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## CHARACTERISTICS OF COMMUNITY CURRENCY THAT CONTRIBUTE TO ENDOGENOUS REGIONAL ACTIVATION: BASED ON CASE STUDIES OF THREE COMMUNITY CURRENCIES: MA~YU, TENGU AND AWA MONEY

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### ABSTRACT

In this paper we reviewed Community Currencies (CC) that contribute to endogenous regional revitalization. 49 CC cases, collected by a nationwide questionnaire survey to the operating groups, are classified to 5 types by applying mathematical quantification theory class III and cluster analysis on the viewpoint of endogenous development theory. We focused on the 'community endogenous collaboration type' of CC and carried out field investigations on three selected examples that pertain to this type. The obtained contents were arranged using the KJ method to clarify the characteristics of this type. (1) The 'endogenous community collaboration' type of CC frees the people from being a 'consumer' and gives the possibility of transforming into 'prosumer'=sei-katsu-sha'. (2) In Japan, the citizens' group operating this type of CC actively implement various events & projects, thereby facilitating the re-identification and utilization of resources that have potential in the area. (3) By using such CC for exchanging and participating in such activities, it creates chances for participants from a wide range of age groups to interact with each other. While inheriting the wisdom of the elderly, it contributes to the formation of common concerns and values in the community and trigger new networks within the region.

### KEYWORDS

Endogenous regional activation, community currency, prosumer=sei-katsu-sha.

## 1. INTRODUCTION

The 'money' we are familiar with is likely to disappear with the wave of digitization and the cashless society. This anticipation is strengthened by the fact that several countries and regions have been issuing their own community currencies. There are various arguments regarding the future of money. Among them, a vision to expand the conventional money system more conveniently and globally is being considered over the extension of the consumption economy. However, it is a fact that the possibility of money being able to impart real richness to human life is being pursued. In the conventional money system, the connections have been cut between creator and user, man and environment, person and person. Therefore, the future image of money is a medium which is capable of 'relinking' those connections. For this reason, this paper focused on several kinds of 'community currency' found around the world, especially in Japan over the last 30 years. As Japan's community currency enter into maturity, various new types of community currency have been implemented. For example, the 'Kinoeki Project', which has a value in consideration of local forestry resources, 'Sarubobo Money' in the form of electronic money issued by local credit banks, and several community currencies that can be converted into national currency. It is considered that the existence of those community currencies transcends, or on the other hand, expands conventional concept of community currencies. Therefore, it is necessary to clarify the actual condition of recent community currencies in Japan. According to Kobayashi, Miyazaki & Yoshida, they collected 792 community currencies from all over Japan and set criteria to classify the purpose of issuing those community currencies. CCs were classified into 5 types, such as "Activation of local economy based on resource circulation" "Multi-purpose community currency" "Activation of forestry and local economy" "Formation of connection of people and activation of local economy" "Promotion of local activities and community welfare based on connection of people" (Kobayashi & Miyazaki & Yoshida, 2020) .

## 2. RESEARCH PURPOSE

The purpose of this research is to categorize the community currencies implemented recently in Japan according to the perspective of promotability to endogenous regional activation and to elucidate the characteristics of the form of the community currency that contributes most to endogenous regional activation by conducting field investigations.

## 3. RESEARCH METHOD

In this research, the methods included literature surveys, questionnaire surveys, statistical analysis, and interviews:

- (1) A total of 49 cases of community currency were collected by centering on newspaper articles published in 'Asahi Shimbun' from 2005 to 2016. We conducted questionnaire surveys among the operators and clarified the information about the mechanism and subject situation of each case.
- (2) By referring to community currencies of Japan and the literature on 'theory of endogenous development,' the theoretical possibility that the community currency can contribute to endogenous regional activation was clarified. Based on the results, categories were proposed to be used in a classification.
- (3) The samples of the collected community currency were classified by applying mathematical quantification theory class III and cluster analysis. This method is to converge a large number of observed qualitative variables to find some latent variables, and to visualize the correlation of these variables and the samples.
- (4) According to the results of (3), we organized field investigations of representative cases that belong to the 'endogenous community collaborative type' of community currency. The characteristics of this type of community currency were expounded by KJ method, and the promotabilities to the endogenous regional activation were verified.

## 4. TYPOLOGY OF COMMUNITY CURRENCY FROM THE VIEWPOINT OF ENDOGENOUS REGIONAL ACTIVATION

Here it is necessary to review the origin of community currencies in Japan. That is said, as Makoto Maruyama introduced the case of LETS to Japan, to break through the commodities transaction relation, it is a new attempt to create new interpersonal relationships. At the same time, it means that economic activities show consideration for the entire ecosystem based on the needs of life (Maruyama, 1990). In the context of current money been regarded as

the sole criterion to measure the pursuit of life, the value of things and the richness of the region; the fundamental significance of the existence of community currencies is to provide another scale of value for 'goods, events, and people' in a region or community. Furthermore, it is 'another medium' to spread that value among the participants gradually. Therefore, we classified the existing community currencies from this viewpoint; examined the characteristics and the fulfilled achievements.

#### 4.1 Criteria for classifying community currencies

In this paper, referring to endogenous development theory of Japanese sociologist Tsurumi Kazuko, we considered that community currencies should have the following characteristics:

- (1) Inhabitant-led system with the collaboration of authorities and specialists.
- (2) The goal is not to increase property, but to meet the basic physical and spiritual needs of humans in daily life.
- (3) The community currency is a method of re-identification and utilization of the resources that have potential in the area.
- (4) Concerns over and improvements to the surrounding environment.
- (5) To respond to future changes in economics and society.

Based on the study of the theory above, 4 major items and 21 categories can be derived as categories for a consideration of typology. Regarding community currency (1) The attributes of the group that operates the community currency; (2) The consciousness for management such as a reason to operate; (3) The community mechanism such as whether it can reveal the ability of inhabitants, or volunteer activities are supported to improve the environment; (4) Management situation such as whether it operates independently, or with the existence of a central executive office.

*Table 1. Contents of the 21 categories.*

Major Item	Sub-item	Contents of 21 Categories
Attributes of the management organization		1.Inhabitant group; 2. Company; 3.Administration; 4. Commercial district organization
The consciousness of community currency	Purpose of managing community currency	5. Promoting regional economy; 6.Promoting community
	Characteristics of community currency to be emphasized	7.Emphasis on free value; 8.Emphasis on the practical use of an individual's ability
Mechanism of community currency	Issue method	9.Paper currency; 10. Passbook type; 11. Other issuing methods
	Convertibility to national currency	12. Redeemable for Japanese Yen

	Main purpose	13. Purchasing mainly in the commercial district; 14. Handicrafts transactions; 15. Appreciation of volunteers
Operation of the community currency	Method of price decision	16. Price is decided by negotiation of both parties
	The actual condition of operation	17. Dependence on subsidy; 18. Independent finances; 19. Holding of other activities; 20. Establishing an executive office to issue/manage; 21. Resolution of staff shortages

#### 4.2 Classification by mathematical quantification theory III and cluster analysis

A total of 49 samples of community currencies were categorized, including 42 cases identified in the questionnaire survey mentioned previously and 7 cases from the 2016-2018 field investigations. The categorization was performed by using mathematical quantification theory III, with 21 sub-items based on the endogenous development theory.

As a result, Solution 1 and Solution 2 were adopted in which the correlation coefficients are 0.5976 and 0.5035, respectively. Fig. 1 shows the distribution of the category in which Solution 1 is set to axis 1, and Solution 2 is axis 2. The negative direction of axis 1 contains several categories as follows: 'exchangeable for Japanese Yen,' 'commercial district organization,' 'administration,' 'purchasing mainly in the commercial district,' 'establishing an executive office for issue/management,' 'staff shortages,' and so on.

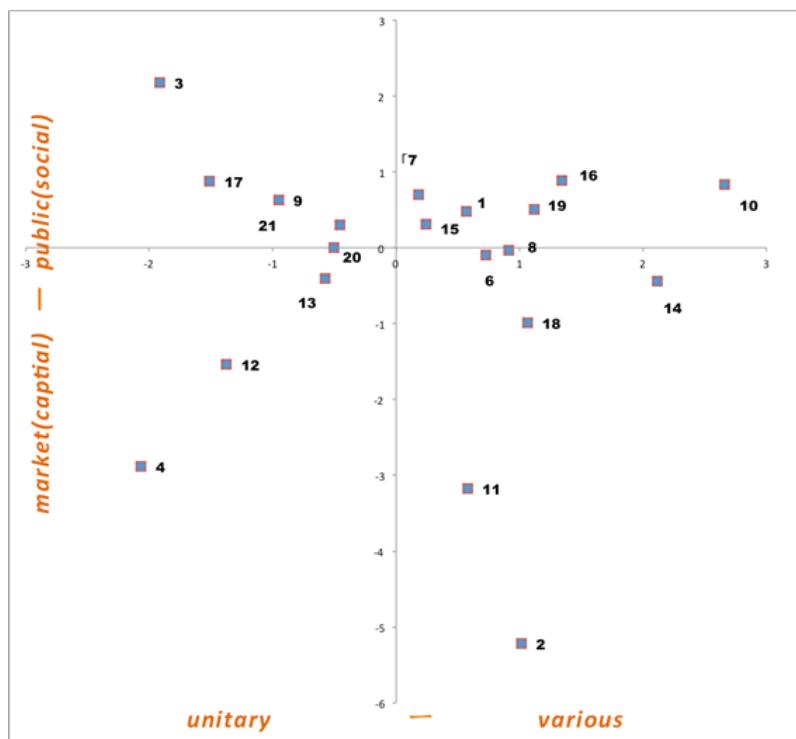


Fig 1. Scatter plot of the categories.

Thus, whether the issuing group is an administration or a commercial district organization, it is considered as a unified value recognition, which is a centralized issue/management system like the current money system. Therefore, it is interpreted that the negative direction of axis 1 indicates 'single' tendency as a value evaluation system. The positive direction of axis 1 including categories: 'price is decided by negotiation of both parties,' 'handicrafts transactions,' 'emphasis on the practical use of individual's ability,' 'passbook type,' 'inhabitant group,' and so forth. Accordingly, the positive direction of axis 1 is managed by the inhabitant group. It is interpreted as a tendency to demonstrate the diversity of value evaluation, which is being decided by the agreement of both sides on goods and services. However, such diverse value evaluation is not recognized in the market. Then, Solution 1 was described as '(for value evaluation system) unitary-various.' In terms of the negative direction of axis 2, there are plenty purposes concerning market or capital, as for instance: 'company', 'independent finances', 'exchangeable for Japanese Yen', 'purpose for promoting regional economy', 'purchasing mainly in commercial district', etc. On the other side, many non-economic concerns and so-called public/social purposes, such as 'administration', 'dependence on subsidy', 'emphasis on the free value', 'inhabitant group', 'appreciation of volunteers', etc., Solution 2 is interpreted as 'market(capital)-public(social)' from the above.

Fig. 2 demonstrates the scattering condition of the 49 samples in the coordinate system formed by axis 1 and axis 2 obtained by the results of mathematical quantification theory III. Furthermore, these samples were analyzed by cluster analysis (group average method) to obtain 5 clusters. The characteristics of each category were summarized and named concerning the location of the category and the samples contained in each cluster.

#### 4.3 Characteristics of each type

Cluster 1 'public resource utilization type' is located nearly in the 'public(social)×unitary' quadrant and is close to 'administration', 'paper currency', 'establishing an executive office for issue/management', and 'dependence on subsidy'. The community currencies belonging to cluster 1 are mostly 'paper currencies'. Meanwhile, specialized executive offices have been established to issue and manage the community currencies.

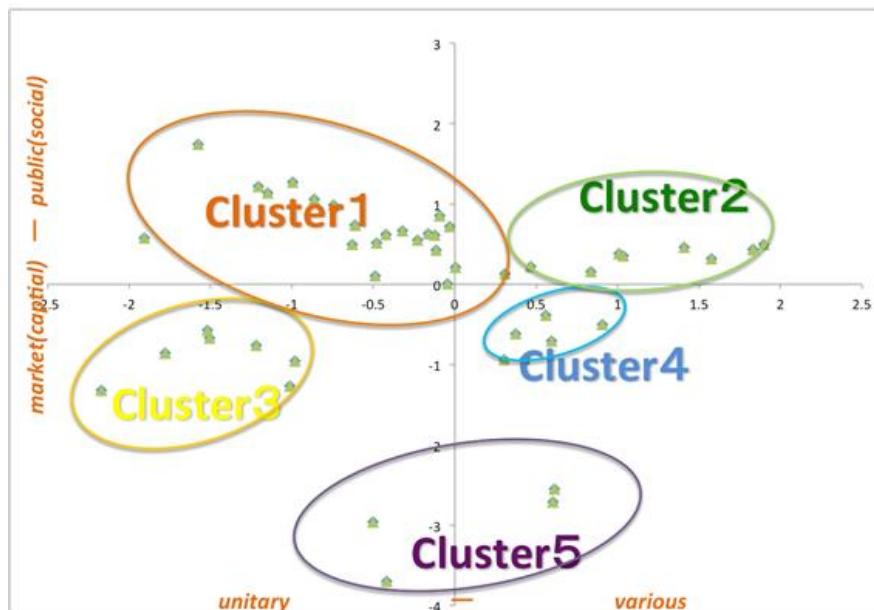


Fig 2. Scatter condition of the 49 samples.

Administration or inhabitants' groups designing systems which use public resources and government subsidies e.g., community currency the 'Libra' issued by Ina City Library, the 'Kirara' issued by public transportation in Tsuchiura City 'Community Development Activation Kirara-chan', and the 'I-Sa' issued by NPO corporation Kakegawa City Sports Association. The 'premium voucher' issued by various municipalities is a case which uses government subsidies. In the case of the community currency 'Kirara Ticket' in Tsuchiura City, customers who purchased 1,000 yen or more of goods could obtain a 'Kirara Ticket' for 100 yen as a benefit from sponsor shops. And the ticket could be used as a part of bus fare in the shopping district of the corresponding area. In the peak time of 2013, there were

approximately 2.36 million yen's worth of public transport boardings with community currency; and it increased the use of public transport by about 23,000 times. Besides, the mechanism of the community currency 'Libra' issued by Ina City Library is to distribute 10 pieces per year to an individual with a library card and 20 pieces per year to library volunteers, and a weeding book (a book removed from the library) can be exchanged by 1 piece of 'Libra.' At the same time, at the old book fair, which is held in the library, the 'Libra' can be used as a coupon. Moreover, in 2015, the third year of activity, 'Libra' extended to nearby commercial streets, where the participating stores decided about the services which could be used with 'Libra.' This indicated that, in cooperation with a commercial district, 'public resource utilization type' community currency can promote the utilization of potential resources in public (social) areas and lead to the rehabilitation of the regional economy.

Cluster 2 'endogenous community collaboration type' is located in the quadrant of 'public (society)×various', and is close to categories such as 'inhabitant group', 'price is decided by negotiation of both parties', 'emphasis on free value', 'passbook type', 'organization of events', 'emphasis on the practical use of an individual's ability', 'handicrafts transactions', and etc. The community currencies belonging to cluster 2 are the 'the goods and services exchange system Ma~yu' issued by the Santo Club, Ueda City, Nagano Prefecture; the 'Tengu' issued by a citizen group in Hachioji City, Tokyo, and 'Awa Money' issued by a citizen group in Kamogawa City, Chiba Prefecture. In cluster 2, the passbook-type system is operated by the inhabitants' group mostly. The passbook system involves a book issued to all members in which all the occurrences and fares are described. Even if the balance on the member's passbook becomes minus, it is possible to communicate with other members. No matter how the trades go, the summation of the passbook of all members will always be '0'. It is considered that the individuals who have a minus balance in the passbook are dependent on the community (region) because the debt is shared with the entire community. Also, 'minus' suggests that it has played an essential role in bringing out others' abilities. This currency system presents the biggest difference from the conventional monetary system as participants can use the currency voluntarily without any administrative efforts in the executive office. This type of community currency cannot be used in the regional commercial district. However, the contents of the exchange are abundant, including unused goods, participation in the regional activities and the exchange of goods and services that can make the most of the participants' ability and energy. Their prices are consulted and decided on between the two trading parties, which means that transactions that transcend the 'market' frame. Moreover, it contributes to the transformation of participants into prosumers in the regional community. Another characteristic of this type of community currency is that the operation group holds various events. For example, with the community currency 'Ma~yu' in Ueda City, events such as miso making projects and rice planting projects implemented, which catalyze the use of the natural resources; and members also held events that make use of human resources such as lecturers at 'Ma-Yu Terakoya' and pottery classes. It is considered that the 'endogenous community collaboration type' might fully embodies the character of the community currency which contributes to the endogenous regional activation.

Most of Cluster 3 'intra-regional consumption promotion type' is located in the 'market(capital)×unitary' quadrant. It is close to the categories, 'commercial district organization,' 'purchasing mainly in the commercial district,' 'purpose for promoting regional economy,' 'exchangeable for Japanese Yen,' 'independent finances.' The community currency 'wood station project' which has been developed in various areas of Japan, as well as the Miyako City's earthquake support community currency 'Rias' is included in this cluster. The feature of this type of community currency could be regarded as 'α+consumption promotion of regional commercial district.' Regarding the mechanism, it is a system in which the specific acquisition 'α' connects with consumption in the regional commercial district. This 'α' includes various acquisition methods and reflects multiple management purposes. For example, with the community currency 'Sugi Koban' issued by Chizu Town in Tottori Prefecture, participants can receive 'Sugi Koban' worth 6,000 yen with 1ton of thinned wood through the process of carrying down timber from the mountain, collecting it in a 'Wood Station' and using it in 44 shops in the commercial district. This community currency is called 'wood station project' and has recently been introduced in more than 60 sites throughout Japan. Since participants have no restrictions, the regional commercial district is activated, and those people who have not traditionally been involved in the forestry are also able to enter it or become interested in Satoyama. By means of this exchangeable mechanism, regional commercial organizations can participate easily, and the economic effect of promoting regional consumption is achieved. On the other hand, it is not available for participants to communicate with each other, to value, or to exchange freely. Additionally, attached to the unicity of the value evaluation criteria, it cannot be used for purchasing of things other than from specific businesses.

Table 2. *Contents of the lectures.*

Event	Date	Theme	Lecturer	Place
Ma~Yu Terakoya	1/25	Nature and Human Livelihood part 1 : Vegetation map and climate distribution	Mr. Iccha	Citizen plaza 'Yu'
Ma~Yu Terakoya	2/15	Nature and Human Livelihood part 2 : Desert prevention experiments in Kenya	Mr. Iccha	Citizen plaza 'Yu'
Ma~Yu Terakoya	3/10	Nature and Human Livelihood part 3 : Mongolia	Mr. Iccha	Citizen plaza 'Yu'
Ma~Yu Terakoya	4/12	Nature and Human Livelihood part 4 : Japan	Mr. Iccha	Citizen plaza 'Yu'
Ma~Yu Terakoya	5/17	Nature and Human Livelihood part 5 : Brazil	Mr. Iccha	Citizen plaza 'Yu'
Café Ma~Yu	5/20	Painting on pottery	Mr. Suekichi	'Our Home'
Ma~Yu Terakoya	5/26	Accessories Class		'Our Home'
Ma~Yu Terakoya	6/10	The Wind Caves in Ueda	Mr. Iccha	Citizen plaza 'Yu'
Café Ma~Yu	7/20	One day ma~yu School.	Mr. Gonnbei, Mr. Hide, Mrs. Masumi	'Our Home'
Ma~Yu Terakoya	8/20	Sketch Class	Mr. Pare	'Our Home'
Ma~Yu market	10/10	About supporting dementia	Mrs. Mi-suke	Central Community Center
Rekureshen	10/25	Walking on the Northern Street	Mr. Hide	Tokura—Yashiro

Cluster 4 'volunteer value-based type' is located in the quadrant of 'market(capital)×various.' It is close to the categories of 'appreciation on volunteers,' 'emphasizes the practical use of an individual's ability,' 'other issuing methods,' 'independent finance.' The community currencies that fall into this cluster are the 'Hishikui Coin' issued by the citizen group 'Sakai no Satooyatomo no Kai' from Osaki City, Miyagi Prefecture, the 'Bulan' issued by the Okayama city NPO 'Sallon Nada Village', and 'Beach Money' established in Gamo-gun, Shizuoka Prefecture. This type of community currency is not limited to paper currencies or passbooks, as there are diverse types involved: coin, electronic, and real material. While paper currency-based community currency is likely to apply in commercial district consumption, it is indicated that this type of community currency with multiple currency-issuing regimes is not restricted to regional consumption. The mechanism of the 'volunteer value-based type' distributes currency to volunteer activities and compensation to solve the difficulties from the issuing organization's perspective. This type of community currency cannot be used in the majority of stores in the regional commercial district because of not being exchangeable for national currency, other than in stores that appreciate the value of community currency. Taking the 'Hishikui Coin' as an example, it issues one Hishikui coin (1 coin=500 yen) for each hour of volunteer activity to preserve the overwintering scenery of Hishikui. This community currency is accepted by four stores in the regional commercial district. In 2001, 200 Hishikui coins were issued (for 200 hours of agricultural work). Also, the 'Boran' of the NPO corporation 'Salon-Nana-Mura' is a community currency to be distributed to people who volunteered at a nursing home called 'Salon-Nana-Mura.' 'Boran' is not a real material and exists only in data form that records the number of hours of volunteer activity. Additionally, it is possible to donate to family or acquaintance who use it in 'Salon-Nana-Mura.'

Cluster 5 'local corporation Contribution type' is located on the negative side of the 'public(social)-market(capital)' axis, and is near to categories such as 'company,' 'other issuing methods,' 'independent finance,' 'exchangeable for cash,' and so on. Examples that belong to this cluster include the 'Yu-zu' issued by Kitomura Corporation in Tokushima Prefecture, and the 'Sukikuru Star' issued by the NGO 'BeCOM,' Chōshi City, Chiba Prefecture. The community currency of this cluster is intended to contribute to the region with the growth of the company's profits and coexists with the region. The issuing methods include paper currency type, the signature type, and electronic currency. For example, the community currency 'Yu-zu' is called 'Citrus Junos Standard System' which operates as a signature system (or a promissory note) and can be paid to the local citrus junos producer as a part of its price. In addition to exchanging services among members, it can be used in 20 'Yu-zu' cooperating stores represented by Kitomura Corporation and be converted into Japanese yen within the region when participating in the Yudu experience tour planned by Kitomura Corporation. It is regarded as a new attempt to trigger the use of regional resources by operating such a community currency in ecotourism. The community currency 'Sukikuru Star' has a mechanism to collaborate with the local WAON card issued by the Aeon Group, which issues one star for 200 yen for each payment using the Inu WAON card. Community currency stars can be donated to local non-profit organizations at their discretion. A donation amount of 2,813,388 yen was issued in 2017.

## 5. CHARACTERISTICS OF 'ENDOGENOUS COMMUNITY COLLABORATION TYPE' COMMUNITY CURRENCY BY KJ METHOD

### 5.1 Outline of field investigation

KJ Method (Affinity Diagram) was devised by Jiro Kawakita in the 1960s. An Affinity Diagram is a tool that gathers large amounts of qualitative data and insights from field interviews or open-ended survey responses and organizes them into groupings based on their natural relationships. The KJ method consists of 4 steps: record each data on a card; sort the cards into related groups; create header cards that summarize the contents of cards in each group; repeat step 2 and step 3 until the header cards cannot be generalized; document the finished Affinity Diagram.

Five field investigations were conducted on three selected cases of 'endogenous community collaboration type' community currency. Details of the areas and content are as follows:

Community currency 'Tengu' from Hachioji City, Tokyo: (1) on July 2, 2017, participated in 'Tengu Market,' interviewed the participants and the organizer. (2) on July 14, 2017, participated in the 'community currency study group about Tengu' and experienced the community currency games. Community currency 'Ma~yu' from Ueda City, Nagano: (3) on November 11, 2017, participated in 'Ma~yu' general meeting, interviewed the

‘Ma~yu’ group participants. (4) on December 12, 2017, participated in Mochi Pounding Festival and ‘Ma~yu caretaker meeting,’ conducted interviews with members from the events. Community currency ‘Awa money’ from Kamogawa City, Chiba: (5) in March 2017, interviewed ‘Awa money’ member Mr. S.

## 5.2 Data collection

The event process and interviews were recorded with permission. In addition to the contents of recordings, information obtained from field investigations and other materials such as mail bulletin boards of ‘Ma~yu’ were collated by cards.

## 5.3 Investigation

By using the KJ method, the collated information was finally organized into three groups. It was documented and summarized as follows:

(1) The ‘endogenous community collaboration type’ of community currency transcends the conventional commodity distribution rule of producer-market-consumer, which frees the people from being a ‘consumer’ and gives the possibility of transforming them into ‘prosumers’ = sei-katsu-sha.’

The goods and services, used by the community currency, include small hand-made items, accessories, home-made bread and vegetables, car transfer service, the assistance of moving, weeding, rice-planting, personal out-of-use books, BBQ sets, Kimonos, etc.. In general, goods and service that are: owned and produced by the participants; unavailable in the market or not ‘high value’ judged by sole-value-judgment commodity market; potential resources in the region. By using a community currency, these goods and services can be valued freely among the participants and exchanged in a face-to-face and reliable way. It is possible to find out what is truly essential in the corresponding area according to the contents of the exchange, such as elderly care, transfer service, old house renovation, and assistance with rice-planting. Therefore, it is regarded that this type of community currency would be a trigger to give participants the possibility to transform from ‘consumers’ to ‘prosumers’ in the regional area.

(2) The citizens’ group operating this type of community currency not only provides a platform for the exchange of entity-oriented goods and situation-oriented goods using the local currency but also actively implement various events and projects -thereby facilitating the re-identification and utilization of resources that have potential in the area.

Community currency ‘Ma~yu’ organizes a market for the exchange of ‘goods and services’ twice a month (twice or three times a year for ‘Tengu.’). ‘Awa money’ irregularly establishes a market where only the community currency can be used. The conduct of the exchanging event is useful in activating the practical use of the community currency. Except for the exchanging of goods and services, events and projects are voluntarily projected and implemented by the participants. For example, with the community currency ‘Tengu,’ the community set up a movie club and learning group and studied biomass electricity generation by recycling tempura oil. As for the ‘Ma~yu,’ delightful events such as cherry blossom viewing and a summer beer festival have been organized. Moreover, there is the ‘Everyone Gather Around Project’ in which members can design and organize the project freely, and ‘Ma-Yu Terakoya’ in which members become the lecturers. The ‘Everyone Gather Around Project’ included in 2017 the renovation of the community hall called ‘our home,’ rice planting ‘Tanbo,’ miso making ‘Misozukuri,’ ‘Ma~yu Cinema’ and ‘Akiwa Garden.’ The ‘Ma-Yu Terakoya’ organized the experience of pottery making and various lectures such as ‘The wind caves in Ueda,’ ‘Nomadic culture of Mongolia.’ It is considered that implementing and participating in such events and projects could contribute to the recycling of the regional resources and re-recognition and utilization of each participant’s wisdom, skills, and experiences.

(3) By using such community currency for exchanging and participating in such activities, it creates some chances for participants from a wide range of age, to interact with each other. It allows the young to inherit wisdom from the elderly, contributes to the formation of common concerns, values in the community and triggers new networks within the region.

All the exchanges of ‘endogenous community collaborative type’ community currency are conducted voluntarily according to the awareness of the participants. According to the rule that the total balance of all participants is

always '0' and the ability to communicate and exchange even if the balance described in an individual's passbook becomes minus (debt), and so on shows that the users are conscious that "the minus balance in the passbook is a borrowing", "asking favors becomes easy by using the community currency", and there is the "desire to do something for the community when the balance becomes minus". Moreover, it is indicated that a friendly atmosphere can be created through the exhibition of the calligraphy works and pottery works made at the event. At the events such as pounding mochi, Mayodama making, rice planting and so on, participants of a wide range of age, from children to 80-year-olds, can be seen. At the venue, it is common to observe slogans like "save the traditional vegetables" and "stop using nuclear power". A community currency event is a platform to transmit and share the concerns and values of the people in the region. From these facts, it is considered that the endogenous community collaboration type of community currency could cultivate a sense of belonging to a region and a community and could be a medium for new human-to-human relationships in underpopulated areas.

In conclusion, it can be said that 'endogenous community collaboration type' of community currency could contribute to freeing up potential resources and the individual's abilities and energy from the single value evaluation criterion of conventional money. Meanwhile, it could facilitate the creating, transmitting, and sharing of new values in the participant network based on the real needs of the region. Furthermore, in the long term operation of a community currency in the corresponding area, new relationships can be created between people of different generations, immigrants and areas, which can be a network to rely on when something happens even if the community currency disappeared. Therefore, it is considered that the 'endogenous community collaboration type' of community currency would be the foundation of the endogenous regional activation.

## 6. CONCLUSION

In this paper, characteristics of the community currencies in Japan were elucidated according to the categorization of the collected community currencies. We classified the community currencies in Japan into 5 types, among which we focused on the 'endogenous community collaboration type' after analyzing the characteristics of each community currency. By verbalizing and structuring the information obtained in field investigations, we examined the possibility that this type of community currency could contribute to the endogenous regional activation. As a result, (1) The 'endogenous community collaboration' type of community currency frees the people from being a 'consumer' and gives them the possibility of being transformed into 'prosumer'=sei-katsu-sha.' (2) In Japan, the citizens' group operating this type of community currency actively implement various events & projects, therefore facilitating the re-identification and utilization of resources that have potential in the area. (3) Both exchanging through this type of community currency and participating in such activities create chances for participants from a wide range of age groups to interact with each other. Apart from inheriting the wisdom of the elderly, it contributes to the formation of common concerns and values in the community and trigger new networks within the region.

It became clear that this trend is no longer negligible society activities. When interacting with these activities, the consciousness of the individual is reflected, and the money should be recovered within reach.

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