

**2020 - An Olympic Strategy to use Japan's Methods,
Pathways and 'Wa' for the World**

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(full text)

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The world is changing at a rate that is unsustainable without strains placed on the essentials of life. The challenges are intertwined and made complex by political and social strife.

The timeliness of the year target 2020 is very appropriate to take on the challenges that are pressing and aggravating. Unpredictable climate change, population increase and the resulting imbalances in the distribution of life's essentials; potable water, clean air, nutritious food and affordable shelter are stretching the limits of conventional resources.

Japan will be the world stage to witness more than the performances of the Olympic and Paralympic athletes in 2020. The world will take back views, impressions of outstanding technologies that address life's essentials and what has made them a reality. This effort, I think, will help in the decision making process to develop the resources for up to and beyond the year 2020.

Japan's resources are in its efficient methods, pathways and the culture of 'Wa' - the harmony of human virtues that build and sustain peace as well as quality of life. The prudent use of Japan's resources is evidenced by the efficient, useful and stylish products and lifestyle Japan has produced and exported successfully. Japan has proven technologies and methods of efficiently manufacturing reliable products and distributing them around the world. A continued effort to utilize these technologies and resources towards alleviating the strains placed on essential requirements of life will help in sustaining the program and longevity. The approach to use the resources must possess the ability to balance the dynamic coexistence of change and stability.

Japan has utilized its inherent characteristics and qualities to come out of the ashes into the second largest economy in the world, this action should serve as an encouraging prelude to the next global challenge – achieving sustained growth in the face of adversity, strife and competing demands. Japan should garner the same spirits and strengths to lead in an ever changing world with humaneness and sustainability.

Japan also has the practical knowledge base stemming from hundred and fifty years of hybridizing between native and imported technologies and techniques in novel productive ways.

Japan's methods and pathways are embedded in the wide and diverse range of successful industries from:

- Fine, precision watch making (Swiss Manufacturing) – Citizen Watch Company,
- Bulk chemical manufacturing – Sumitomo Chemical,
- High efficiency manufacturing – Toyota Motor Corporation, and
- Heavy industry – Hitachi Limited

The above are a few examples to make the point and are not to limit the wider scope and sophistication of the Japanese Industry as a whole.

The common threads that make these global entities successful are:

- Discipline to stay focused on the vision and long term mission
- High level of quality control and assurance
- Superior product and process design that assures reliability
- Manufacturing control and efficiency
- Meaningful research and development
- Aesthetic industrial design
- Ecological and environmental consciousness and adherence
- Economic and efficient conduct of business practices

The perfect and optimum combination of thoughtful planning, execution, manufacturing discipline and 'Wa' in the face of adversity arising from relative lack of resources, is a testament of the resource of the people of Japan. These are clearly resources and the well spring of Japan's people which is an evidence of the eternal human spirit. To a great extent these resources transcend political influences and are subconsciously practiced in Japan's large and successful businesses in every field. The leaders of the 2020 Strategy, from Industry and policy, should be encouraged by this established practice and lay the foundations for an apolitical path to lead the world in providing for the elements that would enhance the quality of life for people around the world.

Even from a business plan point of view, the strategy is strongly established on the solid economic fundamentals – the demand for sustainable elements to enhance the quality of life is already high and growing, while the supply of the elements is cursory, diminishing and interrupted by lack of peace and the vision to harness them. The demand is made even greater by strife and climate change. Japan should not misplace this opportunity and timing to take this approach and lead the world placing an emphasis on sustainability and longevity. Longevity always prompts the statement; 'they must be doing something right', which automatically means that the plan is right if it lasts for a long time.

In a fresh way, Japan must face the challenges differently and act sustainably to execute the strategy of utilizing its resources for the net benefit of the world.

Providing the essentials that enhance the resources for a life of quality truly transcends politics. The pacts and agreements drawn between Japan and the willing and able nations should strive to keep the focus on directing the benefits to the world citizenry whose daily needs which also transcend politics. This primary goal of this strategy is to get life's essentials to the deserving while advancing a reasonable return for Japan Inc.

Japan's resources would also comprise of channeling its philanthropic and volunteering efforts. The effectiveness and the reach of Japan's resources would be increased by coordinating the deployment of the projects with the aid of Japan's philanthropic and volunteering organizations.

The importance placed on Japan's methods and pathways does not diminish its physical resources including the relatively recent successful finds of rare earths and shale gas. It is only logical to think of reserving these for domestic utilization and continued productivity of Japan's industrial home base. In yet another perspective Japan's methods and pathways have made up greatly for the relative lack of physical raw materials and energy and is still well above net positive due to its methods and pathways.

The following two are my personal experiences of Japan; wherein I express my belief in the Japanese methods and pathways that have contributed to its enduring strength and excellence.

My first day's experience in Japan left me with a lasting impression; I was visiting the Toyo Inks' Chemical plant near Mount Fuji on a cool day when it had rained earlier and there was a slight drizzle. I was taken to the old traditional office for a meeting with the officers and staff involved in product development. As this was their traditional office; I was asked to leave my damp shoes out by the door. I left my shoes facing the doorway, entered the hall way and was lead into the meeting room which garnered even more respect just because of the age. The meeting went well and we all came to the front door, there I found my shoe cleaned and dried facing away from the door ready to be worn. This act of respect and caring gave me more assurance and comfort than that came from the resolutions and actions decided at the meeting. The feeling of welcome and fullness will last much longer than fleeting flashes of activities in a busy and rushed world.

Such respect and caring is the characteristic of an underlying positive current that signifies every aspect for a life of quality even for a short term visitor. As constituents of 'Wa', respect and caring last the longest and are contagious. This spirit should be captured in the messages and actions while hosting the activities surrounding all the 2020 events. The 'Wa' force and quality of life projects should lead to good way past 2020 in the countries around the world.

Another of Japan's contributions includes the 'Made in Japan' phenomenon. I am quoting my experience. When I went to grade school in India, I often yearned to buy the 'Made in Japan' Mini Electrical DC Motor for

my mechanical projects. I relished at its beauty from the miniature design, to the precision of its components, clean tidy look and distinct color schemes for a long time before assembling the crane or model car. The miniature motor was a thing of beauty in every aspect. From then on the 'Made in Japan' phenomenon has made an indelible impression on me. And I believe Japan's unique methods and pathways contributed to the creation of the 'Made in Japan' phenomenon and a revitalized version can and must be channeled to the world.

It is my belief that Japan's methods and pathways are distinct from any others as it involves respect, trust and sincere listening. These encouraging attributes are universal in any time and space and will lay the foundations for good relationships, pacts and longevity.

Japan has been quiet and cautious to take on global leadership. Japan should take up global leadership in an apolitical path of peace and transparency focusing on building a sustainable and verdant world. When considering the cost benefit analysis, peace weighs in rather heavier against other methods while also ensuring sustainability, growth and longevity. Peace is always cheaper anyway you look at it.

The success of Japan is obvious from its stature and fame around the globe for the right reasons. Japan should capitalize on this good fame and should rebel for the right causes aimed at achieving the essentials for a life of quality for the world citizenry.

Japan's leaders, from the government and industry, should build a strategy to consolidate and organize all its technologies from electronics, manufacturing, to heavy industry in developing self-contained, self-energized, modular systems and products to enhance the supply of essentials for a life of quality.

Fresh potable water, clean air, nutritious food and affordable shelter are becoming increasingly difficult to reach for the people of developing nations. Taking water as an example; The Financial Times Article of July 15, 2014, stresses the need for 'World Leaders to focus on the water problem which is much more urgent than climate change'.

Building up to the and during the 2020 events; the emphasis should be to get the maximum impact by using human capital, catalyze the action and movement through effective and appealing publicity. This should also include continued participation with the community's active persons, schools, elders and teachers.

Japan will be the world stage to witness more than the best of Olympic and Paralympic athletes in action. The world would see and experience world class, self-sustaining products, strategies and tactics functioning in style and elegance in the Olympic villages, City centers and stadia.

The impressions caused by the functioning of the products on display will be the key take away for Japan's

guests from around the world. Japan should leave an indelible impression with the visiting guests for them to emulate and also help themselves. The impressions should just not be the technical aspects but should also connect to the factors that contributed to the overall final success, satisfaction and sustainability of the product.

It is important to capture, consolidate and layout Japan's methods and pathways into an understandable and logical plan for willing people to follow. The methods and pathways do not mean or imply Japan's social culture and its propagation. Export of culture has always proven counterproductive. Japan should aim higher above the common horizon of just exporting; it should make a new and fresh concerted effort to build long term business and friendly relationships that will endure to make the world a better place.

We should draw lessons for the projects and events from Japan's methods and pathways and distill them to an error free exacting science, detailing a fully understandable, logical, purposeful and comprehensive plan. The goal here is to capture the exact index from Japan's business models, methods and pathways. This exercise will include deep discussions with and search into the daily activities of Japan's industrial and commercial captains from the wide range discussed earlier.

Trusting, constructive and long-term pacts that would be mutually beneficial and sustainable for Japan and its partners would affirm longevity. Such pacts would be the foundation of sustained peace and progression and would be exemplary for others to follow. The pacts, between Japan and the selected nations, should be mutual apolitical agreements from a governance standpoint ensuring unhindered Access, Transparency, Longevity and Continuity (ATLC). The pacts should reflect the quality and spirit of the Oath of 1898, which is practical and widely believed that good constitutions truly mean and provide for much of the unity that gave developed countries the strength and endurance. Further the adoption of the principles of the oath in this context is to seek the experiences of Japan's successful companies to strengthen the strategy with winning tactics that have impact and influence.

Japan's 'Wa', Toyota Production System, Total Quality Management, Kaizen and similar methods and tools should be incorporated in the business plans for the cooperating nations under the pact.

The Strategy would include the following tactical essentials:

- a] Select Projects that would deliver essentials for a life of quality and dignity
- b] Set criteria for selecting prospective nations – from deserving, willing and able matrix, diverse, high chance of success, seek strategic common areas
- c] Select partnering nations
- d] Invite partnering nations prior to 2020
- e] Agree and form a pact that is completely apolitical, promises transparency, longevity and continuity
- f] Invite partnering nation's project teams a few days before the Olympic Games for a publicity meeting

and exposition

- g] Integrate the Olympic and Paralympic spirit of participation in the publicity messages, with caring and gentleness. The messages should be inclusive while revealing the spirit of participation and celebration of ordinary people.
- h] Publicize and show the Projects and Products in the Olympic Village and Stadia
- i] Use Social Media prudently is a way not to dilute the spirit and message
- j] Train select team members in the participating countries
- k] Deploy projects in the participating countries
- l] Operate, Continue to improve and add to the capacities

The success depends on all aspects from the overall strategy, minor adaptive tactics, and the connecting links between the actions from the beginning to the day to day functioning of the project in the participating country. Although, it is the aim for the project events surrounding the 2020 Olympics and Paralympics to succeed in a grand manner; the ultimate aim is to succeed long after the events in Japan. The Projects should succeed far beyond 2020 by being able to sustain and grow organically.

The strategy should try to redefine the distribution of Japan's technologies and projects, by extending the limits of technology by making genius and unconventional connections – an example is the production of fresh potable water from brine wells that feed salt production pans. The desalination plant puts out concentrated brine which becomes the feed to Salt pans. Viewed from another perspective; the desalination plant will aid in the efficient production of salt while making fresh potable water. Such resourceful and innovative methods have to be incorporated into adding value to the technologies.

In the pursuit for the essentials of life the adversaries and controversies tend to diminish and become surmountable when the strategies and tactics are planned and deployed properly.

Projects of true sustainability would meet today's needs while conserving the resources for the future. Another essential aspect is being affordable at the time of building as well as for the long term and longevity. There are some great examples of these around the world from small but effective practices to large civil projects that continue to alleviate the strains of development and diverse needs.

Example project for universal and sustained long term benefits:

Solar Assisted Desalination of Sea H₂O (SADOSH) as a resource is profound and infinite; DOSH may be the only means for potable and fresh water in some drought prone areas. The secondary benefits of DOSH would come from replenishing aquifers to displace the encroaching sea water salinity in sea-front areas. The secondary use would be activated when the primary demands for the fresh water are satisfied and the storages are full. SADOSH is possible anywhere there is either sea or brackish water and the sun is shining. Efficient and selective

membranes and pumps make this a technically feasible project.

Other Pressing and Urgent Needs Projects would include;

- a] Eradication of Malaria, by Vector life-cycle disruption using Organic, Non Toxic Chemistries
- b] External Thermal Insulation Composite Systems (ETICS) based modular housings for all Climates
- c] Energy Concentrates – Hybridizing Energy Sources for uninterrupted Power Supply for Hospitals, Community Centers and Schools.

Energy Concentrates – I define Energy concentrates as a collection of safe energy sources that produce a minimum equivalent of a Caloric Value of 48,000 Kilo Joules/Kilogram. This value is for petrol and is the highest among well-known fuels and the most efficient prime movers are built around them. The world in its own ways has gotten used to using the petrol as it is also easy to use, safe to transport and dispense. There is no fuel or energy concentrate similar to petrol with reference to the above the positive attributes. The key driver would be to target the caloric value and emulate the positive attributing factors of ease and safe to use. The energy concentrate can be a hybridization of renewables, stored energy sources and very little bit from fossil fuel sources.

Japan's Industrial and Energy Policy leaders should collaborate on creating Energy concentrates that meet the criteria of high Calorific content, quick to derive energy from, safety and convenience of Petrol. It is stressed here that the positive attributes of petrol are the only examples to emulate. This is the one critical index of the energy concentrate that is being pursued by many aspirants in the energy sector. As the global supplies of finite fossil fuels continue to diminish; efforts in creating energy concentrates need to be accelerated. This a global opportunity considering everybody needs fuel, every day. The ecological attributes of petrol are negative and are not supposed to be emulated as it produces CO₂ and Volatile Organic compounds (VOC's) which are greenhouse gases. The only other source that has greater energy potential is atomic but it is not safe and cannot be handled and distributed in public.

Prime Minister Shinzo Abe's announcement of Japan's economy as his government's top priority, by pursuing an economic revitalization agenda of fiscal stimulus, monetary easing and structural reform, is timely to sow the seeds and nurture the growth of this 2020 Global Strategy by utilizing Japan's resources.

Many geopolitical developments of the recent past and the interconnectedness remind us of the speed and influence of change. One such positive development is the efficient and ecological extraction of natural gas and oil from shale rock. This will change the picture of global energy raising challenges as well as opportunities for the prepared. The 2020 Global Strategy must take into account the positive disruption in the global energy supply caused by efficient tapping of Shale gas around the world.

I think Japan has to continue to rely on exports to drive growth to counter the long term threat of an aging and

shrinking population. However, the continuance of export and grow technique should be unconventional with a whole set of different products – mobile, modular, self-energized Quality of Life Enhancing products.

Japan should cultivate markets for these products in areas from which strategic and mutual benefits are realized. One way of taking a different approach in these areas is build and distribute products that address the quality of life needs and demands. These products and markets are inherently in the value added segments and thus come with higher returns. This approach is better than just seeking commodity resources which on the other hand is by definition short term. Even if this approach is slower, Japan will eventually succeed in this approach as this intrinsically builds and grows trust, goodwill and friendship.

In above approach Japan must emphasize, by product design and communication, the essential qualities of sustainability and longevity. This must be an active role and should not be left to the guests and viewers for passive thinking and derivation. Japan should objectively communicate the inherent benefits from a stand point of science and logic. These communications should be tailored for the 2020 Events from a theme that captures the ‘Made in Japan’ and ‘Wa’ spirits.

The purpose, content and goal of this exercise as a whole can be called Japan’s Global Social Responsibility JGSR - an enlarged version of Corporate Social Responsibility (CSR). The primary intended goal is to benefit the world and secondary goal is to make the execution self-sustaining by bringing back a modest return for Japan. By definition any self-sustaining business model or enterprise cannot sustain without a profit or return; given all the contingencies, risks and costs the dynamic world will bring.

A practical reminder in this context; the overall strategy should pass the Common Sense and Simple Logic Test. This always ensures the clarity in the purpose and execution.

There is an old but popular saying in the Tamil Language in South India and the translation would be as follows; ‘there is a time, place and imperative for everything’. When adapted to this context, it would read; ‘Japan – the time has come’, ‘the place is the 2020 Olympic world stage’ and the ‘imperative is to lead the world in a new, apolitical way by providing the essentials to world that would ensure a life of quality and dignity’.