

# WORKSHOP

## Comparative Analysis of the Recognition and Promotion of the Movement of the “Most Beautiful Villages” in France, Italy and Japan



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Time: December 17 (Mon)  
16:30 – 18:00  
Venue: Room 960, Bldg.#14,  
Waseda University  
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### Coordinators:

- Professor Umemori Naoyuki, Faculty of Political Science and Economics
- Junior Researcher Nakano Yoshihiro, Organization for Regional and Inter-regional Studies

Together with the modernization of the world with rapid globalization, the concentration of people in major cities and the depopulation in the countryside have become serious issues. This trend can be seen as necessary to pursue economic growth with efficiency. However, we also cannot ignore the fact that globalization has a negative impact to the local communities. The presentation will focus on the various kinds of experiments which are in progress in local municipalities internationally. Many of them are in difficult situations and have similar policies to improve. In particular, analysis of “the Most Beautiful Villages” associations shows the way linked with an implicit implementation of the principles of “convivialism,” which is the new idea to value cultural and mental richness more than material wealth. The study and analysis of the effort by the associations of “the Most Beautiful Villages” in France (*Les Plus Beaux Villages de France*), Italy (*I Borghi più belli d’Italia*) and Japan (*Nihon de mottomo utsukushii mura rengō*), will show that each of them aims for a model of sustainable community, with the same concept, but with a specific implementation.