

Sustainable livelihood and happiness generation in Minamata-city, Japan:
A model for endogenous community development

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Abstract

Pursuit of economic growth has been the primary drive of the Japanese economic success since its inception of industrialization in the Meiji era (1868-1912). Japanese economic development, though its ups and downs in the world war II, has steadily capitalized its objectives in material well-being enhancement. However, this material success has not been closely associated with increase in people's subjective well-being. Pursuit of happiness has now been discussed seriously in public policy as pushed by the Bhutan's pioneering effort to operationalize the concept into policy. Besides happiness-inducing development policy, we need a good and real case from which we could learn (1) why conventional industrial development has its limitation over people's well-being and well-being of all, and (2) how we could develop and sustain one's own community based on one's own initiatives. This chapter will highlight over the myth of development through a case of Minamata-city from its struggle over Minamata disease (Organic Mercury poisoning) and community-wide social division, and recent pioneering efforts to heal the community division and to generate own social vitality by caring natural environment and people's passion for well-being enhancement through the Neighborhood study method. First, the paper will explain needs of endogenous development approach to realize sustainable livelihood. Second, it will introduce economic development and economic problems of Minamata-city from a historical angle. Third, the paper will highlight social division and ill-being state in Minamata as costs of conventional industrial economic growth approach. Fourth, it will explain how the once-broken community, where people only see darkness and hopelessness in local economy, has restored social bondage and natural capital in and after the 1990s. In its conclusion, it will discuss how we could change our development direction geared toward generation and accumulation of people's real well-being and happiness in post-industrialized nations.

1. Introduction

Inspired by Bhutan's Gross National Happiness (GNH) has inspired many in academics and policy makers to seek for alternative development approach to maintain and improve people's well-beings. Bhutan has formulated its GNH constitution and developed Bhutan Development Index (BDI) as a GNH measure, and will implement the GNH nation building.

For policy makers, such indicator development and policy recommendations are useful to lead economic and social development for a new direction – happiness inducing policy. However, the indicator development may not be effective to influence people in the society to change own behavior to attain happiness or life satisfaction. This is particularly true to those who have been brainwashed by the cash income to measure its own economic well-beings.

One way is to identify real cases from which people could learn the meaning of happiness and life satisfaction with concrete ideas for action.

This short paper will highlight this last point. Japan, as shown in my paper (Kusago 2007), has improved its economic well-being by adopting external development model under the name of modernization. Economic development strategy made Japan as one of the richest nations in the world evidenced by its per capita GDP from half a million yen in 1955 to more than 4million yen in 2005. On the other hand, the number of people who feel satisfied with one's own life has been declining for more than twenty years now. How could we explain the widening gap between the GDP trend and Life Satisfaction trend in Japan? Is there any effective way to remedy the situation?

In Minamata city, one chemical factory was established in 1908. This company was the leading chemical company in Japan for the early stage of its modernization. Thus, people in Minamata were happy to have the factory with high expectation for better economic living with stable jobs with the company. However, it caused so-called Minamata Disease. With Minamata Disease, people in Minamata changed its livelihood drastically. Life in Minamata became a living hell for some people in Minamata with discrimination in the society. Happiness or life satisfaction was far from the reality of many people in Minamata.

Bhutan's GNH effort is encouraging and precious; however, it is not easy for other countries to follow the path since these countries have started its development through industrialization in order to achieve higher GDP. This is particularly true to developed countries where people rely heavily on goods and services through market transactions. Thus, this paper is an attempt to present a real case which we could learn the importance of paradigm shift of our development approach to improve subjective well-beings through people's empowerment. First, we will look at endogenous development approach, the case study of Minamata will be introduced and detailed. Finally, we will discuss about commonalities between Bhutan's GNH and Minamata's efforts.

2. Happiness and Engaged Development: Endogenous development by Kazuko Tsurumi

Under the name of happiness or other subjective well-being measures, the number of research has increased over the last decade or so. Even in the economics discipline, such unique studies have received attention. These have dealt with the relationship between income and happiness (Easterlin 1974), happiness and job (Oswald 1997), democracy and happiness (Frey and Stutzer 2002), and happiness and economics (Layard 2005). On the other hand, practitioners are eager to know what the key factors to generate people's happiness are. Bhutan's case, Thailand's effort is among such and people are interested in how the happiness induced development is operationalized. There is not much effort done to link the conceptual work and practice. Happiness is now being recognized as important as income generation. We are about to start to search for good practice in happiness-generating communities and organizations. Yet, we are missing what this means and

what kind of action is considered as happiness-oriented or happiness-inducing.

In Japan, there was one sociologist named Kazuko Tsurumi, who was educated at Princeton and studied social structure for her thesis. After she came back to Japan, she taught at a Japanese university. She was very much interested in development and change in a society. Among many themes she did research, modernization and local development became her strong area of research.

2.1 Endogenous development

Modernization has long been equated with Westernization. Many countries in Asian, African, and Latin American regions applied industrial development model originally started in UK, USA, France, and other European countries. With the adoption of the borrowed or exogenous development models, countries face some sort of tension between the exogenous models of technology, science, institutional system (bureaucracy) and the native models of technology, social structure, values and beliefs (Tsurumi 1979). The endogenous development means that original creativity is always found locally and it becomes endogenous model.

In 1975, Dag Hammarskjöld Foundation (Nerfin, Mark ed 1977), a Swedish foundation, published a book called “Another Development: Approaches and Strategies.” This book has pointed out that endogenous development and self-reliance are needed to design development alternative to the modernization following the western models. Endogenous development approach means that local people and local institutions should design, carry out and adjust its development path and attain sustainable livelihood in the long run.

2.2 Linkage between endogenous development and GNH

GNH is considered as alternative to conventional growth-oriented development approach, and it stressed that holistic development, which consists of the four pillars:

1. Equitable and equal socio-economic development,
2. Preservation and promotion of cultural and spiritual heritage,
3. Conservation of environment and
4. Good governance which are interwoven, complementary, and consistent.

Endogenous development approach was proposed by Tsurumi (1996) in Japan and she has advanced her concept by her frequent visit to Minamata. We will look at Minamata’s struggle and recovery as a good practice for happiness generation. Buddhist economics (Schumacher 1973) shows a middle path and balanced livelihood for both human-beings and environment and engaged actions are well sought by the concept. This shares common value with the endogenous development approach as well. Taking into account close ties between GNH and Buddhist thinking, endogenous development approach can be interpreted as a happiness-oriented development.

Tsurumi visited Minamata city many times and she advanced her endogenous development theory from her visit. In addition, present development stage in Minamata has surpassed Tsurumi's expectation, which I believe a clear case of people-driven recovery for sustainable livelihood with full of hope and happiness. Let us look at the Minamata case in this context.

3. Japanese economic development path: growth vs. happiness

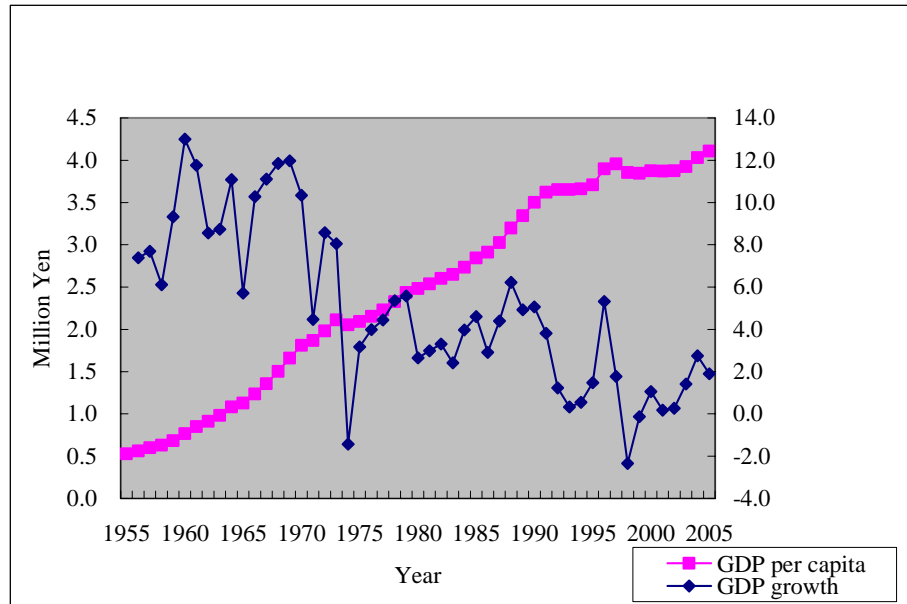
It is important to examine economic and social change from policy dimension. In this section, let us briefly review economic development of Japan with some key data and analysis.

3.1 Japanese Economic Prosperity through Industrial Development

After the Meiji restoration, Japan envisioned its national development to catch up the West under the emperor's regime which was highly centralized and controlled by elite bureaucrats and military forces. However, the World War II devastated the Japanese home land at the cost of many ordinary people's lives. In the post-WWII period, with Japan's extraordinary national economic growth since 1945, which was orchestrated by the Japanese government and achieved through the hard work of Japanese companies and their employees, the Japanese seem to enjoy one of the world's highest levels of economic attainment. In 1945, reconstruction of Japan started with the Allied Powers' economic policy, which included disbandment of financial cliques (*zaibatsu*) such as Mitsubishi and Mitsui, agricultural land reform and implementation of the Dodge line. After Japan regained its independence in 1952, the Japanese government struggled with its economic reconstruction. In the late 1950s, Japan finally experienced economic boom with higher industrial production and in 1956, the government declared that the post-war reconstruction period was almost over (Nakamura, 1985). To accelerate reconstruction of the economy, Japan became a member of the World Bank and the IMF in 1952 and subsequently received loans from the World Bank to finance infrastructure development such as dams, roads, and railways. In this manner, Japan got on track to grow its economy rapidly in the 1950s and 1960s. With this economic recovery and growth, Japanese people were viewed as improving its economic and social standard of living.

In the 1970s, Europeans described Japanese workers as "economic animals" in the context of warning the world about Japanese economic power. In fact, that description is not far from the mark. The majority of Japanese migrated from rural to urban areas to obtain a job in the

high-growth manufacturing sector. They worked long hours, and perhaps, as a result of this hard work, their economic well-being improved with the sharp economic growth of the 1960s and 1970s. Wages tended to rise, and people were able to build homes and to send their children to secondary school and even university, which were viewed in the pre-war period as educational institutions largely accessible only to the elite. The majority more or less benefited from this nationwide



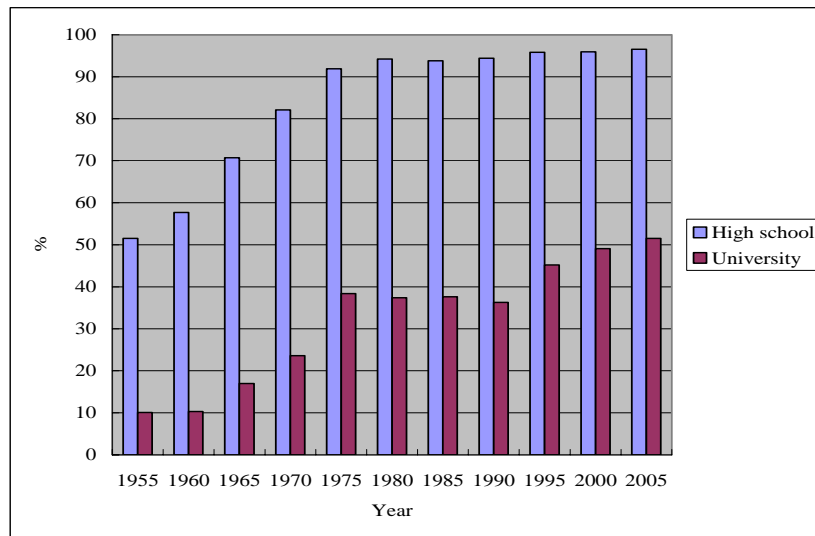
(Data Source: *National Accounts*, Economic and Social Research Institute, Cabinet Office)

Figure 1: Japan’s economic growth: GDP per capita, and GDP growth rate

economic growth. In fact, during Japan’s rapid economic growth from the 1960s to the early 1980s, the wage level of Japanese workers, on average, increased every year and they enjoyed growing purchasing power. One could claim that the Japanese came to perceive economic growth as a good measurement to indicate the level of economic security and prosperity for themselves.

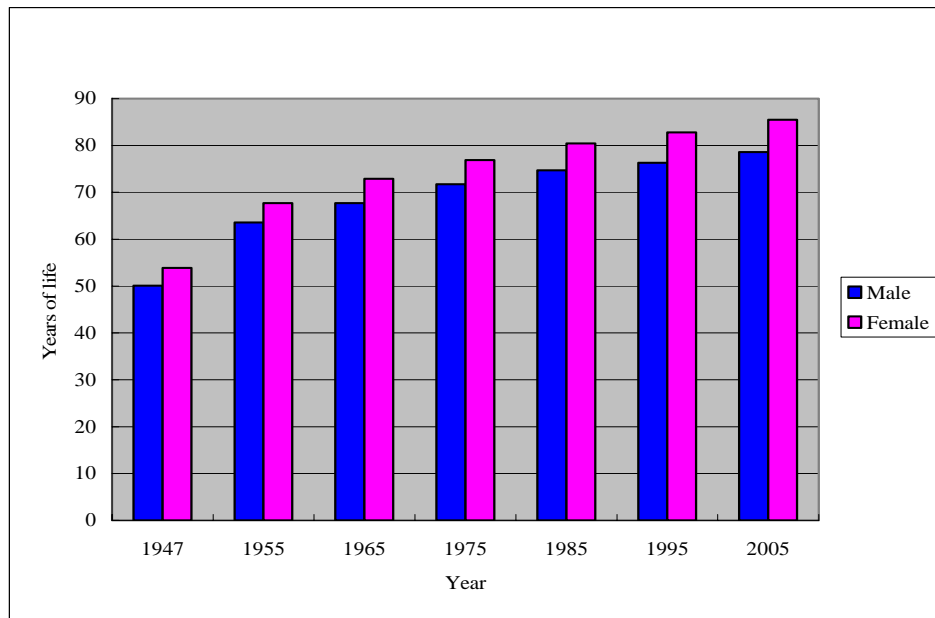
If we look at Japan based on its economic performance (GDP), as shown in Figure 1, we see that it achieved extraordinary high economic growth after World War II. Some academics and policymakers in the West described Japan’s high economic growth in the 1960s and 70s as a “miracle”. With this, many Japanese families were able to build their own houses, although their sizes were smaller than those mostly found in other developed countries. They also sent their

children to secondary schools, and enjoyed longer life partly because of the Japanese public universal health care system with the increase in government tax revenues. As Figure 2 shows, school enrollment rates in Japan improved dramatically in a short time, gaining more than 40% for high school enrollment rates from 1955 to 1975, and the rate reached closer to 100% in 2005. Similarly, the enrollment rate for university has also been upwards, and the rate, less than 10% in 1955, reached more than 50 % in 2005. As shown in Figure 3, the health of the Japanese also improved. Soon after the war ended, life expectancy was merely fifty years old for men and women (50.1 years for men and 53.9 years for women in 1947), an age far exceeded and one of the



(Data Source: *Basic Surveys on Schools*, Ministry of Education, Culture, Sports, Science and Technology)

Figure 2: School enrollment rates in Japan



(Data Source: *Life Table*, Ministry of Health, Labour and Welfare)

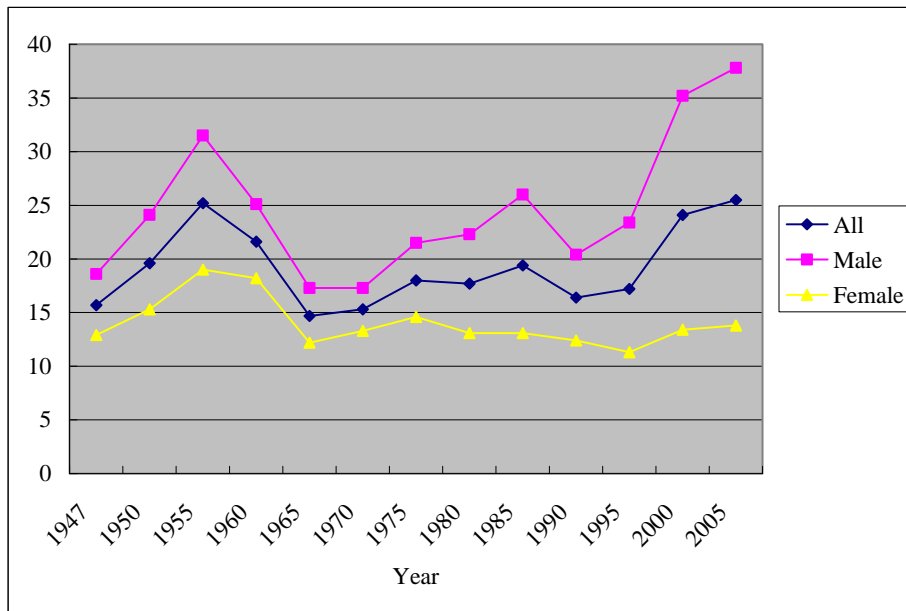
Figure 3: Life expectancy at birth in Japan by gender

longest in the world now (78.6 years for men and 85.5 years for women in 2005) . With these descriptions, it can be seen that the Japanese have made great progress and gained both economic and social well-being during the post-World War II era.

3.2 How happy are the Japanese with this high economic growth?

In the post-World War II period, the Japanese managed to gain economic well-being by higher economic growth performance. However, it is important to pose the question: *Do the Japanese feel happy as long as their economic growth continues?* If we look at some social statistics, things do not look particularly good for Japan and the Japanese people. When we read Japanese newspapers to check social issues, we see clear increases in the number of young people out of jobs, the number of part-time workers, the number of NEET (persons not in employment, education or training), suicide cases, fatal child abuse and domestic violence cases all over the country, and family breakups and crime rates. It is important to point out that some of these issues are not new at all and are somewhat related to the country's economic situation. For example, as is shown in Figure

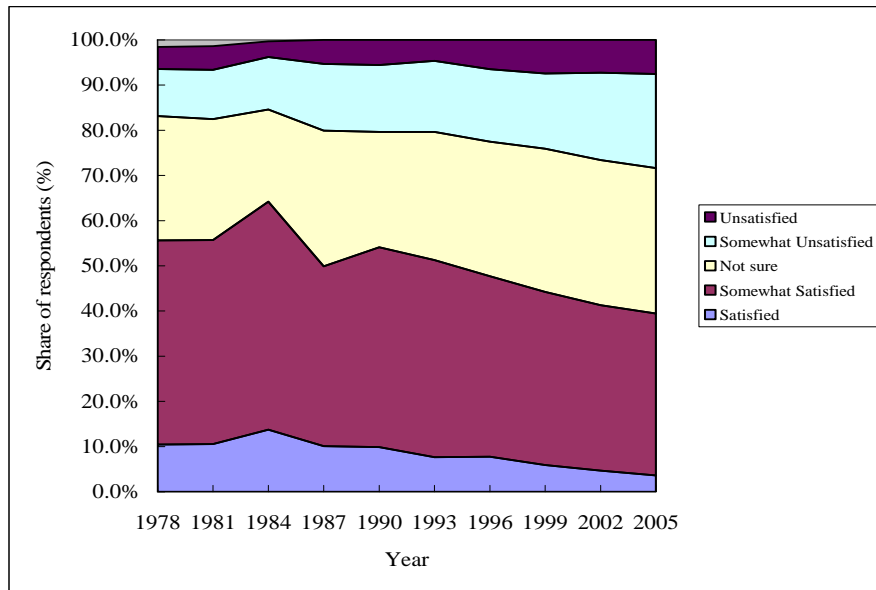
4, the number of suicide cases was very high in the mid-1950s when many Japanese men, who returned from the war front, struggled to find a job. However, the number of suicide cases was gradually increasing from the 1960s to the 1980s even though the Japanese economy experienced higher economic growth. In 2005, the number reached more than 32,000 and the reasons for committing suicide include economic difficulties, family issues, and school-bullies. As for security in Japan's daily life, the number of crimes can be a good proxy, and it has increased over time, particularly after the 1980s. These social statistics imply that economic prosperity is not the sole factor to ensure the Japanese have a higher social well-being. The Japanese has faced with different kinds of serious social problems. It is important to look into what people in concern have perceived over their well-being. Let us examine how the Japanese people's perceptions over their own life have changed in the post-World War II period.



(Source: *Vital Statistics of Population*, Ministry of Health, Labour and Welfare.)

Figure 4: Suicide Cases in Japan

We have presented the Japanese development through objective economic and social measures. However, the Japanese people's life satisfaction needs to be cross-checked to verify if indeed such economic achievement and social progress have ensured the Japanese with more life satisfaction.



(Data Source: *Survey of Lifestyles and Needs*, Cabinet Office)

Figure 5: Overall Life Satisfaction in Japan

To what extent do Japanese subjectively feel satisfied with their lives? Figure 5 shows trends in subjective life satisfaction as surveyed by the Cabinet Office’s *Survey of Lifestyles and Needs*, which has been conducted every three years since 1978.

It clearly shows that the number of people who report feeling “somewhat satisfied with life” or “satisfied with life” has declined over time. The number of Japanese who report feeling “somewhat satisfied with life” or “satisfied with life” decreased from 64.2% in 1984 to 39.4% in 2005, while those who report feeling “somewhat unsatisfied with life” or “unsatisfied with life” increased from 37.9% in 1978 to 53% in 2005. It is important to note that fewer than one in twenty five (3.6%) Japanese reports feeling satisfied with life in 2005, which was once peaked in 1984 with the rate of 13.7%.

Figure 6 has shown us the two different assessments over the Japanese development by combining two trends – one is objective measure such as per capita GDP and the other is subjective measure such as overall life satisfaction for the same period for Japan. This has clearly shown us the widening gap between the two lines, which means that the number of people who have less

satisfied with their overall lives although the average of income level has been on the increase. This evidence can be understood as an evidence of so-called Easterlin paradox (Easterlin 1974) for the highly industrialized nations.

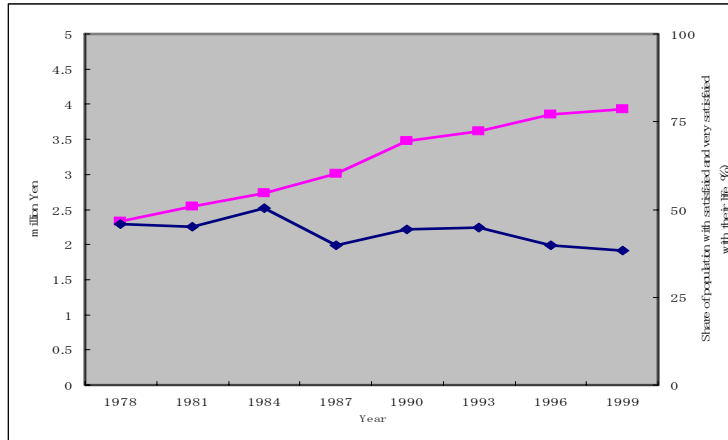


Figure 6: Trends on per capita GDP and overall life satisfaction in Japan

4. A case from Minamata as endogenous development

As explained in the previous section, Japan has been successful in its economic development after the Meiji Restoration. Minamata-city (Minamata hereafter) is a small city located in the Kumamoto prefecture, western side of the Kyushu Island. It has fishing communities and mountain communities. The population size is around 28,525 (2008). This section details the Minamata’s case in its modernization path over the last century.

4.1 Problems of conventional economic growth approach with industrialization

Development of Minamata started as the national development strategy envisioned in Meiji –*Fukoku Kyohei*: wealthy nation and strong army. In 1908, Nippon Chisso (meaning of nitrogen) built its factory in Minamata. This company was a frontrunner in Chemical industry in Japan and, when the factory was established, people in Minamata had high expectation and hope for modernization of local economy and for wealthy livelihood for good. In fact, with this factory, Minamata is the first place in Kyushu where electricity was provided. Industrial development strategy was the core for modernization and economic prosperity for Japan and Minamata was surely in the center of the economic development strategy.

In 1932, the Chisso company started its operations of acetaldehyde compound acetic acid facilities, and in 1941, first production of vinyl chloride in Japan. The city grew its population size

according as the expansion of the company. After the World War II, this factory regained its production capacity and led the reconstruction of the national economic development. However, this economic success changed with the official discovery of the Minamata disease in 1956. The number of people affected by the disease rose in fishing communities in the city, who suffered severe damage to brains and nerve systems. Some died of its acute symptom of the Minamata disease.

At first, the cause was unknown and it was suspected to be some kind of epidemic; soon, it was found to be non-infectious. Until the cause was proven, the patients were confined to isolation wards in hospitals and, in some severe cases, patients were transferred to insane asylums. The cause of the disease was ultimately identified as mercury metal in the effluents from the Chisso factory into Minamata Bay by medical research. The mercury turned into organic mercury while it was in the ocean with chemical reaction with oxygen in the air. Through the food chain, before the disease hit human beings, fish of Minamata Bay began to float on the surface and cats acting strangely. Ending up by dashing into the ocean to commit suicide, and people were finally affected by the organic mercury.

The number of patients increased; however, these patients were forced to go through very difficult lives both physically and mentally. Since it took more than ten years for the government of Japan officially recognize this as the industrial pollution by Chisso, these patients had been left behind without support from the company, the government and local people. Especially, the mental aspect was worsened by people living in the same community, even including some relatives and neighbors. This was partly because the presence of the Chisso company in Minamata was so significant that many local residents, who heavily relied on Chisso to maintain its economic livelihoods. As being afraid of the economic loss with the Minamata disease cases, many did not support those who suffered of the disease. Thus, some people who noticed their bad physical conditions did not reveal their problems to protect themselves from ostracism. For those who suffered and identified as the Minamata disease, their livelihood became a living hell with severe discrimination by the community people over the disease. Some patients and their family members were both verbally and physically abused by those who were once good friends.

Although the discovery of the Minamata disease was made in 1956, the waste water discharge was not stopped immediately. Rather, the Chisso company changed the location of its effluent outlet to continue discharge of the mercury after it was used as catalyst for the carbide chemical process in the plant. This continued in 1968 when the government officially recognized the cause as the effluent of the Chisso plant. There was clear reason why the government finally acknowledges the cause in 1968. The Chisso company opened its new factory in Chiba-prefecture with new technology based on petroleum, not on carbide. The old technology was no longer needed for the company and the official acceptance of Minamata disease did not hurt the national industrial development. This inaction of the government toward the Minamata disease patients

incurred enormous costs for people in Minamata, increased the coverage area of the Minamata disease by the change and continuation of effluents of the Chisso company, and for people in Niigata where so-called the second Minamata disease case was discovered in 1965.

In 1969, the first lawsuit was filed by the Minamata disease patients toward Chisso and they won the case in 1973. In the 1970s, series of lawsuits were started and the conflicts between the patient groups and the Chisso company became so tense. Even it became apparent that division among the patients between those who were compensated and those who not.

With ignorance of the central and prefecture governments toward the Minamata disease sufferers in the 1950s and 1960s, social division became so wide and pervasive, too. Besides the worsening livelihood of the disease patients, people in Minamata received social stigma from the Japanese society. For example, passengers of a train shut off the windows once it entered into the Minamata city. Marriage was broken off because of the person came from Minamata. Thus, Minamata people tended not to reveal where they came from. They mentioned only which prefecture they came from. Minamata disease has a profound negative impact over people's livelihood and over communities in Minamata.

People-driven initiative and public-private partnership

For more than forty years of struggle over the Minamata disease between the people affected by the disease and the Chisso company, between the affected and their neighbors, social division became apparent and pervasive in Minamata city, which deteriorated people's well-being both physically and mentally.

The change started in 1994 when Mr. Yoshii Masazumi, who was a member of Minamata city council for 19 years, was elected as Mayor. Mr. Yoshii changed the local government role in the Minamata disease case by bringing about a fundamental change in the public administration from top-down to bottom-up. Mr. Yoshii took action to establish communication with the groups of the Minamata disease patients – these were separated into several groups and did not get along well each other. Mr. Yoshii also negotiated the central government and prefecture government to finalize the compensation accord for all of the Minamata disease patients. He managed to orchestrate the solution for the Minamata disease patients without regards to seriousness of their conditions.

On 1 May 1994, Mr. Yoshii made a historic speech at the memorial ceremony of the Minamata disease. His speech was to offer formal apology of the Minamata city government toward the Minamata disease patients in its lack of support for them for the last forty years and to declare the vision of NEW MINAMATA with spirit of mutual helpfulness – MOYAINAOSHI (re-knotting painter).

After 1994, Minamata has moved forward to mend its social divisions within the communities and to advance people-driven community development. Let us look at the key actions taken by the

government and local people for the last fifteen years.

1) Local leadership and Vision for a Model Environment City

In 1992, Minamata city office declared to construct a model environmental city by changing its development path from first-pace and high productivity type to environmentally friendly and respecting ecosystems. This declaration was later given real substances with the city's program, people's action and the creative method as the neighborhood study. Here is excerpt from the declaration by then Minamata Mayor Okada Toshihisa.

...Learning from this tragic experience, we in the City of Minamata are determined to construct a model environmental city which respects natural ecosystems. We are also determined to spread the lessons we have learned from Minamata disease all over the world. With the firm resolution that we will never allow any tragedy like the Minamata incident to occur again, we have decided to carry out the following activities and to share the results with people in Japan and all over the world.

Passing the lessons learned from Minamata disease down to the next generation.

Promoting relief measures for Minamata disease victims and reconciliation among the victims and local residents.

Encouraging changes to industrial activities to protect people and all other living things in cyclical ecosystems.

Protecting such fundamental elements for life as the sea, rivers and mountains and handing them on in good condition to the next generation....

2) Government policy: environment meister

Minamata City has designed the environment meister program and implemented it in 1998. This program offers certification for environmentally sensitive products that take advantage of the Minamata disease experience. The idea is to promote the making of products which are safe, cause no concerns, and are environment- and health-friendly. Certification has been granted to the producers of pesticide-free rice, tea, mandarin oranges, vegetables, and other products like sardines without preservatives as a teacher or master. Twenty eight people have been certified as environment meisters in the city. To be qualified as a meister, six criteria are formed:

- (1) Continue making a certain products over five years, which are safe for environment and health.
- (2) Experience making products which are safe for environment and health, by using natural materials and avoiding the chemical substances, etc.
- (3) Have a certain knowledge, experience and technique related to making products which

are safe for environment and health,

- (4) Involve in activities related to the regional environmental problems and environmental conservation,
 - (5) Have a certain knowledge related to environmental problems and environmental conservation,
 - (6) Have certain knowledge of the problems attributed to environmental pollution including Minamata Disease.
- 3) Citizen's action for the new development path: Women's waste reduction groups
- The new direction taken by the city office after 1994 influenced local residents to engage oneself to rebuild the community through people's grass root actions. There is a women's group formed and developed as Women's waste reduction group. In 1993, Minamata city started its ambitious garbage sorting program by twenty types of garbage. Under the new garbage sorting and collection scheme, the total amount of the garbage stagnated. In 1997, women's groups formed to solve this stagnation and they contributed to reduction of the garbage in Minamata. Members of these groups did study the root cause of the garbage and found that plastic trays given by stores were a problem. They surveyed carefully the usage of the trays and vinyl bags at retail shops in the city and, as a result, negotiated successfully to the major retail shops to have agreement over the abolishment of the trays. In addition, the women's groups started distribution of shopping bags to all of the city residents to reduce the usage of vinyl shopping bags. Furthermore, they introduced certification of the eco-shop, which have promoted conservation of resources, reduction in the volume of the waste, recycling, the sale of eco-friendly commodities and conservation of energy.

4) Neighborhood study method and practice (living museum)

Minamata has both fishing communities and mountain communities. While people in fishing communities have suffered Minamata Disease for more than fifty years, people in mountain communities have suffered little of the disease. However, mountain communities have faced with another problems incurred by the modernization strategy. This strategy has caused urbanization of the society mainly because the number of jobs in modern sectors is overwhelmingly generated in urban or semi-urban areas. Thus, those who seek for jobs, especially those who are young, tended to move to big cities like Tokyo, Osaka or Fukuoka. Mountain communities in Minamata faced this issue and the number of local residents declined for years. The local residents in those communities have accepted as "fate" of the rural communities in the course of modern development.

Mr. Yoshimoto Tetsuro, a former city officer in Minamata, had questioned himself over the demise of once-beautiful livelihood in such communities in Minamata. Also, he was aware of the

revitalization of mountain communities if the city of Minamata could be regarded as vital through Moyai-Naoshi. Mr. Yoshimoto has seen Minamata city as an eco-system centering at the Minamata River flowing from the mountain communities' area to the fishing area.

Mr. Yoshimoto has implemented his small idea to stimulate local people's mindset over resources they possess in their own local communities. He brought visitors to Minamata mostly for study visit over Minamata Disease, to the mountain communities, and asked local people to guide them. Those who visited the communities enjoyed rural setting and impressed the beautiful landscape and uniqueness of their local way of life. They praised and also asked local people about their communities and lifestyles. The local people who guided became surprised to hear such positive impressions and interest toward their village and lives, which they had felt backward and gone under modernization. However, after they started guiding visitors from outside, they gradually understood that they themselves have realized that they are not left behind; rather, there are some potentials to develop their communities by themselves. One rural community, Kagumeishi, has started a living museum of Kagumeishi as community business, and women started a food catering business adopting a philosophy of local production for local consumption. Its primary school has developed a script over the history of the community and local music and dance in the school play. To practice the script, elderly taught primary school students how to sing and dance. The neighborhood study method has served as a catalyst for local residents to be aware of their own resources and to start thinking of use of the resources to improve their own well-beings. Kagumeishi received the best award from the central government as the best practice to revive its community in 2005. Currently, there are four communities adopting the neighborhood study method in Minamata. The method itself has been in Japan.

5. Discussion

First, the paper has explained needs of endogenous development approach to realize sustainable livelihood. Second, it has introduced economic development and economic problems of Minamata-city from a historical angle. Third, we have highlighted social division and ill-being state in Minamata as costs of conventional industrial economic growth approach. Fourth, this paper has detailed how the once-broken community, where people only see darkness and hopelessness in local economy, has restored social bondage and natural capital in and after the 1990s.

This paper pays attention to endogenous development as another happiness-inducing development model. Tsurumi's concept, though she never referred happiness in her writings, shares common values of which GNH initiatives and sustainable/balanced development approach. We have also looked at ups and downs of development in Minamata where endogenous development model has started for the last two decades. Minamata first pursued its well-beings based on growth oriented development with technology from outside the country and capital outside the city.

Why one can call Minamata as a living case for the pursuit of happiness? As one recalls the four pillars of the Bhutan's GNH approach, Minamata has all of the four elements in its recovery and road for another development path after 1994. First, speaking of social and economic equitable the Minamata case according to the four pillars of the Bhutanese GNH approach.

Speaking of "Equitable and equal socio-economic development," the Minamata city has envisioned its social inclusion as the core of its reconstruction and recovery. Second, in terms of environmental conservation, Minamata has set its vision as a model environmental city since its name was known as the worst industrial pollution with environmental disaster. Third, to promote cultural and spiritual heritage, the Neighborhood study method and living museum has made local people aware of and respect of their own local culture, history and traditions. Fourth, as for good governance, Minamata's new development path was initiated under an excellent leader (Mr. Yoshii) and concrete actions have been taken by his staff at the city hall.

We sometime feel despair when we have witnessed catastrophic impacts of the pursuit of material wealth by multi-nationals and entities in the financial sector. However, as Minamata, a once beneficiary of the industrial-based economic growth and a victim of it, shows, there is a hope to redesign one's livelihood at the community or neighborhood level to pursue a well-balanced well-being meeting the middle path concept.

Finally, one should point out the importance of the national government's commitment to serve enhancement of well-beings of local people in a sustainable way. In this context, policy measures, including indicator development, need to be thoroughly researched along with the collection of good practice and lesson learned as the Minamata case.

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