



Presentation 2

PRESENTATION 2 | THE LETS SCHEME AND ITS SIGNIFICANCE TO THE ALITAPTAP CC

Prof. Cesar Z. Luna and Ms. Janele Ann C. Belegal
FMDS/UPOU

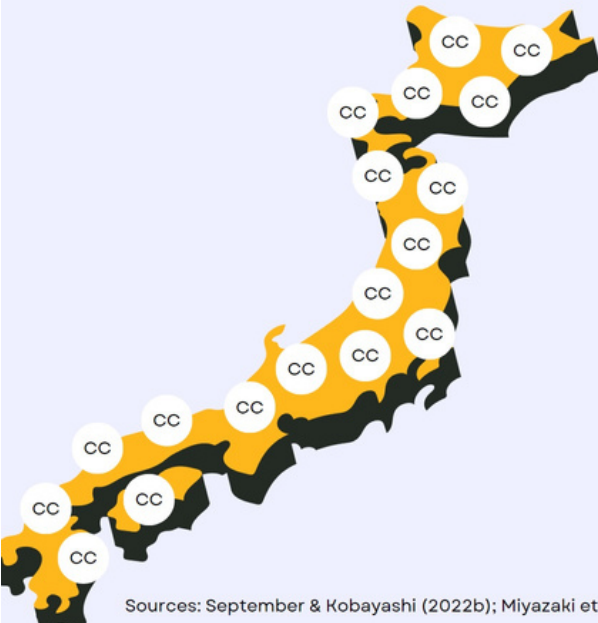
The second presentation introduced the Local Exchange Trading System (LETS) model, and some Review of Related Literature (RRL) on its history, local instigations, declination, and Japanese iteration. LETS has been defined as the exchange of goods and services within an organized community or group using a local currency. According to literature, LETS reached its height in the 1990s in Western countries (i.e. Europe, America). It was believed to have originated in 1983 when Michael Linton started the Comox Valley LETS in British Columbia, Canada. Cited as the best known and first-generation community currency scheme, the LETS model has had one of the most profound influences in the expansion of community currencies worldwide, especially in Japan. The use and instigation of LETS in various countries is almost always a response to a local or national crisis involving financial instability. However, some LETS communities were unable to sustain this system due to a number of factors such as declining member participation, negligible economic effects at the local effect, and administrative costs. On the other hand, in Japan the LETS model has emerged as one scheme for the long-term management of community currencies, most often instituted through the passbook-type of the LETS model. Communities that institute such a LETS model are called “Passbook Communities,” as with the case of Fujino Town using the local currency yoruzu-ya. Their system is said to strengthen local ties and resilience. LETS transactions are recorded in the members’ passbooks, which was illustrated by the third presentation. The UPOU community currency, alitaptap, draws inspiration from Fujino and endeavors to reap the same benefits of instilling mutual trust, engaging the local community, maximizing available skills and resources, and creating value and utility within the community.

Presentation 2



日本におけるLETS

LETS in Japan



日本におけるCCの長期的な耐久性管理の1つのモデルとして登場した
Has emerged as one model for the long-term durable management of CCs in Japan

- あらゆるチャンネルを通じて導入された
Introduced through a variety of channels
- 通帳の使用（通帳コミュニティー）
Interpreted locally, which is characterized by the use of passbooks ("Passbook Communities")
- 通帳を通したLETSは"日本における長寿CCのひとつ"
LETS through passbook as "one of the long lived CC varieties in Japan"

Sources: September & Kobayashi (2022b); Miyazaki et al. (2016)

References

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Alitaystays

Presentation 2



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Prof. Cesar Z. Luna

PRESENTOR



Cesar Z. Luna is the Chair of the Diploma in and Master of Land Valuation and Management Program of the University of the Philippines Open University, where he teaches online courses in mass appraisal and real estate investment. He also serves as the Assistant to the Vice Chancellor for Finance and Administration and as the Head of the Campus Development and Maintenance Office. He holds a Bachelor of Science Major in Marine Science degree from the University of the Philippines and a Master of Marine Affairs degree from the University of Washington. He is presently enrolled in the online program entitled “Appraisal, Institute of Canada, Accredited Appraiser Canadian Institute” of the AIC and the University of British Columbia. His research interests cover the areas of coastal management, decision analysis, real estate appraisal and investment, and sustainable shared growth.

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Ms. Janele Ann C. Belegal

PRESENTOR



Janele Ann C. Belegal is a Project Research Assistant at the Faculty of Management and Development Studies, UP Open University. She has engaged in various projects on sustainability, management, climate-smart communities, and instruction and information support and has co-authored a number of publications (journal articles, book chapters). She obtained her Bachelor of Science in Nutrition from UP Los Baños, and is a Registered Nutritionist-Dietitian.

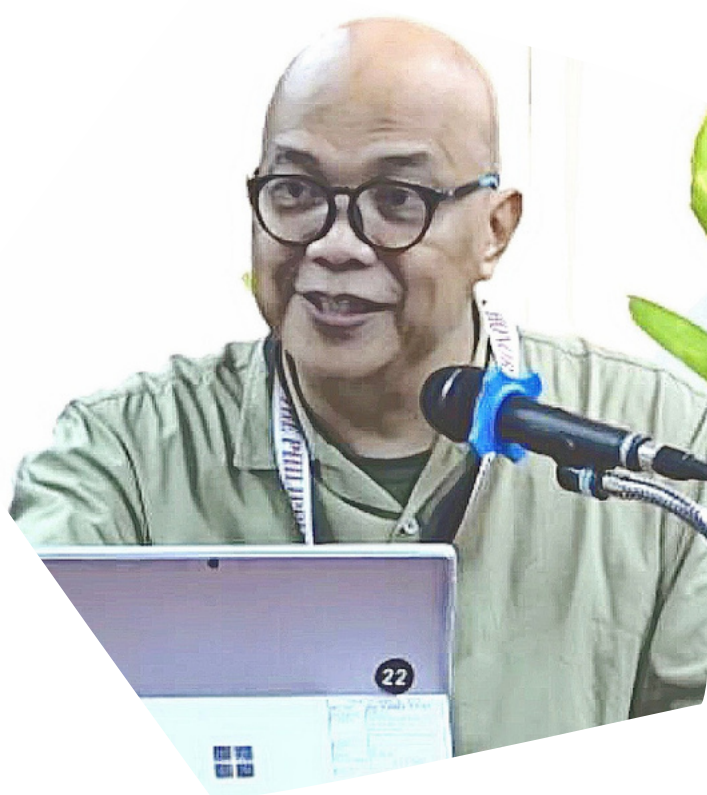
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Presentation 3



PRESENTATION 3 | PASSBOOK CC: CASE OF ALITAPTAP

Dr. Max Maquito, CPAf/UPLB and SGRA/AISF and Ms. Noreen Dianne S. Alazada, FMDS/UPOU



JAPAN

**FUJINO
PASSBOOK**



PHILIPPINES

**UPOU, LB
PASSBOOK**



Presentation 3

PRESENTATION 3 | PASSBOOK CC: CASE OF ALITAPTAP

Dr. Max Maquito, CPAf/UPLB and SGRA/AISF and Ms. Noreen Dianne S. Alazada, FMDS/UPOU

The third presentation focused on the passbook type of LETS, similar to that being used by the reference community, yorozu ya. The passbook records the details of the transactions of any two members of yorozu ya, valued in terms of the community currency, yorozu. The validation of the transactions is decentralized in the sense that it is the transacting parties that sign off on the transactions. The passbook is complemented by a mailing list which provides access to the give-me/give-you list of the members. This list, however, is not etched in stone. Emergency needs could be posted by the members through the mailing list. The passbook system of Japan is more sustainable vis-a-vis the Western passbook systems since it requires minimal administrative costs, and is relatively informal. There are three other reasons behind the longevity of the passbook system in Japan: a good match with the Japanese culture of reciprocity and obligation; promotion of rural development; and high flexibility so as to accommodate different preferences of the founding social entrepreneurs. As for its implication and use in the Philippine context, the alitaptap community currency also employs the use of a passbook system which is printed for free by the Faculty of Management and Development Studies (FMDS) with no starting positive balance. It follows the format of the yorozu ya with additional columns to be used for research purposes which indicates if the transaction was done even before the launch of the alitaptap CC in UPOU. The group also serves as an avenue for members to post about activities involving CC transactions as well as goods and services that they may offer that are not listed in their give you list. Some of the initial findings that our team has is that there is a high rate of membership but only 25% of the members are actively participating in the exchange of goods and services. Next is the FMDS Perma G.A.R.D.E.N. (Growing Appreciation toward Resilience, Development, Entrepreneurship and Nutrition) is getting a lot of transactions as it serves as the laboratory case for the implementation of the alitaptap CC.

Presentation 3



Further, potential members also requested for a positive balance prior to joining and expressed some difficulty in acquiring a negative balance. The researchers are always geared towards explaining to members that having a negative balance is not a bad thing and suggesting members to provide a service to be performed in or goods to be provided to the FMDS Perma G.A.R.D.E.N. to get a positive balance.



通帳 ・ give you give me list ・ メーリングリスト登録
 Figure 3. Yorozu Kit
 Source: Yasunori Takahashi for Orientation at Fujino on August 8, 2023

仮想ツアー

UPOU Virtual Tour



<https://url.upou.edu.ph/UPOU-VRTour>

FMDS Permaculture GARDEN Virtual Tour



<https://url.upou.edu.ph/FMDSPerma>

Alitaystays

Presentation 3



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Dr. Max Maquito

PRESENTER



In his "previous life", Dr. Ferdinand C. Maquito (nickname: Max) was a mechanical engineer at a state-owned shipyard, after finishing his BS at the Engineering Department of the University of the Philippines, Diliman. A scholarship enabled him to shift specialization and earn his MS Industrial Economics from the Center of Research of Communication (now within the University of Asia and the Pacific). Right after which, he was able to get into the Japanese Ministry of Education scholarship to get into the PhD in Economics program of the University of Tokyo. A scholarship from the Atsumi International Foundation enabled him to finish his doctorate in Economics. Even while living in Japan, he regularly organized shared growth seminars in the Philippines with the collaboration of various institutions. He was an Adjunct Professor in Temple University Japan campus, before coming back to the Philippines to join CPAf, where he is now an Assistant Professor, hoping to spend, more fully, his remaining professional years for the service of his country. His long stay in Japan, and working with the Sekiguchi Global Research Association of the Atsumi International Foundation have fueled his lifelong research and advocacy on sustainable shared growth.

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Noreen Dianne Alazada

PRESENTER



Noreen Dianne Alazada is currently the Program Research Assistant for the project Development of Online Learning Course on Mainstreaming Biodiversity with a Focus on Agriculture under the Institutional Strengthening of the Biodiversity Sector in the ASEAN (ISB II) Program implemented by the ASEAN Centre for Biodiversity and funded by the German Development Cooperation (GIZ). She is a graduate of the University of the Philippines Los Baños with a degree in Bachelor of Science in Development Communication, majoring in Educational Communication. She has taken specialized courses on Management and Social Forestry and Forest Governance. She has handled and assisted in various externally funded projects of the Faculty of Management and Development Studies since 2017. She has a number of publications on topics like sustainable development, socio ecological landscapes and seascapes, and gender discourse analysis to date. Her research interests are on sustainability, socio-cultural perspectives on the environment, development, and environmental communication.

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Discussion #1

Dr. Kenichi Kurita
Tokyo Keizai University



Dr. Ken Kurita

DISCUSSANT

“It is important to understand community currencies and what it is and let’s continue to exchange ideas.”

DR. KENICHI KURITA works now as an Associate Professor at Tokyo Keizai University. His main subject is economics. He studied economic anthropology, community currency and community development at graduate school of Hokkaido University after graduating from Yokohama city University. After submitting his doctoral dissertation on community currency, he worked at two local governments and at the Ministry of Foreign Affairs of Japan as an economic researcher. His main book is “Economy of Community and Community Currencies”. This book shows the history of community currencies all over the world and discusses its effects and problems.

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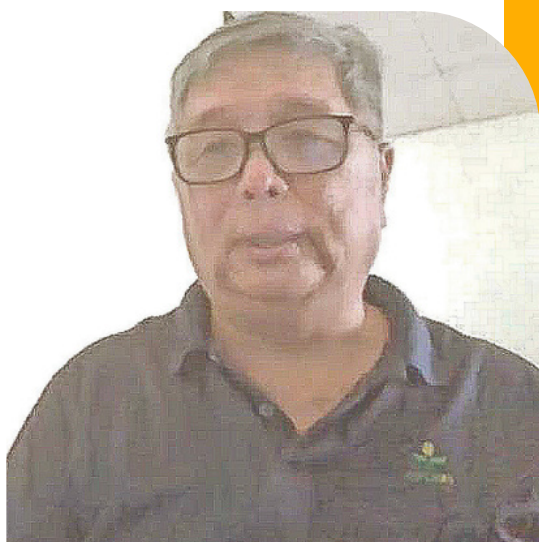
NOTE



Thank you. Ken sensei, for your confirmation of our efforts to establish what could just be the first community currency in the Philippines. Looking forward to your visit this December or January.

Discussion #2

Vice Chancellor Roland Bello
CPAf/UPLB



“Community currencies improve sustainable development and economic issues.”

UPLB Vice Chancellor Roland Bello

DISCUSSANT

Vice Chancellor Roland Bello is a long-time faculty member and administrator at the College of Public Affairs and Development (CPAf). He was elected dean twice: in 2018-present and in 2003-2006. He also served as CPAf's Associate Dean (2001-2003), OIC-Director of the former Institute of Agrarian and Rurban Development Studies (2005-2007), and Graduate Programs Coordinator (1998-2001). He is an associate professor at the CPAf Institute for Governance and Rural Development. He earned his MS and BS Agricultural Economics from UPLB and attended advanced courses in Agricultural and Resource Economics at the University of Hawaii. He has served as Project/Team Leader in international and national consultancy projects pertaining to agrarian studies and rural development. His various research engagements called for different roles as an agricultural economist, institutional development specialist, impact evaluation specialist, and financial analyst.

NOTE



Thank you, Vice Roland, for your intriguing point on social capital, transaction costs, and community currency. It supports our computer simulations finding that the introduction of even a small amount of community currency helps a lot to make a community more resilient to external shocks

CLOSING REMARKS

Dean Joane Serrano



Distinguished guests, Ms. Junko Imanishi, friends from Atsumi International Foundation, my co presenters Asst. Prof. Cesar Luna, Dr. Max Maquito, , Neena, Janele, and Noreen, Our discussants: Dr. Kenichi Kurita and UPLB Vice Chancellor Rolando Bello, CPAF, UPLB, again a pleasant morning.

As we come to the close of this enriching seminar on "Shared Growth: In Search of Community Currency," I want to express my gratitude to all of you for your participation, contributions, and unwavering commitment to the pursuit of knowledge on community currency and sustainability. Over the course of this seminar, we have explored and shared community currency as applied in an academic community and its potential to promote positive change within our communities.

In this seminar, the presenters and discussants have delved into (1) Alitaptap as a community currency referencing it in the Yorozu-Ya case, (2) the Local Exchange Trading System (LETS) and the Alitaptap Community Currency, and (3) the Alitaptap Community Currency Passbook.

The shared experiences and insights shared by our speakers and discussants have provided insights on the possibilities of community currency in the Philippines and hopefully towards a more equitable and sustainable future for our country. These ideas, coupled with your collective passion and dedication, serve as an inspiration for all of us.

As we part ways today, let us carry this knowledge about community currency and sustainability and inspiration to bring back to our communities, our organizations, and our homes. Let us apply the lessons learned in this seminar to create positive change. Let us be the champions of community currencies, forging a more sustainable, inclusive, and equitable future for everyone.

I encourage you to continue exploring this inspiring idea of community currencies, to engage with your communities, and to inspire others to join in this quest for shared growth. When I first attended the orientation about community currency, I immediately recognized its value in community building and sustainable development. As we have seen throughout this seminar, the power of community currencies lies not just in the currency itself but in the communities that come together to use and shape it.

CLOSING REMARKS

Dean Joane Serrano



In closing, I would like to express my profound appreciation to the staff of Faculty of Management and Development Studies and EMP, CODTL at UPOU and CPAf, UPLB for sacrificing their Saturday for this seminar and for their commitment to contribute to the vision of our university towards national development. I also extend my gratitude to the speakers, discussants, participants, including my students participating online who have made this seminar a resounding success.

Let this seminar serve as a launching pad for our collective efforts in pursuit of a world where sustainable shared growth is not just an ideal but a reality. Thank you, and may your endeavors in the world of community currencies continue to bear fruit for the betterment of our communities and our planet.

NOTE



Thank you very much, Dean Joane. Your confidence and courage to engage in this experiment, which is based on SGRA/Atsumi Zaidan's research and advocacy on sustainable shared growth, is truly inspiring. As you have also pointed out, the title of the next sustainable shared seminar would no longer be about a search for a community currency.



UPOU-FMDS SHARES PILOT COMMUNITY CURRENCY PROJECT RESULTS IN THE RECENTLY CONCLUDED 38TH SUSTAINABLE SHARED GROWTH SEMINAR

In an effort to further promote the sharing of sustainable development experiences and approaches, the Faculty of Management and Development Studies (FMDS) of the University of the Philippines Open University (UPOU), in partnership with Sekiguchi Global Research Association (SGRA), Atsumi International Scholarship Foundation (AISF) and the College of Public Affairs and Development (CPAf) of UP Los Banos (UPLB) organized the 38th Sustainable Shared Growth Seminar on “In Search of Community Currency”. This event followed the 36th Sustainable Shared Growth Seminar with the same title but focusing on a study in community innovations held last 28 February 2023.

The UPOU Alitaptap Community Currency

The Alitaptap Community Currency (CC) is the first pilot study of a community currency in the Philippines and was officially launched last 11 September 2023 in the UPOU community.

ALITAPTAP

NOVEMBER 2023

The Team shared how the Alitaptap CC started in the UPOU Community and how it has operated since its launch in September. Dr. Joane V. Serrano and Ms. Janelle G. Ebron highlighted the possibility of implementing a community currency setup in Laguna, specifically within the UPOU community. The launch of the Alitaptap CC is in line with the University's Sustainability in Action – Living Laboratory Campus (SiALLC) program and is one of its main components. SiALLC aims to contribute to the vision of FMDS to establish the Faculty as a center for sustainability studies and help transform UPOU's physical campus into a sustainable and resilient campus.

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Further, they discussed that the Alitaptap CC is a medium of exchange that facilitates transactions of providing and receiving goods and services with the FMDS PERMA G.A.R.D.E.N. as its laboratory case. It is a pioneering model of community currency in the academic setting which helps develop community-building. Compared to other CCs, it is not limited by geographical boundaries but is characterized by a strong presence of a transactional network among UPOU faculty members, researchers, and staff. Moreover, even though UPOU is an academic community, the use of CC is relevant and practical since it provides a platform for strengthening relationships beyond official functions. They also shared about the possibility of expanding this to partners of UPOU with some who have already joined see its value in enhancing local economy and strengthening community ties.



Asst. Prof. Cesar Z. Luna and Ms. Janele Ann C. Belegal, on the other hand, gives context to the establishment of the Alitaptap CC by touching on the Local Exchange Trading System (LETS). With Fujino's Yorozuya as a model, the Alitaptap CC also follows the definition of a LETS with the exchange of goods and services through the use of passbooks that is guided by a give-you-give-me list detailing the goods and services provided by members of the community. The use of a passbook establishes a credit system and instills mutual trust, engages and sustains its members, develops a culture of utilizing available skills and resources, and creates value and utility for present and future members.

Lastly, Dr. Ferdinand C. Maquito and Ms. Noreen Dianne S. Alazada ended the discussion by sharing about the potential of Alitaptap CC as an electronic local currency. As of the time of presentation, the number of registered members in the Alitaptap CC is 45 composed of a mix of administrative and academic staff. Dr. Maquito and Ms. Alazada's presentation also touched on the mechanisms that keep the Alitaptap CC running like the use of the Alitaptap CC passbook, a Facebook Group for announcements and the establishment of and updating of the give-you-give-me list. They also shared about the preliminary observations since the launch of Alitaptap CC wherein members or interested parties asked about an initial positive balance in the passbook prior to joining. It also gives the FMDS Perma G.A.R.D.E.N. a lot of transactions since there appears to be a higher tendency for members to ask for favors in terms of services or goods. Based on the Japanese experience, the strategy for the pilot study of Alitaptap CC is to first try it out with the analogue version (passbook) prior to shifting to the digital version – which will be explored further by the research team.

Source: UPOU website (see QR code)



GALLERY



GALLERY



AFTER KKK38

OFF TO JAPAN!



After the 38th Sustainable Shared Growth, the Alitaptap Community Currency team participated in the 7th East Asian Consortium of Japanese Studies at the Tokyo University of Foreign Studies (Nov. 3-5), Fujino Denryoku and Japan Permaculture Center in Fujino, Sagami-hara City (Nov. 6). Special thanks to Koji Takahama (Representative Director of NPO Class for Everyone) and Kiyokazu Shidara (President of Permaculture Center of Japan) for their time.

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NEXT STEP

JANUARY 2024

micro small medium enterprises 零細中小企業

SUSTAINABLE SHARED GROWTH SEMINAR #39

MARCH 2024

decentralization (Butuan Case) 地方分権化の事例

SUSTAINABLE SHARED GROWTH SEMINAR #40


THE 7TH ASIA FUTURE CONFERENCE
 第7回アジア未来会議
REVITALIZATION AND RECONNECTION
 再生と再会
AUGUST 9 (FRI) ~ 13 (TUE), 2024
CHULALONGKORN UNIVERSITY
BANGKOK, THAILAND
LANGUAGE: ENGLISH, JAPANESE

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[HTTPS://WWW.AISF.OR.JP/AF/2024](https://www.aif.or.jp/afc/2024)
 (OPEN ON MAY 1, 2023)

The Asia Future Conference aims to provide a platform for researchers and scholars who have studied in Japan or who are interested in Japan to meet and discuss the future of Asia. The AFC is interdisciplinary at its core and encourages diverse approaches to global issues. The AFC is not a conference for a specific field of study, so please try to make your presentation comprehensible to a general public.

HOST: ATSUMI INTERNATIONAL FOUNDATION SEKIGUCHI GLOBAL RESEARCH ASSOCIATION (SGRA)
 主催: 公益財団法人暹奥国際交流財団アソシエーショングローバル研究会 (SGRA)

CO-HOST: JAPANESE SECTION, CHULALONGKORN UNIVERSITY
 共催: チュラロンコン大学文学部東洋言語学科日本語講座



Source: SGRA website (see QR code)

ACKNOWLEDGEMENTS

CHAIR

- Karen Janiya
 - CPAf/UPLB



Behind-the-Scene Assistance

- Lenie M. Miro
 - SGRA PH



We thank you for your continued support in our efforts to contribute to Sustainable Shared Growth. Be safe!



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SUSTAINABLE 
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SEMINAR #38
REPORT