

活動報告

# Policymaking Workshop for Leaders from Municipalities in the Tajima Region: Impacts of Nature & Arts on Creative Thinking

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但馬地域の自治体における政策立案研修 —創造性開発における自然と芸術の役割—

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Policymaking in municipalities is an important issue. Over the past three years, municipalities have faced negative impacts due to the coronavirus disease 2019 (COVID-19) pandemic and Russia’s invasion of Ukraine. However, digital transformation, including artificial intelligence (AI), might positively affect municipalities.

In such a situation, policymaking requires creativity. In this report, I discuss ways to make municipality leaders more creative through workshop exercises.

## 1. Policymaking Workshop

I had the distinguished opportunity to conduct a workshop for the leaders of municipalities in the Tajima region of Hyogo Prefecture. Tajima comprises five municipalities: Toyooka, Yabu, Asao, Kami, and Shin-Onsen. The population is approximately 150000, even though the area is approximately equal to the Tokyo metropolitan area.

### 1.1. Overview of the Workshop

The workshop was conducted between May and July 2022. The objective was to develop effective policies for the Tajima region through

cooperation among municipalities.

The 12 participants were young leaders in their twenties or thirties, chosen from four municipalities by the Human Resources Division of the municipalities.

Table 1 The Participants of the Workshop

Municipality	Number
Toyooka City	2
Yabu City	4
Asago City	4
Kami town	2

### 1.2. Contents of the Workshop

The workshop was a three-day course that included interactive discussions and game-like exercises.

The curriculum was as follows:

The participants were divided into four groups for policymaking group discussion. Each group was asked to choose one of the following four categories that had been decided beforehand:

- Regional development using tourism and arts
- Regional development through new industries

Table 2 The Schedule of the Workshop

DAY 1 May 31 <sup>st</sup>
Introduction Important policies in Tajima /How to find and deepen policy issues /How to facilitate discussions <b>Creativity Training-Nature</b> Citizens' needs and social environments /How to interview citizens /Global Trends and Tajima /SDGs and some successful cases Policymaking group discussion
DAY 2 June 14 <sup>th</sup>
Logical thinking /How to identify issues /How to find solutions Policymaking group discussion <b>Creativity Training-Arts</b> Communication Design by Itaru Sugiyama
DAY 3 July 5 <sup>th</sup>
Scenario planning /The importance of scenario planning /Making scenarios of Tajima Policymaking group discussion Creativity training-arts Presentation of policymaking

- SDGs and diversity
- SDGs and environmental problems

The workshop consisted of several interactive lectures and discussions. During the workshop, the participants were required to visit various places in the Tajima region and interview citizens or staff members of the municipalities.

### 1.3. Presentation of Policymaking

At the end of the workshop, the four groups made presentations on policymaking in the Tajima region.

The titles of the presentations are as follows:



Fig. 1 Group Discussions at the Workshop

Table 3 The Titles of the Presentations

Group	Title of Presentation	Category
1	How to activate Tajima through tourism and arts	Regional development using tourism and arts
2	Including everybody by using the human resources bank and metaverse.	SDGs and diversity
3	How to activate Tajima by combining long distance-truck services and locally produced products	Regional development through new industries
4	Advanced food town in Tajima	SDGs and environmental problems

## 2. Creativity Thinking Exercise

On Days 1 and 3, I conducted creative training exercises using nature and the arts, respectively.

### 2.1. Creativity Training Exercise from Nature

On Day 1, I asked the participants to go to the garden of the training facility. The facility had a vast garden filled with trees.

The exercise procedure was as follows:

First, participants observe nature and choose something interesting or attractive.

Second, after choosing, they examine it more

closely.

Third, participants shared impressions of the differences between the first and second images.

At the end of Day 1, the participants were asked to score the effectiveness of the overall session and creativity exercise in policymaking. The scores ranged from 1 to 10.

The results are as follows:

The average overall creativity exercise score from nature was 7.45 out of 10. This score was higher than the average score of 7.27. The average standard deviation score for creativity exercises in nature was 1.72. This score was higher than the average overall score of 1.35. Some participants mentioned they could look at things from different perspectives through the exercises.

Table 4 Overall Score and Creativity from Nature

Participants	Overall Score (from 1 to 10)	Creativity from Nature (from 1 to 10)
A	7	7
B	8	9
C	7	3
D	8	7
E	7	8
F	7	8
G	8	8
H	5	8
I	5	6
J	8	8
K	10	10
Average	7.27	7.45
Standard Deviation	1.35	1.72

### 2.2. Creativity Training Exercise from Arts

On Day 3, I put art cards on the table. Each art card had one artwork image, such as Monet’s “Sun Rise.”

The exercise procedure was as follows:

First, participants had to choose an art card that they liked.



Fig. 2 Exercise in Nature

Second, they share reasons for liking the card.

At the end of day 3, the participants were asked to score the overall session and the creativity exercise.

The results are as follows:

The average overall creativity exercise score for nature was 6.64 out of 10. This score was lower than the average overall score of 7.45. The average standard deviation score for creativity exercises from nature was 2.31. This score was higher than the average overall score of 1.44.

Table 5 Overall Score and Creativity from Arts

Participants	Overall Score (from 1 to 10)	Creativity from Arts (from 1 to 10)
$\alpha$	7	5
$\beta$	8	7
$\gamma$	9	10
$\delta$	8	8
$\epsilon$	5	5
$\zeta$	5	3
$\eta$	7	3
$\theta$	7	7
$\iota$	8	7
$\kappa$	8	8
$\lambda$	10	10
Average	7.45	6.64
Standard Deviation	1.44	2.31

### 3. Consideration

#### 3.1. Insights From the Workshop

There are limited studies on the relationships between nature and creativity.

Ratcliffe (2021) mentioned that it is unclear which aspects of nature affect creativity. For example, people typically feel relaxed about nature. These factors affect creativity.

In addition, the concept of creativity has not yet been clearly defined. Therefore, I admit there is room to study this field. There are limitations to considering how creativity can be created based only on the above results.

However, I provide some hints to make people creative.

First, many people using nature may find it more effective than art. This may be because understanding and analyzing art requires some prerequisite knowledge. In addition, some participants may not be familiar with the artwork they chose.

Second, the effectiveness of creative exercises varies from person to person. As mentioned earlier,



Fig. 3 Exercise by Using Art Cards

the standard deviation of the creative exercise was greater than that of the overall score. This means clarifying the effectiveness of creative exercises that apply to many people may be challenging.

### 3.2. Arguments

There were three main arguments in this report.

First, the number of participants in the study was small. In addition, only short exercises were administered. Therefore, its effectiveness should be verified on other occasions by enrolling more participants.

Second, the definitions of creativity vary. For example, creativity for artists is different from that for municipalities and business leaders.

Third, we need to research how to develop creativity using nature, particularly for municipalities and business leaders. Creativity can be enhanced in various ways. Therefore, there is a need to develop more effective methods.

Currently, we are facing a rapidly changing world. Therefore, we should be more creative in overcoming precedent models to tackle the current issues. I am strongly committed to workshops that enhance my creativity.

#### References

Ratcliffe, Eleanor (2021) *Understanding the Perceived Benefits of Nature for Creativity* Journal of Creative Behavior

### 要旨

令和4年5月から7月にかけて3日間にわたり、兵庫県但馬地域の4自治体から選ばれた12人の職員に対して政策立案研修を実施した。コロナ禍やDXなど、自治体を取巻く環境変化への対応のため政策立案における創造性開発は不可欠であると考え、創造性開発の視点を入れたプログラムを開発した。

研修では、住民ニーズの把握方法、論理的思考、様々なシナリオを検討して政策を考えるシナリオプランングを行った他、本学教員でセノグラフィー・舞台芸術の専門家である杉山至氏によるコミュニケーションデザインのワークショップも実施した。

さらに、創造性を向上させるきっかけ作りのため、「野外での自然を観察」及び「アートカードのアート解読」の演習を行った。

前者の「自然観察」演習について創造性開発に役立つ度合を10段階で評価してもらったところ、平均7.45、標準偏差1.72であった。一方、後者の「アート解読」については、平均6.64、標準偏差2.31であった。「自然観察」演習の方が、「アート解読」演習に比べ前提知識が不要であり受講生には取り組みやすかったものと推測される。自然観察を通じて、物事を見る新たな視点が得られたとのコメントもあった。

最終日には、メタバースを通じた但馬での人材マッチング、但馬の食を通じた地域活性化など創造性を生かした発表が行われた。上記の創造性開発の演習が何らかの寄与をしたのであれば、望外の喜びである。

今後自然やアートを通じたより精緻な創造性開発のプログラムに取り組んでいきたいと考える。