



Community Currency Game : A Tool for Introducing the Concept of Community Currencies

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Introduction

What is community currency (CC) ?

- Issued by a community organization
- Cannot be used outside the community
- Zero (or negative) interest rate
- ❑ CCs promote to use local shops and to pay for volunteer

✧ Integrative communication media that promote revitalization of the local economy and encourage community activities (Nishibe, 2013)



• BerkShares 2006~ (Massachusetts, USA)



• Omusubi-Tuka 2009~ (Aichi, Japan)

• Diminishing currency in Wörgl, Austria (1932-33)



Lack of sustainability

✧ About 60% of CCs in Japan were terminated or suspended (Yamazaki, 2013)

The issue of the design of CCs

- ❑ Do not reflect the views of residents

Why

- The residents do not recognize how a CC works
- The residents do not have the acceptance of "currency diversity"

In Iide and Tsubata, there is a plan to introduce of a CC in order to promote volunteer work and to revitalize the local economy

But, residents and leaders have never used a CC

In order to design of a CC

It is important

- To recognize how a CC works
- To accept "currency diversity"

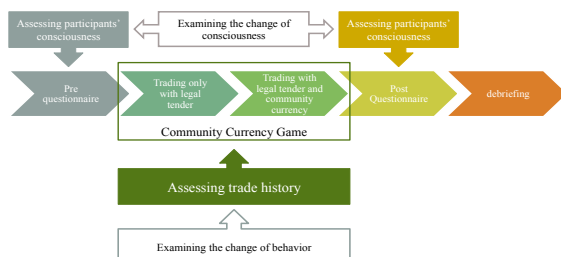
Gaming simulation as a problem solving tool



Method

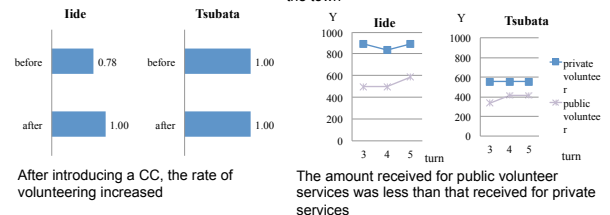
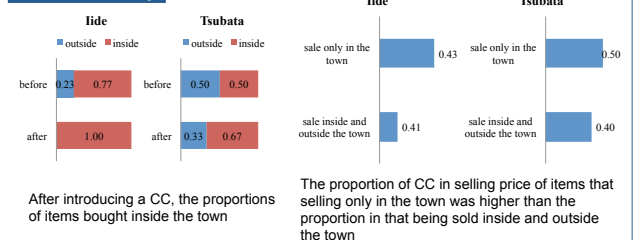
The Community Currency Game (CCG)

- ❑ Participants: 12 residents and leaders in Iide, 16 residents and leaders in Tsubata
- ❑ According to the dice
 - The participants trade goods and services
 - They must choose a shop inside or outside the town
 - The participants are asked to their volunteer service from another participants
 - They must decide whether or not to volunteer
- ❑ Taking trade history and pre- and post-questionnaire
- ❑ In debriefing: showing these results to the participants and discussing a need to introduce a CC in their towns



Result

Trade history



Pre- and post- questionnaire

- Participants' attitude towards the diversity of money was positively affected
- Participants came to recognize the meaning of the network formed by a community currency

Discussion

- ❑ Participants' behavior transformed from self-interest seeking to public interest seeking
- ❑ Participants could develop a friendly attitude toward a CC

Participants can recognize how CC works

Participants can accept "currency diversity"

In future research

- ❑ The effect on the design
 - of the circulation of a CC
 - of the organization that issues a CC