Hokkaido has outstanding regional-brands with various efforts for value and quality control by certification systems. JICA’s project in Ethiopia contributed to improving livelihood in local communities through acquiring international certification for coffee products. This course aims to enhance the capacity for regional development utilizing certification systems and regional-branding of natural resources.

### Objective/Outcome

Concrete Action Plan which contribute to regional development through utilizing certification systems and regional-branding of natural resource.

### Outcome

1. To understand the current status of certification systems and additional value in Japan and overseas
2. To find the possibility of adaptation to the participant’s country from Japanese efforts for the livelihood improvement
3. To understand the community building of sustainable regional development
4. To acquire knowledge about latest developments on livelihood improvement and living stabilization
5. To analyze challenges in participant’s country and making action plan toward overcoming challenges difficulties

### Contents

1. The case of the certification system in the current status, and overseas certification efforts of private companies and municipalities in Japan
2. The value-chain and regional vitalization by the efforts of utilizing local natural resources processed products sales, and local production for local consumption
3. The image of the community model by the community mapping using GIS and local science (practice and discussion)
4. As an advanced initiatives for improved livelihood case, Southeast Asia weather index insurance case studies, and for the payment to the PES (Payment for Ecosystem Services) by the visualization of ecosystem services using land scenario
5. Presentation of action plan (Community of potential image presentation)