

# 46B SUSTAINABLE SHARED GROWTH SEMINAR

JUL  
2025

WHAT THE WORLD NEEDS NOW IS LLABS





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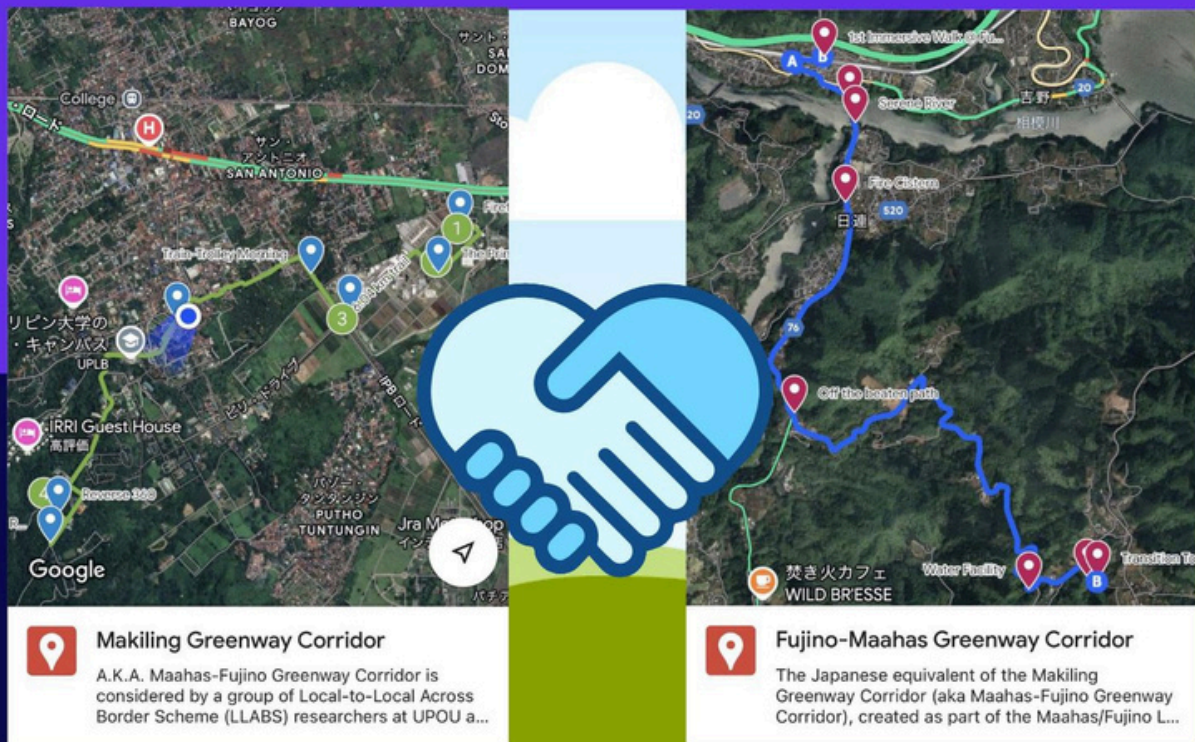
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# SUSTAINABLE SHARED GROWTH SEMINAR #46B

**2** Towns

**1** Vision



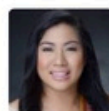
## What the world needs now is LLABS

This seminar reports on the LLABS (Local-to-Local Across Border Scheme) being explored by the University of the Philippines Open University (UPOU) between two local communities: Maahas (Philippines) and Fujino (Japan) as a way to synergize regional integration and local decentralization with each other. Jointly organized by the Faculty of Management and Development Studies (FMDS) of UPOU and Sekiguchi Global Research Association (SGRA) of Atsumi International Foundation (AISF)

Date **July 31, 2025 (Thurs.)**  
Time **1 - 4 PM (PH Time)**  
Venue **Online (ZOOM, Onsite (UPOU))**



### Speakers



**Noreen Alazada**

Researcher FMDS/UPOU



**Neena Ebron**

Vinta Coordinator UPOU



**Dr. Max Maquito**

Senior Lecturer FMDS/UPOU



**Dr. Joane Serrano**

Chancellor UPOU

### Discussant

**Register Now**

<https://url.upou.edu.ph/KKK46B-Reg>

- No fees
- Open to the Public
- Limited Slots
- First Come First Served





# INTRODUCTION

July 31, 2025

## **46B Sustainable Shared Growth Seminar / SUS304 Public Session**

KKK Seminar #46B

Topic: What the World Needs now is LLABS (Local-to-Local Across Border Scheme)

### Description:

This seminar reports on the April 2025 visit of UPOU faculty staff, led by UPOU Chancellor Joane Serrano and FMDS Dean Fina Taylan, to Japan with regards to Local-to-Local Across Border Scheme (LLABS). On April 11th, the UPOU group went on a hike, using a mindful walk methodology, of the Fujino-Maahas Greenway Corridor as part of the Fujino/Maahas LLABS. The 45th Sustainable Shared Growth Seminar was held on April 12th at the J.F. Oberlin University in Shinjuku, Tokyo on the topic "East Asia Citizens Dialogue: Exploring the Possibility of Local-to-Local Across Border Schemes" with Dr. Max Maquito delivering the keynote speech and Dr. Joane Serrano, among others, giving their comments. On April 14th, two papers related to the Fujino/Maahas LLABS were presented at the World Immersive Learning Labs Symposium 2025 held at the Kyoto University of Foreign Studies.

LLABS is considered as a way by which local communities or local government units of different countries could connect in order to contribute to regional integration. One way by which LLABS would be formed is by mapping out similar greenway corridors in the local communities or government units involved in the LLABS. The walking methodology is akin to forest bathing (森林浴 shinrin yoku) where the hikers are asked to journal their reflections.

LLABS is a partial requirement in the Community of Nations–Nation of Communities short course being currently offered in UPOU.

# PROGRAM

## OPENING REMARKS

JUNKO IMANISHI

Chief Representative, Sekiguchi Global Research Association

Executive Director, Atsumi International Foundation

## PRESENTATION

- PRESENTATION 1| LLABS and KKK  
**Dr. Max Maquito (FMDS/UPOU)**
- PRESENTATION 2| Developing a Local-to-Local Across Border Scheme (LLABS) Model Between Fujino and Maahas: An Immersive Learning Experience  
**Ms. Noreen Dianne Alazada(FMDS/UPOU)**
- PRESENTATION 3| Transformative Walking Methodology in Responsible Tourism: The Maahas-Fujino Greenway Experience  
**Ms. Janelle G. Ebron (UPOU)**

## DISCUSSION

Dr. Joane V. Serrano (Chancellor, UPOU)

## OPEN FORUM

Dr. Joane V. Serrano (Chancellor, UPOU)

Dr. Max Maquito (FMDS/UPOU)

Ms. Noreen Alazada (FMDS/UPOU)

Ms. Janelle Ebron (UPOU)

## CLOSING REMARKS

Dean Fina Taylan (FMDS/UPOU)



# PROGRAM

## EMCEE

### MARY GRACE C. PEREZ (FMDS/UPOU)



A Project Staff/Research Assistant at the Faculty of Management and Development Studies, University of the Philippines Open University. She manages research support, course administration, and learner services for the UPOU-FMDS Continuing Education Program. A Cum Laude graduate in Computer Science from Laguna State Polytechnic University, she is a Civil Service Eligible (Honor Graduate) with strong skills in program administration, gov't procurement, and IT systems. With broad experience across academe and operations, she is recognized for her dedication, adaptability, and commitment to service.

# OPENING REMARKS: JUNKO IMANISHI

Chief Representative, SGRA/AISF

こんにちは! Greetings from Karuizawa!

My name is Junko Imanishi, Chief Representative of the Sekiguchi Global Research Association (SGRA). This mountain resort Karuizawa is just a two-hour drive from Tokyo, yet it is refreshing 10 degrees cooler. No need to worry about tsunami since we are in the mountains.

Welcome to the second part of the 46th Sustainable Shared Growth Seminar. The first part of this seminar was held in April as a research-oriented 森林浴 ("forest bathing") session in Fujino, Sagami City, Kanagawa Prefecture, led by UPOU Chancellor Joane Serrano and FMDS Dean Fina Taylan.

The UPOU team, over 20 members, also participated in the 45th Sustainable Shared Growth Seminar, which we hosted at the Shinjuku Campus of Oberlin University. It was truly inspiring to welcome so many Filipino participants to our Seminar. I understand that their schedule was quite full, as they also attended a symposium in Kyoto following the forest bathing session and the Shinjuku seminar.



**"The Local-to-Local Across Borders Scheme (LLABS), aligns with SGRA's vision of promoting responsible global citizenship rooted in the principle of harmony in diversity."**



# OPENING REMARKS: JUNKO IMANISHI

Chief Representative, SGRA/AISF



Today, we will hear a report on that visit, focusing on one of its central themes: the Local-to-Local Across Borders Scheme (LLABS, or エルラブス). I find this initiative both timely and meaningful, as it aligns with SGRA's vision of promoting responsible global citizenship rooted in the principle of harmony in diversity—a value that feels especially urgent in today's world, where isolationism and ideological imposition are on the rise.

We hope this seminar will help advance the vision of sustainable shared growth—"sustainability," as defined by UPOU—across communities in our region. We look forward to deepening our collaboration with UPOU through these continued engagements. Thank you.

**"We hope this seminar will help advance the vision of sustainable shared growth —'sustainability,' as defined by UPOU— across communities in our region."**



# OPENING REMARKS: JUNKO IMANISHI

Chief Representative, SGRA/AISF

どうもありがとうございます  
**Many Thanks!**



Summer in KARUWIZAWA, a resort town located in Nagano Prefecture, Japan



# PRESENTATION I

LLABS and KKK

Dr. Max Maquito

## Introduction and Context

- This talk is a walkthrough of the evolution and vision behind the Local-to-Local Across Borders Scheme (LLABS), situated within broader regional and community-based development frameworks. It is part of the KKK46B Seminar and reflects on a convergence of academic research, field immersion, and sustainability practices across Japan and the Philippines.

## Objectives

- To contextualize the origin and evolution of LLABS.
- To share field experiences and learnings from Fujino, Japan and Maahas, Philippines.
- To promote sustainable shared growth through local governance, permaculture, and community currencies.
- To introduce Greenway Corridors as a walking-based immersive learning approach.
- To propose expansion pathways including cross-country collaboration and micro-credentialed courses.

**Three main precursor "strands" or initiatives led to the formalization of LLABS:**

1. **DILG Study (2023)** – Focused on local government systems and inter-city linkages.
2. **KKK Seminar #37 (April 2023)** – Addressed the tension between regional integration and local decentralization.
3. **Fujino Field Encounter (August 2023)** – Sparked the inspiration for grassroots community currency and permaculture practices.

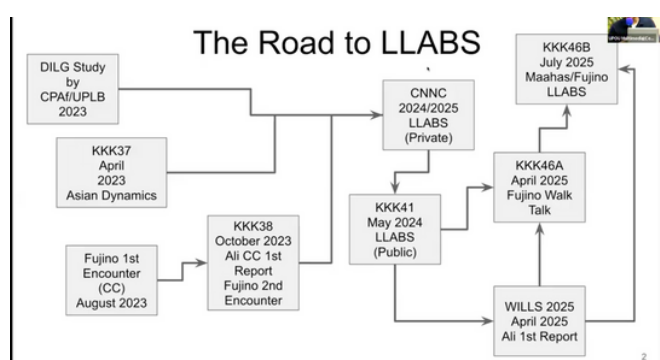


# PRESENTATION I

LLABS and KKK

Dr. Max Maquito (UPOU)

## Introduction to Local-to-Local Across Borders Scheme (LLABS)



- LLABS was coined during private deliberations within the CNNC (Community of Nations, Nation of Communities) program.
- Made public during the KKK41 Seminar in May 2024.

- LLABS bridges decentralized local community efforts with regional and international integration.
- It focuses on communities smaller than cities, emphasizing sustainable, people-centered innovation.

## Regional Integration vs. Local Decentralization

- Discussed in KKK37 (Tokyo Symposium).
- ASEAN+3 dynamics and the challenge of reconciling homogenizing integration vs. heterogenizing decentralization.
- Emphasis on the importance of ASEAN Centrality and how local efforts can step in when regional unity falters.

# PRESENTATION I

LLABS and KKK

Dr. Max Maquito (UPOU)

## Japanese Influence on Sustainable Shared Growth

- Japan's international engagement models sustainable shared growth.
- Introduced concepts like:
- Keiretsu system (corporate structure)
- Flying Geese model
- Self-help ODA philosophy



## Field Encounters: Fujino and the Birth of Alitaptap

- Fujino, Kanagawa Prefecture: A transition town focusing on sustainable living.
- Led to the development of the Alitaptap Community Currency (Pilot launched September 11, 2023).
- Permaculture Association visit and collaboration with Koji Takahama (developing coal-based battery).
- Emphasis on DIY, local energy systems, and grassroots leadership.

## Comparative Community Models: Fujino vs. Maahas



- Both towns have ~9,000 population.
- Shared use of permaculture, community currency, and transition town frameworks.
- Fujino's working groups mirror UPOU's components like SIALLC.
- LLABS acts as a bridge connecting their shared aspirations.



# PRESENTATION I

LLABS and KKK

Dr. Max Maquito (UPOU)

Koji Ta

## CNNC Micro-Credentialing and Education Expansion

Date of Lecture	Lecture Title	Name of Lecture (Family)
#1 (English)	Some Learnings from Asian Community Bu	Chung Joon-t
Apr-02 Japanese	アジアのコミュニティ形成から学ぶこと	鄭 俊博
#2 (English)	Regionalization in East Asia	Hirakawa Hitosh
Apr-10 Japanese	東アジアにおける地域化	平川 均
#3 (English)	Decentralization and Trans-Border Sister C	Maquito Ferdin
Apr-16 Japanese	東アジアにおける地方分権と国境を越えた姉妹	マキト フェル
#4 (English)	Regionalization and Decentralization: an In	Idrus Jakfar
Apr-23 Japanese	地域化と地方分権：インドネシアからの観点	イドルス ジャッ
#5 (English)	Regionalization and Decentralization: a Th	Chaiakso Anuso
Apr-30 Japanese	地域化と分権化：タイの観点	チャイアイ アヌソ
#6 (English)	Regionalization and Decentralization: a Tai	Wu Eing-h
May-07 Japanese	地域化と地方分権：台湾の観点	呉 エイン
#7 (English)	Sub-National Funds: Community Currency	Serrano Joane
May-14 Japanese	準国家基金：地域通貨（サステナビリティ・イ	セラノ ジョア
#8 (English)	Sub-National Funds: Community Currency	Maquito Ferdin
May-21 Japanese	準国家基金：地域通貨（サステナビリティ・イ	マキト フェル
#9 (English)	Sub-National Funds: Land Value Taxation	Luna Cesar
May-28 Japanese	準国家基金：地価税	ルナ セサー
#10 (English)	Comparative Community Development	Taylor, Fina
Jun-04 Japanese	共同体開発の国際比較	テイラー, フィナ
#11 (English)	Comparative Local Government	Mantillas, Chris
Jun-11 Japanese	自治体の国際比較	マンティラス, クリス
#12 (English)	Student/Lecturer Seminar (Part 1)	Lecturers/Student
Jun-18 Japanese	受講者・講師者ワークショップ（パート1）	講師者全員 受講者
#13 (English)	Student/Lecturer Seminar (Part 2)	Lecturers/Student

- CNNC course is being transformed into micro-courses.
- Target launch: November 8, 2025.
- Could become electives for DSUS or ASEAN Studies.
- Regional integration
- Local decentralization
- Community currency
- Land value tax
- International comparative frameworks

## Next Steps and Proposed Initiatives

Deepening Ma'ahas-Fujino collaboration through:

- MOAs (e.g. with Fujino Denroku)
- Expansion of Greenway Corridors
- Sharing innovations in permaculture and local energy
- Explore Taiwan and Indonesia for regional expansion.

Proposal for a Community of Practice through LLABS:

- Regular meetings
- Online platforms (via UPOU)
- Annual KKK seminars
- Knowledge sharing with organizations like Japan Foundation

# PRESENTATION I

## LLABS and KKK

Dr. Max Maquito (UPOU)

### Dr. Max Maquito (FMDS/UPOU)

#### 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 series of scholarships enabled him to shift specialization and earn his MS in Industrial Economics from the Center of Research of Communication (now within the University of Asia and the Pacific). Right after that, 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. From then the Atsumi International Foundation enabled him to finish his doctorate in Economics. He was an Adjunct Professor in Temple University Japan campus, before coming back to the Philippines to join the College of Public Affairs and Development of UPLB. He is now a lecturer in FMDS/UPOU. His long stay in Japan, and work with the Sekiguchi Global Research Association of the Atsumi International Foundation have fueled his lifelong research and advocacy on sustainable shared growth.

**E-Mail: [ferdinand.maquito@upou.edu.ph](mailto:ferdinand.maquito@upou.edu.ph)**

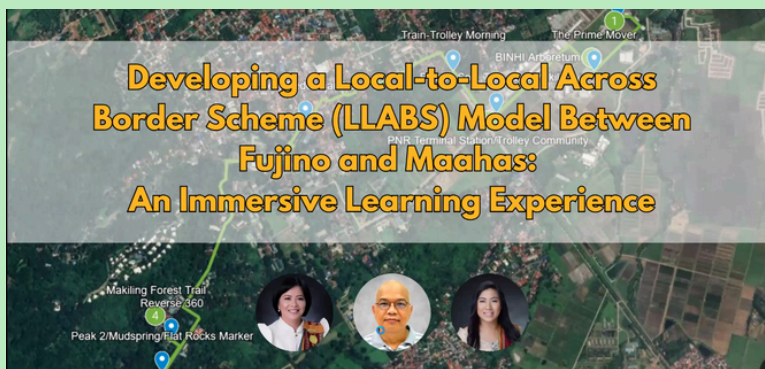
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# PRESENTATION 2

## Developing a Local-to-Local Across Border Scheme (LLABS) Model Between Fujino and Maahas: An Immersive Learning Experience

Ms. Noreen Alazada (FMDS/UPOU)



Our primary research objective is to develop a conceptual model for immersive, place-based collaboration between these distant communities.

### Introduction and Context

The presentation focuses on immersive learning experiences within the Philippines' context, specifically through the LLABS (Local to Local Across Border Scheme) framework. This initiative involves collaboration between the University of the Philippines Open University (UPOU), Kaohsiung Medical University (Taiwan), and Fujino, Japan.

LLABS aims to connect geographically distant communities through shared sustainability goals, cultural exchange, and collaborative learning—moving beyond traditional diplomatic channels.

Two focal communities were selected:

- Fujino, Sagamihara, Japan (~9,000 residents)
- Maahas, Los Baños, Philippines (~9,000 residents)

The project builds on existing links from UPOU's Community Currency Pilot Project, modeled after Fujino's Yorozu community currency system.

### Objectives

- Design a conceptual model for immersive place-based collaboration between distant communities.
- Use immersive walking and digital mapping as tools for reflection and interaction.
- Promote sustainable learning between distinct but aligned local contexts.





# PRESENTATION 2

## Developing a Local-to-Local Across Border Scheme (LLABS) Model Between Fujino and Maahas: An Immersive Learning Experience

Ms. Noreen Alazada (FMDS/UPOU)

Point of Comparison	Fujino	Maahas
Town	Fujino (old name), Sagami-hara City, Kanagawa Prefecture, Japan (Population: approximately 10,000)	Brgy. Maahas, Los Baños, Laguna, Philippines (Population: approximately 9,000)
Initiative	Transition Town	Sustainability in Action: A Living Laboratory Campus (SiALLC)
Core	Mr. Hide Enomoto et al.	Dr. Joane V. Serrano et al.
Vision	Citizens living in the same area, connected by a relationship of "connections that benefit each other," stimulate each other's creativity and enhance the underlying strength of the area, thereby "transitioning" society to a sustainable one	Positioning UPOU as a center for sustainability studies. UPOU can offer a unique learning environment where students, faculty, and community members can collaboratively explore and implement innovative solutions to sustainability challenges.
Base Entry Point	Permaculture Association of Japan	FMDS Permaculture G.A.R.D.E.N.

Basic Elements	Working Groups	Components
Basic Element #1	Fujino Community Currency Working Group: Yorozu	Community Currency Component: Alitaptap
Basic Element #2	Fujino Denryoku Working Group: Self reliance in energy supply (Solar + EKO battery): efficient consumption	Sustainable Campus Infrastructure Component: Rainwater Harvesting; Waste Management Systems; Energy Efficiency Measures (including Solar)
Basic Element #3	Forest Working Group: Activities on taking care of the forest	Integration with the LUDIP Component: Tree corridor to Mt. Makiling
Basic Element #4	Health and Medical Working Group	Healthy University Component through the UPOU Wellness, Healthy Lifestyle and Sports Committee
Basic Element #5	Hyakusho (Farmers) Club Working Group: food self-sufficiency; Inheritance of native fixed species; Coexistence and utilization with biological resources	No equivalent component. The permaculture component is limited to garden scale but UPOU is predominantly agricultural area and academic environment

The Vision Matching Matrix compared and contrasted both communities' sustainability features, revealing three main commonalities

# PRESENTATION 2

## Developing a Local-to-Local Across Border Scheme (LLABS) Model Between Fujino and Maahas: An Immersive Learning Experience

Ms. Noreen Alazada (FMDS/UPOU)

### Vision Matching Matrix Findings

Commonalities between Fujino and Ma'ahas:

1. Local currencies (Yorozu & Alitaptap)
2. Permaculture and regenerative agriculture practices
3. Green corridors connecting forests to towns

Differences in organization:

- Fujino: Decentralized working groups ("web-like")
- Ma'ahas: Centralized, hub-and-spoke structure via UPOU

### Theoretical Framework

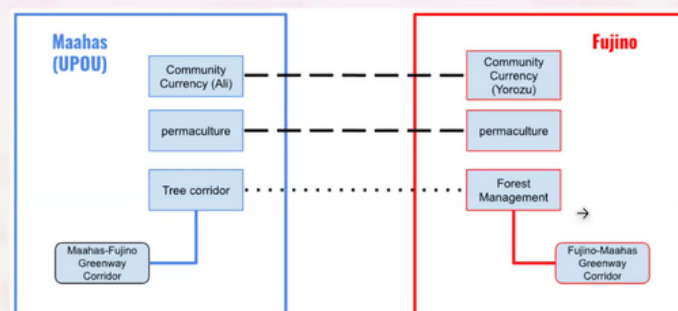
#### Location-Based Social Networks (LBSN) Categories:



#### Location-Based Social Networks (LBSN) Properties:

- ✓ hierarchical locations
- ✓ measurable distances
- ✓ sequential ordering of experiences

### Maahas/Fujino LLABS Framework



Notes: Dash lines indicate cohesion, while dotted lines indicate equivalence

### Theoretical Framework

- Network Science / Social Network Analysis (SNA):
- Cohesion – Direct human connections (online/face-to-face)
- Equivalence – Structurally similar activities without direct interaction

#### Examples:

- Cohesion: Exchange visits, joint projects (currency, permaculture, solar energy)
- Equivalence: Parallel greenway walking routes in both towns (~6 km each) connecting permaculture sites to train stations/forests

Cohesion gives you human connections. Equivalence gives you the shared experiences



environmental degradation

digital education gaps

energy transition

agricultural transition

cultural and knowledge erosion

waste management & circular economy

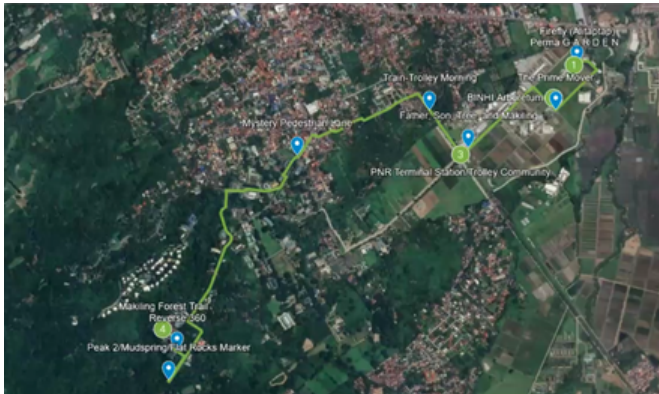
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# PRESENTATION 2

## Developing a Local-to-Local Across Border Scheme (LLABS) Model Between Fujino and Maahas: An Immersive Learning Experience

Ms. Noreen Alazada (FMDS/UPOU)

SHARED SUSTAINABILITY CHALLENGES



Maahas - Fujino Greenway Corridor

## Location-Based Social Networks (LBSN)

- LLABS uses three LBSN types: geotagged media (e.g., Google Photos with location/date/time data), point location-based mapping (Google Maps markers), and trajectory-based records (Google Maps Timeline tracking movement sequences).
- Its application in LLABS focuses on three properties: hierarchical locations (places within broader areas), measurable distances, and sequential ordering of visits. These enable rich spatial storytelling and direct comparison between distant communities.

## Methodology: Immersive Walking

- Inspired by Shinrin-yoku (forest bathing), participants walk designated greenway routes in their communities rather than relying solely on VR. Routes link sustainability "hotspots" like gardens, forests, and community hubs.
- During walks, guided questions prompt reflection on environmental connection, surprises, and local wisdom. Data outputs — narratives, geotagged media, and mapped routes — support cross-community learning and comparison.



# PRESENTATION 2

## Developing a Local-to-Local Across Border Scheme (LLABS) Model Between Fujino and Maahas: An Immersive Learning Experience

Ms. Noreen Alazada (FMDS/UPOU)

### Achievements by Objective

- Objective 1: Created the Fujino LABS framework linking cohesion (direct ties) and equivalence (parallel experiences) in currencies, permaculture, and green corridors.
- Objective 2: Mapped 6 km sustainability routes in both communities, highlighting key environmental sites.
- Objective 3: Promoted sustainable learning via storytelling, mapping tools, and redundant collaboration pathways to maintain ties without constant direct contact.

### Practical Applications & Future Directions

Greenway walks will be integrated into UPOU's Doctorate in Sustainability program for hands-on, cross-cultural learning. LABS will expand to other ASEAN communities while preserving cohesion and equivalence principles.

Future plans include AR/VR features for virtual route sharing and an open invitation to communities seeking sustainable cross-border collaboration.

This is becoming part of our actual UPOU curriculum. Students will walk these routes as part of their sustainability courses in the Doctorate in Sustainability program.



# PRESENTATION 2

## Developing a Local-to-Local Across Border Scheme (LLABS) Model Between Fujino and Maahas: An Immersive Learning Experience

Ms. Noreen Alazada (FMDS/UPOU)

### MS. NOREEN DIANNE ALAZADA (FMDS/UPOU)

PRESENTER



Noreen Alazada currently works at the Faculty of Management and Development Studies (FMDS), University of the Philippines Open University under the Youth for Ifugao Rice Terraces Project. Noreen Dianne does research in Sustainable Development, Massive Open Online Courses, Open Educational Resources, Capacity Building through Technology, Quantitative Social Research, Qualitative Social Research and Communication and Media.

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# PRESENTATION 3

## Transformative Walking Methodology in Responsible Tourism: The Maahas-Fujino Greenway Experience

Ms. Janelle G. Ebron (UPOU)

### Introduction and Context

- This presentation shares the results of the study Transformative Walking Methodology in Responsible Tourism: The Maahas–Fujino Greenway Experience. It examines walking as both a research method and a tool for promoting sustainable tourism. While tourism creates jobs and drives economic growth, it can also cause cultural loss, environmental damage, and social displacement. Greenway tourism—non-motorized travel routes designed with sustainability and inclusivity in mind, offers an alternative model. Although successful examples abroad are often well-funded, little is known about applying these principles in low-resource communities. By comparing Maahas in the Philippines and Fujino in Japan, the study explores how walking-based tourism can highlight both opportunities and challenges in different settings.

### Objectives

- Explore how participants interact with the environment through walking methodology in the Maahas–Fujino Greenway corridor.
- Examine issues arising from these interactions.
- Analyze local tourism knowledge gained that can address Sustainable Development Goals (SDGs).





# PRESENTATION 3

## Transformative Walking Methodology in Responsible Tourism: The Maahas-Fujino Greenway Experience

Ms. Janelle G. Ebron (UPOU)

### Concept of Greenways

- Defined as linear open-space systems reserved for non-motorized journeys (walking, biking, trolleys).
- Types: recreational, ecologically significant, and historical routes.
- Geographic scales: city, rural, regional, cross-border, networks.
- Key features include sustainability, accessibility, safety, cultural value, and inclusive design.
- Existing successful models (Otago Rail Trail in NZ, Pearl Delta in China) are well-funded, unlike the low-resource contexts explored in this study.



### Innovation: Walking Methodology



- Moves away from traditional surveys and interviews by immersing researchers in the participant experience.
- Captures embodied, lived experiences and aligns with phenomenological research traditions.
- Enhances awareness, presence, and sensory engagement compared to vehicular travel.
- Integrated with Local-to-Local Across Borders Scheme (LLABS) to promote cross-cultural learning.

# PRESENTATION 3

## Transformative Walking Methodology in Responsible Tourism: The Maahas-Fujino Greenway Experience

Ms. Janelle G. Ebron (UPOU)

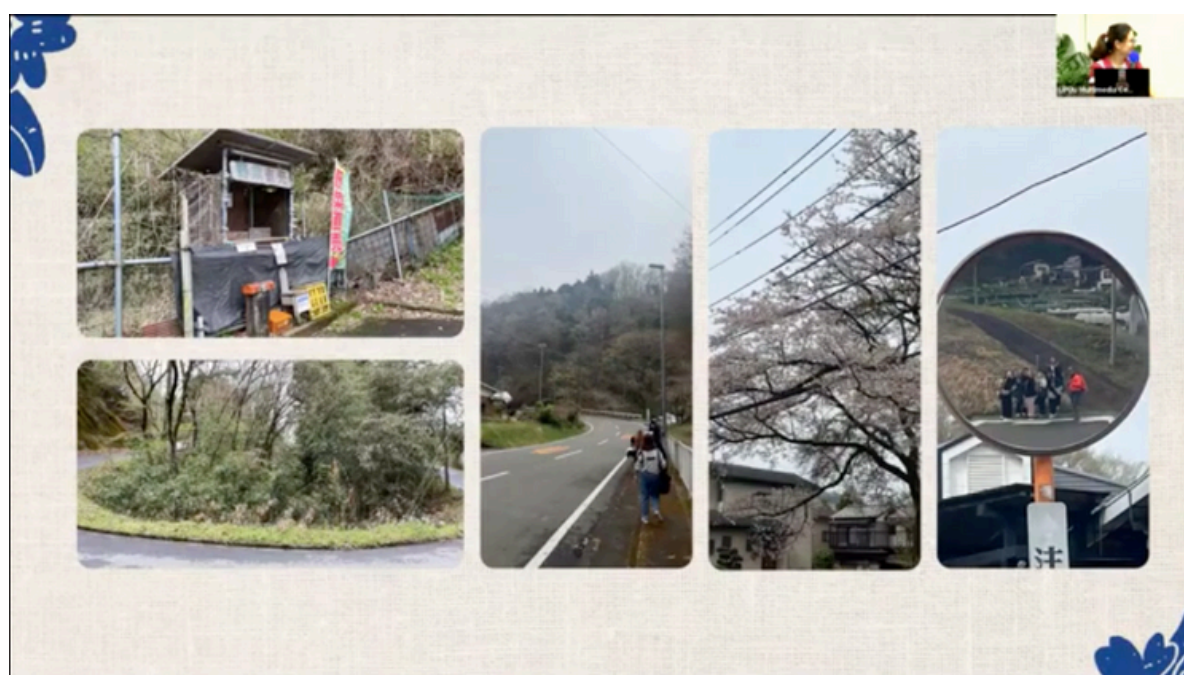


Maahas | 11 April 2025

*Data Collection*

- Personal reflections
- Focus Group Discussion (FGD)

Fujino | 14 April 2025





# PRESENTATION 3

## Transformative Walking Methodology in Responsible Tourism: The Maahas-Fujino Greenway Experience

Ms. Janelle G. Ebron (UPOU VINTA)

How many<sup>21</sup>  
steps did you  
take today?

### Results and Findings

- Infrastructure and Safety (SDG 11)
  - Maahas: hazards (creeks without barriers), poor infrastructure, stray dogs, "looban-type" routes.
  - Fujino: vehicle-oriented roads but walkable due to concave mirrors and safety measures.
- Environmental Perception and Pollution (SDGs 11, 12, 15)
  - Maahas: intense heat, visual pollution, waste, noise, excessive political signage.
  - Fujino: organized and eco-friendly political materials, milder weather, but still some visual clutter (electric cables).
  - Waste management issues present in both.
- Pace and Tourism Experience Quality (Slow Tourism)
  - Maahas: challenging conditions, unsafe for newcomers, weather discomfort reduced enjoyment.
  - Fujino: scenic but limited immersion due to tight schedule and need to drive back.
- Local Awareness and Sustainability Consciousness
  - Maahas: constant exposure to pollution may cause apathy and decreased environmental appreciation.
  - Fujino: locals curious about walkers, unusual in vehicle-dominated areas.
- Local Tourism Knowledge Linked to SDGs
  - SDG 3: Walking as mental and physical health boost.
  - SDG 11: Walkability as a simple yet underused solution hindered by systemic issues.
  - SDG 12: Persistent gap between waste policies and actual community behavior.
  - SDG 15: Direct environmental immersion increases awareness of land ecosystem impacts.



# PRESENTATION 3

## Transformative Walking Methodology in Responsible Tourism: The Maahas-Fujino Greenway Experience

Ms. Janelle G. Ebron (UPOU VINTA)

### Conclusion

- Walking methodology fosters multi-sensory and cognitive engagement, revealing issues beyond the environment — including social, political, and developmental challenges.
- Validates LLABS as a cross-border sustainability learning tool, showing shared infrastructure and governance challenges between first-world and developing contexts.
- Calls for route planning, risk assessment, inclusivity for varied physical abilities, and potential longitudinal studies to measure long-term impact on sustainability practices.

### MS. JANELLE G. EBON (VINTA COORDINATOR/UPOU)

PRESENTER



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.

**E-Mail:** [janelle.ebron@upou.edu.ph](mailto:janelle.ebron@upou.edu.ph)

### disclaimer

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# DISCUSSION

Chancellor Joane V. Serrano (UPOU)



The discussant, Dr. Joane Serrano, highlighted how the three papers effectively build on each other to present the LLABS (Local to Local Across Borders) framework as a tool for sustainable shared growth.

## How do the three presented papers connect?

They build on each other—starting from the conceptual foundation of LLABS, then presenting a theoretical model, and finally applying both through a real-world case study using walking methodology.

## What is LLABS framework about?

LLABS (Local to Local Across Border Scheme) offers a place-based, grassroots approach to sustainable shared growth, emerging from real-world practice rather than top-down design.

## What is the significance of the second paper's model?

It was developed from both theory and data—rooted in shared experiences and local knowledge, making it adaptable for other community studies.

## Why is walking methodology important in the third paper?

It treats walking as both a cognitive and embodied method—allowing deeper interaction with the environment and people, not just passive observation.

**Dr. Joane emphasized that sustainable change grows from the ground up, and that the LLABS concept is powerful because it emerged from lived experiences and local engagement, not abstract theory. This bottom-up, community-centered approach is what gives it long-term potential.**



**Chancellor Joane Serrano, Dr. Max Maquito,  
Ms. Noreen Alazada, Ms. Janelle G. Ebron**

## **How can we make Greenway Tourism more economically sustainable and profitable for locals, given limited establishments and focus on environmental sustainability?**

- Design from a multi-stakeholder perspective (community, government, volunteers).
- Consider tour guiding as a revenue source, with trained locals sharing stories and history.
- Learn from models like Fujino (guided tours, permaculture seminars, paid stays) and Bali (community currency to preserve culture while linking markets to grassroots).
- LGUs can collect environmental fees and tour guide fees; important to ensure proper fund allocation.
- Capacitate LGUs/POs to develop greenway tours for more meaningful visitor experiences.

## **How do we encourage other areas to create greenway routes if there's no profit advantage, and how do we promote it across generations?**

- Involve communities early in route creation for ownership and interest.
- Marketing and branding are essential—package benefits clearly to entice people.
- Tap into current tourism trends for authentic, responsible, and culturally rooted experiences.
- Learn from international examples like Japan's urban planning integration.
- Frame sustainability as intergenerational (economic validity, social equity, environmental consideration—Brundtland definition).

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# OPEN FORUM

Chancellor Joane Serrano, Dr. Max Maquito,  
Ms. Noreen Alazada, Ms. Janelle G. Ebron

## How do we avoid over-tourism that harms communities and the environment?

- Consider human traffic limits and destination carrying capacity.
- Requires will of people and government to balance tourism and preservation.
- Los Baños has natural and infrastructure potential; need leaders and advocates.
- Greenways can also reuse old railway corridors.

## Can this be developed as an elective course, and do we have documentation to turn into learning materials?

- Yes—can be offered as a micro-credential elective (14 weeks).
- Two batches have run; wealth of materials already archived for use as instructional resources.

## Has the Philippines come a long way in the idea of walking?

- **Mindset:** Improved awareness of walking for health and leisure.
- **Practice:** Still far from ideal—issues include lack of public walkable spaces and “door-to-door” transport culture.
- Examples abroad (Taiwan) show infrastructure and policy support even in adverse weather.
- Iloilo cited as a Philippine model for walkable city design.
- Local improvements possible (e.g., proper jeepney stops, walking paths, local policy changes).

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# OPEN FORUM

Chancellor Joane Serrano, Dr. Max Maquito, .  
Ms. Noreen Alazada, Ms. Janelle G. Ebron

## How to manage differences in pace, physical abilities, and ethical concerns in walking tours?

- **Ethics:** Always ask permission before photographing people; respect nature and cultural contexts.
- **Pace & ability:** Inform participants in advance about terrain and trail conditions; build itineraries with planned stops; adjust designs to accommodate varying abilities.
- Adopt **nature-based protocols** (asking permission before entering/leaving sites).

## Closing points from speakers:

- Replication and collaboration with other LGUs and SUCs is encouraged.
- Create a community of practice for ongoing sharing of experiences and lessons learned.
- Sustainability discussions should integrate health, cultural, environmental, and economic perspectives.



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# GALLERY





# GALLERY



**AISF MANAGING DIRECTOR JUNKO IMANISHI**  
**@KARUIZAWA**



**SGRA CHIEF REPRESENTATIVE JUNKO IMANISHI**  
**@KARUIZAWA**

# GALLERY





# Gallery



# KANPAI

starting a new Japanese fiscal year!



**Sustainable Shared Growth So**  
**Permaculture and Transition To**

**May 8, 2024 (0900-1200 PH TIME)**  
**HYBRID (UPOU+ZOOM)**  
F/MDS/UPOU: CPA/UPLR, SGRA/ASFE

Presenter from Fujino,  
**MR. KIYOKAZU SHIDA**  
JAPANESE PERMACULTURE ASS

Presenter from Maahas, Phillip  
**DR. JABEZ FLORES**  
FM

**DR. JOANE SERENO**  
PH

**DR. MAX MAHAGAN**  
PH

**Online Registration:**  
**URL Link or QR Code**  
<https://tinyurl.com/41st8>

- open to the public
- free of charge
- first come first serve
- limited slots
- no live streaming

**QR CODE**

**Capture**  
**Discussant: Prof. Ces Luna**  
**(FMDS/UPOU)**

**REGISTRATION ENDS**  
**JUNE 22,**  
**2024**

**REGISTRATION**  
**FEES/FORM**

**July 10, 2024 (Wed.)**  
**4:30-6:00 PM (PH TIME)**

**42nd Sustainable Shared**  
**Growth Seminar**  
**in**

**hybrid**  
**200M+ CARAGA**  
**STATE UNIVERSITY**

**iFSS** **2<sup>nd</sup> International Forum**  
**on Sustainability Science**

**July 10-11, 2024** **Online and In-person**

**LE SHARED GROWTH SEMINAR #41:**  
29, 2024 (FRI) 0900-1200 Ph Time  
- UPOU (TLH Conference Room)

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**Organized by:**

- Faculty of Management and Development Studies (FMDS) of the UP Open University (UPOU) as part of its Sustainability in Action—Living Laboratory Campus (SIALC) Initiative
- College of Public Affairs and Development (CPAD) of the UP Los Baños (UPLB)
- Seikiguchi Global Research Association (SGRA) of the Atsumi International Foundation (AIFS)

**Boongaling Pagsanjan / Fatima R. sessor, (Municipality) lica (Association overnment)**

**able**

**first come first served**  
ing: Ms. Junko Imanishi  
representative)  
Ms. Rie Kusano-Serrano



**REGISTRATION FORM LINK**

[illegible]

Faculty of Management and Development Studies (FMS) of the University of the Philippines Open University (UPOU), College of Public Affairs and Development (CPAD) of the University of the Philippines Los Baños (UPLB) and the Southeast Global Research Association (SOGRA) of the Atsumi International Foundation (AIF)



**MSME = MICRO, SMALL, & MEDIUM ENTERPRISE**

**Presenters**  
 Eng'r. Baby Reyes Lim (Summit Consultancy and Research Services) "Business Operations and Productivity for MSMEs: A Regional Context"  
 Dr. Max Maquiluto (CPAD/UPLB) "An

**Jan. 22, 2024**  
**MONDAY**  
**0900-1200 (PH TIME)**  
**ZOOM + UPOU**  
**\* OPEN TO THE PUBLIC**

**36TH SUSTAINABLE SHARED GROWTH SEMINAR**  
February 28, 2023 (Tues) 9AM to 12NN (PH TIME)  
UP Open University + ZOOM

 **IN SEARCH OF  
COMMUNITY CURRENCY**  
(A Study in Community Innovations)

**PRESENTER**  
**DR. MAX MAQUITO**  
College of Public Affairs and Administration

- what is a community currency
- how could a community currency scheme be designed
- how can we move forward

40TH SUSTAINABLE SHARED GROWTH SEMINAR  
MAR. 8, 2024 (FRI) 9AM - 12NN (PH TIME)  
UP OPEN UNIVERSITY • ZOOM

## CENTRALIZATION: THE CASE OF FLUID BUTUAN

Join us to you by  
DS of UPOU  
A of UPLB  
A of AIIST



NPSPU • Master Plan for Sustainable Development  
PhD, Geo-Lana, Faculty of Urban and Development Studies (UPDS) of the Philippines  
University of the Philippines (UP) - Manila  
University of the Philippines (UP) - Diliman  
University of the Philippines (UP) - Los Baños  
University of the Philippines (UP) - Baguio  
University of the Philippines (UP) - Cebu  
University of the Philippines (UP) - Iloilo  
University of the Philippines (UP) - Marikina  
University of the Philippines (UP) - Naga  
University of the Philippines (UP) - Quezon City  
University of the Philippines (UP) - San Carlos  
University of the Philippines (UP) - Tuguegarao  
University of the Philippines (UP) - Visayas  
University of the Philippines (UP) - Western Mindanao State  
University of the Philippines (UP) - Zamboanga

DISCUSSANT

- Arch/UP Mike Tomalin, Architecture, UP Diliman
- Others (TBA)

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STREAMING LINKED TO THE  
RESERVATIONS VIA LINK  
PRE-REGISTERED  
UP  
STUDENT

REGISTER HERE  
UP OPEN UNIVERSITY



**SUSTAINABLE SHARED GROWTH SEMINAR#34**

# **REAL PROPERTY VALUATION & ASSESSMENT REFORM WITH LAGUNA MUNICIPAL TREASURERS**

**NOVEMBER 9, 2021 (WED) 9AM to 12NN (PHL TIME)**  
*UPOU Centennial Center for Learning*

**PROF. CESAR LUNA**  
 Program Chair, Land  
 Valuation Management,  
 University of the  
 Philippines Open University

**DR. MAX MAQUITO**  
 SORA AISF/CPAF UPLB

**MS. MINERVA BOONGALING**  
 Treasurer, Municipality of  
 Pagsanjan, Laguna

1982  
 1991  
 1992

Latvia



**35TH SUSTAINABLE SHARED GROWTH SEMINAR**  
**FEB. 2, 2023 (THURS) 9AM - 12NN (PH TIME)**  
**UP OPEN UNIVERSITY + ZOOM**

# BUILDING THE NEXT SINGAPORE(S) IN THE REGIONS: THE CASE OF BUTUAN

Brought to you by

- FMDS of UPOU
- CPAF of UPLB
- SGRA of AISF

**PRESENTERS**

- Arch. Mike Tomeldan, College of Architecture, UP Diliman
- Dr. Max Maquito, College of Public Affairs and Development, UPLB + Sekiguchi G. Research Association (SGRA), Atsumi International Foundation (AISF)

**DISCUSSANTS**

- Ms. Melanie A. Maur, Chief Economic Development Specialist of the Project Monitoring and Evaluation Division of NEDA Caraga
- Cristina Romarate-Arcillas, President, Butuan Chamber of Commerce

**CHAIR CES LUNA**  
 Faculty of Management and Development Studies (FMDS), University of the

# CLOSING REMARKS

**Dr. Finaflor Taylan (Dean, FMDS/UPOU)**



Thank you for participating in today's seminar on the Local-to-Local Across Border Scheme (LLABS). We have journeyed through a rich narrative of cross-border collaboration, mindfulness in nature, and community-led educational innovation.

Some of our possible takeaways:

LLABS as a viable model: We have seen how local communities like Fujino and Maahas can form meaningful cross-border alliances that foster sustainable development, education, and regional integration especially within the Sustainable Shared Growth, not just across borders but even within a locality like among barangays or purok here in the Philippines .

Power of immersive learning: Immersive learning is more than the use of ICT tools. Through mindful walking and greenway mapping, LLABS becomes methodologically grounded in local ecology and lived experience, towards community engagement and sustainability.

Transnational citizen dialogue matters: as shared during the April 12 forum which confirmed that citizen-level collaboration, grassroots voice, and inclusive discourse are key drivers in East Asia's shared growth and even in the Philippines. The other seminars strengthened these important items.

Ways forward:

Deepening collaborations: We invite participants to explore LLABS mapping initiatives in your own communities, drawing inspiration from the Fujino-Maahas model.

Expanding LLABS frameworks: Join efforts to co-create shared greenway mapping, education programs, and dialogue platforms beyond these initial sites.

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# CLOSING REMARKS

**Dr. Finaflor Taylan (Dean, FMDS/UPOU)**

Included here is to write more of our experiences, link these seminars to academic programs, and create or join communities of practice along these concerns. The FMDS can facilitate this endeavor.

Engaging future learning events: Stay tuned for upcoming community-based and immersive learning exchanges such as this series.

Closing today, we extend heartfelt thanks to the speakers and the discussant and all our participants. May this seminar not be an endpoint, but a stepping stone—toward deeper LLABS partnerships, discovery, and inclusive transformation in our communities. Let the dialogue across borders that has begun here continue to shape sustainable pathways between local communities across borders.

## Dr. Finaflor F. Taylan (Dean, FMDS/UPOU)



Finaflor F. Taylan, DProfSt, is a distinguished academic and social work professional who brings extensive experience in teaching, research, and leadership to the role.

Dr. Taylan has been a faculty member at UPOU since 2012, serving as the Program Chair for the Diploma in/Master of Social Work program and Director of the Office of Gender Concerns. Her leadership in national and international organizations, such as the National Association for Social Work Education, Inc. (NASWEI) and the Asian Association of Women's Studies (AAWS), highlights her commitment to academic excellence and social advocacy.

With a strong background in research and public service, Dr. Taylan has led various projects focusing on gender, sustainability, and social work education. Currently, she serves as the Dean of the Faculty of Management and Development Studies at UPOU.

**E-mail: [finaflor.taylan@upou.edu.ph](mailto:finaflor.taylan@upou.edu.ph)**

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# KKK #46A

## In Step with Nature: FMDS Joins Walking Tour in Japan



Sustainable Shared Growth #46a was held as a walk-talk activity last April on-site in Fujino, Kanagawa Prefecture. The walk was facilitated by **Dr. Joane Serrano (UPOU Chancellor)**, and the talk by **Dr. Max Maquito**. The activity was joined by **Dr Finaflor Taylan (Dean of UPOU Faculty of Management & Development Studies)** and other faculty members and staff of UPOU.

We would like to sincerely thank our resource persons in Fujino for the talk activity: **Kiyokazu Shidara**, Head of the Permaculture Center of Japan; **Yasunori Takahashi**, OIC of the Fujino Community Currency (Yorozu); and **Koji Takahama**, Representative of Fujino Denryoku. This seminar is jointly organized by **SGRA PH Sekiguchi Global Research Association of Atsumi Zaidan (AISF)**. Many thanks to the untiring support of AISF Managing Director **Junko Imanishi**.

### To access the KKK#46A Report, use the link below:

Faculty of Management and Development Studies. (2025, April 11). In Step with Nature: FMDS Joins Walking Tour in Japan. University of the Philippines Open University. Retrieved from [fmds.upou.edu.ph/archives/news-and-events/8914/](https://fmds.upou.edu.ph/archives/news-and-events/8914/)



# NEXT STEPS



The 8th Asia Future Conference  
第8回アジア未来会議

**Space and Distance** **空間と距離**

- Crossing, Closing, Creating - ~こえる、縮める、つくる~

**Date**  
August 25 (Tue) – August 29 (Sat), 2026  
2026年8月25日(火)～29日(土)

**Venue**  
Tohoku Gakuin University, Sendai, Japan  
東北学院大学(日本、仙台市)

**Host** : Atsumi International Foundation  
Sekiguchi Global Research Association  
渥美国際交流財団関口グローバル研究会 (SGRA)

**Co-host** : Tohoku Gakuin University  
東北学院大学

**Call for Papers**  
<https://www.aisf.or.jp/AFC/2026>  
(Open on May 1, 2025)

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.



# NEXT STEPS

## “Space and Distance – Crossing, Closing, Creating”

### 空間と距離 -こえる、縮める、つくる-

“Social distance” became a familiar phrase to all during COVID, and despite the distance it invokes, a phrase that crossed cultural and geographical divides to create a rare universal experience. In this way, distance can serve to divide as well as unite us. Space and distance can be physical or intangible, and in many cases, both. It can be examined in the physical and categorical barriers that serve to draw distinctions between groups of people, the geographical distance that leads to different concentrations of power as well as maintains different hierarchies (urban/rural, wealthy/poor), the creation and dissolution of categorical differences in the sciences, and literal discussions of space/distance in different fields. Through this theme, we encourage diverse perspectives and seek to explore how space and distance function in and across various fields – what relationships do they foster, how are they used to maintain or break down specific power dynamics, how may they be desirable, necessary, or even harmful?

コロナ禍により「ソーシャルディスタンス」は馴染み深いフレーズとなったが、ディスタンス（距離）を謳ったスローガンとは裏腹にこの言葉は文化的・地理的な隔たりを軽々と越えた。距離は物理的にも心理的にも存在し、私たちが分かっただけでなく“結びつける何か”を示す役割も果たす。社会の中で人々を区別しカテゴライズする境界線が生み出す距離感、都市と地方という地理的な条件がそのまま権力との距離となり様々な階層（都市と農村、富裕層と貧困層等）を社会に生む現象、科学技術における様々な創造や再編が織りなす異分野・多分野間の距離の伸縮など、あらゆる分野においてそこに存在する空間／距離を考察することができる。このテーマを通じ、私たちは多様な視点から空間と距離の分野横断的な役割や機能を見つめ直し、特定のパワー・ダイナミクスの維持や打破にどのように利用されているのか、どのように利用されることが望ましく必要なかを一緒に考えたい。

#### ■ Screening Procedure

If your proposal (abstract) submitted by September 20, 2025 is accepted, you will be asked to submit a full paper and present it at the 8th Asia Future Conference to be held in Sendai in August 2026. You can also apply for AFC Scholarships. The Best Papers will be selected from the full papers submitted by March 31, 2026. We look forward to your active participation.

#### ■ Schedule A: Eligible for AFC Scholarships and Best Paper Award

May 1, 2025	Call for abstracts, online user-registrations and submissions
October 31, 2025	Announcement of screening results of abstracts
February 1, 2026	Registration as participant (Early Bird 20% discount until April 10)
June 10, 2026	Announcement of screening results for Best Papers
June 20, 2026	Deadline for registration
July 31, 2026	Announcement of session schedule

#### ■ Schedule B: General Participants (Not eligible for AFC Scholarships and Best Paper Award)

May 1, 2025	Call for abstracts, online user-registrations and submissions
February 28, 2026	Deadline for abstract submissions
May 31, 2026	Deadline for online submissions (PDF file upload) of full papers
June 20, 2026	Deadline for registration
July 31, 2026	Announcement of session schedule

#### Session Themes & Topics for Parallel sessions

<b>Natural Sciences</b>	Innovation / Automation Robotics / Climate Change and Disaster Management / Environment and Energy / Bioengineering Food and Water / Health / and other topics related to the Natural Sciences
<b>Social Sciences</b>	Globalization / Peace / Area Studies / Social Development and Human Security Management / Human Resource Development Income and/or Wealth Gap / Aging Society / and other topics related to the Social Sciences
<b>Humanities</b>	Philosophy / Religion / History / Ethics / Literature / Linguistics / Language Education / Arts / Media / Culture / and other topics related to the Humanities

■ Languages of presentations/papers Japanese or English

■ Contact **Asia Future Conference Organization Committee**(Atsumi International Foundation Sekiguchi Global Research Association)  
3-5-8 Sekiguchi Bunkyo Tokyo 112-0014 Japan TEL: +81-(0)3-3943-7612/FAX: +81-(0)3-3943-1512 Email: afc2026@aisf.or.jp



# NEXT STEPS

47<sup>th</sup> Sustainable Shared Growth Seminar (KKK47) @

## 3<sup>RD</sup> INTERNATIONAL FORUM ON SUSTAINABILITY SCIENCE (IFSS3)

KKK47: Sustainable Food Forest  
IFSS3: Circularity, Renewability, and Regenerative Futures for Food Systems

### Our Speakers:

FMDS - FACULTY OF MANAGEMENT AND DEVELOPMENT STUDIES  
UPOU - UNIVERSITY OF THE PHILIPPINES OPEN UNIVERSITY  
SGRA - SEKIGUCHI GLOBAL RESEARCH ASSOCIATION  
AISF - ATSUMI INTERNATIONAL FOUNDATION



#### DR. MAX MAQUITO

FMDS/UPOU Senior Lecturer; SGRA/AISF Research Fellow (A Case Study of a Farm in Laguna)



#### DR. JABEZ FLORES

FMDS/UPOU Senior Lecturer (A Design for Zones 4/5 of the UPOU perma GARDEN)



#### DR. JUN BUOT

Professor Emeritus, University of the Philippines (Discussant)



**18 SEPTEMBER 2025**  
**1110 AM - 1210 PM**

ON SITE: NEGROS RESIDENCE,  
BACOLOD CITY, PH  
ONLINE: VIA ZOOM

REGISTRATION FOR IFSS3  
(OPTIONAL)

[URL HERE](#)

REGISTRATION FOR KKK47 ONLY

[URL HERE](#)

[QR CODE HERE](#)



# ACKNOWLEDGEMENTS

(The summaries were generated with the help of Streamlit and Tactiq AI app., but was subjected to further editing by the team)

*TravelswithCharlie*

## Behind-the-Scene Assistance

- Lenie M. Miro
  - SGRA PH



- Columbus C. Maquito
  - SGRA PH



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



- Isabella O. Gayoso
  - SGRA PH



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**Sustainable Shared  
Growth Seminar  
#46B Report** 