



THE Ibasho Toolkit

A toolkit for learning about the Ibasho principles and how to use them to implement a program and place

CREATING COMMUNITIES
THAT VALUE THEIR ELDERERS

ibasho



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AUTHORS

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Aims and purpose

This toolkit describes the origin of IBASHO and introduces the core concepts of the approach using Ibasho project case studies from three countries. Its purpose is to provide local and national stakeholders and community elders with practical guidance, so they can use the Ibasho approach to achieve the following long-term goals:

Challenge the perception of aging and the social role of elders, and promote the philosophy that elders can add value to their communities.

Foster productive working relationships between elders and other community members, local government officials, and local NGOs to build social capital and improve community resilience.

Build capacity within community members, particularly elders, to lead and manage an initiative.

Promote self-sustainability, enabling elders to maintain their project for a long time.

Address the challenges of global aging by offering a new form of community-based care founded on a peer-to-peer elder support network.

AUDIENCE

The toolkit uses a series of case studies to introduce the principle-based Ibasho approach and to provide practical guidance for adapting Ibasho's core principles and design process into your community.

We envisage the toolkit being used by elders who are interested in finding opportunities to contribute to their community, as well as local partners (community groups, local government, international NGOs, private sector, and research institutions), and other civil society groups and government agencies. By highlighting the principles of the Ibasho approach (instead of directed set of instructions), detailing the design process and showing examples in practice through specific case studies.

We hope this toolkit will help stakeholder groups collaborate in creating an Ibasho project together.



Ibasha (居場所) Being (i/居) in Place (basha /場所) A place where one feels at home, being oneself

A note on terminology: The word **Ibasha** is used to describe an organization, a series of case study projects, and a principle-based approach to community development. For ease of reference we explain how we have used these terms below:

IBASHO: The umbrella organization founded by Dr Emi Kiyota.

Principle-based Ibasha approach: In order to create socially integrated and sustainable communities that value elders in different cultural and geographical contexts, IBASHO employs a principle-based approach that relies on extensive workshops and collaborative planning sessions rather than a prescriptive approach such as franchising.

Ibasha concept: Ibasha's mission, vision, goals, and principle-based approach.

Ibasha technical team: The development and research team sent by IBASHO to assist local elders and other community members in planning and developing an Ibasha project.

Ibasha project: A legally accredited, locally established Ibasha organization, such as Ibasha-Japan, Ibasha-Philippines and Ibasha-Nepal

Ibasha hub: A physical environment led by elders who practice Ibasha's core principles and operated to benefit community members of all ages.

Elder: An older member of the community. We have refrained from imposing specific criteria for age, as the definition of an elder changes depending on the setting and over time.


METHODOLOGY

The Ibasha project and technical teams compiled the information described in this toolkit through firsthand experience, interviews, and focus groups with local elders and project coordinators. Knowledge drawn from these sources has been consolidated to describe ways in which the principle-based Ibasha approach has been adapted and adopted by these communities to reflect their essence.

The goal of this toolkit is to provide practical advice and demonstrate the broad range of options available to elders and their communities, which can be adopted in a culturally appropriate manner.



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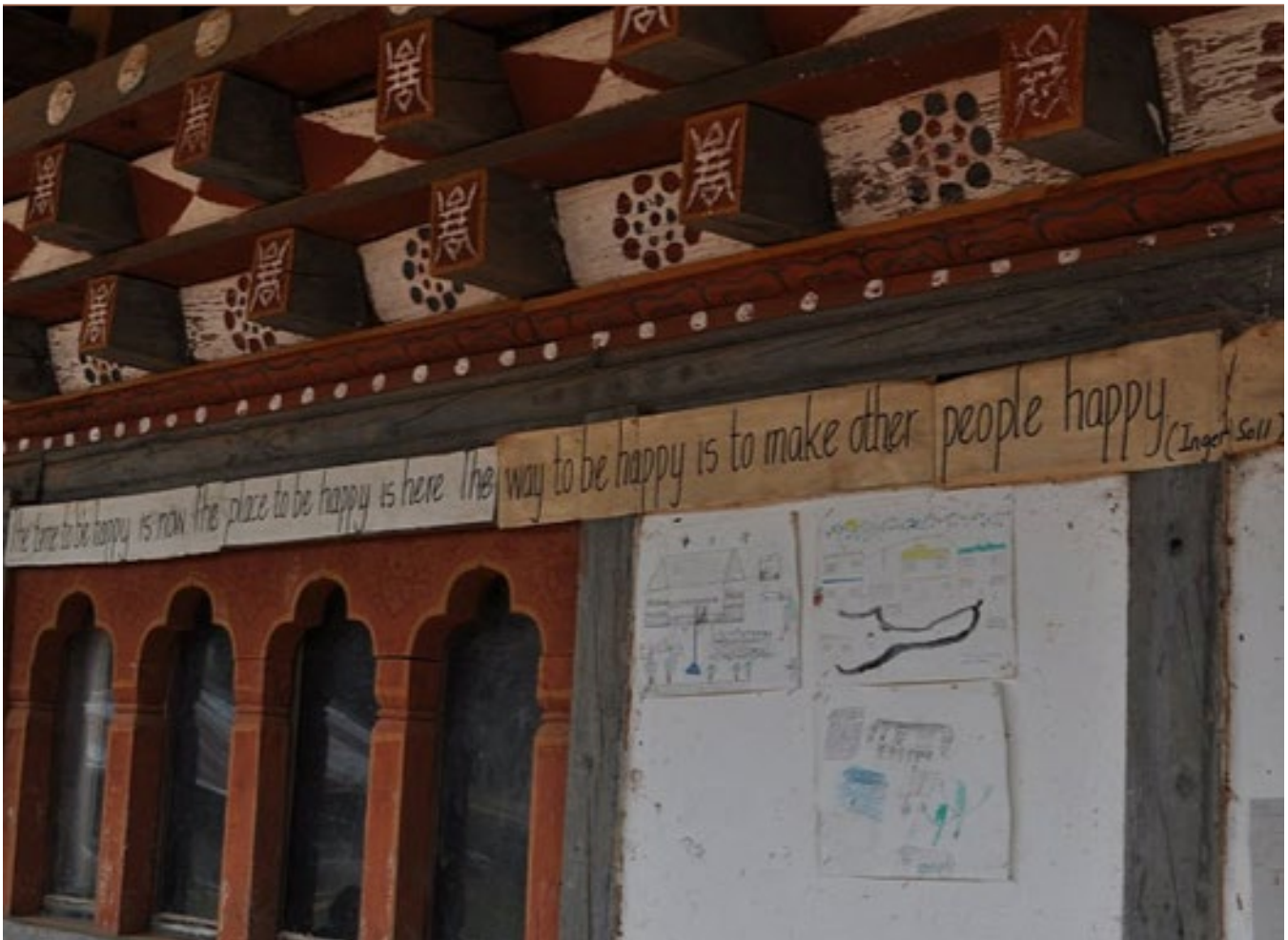


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Origins of Ibasho

This chapter describes the origin and meaning of Ibasho and how the Ibasho approach can be used to harness the intrinsic social capital of communities and their elders to enhance community resilience.



Older adults are increasingly being marginalized around the world even as their numbers are growing rapidly. Far too often, aging is viewed simply as a process of decline, the growth that accompanies aging invisible to society. As a result, elders are effectively cut off from the flow of daily life, their wisdom and perspectives lost to the children and younger adults in their communities.

The principle-based Ibasho approach was developed to challenge the prevalent, mostly negative perceptions about aging by empowering elders to co-create a physical place where they can contribute to community members of all ages.

"The time to be happy now, the place to be happy is here, and the way to be happy is to make other people happy." I found this quote in an elementary school in Bhutan when I was working on a senior housing project for Buddhist monks. This quote resonated with me because it captured the gap between our current approach to elder care and what elders want. Everyone wants to be useful to others, regardless of their age, physical or cognitive capacities. However, the current system treats elders as people for whom we have to care rather than treating them as people who can contribute to their communities. The Ibasho approach recognizes elders as valuable assets to their community, empowering them to be change agents who challenge the prevalent narrative of aging and the social role of elders. How can each of us be a part of co-designing a shared future for elders across the globe in which aging is not something to fear but an opportunity to appreciate the potential within us all for meaningful growth throughout our lives?"

(PERSONAL REFLECTION, EMI KIYOTA, FOUNDER OF IBASHO)

What is Ibasho?

Ibasho means “a place where you can feel like at home, being oneself” in Japanese. It is also a place where a person feels a sense of belonging and purpose resulting from the social relationships associated with that place.

At IBASHO we believe this is what every person should have as they age: a place to live in safety, comfort and dignity, where they are valued as a person with a rich trove of history and experience.

Our mission is to partner with local organizations and communities to design and create socially integrated and sustainable places that value elders and provide them with opportunities to contribute to their communities. Our vision is of a world that embraces the positive qualities of aging while adapting to its challenges. Our goal is to challenge the prevalent narrative of aging and the role of elders through placemaking.

The Ibasho approach challenges prevalent, mostly negative perceptions of aging by empowering community elders to create a physical place where they can contribute to community members of all ages.

The Ibasho approach recognizes:

- Elders are valuable assets to their communities
- Actively participating in their communities reduces elders’ social isolation, loss of dignity and respect, and sense of uselessness and irrelevance

NEED, RATIONALE AND SOLUTIONS

The worldwide aging trend is heightening three global challenges: economic burden, risk and resiliency, and social isolation. Ibasho offers low-cost, self-sustaining solutions that address these challenges by empowering elders as change agents to create more inclusive and resilient communities.

Economic burden

PROBLEM: Institutional care may become financially unfeasible because it is expensive and there is a shortage of caregivers. In middle- to lower-income countries, there are limited formal care systems. At the household level, providing informal care reduces the earning power of caregivers, who are predominantly women, contributing to gender inequality and financial hardship.

SOLUTION: Through Ibasho’s social venture model, elders can subsidize their incomes through the work they do. The government provides subsidies for the operation because elders are contributors and tax-paying earners.

Risk and resiliency

PROBLEM: Disaster response and recovery disproportionately affects seniors. Approximately 65% of the people who die from disasters are over 60 years old, in part because they are more likely to have infirmities that hinder or slow evacuation, to live in poverty, or to be isolated.

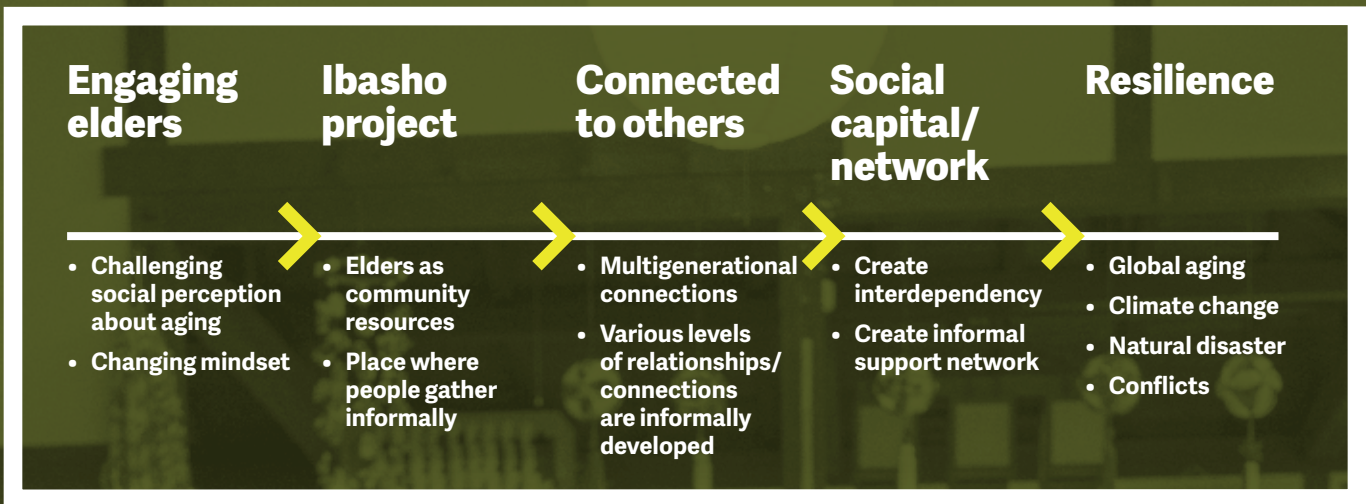
SOLUTION: The community hub doubles as an evacuation center. It holds disaster preparation trainings, which include elder-led disaster risk management sessions in which elders share their experiences and lessons learned from previous disasters. The community hub also strengthens social capital and resiliency: people connect at Ibasho, know each other’s first names, and have more friends.

Social isolation

PROBLEM: Social isolation and loneliness, which have been identified as health risk factors, affect approximately one-third of the elderly population in the United States. The number of elder-headed households is projected to grow from one in four to one in three by 2035 in the United States. As many other countries experience similar trends, this challenge will become a critical policy issue.

SOLUTION: Ibasho empowers older people to create meaningful activities, a sense of purpose, and relationships with people other than professional caregivers. Having a meaningful role and feeling valued increases confidence levels and decreases depression and feelings of dependency.

HOW IBASHO STRENGTHENS COMMUNITY RESILIENCE



HOW IBASHO STRENGTHENS COMMUNITY TIES





The Ibasho process

In this chapter we describe the process of establishing an Ibasho project. We highlight the characteristics of a project, what makes it different from other development initiatives, and key stages in the process.

What makes an Ibasho project different?

Ibasho projects are typically created through collaboration between the Ibasho program team and community elders. Ibasho projects share the following characteristics:

Leadership: Elders take leadership throughout development and operation

Program: Programs are community-driven and multigenerational and improve the lives of community members of all ages

Type of activities: Activities are designed not to care for elders, but to allow elders to offer services that meet the needs of community members of all ages

Decision making: Elders decide the types of services, activities, programs, and places they want to have in their community

Community ownership: The Ibasho project is governed, operated, and maintained by a group of local elders

Location: Someplace accessible with high foot traffic

Peer-to-peer exchange: Elders from different communities learn from each other and help each other develop their projects

CHARACTERISTICS OF AN IBASHO PROJECT

Physical attributes

ELDER'S ENGAGEMENT FOR DEVELOPMENT AND MAINTENANCE

CLOSE PROXIMITY TO COMMUNITY SERVICES

NON-INSTITUTIONAL ENVIRONMENT

EMBRACES IMPERFECTION

Mission and philosophy

IBASHO CORE PRINCIPLES

SOCIAL MISSION

Social attributes

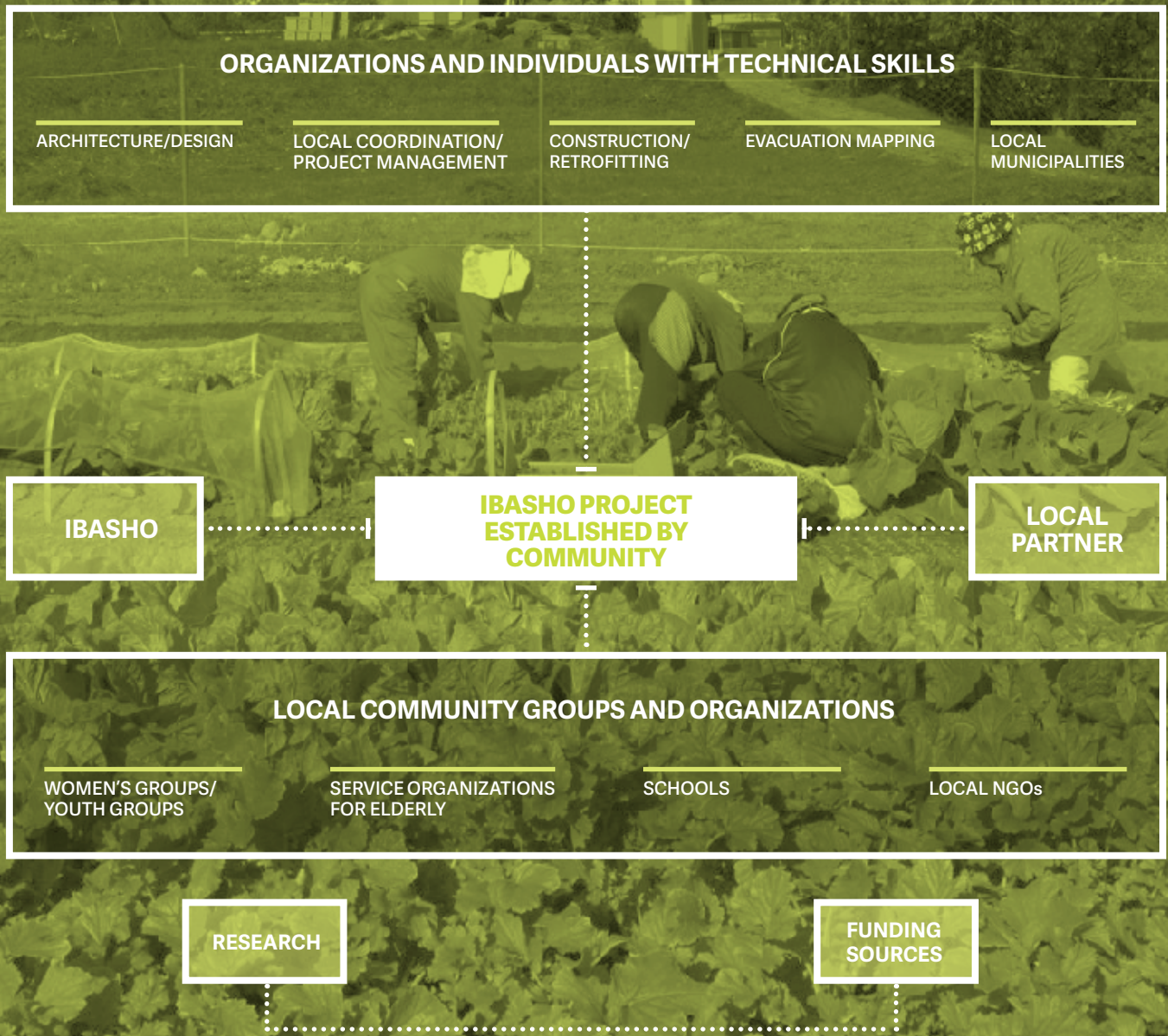
GOVERNED AND OPERATED BY ELDERS

NOT FOR PROFIT ORGANIZATION/ CORPORATIVE/ SOCIAL VENTURE

NON-INSTITUTIONAL PROGRAMS

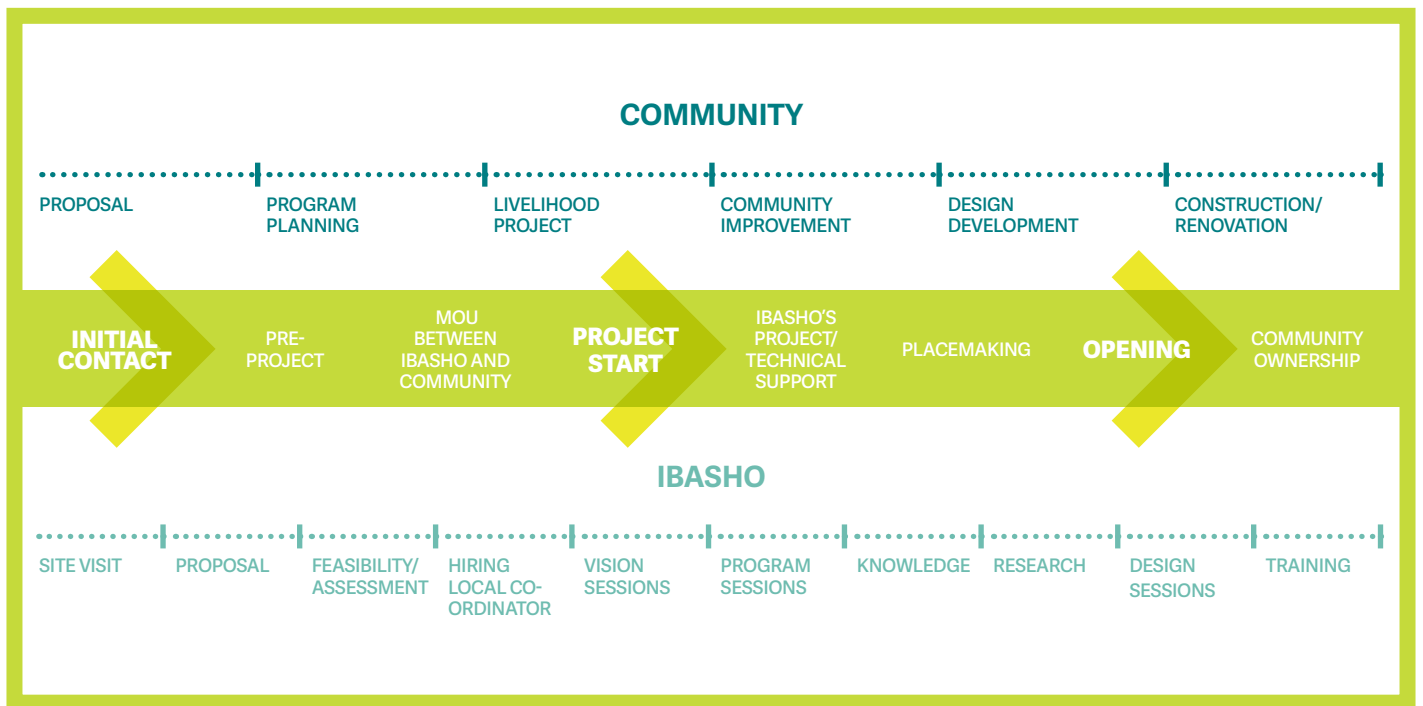
MULTI-GENERATIONAL INTERACTIONS

RELATIONSHIP BETWEEN IBASHO, THE IBASHO PROJECT, AND OTHER STAKEHOLDERS



Example of fluid coalition model in the Ibasho approach. The model can be adjusted depending on context and community to address identified goals.

How IBASHO and the Ibasho project interact



3 4 5

Providing technical support to the elders

HELP ELDERS DEVELOP PROJECT

CONDUCT VISION, EDUCATION, OPERATION, AND PROGRAM WORKSHOPS

TRAIN LOCAL COORDINATORS

BUILD COMMUNITY CAPACITY THROUGH LOCAL COORDINATOR

CONDUCT FIELD RESEARCH

Assisting the elders in placemaking

CO-DESIGN PROJECT

OBTAIN PERMITS

RENOVATION/ CONSTRUCTION

OBTAIN PERMITS AND OVERSEE CONSTRUCTION

Phasing out the project team's input as the community takes ownership

PROVIDE SUPPORT THROUGH LOCAL COORDINATOR

CONDUCT EDUCATION/ TRAINING

IMPROVE AND MAINTAIN THE PROJECT

CONDUCT AND DISSEMINATE RESEARCH

1. Pre-project exploration by the Ibasho project team

PREPARING FOR AN IBASHO PROJECT

Project application:

- a) Community members apply for Ibasho project
- b) Representatives of local government, NGOs, and/or other organizations that support the community
 - Select project site (IBASHO participates in selection process)
 - Help community members apply for assistance from IBASHO in creating a Ibasho-country project

Participants: The initial contacts for starting an Ibasho project are normally local leaders from government, organizations, or the communities. Ibasho project require elders to participate and take the lead, so it is important to choose meeting location carefully, so elders and other community members with varied backgrounds can join.

The application should be submitted by a local group, not individuals

The group does not have to have legal status

The main members of the group should be elders

CONSIDERATIONS FOR LOCAL COORDINATOR

CRITERIA

- Can visit the Ibasho site regularly
- Can be an individual, community organization, NGO, or social venture
- Is not from the community where the project will be located
- Must understand Ibasho's eight core principles

ROLE

- Serve as liaison between IBASHO and community members
- Provide regular support to community elders implementing Ibasho principles, serving only as a facilitator and not making decisions
- Document the project daily
- Coordinate the Ibasho project team's onsite work
- Assist in data collection for the impact evaluation
- Represent Ibasho locally

TERM Two years

SITE SELECTION CRITERIA

IBASHO identifies and visits at least five communities and conducts group meetings with local leaders. After the site visits, the Ibasho project team chooses a project site based on the criteria below:

- The community recognizes the challenge of aging.
- The elders are strongly motivated to improve the lives of community members of all ages.
- The elders are able to work together as group.
- Community leadership is committed to supporting their elders through the Ibasho project.
- The community is committed to establishing the local Ibasho chapter as a coop, non-profit organization, or social venture.
- The community is committed to providing property for the Ibasho hub.
- The community members who will work on the project understand the Ibasho process and the financial and personal responsibilities that will be required of them.
- The community members understand that IBASHO's role is to provide technical assistance for the community elders who will implement the Ibasho concept, not to fund the project.
- People from various backgrounds in the community are committed to participate in the development meetings.
- Community members and elders are committed to raising funds for program and building.
- Community groups and organizations support the project.

2. Creating a shared understanding between Ibasho and the community

CREATING A SHARED VISION AND WORK PLAN

During this phase, Ibasho establishes agreements with key community members and organizations about their legal and financial responsibilities in developing the Ibasho project. This process allows all the stakeholders to establish a shared set of expectations—including the critical understanding that IBASHO is not a funding agency. The Ibasho technical team also introduces Ibasho principles and case studies to help elders and other community leaders envision how they can develop a project that incorporates both Ibasho principles and their own cultural values and preferences.

The key milestones achieved during this phase are:

- A local coordinator is selected for the project.
- The role of the local coordinator is understood by all involved in the project.
- The project team and the community agree on project procedures and responsibilities, including the duration and scope of the support to be offered the project by IBASHO.
- Everyone involved understands the legal and financial responsibilities of various stakeholders, including NGOs and local government.
- All involved understand that the roles of the Ibasho technical team and the local coordinator are time-limited. Once the hub has been established and is being operated by local elders, these roles should be phased out.



3. Providing technical support to the elders

DEVELOPING THE IBASHO PROJECT WITH IBASHO TECHNICAL SUPPORT

In this phase, the Ibasho technical team, which may include elders from existing Ibasho projects, works closely with community elders to develop the new project. It is important to note that the Ibasho team helps the elders make their own decisions rather than making decisions for them. Throughout the development phase, elders identify several income-generating projects and several community improvement projects. Meanwhile, the Ibasho technical team may help the community operate the project in a sustainable manner.

- The four key workshops
 - Education: Introduce Ibasho core principles, share ideas from other Ibasho sites, discuss case studies in other countries. Ibasho ambassador elders from existing projects help conduct these workshops.
 - Vision: Develop goals for the project, ensuring that it benefits all members of the community, not just certain ages or other sub-groups.
 - Operation: Develop an operation plan for the project
 - Design: Develop a design for the physical infrastructure
- Community capacity building through the local coordinator
- Establish a local organization to operate the project
- Starting income-generating projects that are also environmentally and socially sustainable
- Train elders on how to sustain the operation by performing accounting, legal, and other administrative tasks.
- Ibasho ambassador trainings (SEE Ibasho ambassador training in chapter 5)
- Impact evaluation (design, data collection, and analysis)



WORKSHOPS

The key considerations for conducting productive workshops are:

- Choose a location that elders can get to easily. A central location with high foot traffic is ideal, as it also enables younger members of the community to stop by and informally join in the project, or simply become more aware of it.
- Ensure that the outside experts understand that their role is to learn from the community members and provide the help they need, not to make decisions for them.
- Choose dates and times that are convenient for as many elders as possible (e.g. taking into account the fact that many elders look after their grandchildren in late afternoons and evenings in the Philippines). The duration for the workshop should not be long, since elders often need time to rest.
- Make sure each workshop produces clear action steps rather than simply discussing methods and process.
- The role of outside experts is to learn from the community members first, and provide help that elders need.



PHILIPPINES
VISION WORKSHOP AT THE BARANBAY HALL



NEPAL
DESIGN WORKSHOP AT THE YOUTH GROUP'S BUILDING

ACTIVITIES/PROGRAMS

There are four main criteria for Ibasho activities, which may provide funding for the project and/or some extra income for some of the elders involved:

- Ibasho activities should be culturally sensitive, and materials should be sourced locally. While experts from outside the community may come in to help, they must be careful to offer assistance rather than leadership.
- Ibasho activities should not simply be entertaining, but should give elders a sense of meaning and purpose.
- Ibasho activities should serve as tools to connect people, not just to generate income.
- The activities should be documented, including their frequency and the number of participants.



NEPAL
PURCHASING MATERIALS FOR CREATING A SIGNBOARD FROM A LOCAL LUMBER SHOP



PHILIPPINES
RECYCLING PROJECT WITH TRICYCLE

4. Assisting the elders in placemaking

An Ibasho place makes elders' contributions visible to other members of the community. It functions as an incubator, enabling new ideas to be generated and implemented. It elicits a sense of ownership on the part of the local Ibasho initiative and a sense of long-term commitment on the part of the community.

Through placemaking workshops and design, IBASHO empowers elders and other members of the community to co-create a place where:

- Elders are able to contribute back to their community within their capacity
- People of all ages meet each other informally
- Local traditions and culture are valued and shared across generations
- Elders can manage a self-sustainable operation
- Elders can make changes as they see fit, or as community needs changes
- Elders can feel proud to invite their friends and family

THE IMPORTANCE OF PLACEMAKING

WHY PHYSICAL SPACE MATTERS TO AN IBASHO PROJECT

- It can provide a community hub, where people of all ages can stop by and socialize without creating a strong obligation or requiring a deep commitment
- It can give elders a destination outside their homes
- It can facilitate incidental encounters among people with various backgrounds
- It makes elders' contributions to their community visible to other community members
- It can allow new ideas to be generated and implemented
- It enhances a sense of ownership among participants in the project
- It encourages other community members to commit to the project long-term

THE BENEFITS OF CO-DESIGNING WITH ELDERS' LEADERSHIP

- The process of securing property, obtaining permits, designing space, overseeing construction or renovation, raising funds, and maintaining the place together helps community members develop a sense of solidarity and from or strengthen personal relationships
- The process creates opportunities for people with design and/or construction skills and experience to become resources in their community.

CONSIDERATIONS

- Effective negotiation. Outside experts may be helpful during this phase, since securing land or an existing property often requires intricate financial and legal negotiations with various stakeholders.
- Creative funding. The project members must come up with innovative ways to secure the funds needed to cover property, materials, and labor, especially if they are building a hub from the ground up.
- Continuous maintenance. A strong commitment is needed in order to maintain both the project and the organizational structure long-term. That commitment must be established during the process of placemaking.
- Shared vision and responsibilities. A clear understanding needs to be established of the legal, financial and other responsibilities of all parties involved, including the Ibasho project team, local elders, and other stakeholders.

DESIGN CONSIDERATIONS

Key consideration in designing a hub:

- Ensure accessibility for people of all ages
- Allow for flexible use of the space
- Use locally acquired materials and carpentry skills
- Design in such a way that elders can participate in the construction or renovation process
- Establish clear tasks and legal and financial responsibilities among the Ibasho project team, including local elders
- Design the hub so local elders can complete the space, and can build additional space if desired in the future
- Design for low-cost, easy maintenance so local elders are able to maintain the building without outside help

ASSIGNING REQUIRED TASKS TO OBTAIN A BUILDING PERMIT (PHILIPPINES)

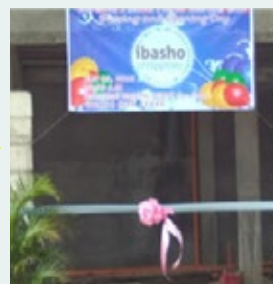


ELDERS DESIGNED, CONSTRUCTED, AND RENOVATED THE IBASHO HUB BY THEMSELVES (NEPAL)

PLACE MAKING PROCESS

The location of the Ibasho project hub must first be determined, either by finding an existing place that can be renovated or by identifying an available property where elders can construct a new Ibasho hub.

The place must then be co-designed, with elders in the lead, to ensure that the new or existing place fits the community's needs.



5. Phasing out the project team's input as the community takes ownership

COMMUNITY OWNERSHIP

Once the Ibasho hub is built, community elders are in charge of operation and maintenance. Ideally, elders should be able to operate the hub with income they generate from their activities there, so they do not need to depend on outside grants.

THE COMMUNITY ELDERS' ROLE IN THIS PHASE:

- Educating community members in Ibasho principles
- Meeting reporting requirements for maintaining NPO or coop status
- Sharing an annual report, including a financial report, with Ibasho
- Updating social media and websites
- Coordinating site visits for visitors
- Coordinating the impact evaluation

IBASHO'S ROLE AT THIS PHASE:

- Provide local support (e.g. education and training) through local coordinator until his/her term is up
- Evaluating the impact of the project
- Facilitate follow-up educational sessions

Table 1 shows how the Ibasho process was implemented in the case study project sites. Key points to note from this figure:

- How each country adapted the Ibasho core principles
- How these three communities are connected and helping each other
- How these three communities differ in terms of the pace at which programs were implemented
- How evaluation was integrated into the implementation process



Table 1 THE IBASHO PROCESS IN ACTION

● Skill and knowledge exchange program
 ■ Social capital survey for impact evaluation

	JAPAN	PHILIPPINES	NEPAL
2011	MAR Great East Japan Earthquake and tsunami		
2012	FEB Ibasho's 1st visit		
	MAY 1st workshop		
	OCT Groundbreaking ceremony		
2013	MAR Ibasho Sozo Project, a nonprofit organization, is established		
	JUN Opening ceremony of Ibasho House	NOV Typhoon Yolanda	
2014	JUL 1st anniversary ceremony	APR Ibasho's 1st visit	
	AUG Vegetable farming starts		
	OCT The 1st monthly farmer's market		
2015	JAN Two members visit Philippines ●	JAN The 1st workshop, which is conducted by a team including two elders from Ibasho House	
	JAN Construction starts on a kitchen for running an outdoor cafeteria	JAN Members of the Senior Citizens Association start recycling plastic bottles	
		FEB The local coordinator arrives at barangay Bagong Buhay	
	MAR A public forum titled "Elders Leading the Way to Inclusive Community Resilience" is held at the 3rd UN World Conference on Disaster Risk Reduction ●	MAR Two members and the local coordinator visit Ibasho House at Ofunato, and participate in the public forum "Elders Leading the Way to Inclusive Community Resilience" at the WCDRR ●	APR Nepal earthquake
	MAY Cafeteria starts	MAY Vegetable farming starts	
	JUNE 2nd anniversary ceremony	OCT During Ibasho's 4th visit, members of Ibasho Philippines learned about farming from an Ibasho House elder ●	
	OCT One member visits the project in the Philippines ●	OCT 1st (baseline) survey starts ■■	
		JAN 1st trial of the mobile café	FEB Ibasho's 1st visit
		FEB 2nd trial of the mobile café	JUN 1st workshop
	2016		JUN Members of Ibasho Philippines parade in barangay Bagong Buhay to launch the mobile café
	JUN 3rd anniversary ceremony	SEP Bingo game for fundraising	AUG Flower gardening starts
		NOV Non profit organization status is obtained for Ibasho Philippines Elders Incorporated	SEP Vegetable farming starts
			OCT Four members and the local coordinator visit Ibasho House at Ofunato ●
2017	APR Evening study classes for children start	MAY Renovation of the feeding center starts	JUN Members start making earrings
	JUN 4th anniversary ceremony	JUL Painting the feeding center	JUL Members make a signboard to display the evacuation map
		OCT 2nd (midline) survey starts ■■	
		OCT Bingo game for fundraising	
2018			JAN The signboard is installed
			JAN 2nd (midline) survey starts ■■
			JAN Members decide not to build an Ibasho building
			APR Renovation of Chautari starts
		MAY Members of Ibasho Philippines seed sunflowers in the vegetable garden	MAY Construction of Ibasho's bamboo structured hub starts
	JUN 5th anniversary ceremony	JUN Six members participate in ADB's seminar at the Manila	MAY Vegetable farming starts at the new location
	JUN Four members participate in Asian Development Bank (ADB)'s seminar in Manila and visit Barangay Bagong Buhay ●	Groundbreaking ceremony for the Ibasho building ●	JUN Five members and the local coordinator participate in ADB's seminar at Manila and visit barangay Bagong Buhay ●
		SEP Construction start on the Ibasho building	JUL The president of the Women's Group is selected as the community mobilizer of Ibasho Matatirtha
		NOV Ibasho Ambassador training	OCT Construction of Ibasho's bamboo structured hub is completed
			DEC Ibasho Ambassador training
		DEC 3rd (endline) survey starts ■■	
2019		JAN Opening ceremony of the Ibasho building	
		JAN 3rd (endline) survey starts ■■	

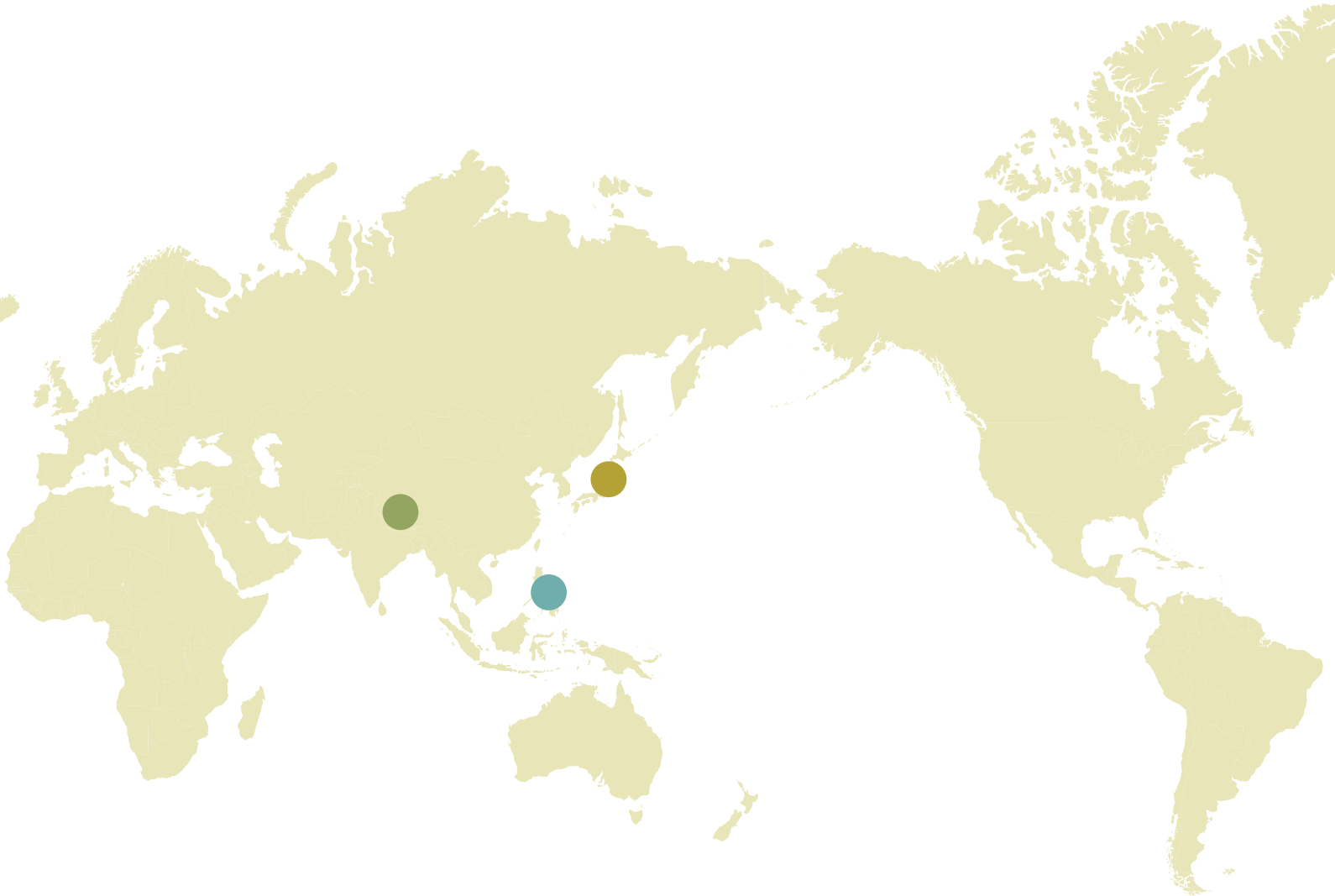


Ibasho project case study sites

In this chapter, we briefly introduce three Ibasho project sites as cases studies to illustrate how the Ibasho approach was internalized by three different communities.

While the Ibasho sites described in this toolkit are post-disaster regions, IBASHO does not only focus on disaster areas. We work with communities that are interested in creating sustainable community gathering places that strengthen social ties and increase respect and appreciation for the community's elders.

For more information on how cross-site learnings are being facilitated to seed new Ibasho projects, encourage a sense of global citizenship around positive aging, and develop a globally connected community of elders, see chapter 5 on Sustainable Growth.



Three Ibasho projects have been implemented:

Ofunato, Japan

The first Ibasho project was developed in a post-disaster site after the Great East Japan Earthquake in March 2011.

Ormoc, Philippines

The second Ibasho project was developed in barangay Bagong Buhay outside Ormoc after Typhoon Yolanda in November 2013.

Matatirtha, Nepal

The third Ibasho project, located in Kathmandu valley, was initiated as a recovery process after the earthquake of 2015.



Japan

PARTNER
Ibasho Sozo Project

FIRST VISIT
February 2012

FIRST WORKSHOP
May 2012

OPENING OF IBASHO HUB (IBASHO HOUSE)
June 2013

- Multi-generational community hub
- Elders find opportunities to contribute to their community
- Café
- Noodle shop
- Vegetable farm
- Farmer's market
- Community Resource Center
 - Knowledge transfer
 - Local cultural value
 - Library



Philippines

PARTNER
Barangay Bagong Buhay

FIRST VISIT
April 2014

FIRST WORKSHOP
January 2015

OPENING OF IBASHO HUB
January 2019

- Plastic bottles recycling
- Vegetable farm
- Children's nutrition program
- Community Resource Center
 - Disaster prevention
 - Evacuation center
 - Resource center for aging
 - Knowledge transfer
- Renovation of community dining hall



Nepal

PARTNER

Village of Matatirtha

FIRST VISIT

February 2016

FIRST WORKSHOP

June 2016

OPENING OF IBASHO HUB

October 2018

Village as Ibasho concept
(utilizing existing community spaces to implement
Ibasho concept throughout the village)

Livelihoods for elders and women

- Vegetable farming
- Biodynamic composting
- Flower nursery
- Handicrafts
- Pickles
- Multigenerational learning hub

Ibasha approach core principles

In this chapter we use examples from Ibasha projects to illustrate the core Ibasha principles. We discuss why a principle-based approach is well suited to meeting the needs of different communities at different levels of development and in different parts of the world.



Principle-based approach

To create socially integrated and sustainable communities that value their elders in different cultural and geographical contexts, IBASHO employs a principle-based approach, rather than a prescriptive approach such as franchising. Principles can be adapted in a culturally appropriate manner to fit in with local culture. It is also important to note that these principles are goals that community members work towards implementing over time, not requirements that they must fulfill from the start.

This principle-based approach stresses the idea that aging is something that we should be able to not fear but enjoy. This can happen when we start treating elders as people who contribute to younger people and to society as a whole, not just burdens who need to be cared for. Our goal is to co-create places where elders feel a sense of belonging and sense of pride.

We hope that reviewing the principles will help readers think about how their lives would be different if their community used the Ibasho approach.

CORE PRINCIPLES OF THE IBASHO APPROACH

1. Older people are a valuable asset to the community (elder wisdom)
 2. Informal gathering places allow people to connect (normalcy)
 3. Community members drive development and implementation (community ownership)
 4. All generations are involved in the community (multigenerational connections)
 5. All residents participate in community life (normalcy and community resilience)
 6. Local culture and traditions are respected (culturally appropriate)
 7. Ibasho projects are environmentally, economically, and socially sustainable (self-sustaining)
 8. The project grows organically and embraces imperfection gracefully (embracing imperfection)
-

PRINCIPLE 1: ELDER WISDOM

Older people are a valuable asset to the community

In modern society, the elderly are often considered to be a burden: people who need to be looked after and have nothing useful to offer, rather than experienced elders with a wealth of wisdom to be shared. The Ibasho approach believes in a society where the elderly can continue to contribute, and their input is valued.



JAPAN

Ibasho Japan installed a traditional wood-burning stove as part of its community preparedness activities for future natural disasters. Elders teach younger people how to cook without electricity, helping their community become more resilient in the face of future challenges from natural or other disasters.



PHILIPPINES

A group of elders decided on livelihood projects they could undertake that would also help to improve the lives of younger people in their community. The projects chosen in the Philippines were a vegetable garden, a plastics recycling program, and a nutrition program for children.



NEPAL

An older man teaches carpentry skills to younger women who are members of the community women's group.

PRINCIPLE 2: NORMALCY

Creating informal gathering places

In many modern societies, there has been a rapid increase in age-segregated spaces, such as day care for very young and very old people and nursing homes and other facilities for older people. Life in these institutions can also be confining and limited, due to strict schedules and rules. The Ibasho approach advocates for places of normalcy where people of all ages can engage with one another at their leisure.



JAPAN

People with variety of ages, hobbies, and backgrounds stop by any time and spend their time as they wish.



PHILIPPINES

Elders created a garden shed in the vegetable garden that they use both as a nursery and as a resting, gathering, and picnic space.



NEPAL

Members of the elder and women's groups created better drainage around their Ibasho hub.

PRINCIPLE 3: COMMUNITY OWNERSHIP

Community members drive development and implementation

The Ibasho approach focuses on developing a shared sense of ownership and pride in each member of the community. Programs and places are created not for the community but with and by the community.



JAPAN

Elders self-organize monthly meetings to decide Ibasho House's schedule and programs, including detailed planning such as how and by whom each program is delivered.



PHILIPPINES

All the documentation and other requirements needed to obtain building permits are taken care of by the elders, who assign responsibilities to make sure all requirements are fulfilled.



NEPAL

A group of elders and women from the women's group discussing how to start and maintain a composting project.

PRINCIPLE 4: MULTIGENERATIONAL CONNECTIONS

All generations are involved in the community

Connecting within one's own generation is easy and comfortable, but why stop there?

The Ibasho approach facilitates interactions during which younger people may learn from the richly lived lives of the elderly and elders may learn from younger people's familiarity with things like technology and their ability to pick up new things quickly.



JAPAN

Children from the surrounding communities participated in an English book-reading event. Grandparents also joined in the events.



PHILIPPINES

As part of an elder-initiated nutrition program for schoolchildren, students visit the vegetable garden, where elders teach them how to grow vegetables and prepare a nutritious meal with vegetables they grew.



NEPAL

Elders and children share cultural experiences by exploring their favorite traditional foods.

PRINCIPLE 5: NORMALCY AND COMMUNITY RESILIENCE

All residents participate in normal community life

A diverse and thriving community includes people of all age ranges, abilities, and backgrounds variably engaged in a variety of roles (building, caring, working etc.) and interacting with one another. The Ibasho approach focuses on what people can do rather than on what they cannot. By integrating elders into their communities rather than restricting them to separate institutions, the Ibasho approach helps create a shared sense of normalcy and strengthens community resilience by strengthening the ties between people.



JAPAN

Elders from the community get together and peel chestnuts that were harvested in their neighborhood. They sell these chestnuts or use them to make traditional snacks.



PHILIPPINES

Elders made an evacuation map of their barangay to be used in the event of future typhoons, earthquakes or other disasters and decided how to display it so the whole community can use it.



NEPAL

An older man and a group of women make jewelry together to generate income.

PRINCIPLE 6: CULTURALLY APPROPRIATE

Local culture and traditions are respected

Each community has its own history and culture, which may include but is not limited to a national identity. The Ibasho approach emphasizes sharing and reflecting on the treasures of the community and the community's cultural identity. In addition, local cultures and traditions are shared across Ibasho projects through peer-to-peer knowledge exchange activities involving Ibasho Ambassadors. These activities foster greater respect for and understanding of different cultural traditions around the world.



JAPAN

Elders help children learn and carry on the local culture by sharing this Hinamatsuri (girl's day) decoration



PHILIPPINES

From a mobile café, Filipino elders prepare traditional local foods, inviting everyone to taste and to learn how to make them.



NEPAL

A group of elders preserve a locally important symbol by making their Chautari (a culturally significant tree) more accessible for elders to sit around when socializing.

PRINCIPLE 7: SELF-SUSTAINING

Communities are environmentally, economically, and socially sustainable

The Ibasho approach focuses on keeping the environment, the local economy and the community in harmony. By designing with sustainability explicitly in mind, we can create Ibasho projects that protect the natural environment and are economically self-sufficient.



JAPAN

Elders organize a biweekly farmer's market and sell organic vegetables they grow and harvest to help fund Ibasho activities. The markets are also a socially vibrant activity where people interact.



PHILIPPINES

Elders from Ibasho Philippines visited a local NGO that operates ecotourism initiatives to learn how to create and sustain such an initiative.



NEPAL

Community members learned how to grow vegetables with a biodynamic farming method. They make pickles and sell them in the farmer's market.

PRINCIPLE 8: EMBRACING IMPERFECTION

The project grows organically and embraces imperfection gracefully

The Ibasho approach does not strive for perfection. Instead, the approach emphasizes adaptability, flexibility and pragmatism, as life is forever changing. Each community has its own path to balance and its own idea what is perfect. The Ibasho approach embraces the possibility of change and encourages communities to develop and grow at their own pace, tolerating imperfection as a path to authenticity.



JAPAN

An elder teaches construction and carpentry skills to a younger neighbor as they build a restaurant together. The space is designed to be flexible, so it can change to accommodate new needs as new programs are proposed.



PHILIPPINES

While raising funds to build a place for themselves, the elders improved various public spaces as their contribution to the community. Here, they are helping to renovate the community dining hall, fixing benches, adding a kitchen, and repainting the center.



NEPAL

Rather than wait for a professionally surveyed map, community members created an evacuation map themselves, to display in the center of the community. The map was later revised three times to integrate feedback from other community members.



Sustainable growth

In this chapter we highlight peer-exchange cross-site learnings that were facilitated as a way to help create Ibasho organizations across the world, to develop global citizenship around positive aging, and to build a global community of elders. We also describe the process of training Ibasho ambassadors to enable elders from existing projects to assist in the development of new Ibasho projects as part of the Ibasho technical team.

Peer to Peer Knowledge Exchange

WHY PEER-TO-PEER KNOWLEDGE EXCHANGE IS KEY TO SUSTAINABLE GROWTH

Elders recognized the potential for Ibasho to be helpful in many types of communities and situations. They proposed that elders share their experience and knowledge with other elders from different communities and settings.

This developed into a sustainable growth model in which elders who are helping to lead an Ibasho project help elders in another setting to establish their own Ibasho project.

To facilitate this, we developed the Ibasho Ambassador training program, which prepares elders to be part of the technical assistance teams helping set up new Ibasho projects.

SHARING KNOWLEDGE

Using Facetime, Skype, and other available technology can be an easy and inexpensive way to allow elders from different project sites to share learnings, and ideas. Here, elders in Nepal are discussing jewelry design with elders from the Ibasho-Philippines project.



EXCHANGE EXAMPLES

ELDER WISDOM At an Ibasho symposium hosted by the Asian Development Bank, elders from the three countries exchanged knowledge and experience.



NORMALCY

At an international cookout for community members in Ormoc, Philippines, elders participated only if and as much as they wanted to.



COMMUNITY OWNERSHIP Japanese elders coordinated welcome events and peer-to-peer knowledge exchange programs for a visiting delegation of Filipino elders.



MULTIGENERATIONAL CONNECTIONS

Young Nepali women teach elders from Japan and the Philippines how to create jewelry.



NORMALCY AND COMMUNITY RESILIENCE Elders from Japan, Nepal, and the Philippines work together to make a signboard together, as part of their project of displaying an evacuation map in the town center.



CULTURALLY APPROPRIATE Elders from Japan, Nepal, and the Philippines learn about each other's culture and traditions through cooking together.



SELF-SUSTAINING Elders from Nepal learn from Japanese elders how to organize a farmer's market.



EMBRACING IMPERFECTION Vegetable farms in all three countries slowly evolved. Elders learn from each other about how to improve their farms over time.



ON-SITE VISITS

Elders from one or more Ibasho programs have exchanged knowledge and ideas with elders from another on five occasions:

- January 2015: Japan to Philippines
- March 2015: Philippines to Japan
- October 2015: Japan to Philippines
- October 2016: Nepal to Japan
- June 2018: Japan and Nepal to Philippines



INTERNATIONAL SYMPOSIUM

June 23–25, 2018: Twelve community members from Ibasho Nepal and Japan traveled to join the elders in Ormoc after a two-day symposium at the Asian Development Bank in Manila, Philippines. The onsite program was organized mainly by the elders from barangay Bagong Buhay, Ormoc, with the support of the Asian Development Bank and the World Bank GFDRR.

The participants visited Ibasho programs in Ormoc and other local NGO livelihood programs to learn about sustainable operations. In addition, members of Ibasho Philippines invited all elders from Nepal and Japan to the groundbreaking ceremony for the Ibasho hub in barangay Bagong Buhay.



Ibashi Ambassador Training

Ibashi organizes a three-day training for elders to become Ibashi ambassadors.

Topics covered include:

1) Understanding the purpose and expected outcomes of the training

- Knowing the origin of Ibashi
- Gaining overviews of the Ibashi concept and process

2) Recapturing the past development and sharing session

- Elders (trainees) develop:
 - Learning to document the Ibashi's activity calendar
 - Community resource map
- Walking tour of the Ibashi activities coordinated by elders

3) Explaining Ibashi's eight principles

- Elders translate Ibashi's core principles into their language
- Elders co-develop group presentations that let them practice how to introduce Ibashi's principles to members of their community

4) Exchange of ideas on elder-led initiatives

- Groups of elders share lessons they have learned in their Ibashi work
- Elders create suggestion boards and present them to the other groups

5) What can I contribute?

- Each elder writes down one thing they would like to contribute to their community and presents about it to the others. They then create a chart together, listing each of the activities that they have committed to.



BARANGAY BAGONG BUHAY, PHILIPPINES
TRANSLATING IBASHO'S 8 PRINCIPLES INTO VISAYAN, AND CREATING PRESENTATION MATERIALS AMONG THE ELDERS.



MATATIRTHA, NEPAL
LEARNING HOW TO INTRODUCE THEIR IBASHO ACTIVITIES TO OTHERS ON-SITE

BSc. CSIT | BB
BBM | BCA | BB
BHM | MBS

BSc. CSIT |
BBM | BCA |
BHM | MBS

Conclusion





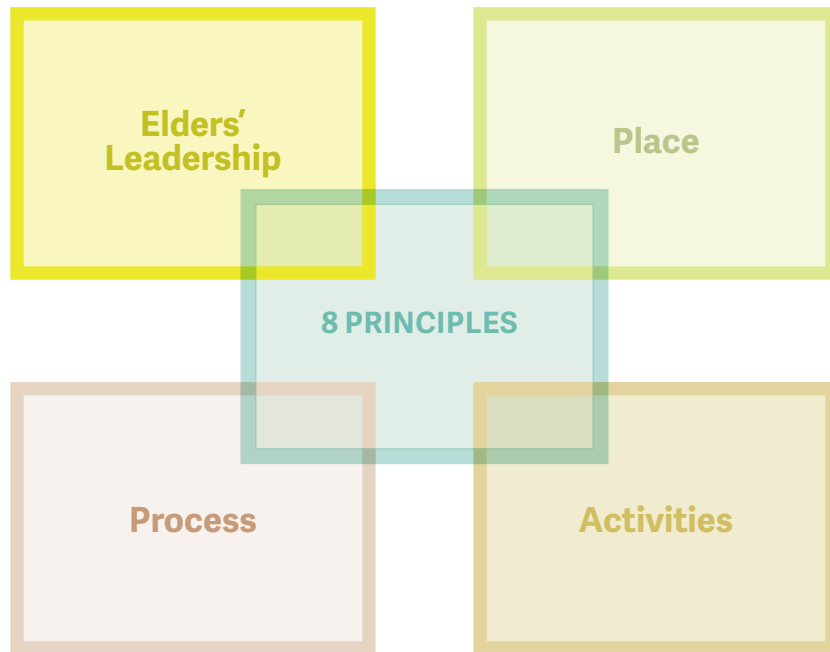
THE PURPOSE OF THIS TOOLKIT

Older adults are increasingly being marginalized around the world, even as their numbers are growing rapidly. Far too often, aging is viewed simply as a process of decline, the growth that accompanies aging invisible to society. As a result, elders are effectively cut off from the flow of daily life, their wisdom and perspectives lost to the children and younger adults in their communities.

The principle-based Ibasho approach was developed to challenge those negative perceptions about aging. Ibasho offers elders an opportunity to co-create a physical place where they can contribute to community members of all ages.

This toolkit has introduced readers to the idea of Ibasho, to the core principles of the Ibasho approach, and to the process of establishing an Ibasho project. It has also described how peer-to-peer knowledge exchange facilitates the sustainable growth of Ibasho projects.

Ibasha's key components



The Ibasha approach has five key components:

ELDERS' LEADERSHIP Ensuring that elders develop their leadership skills is important both to help boost their visibility and self-esteem and to ensure that the project is sustainable.


PROCESS Providing a way to draw on elders' knowledge and experience makes the community stronger—and more resilient in the event of a natural disaster.

PLACE Creating a community hub allows for encounters to occur that build social capital both for individuals and for the community as a whole.

ACTIVITIES Implementing and managing an Ibasha project empowers elders, giving them a way to be useful and relevant members of the community. The activities they provide enrich the lives of other community members who visit the project.

IBASHO'S EIGHT PRINCIPLES Ibasha's core principles provide the moral and philosophical foundation on which each project is built.

IBASHO offers a partnership approach to transform elders from being seen as burdens to society to contributing members with something of value to offer. Our principle-based approach aims to create socially integrated, sustainable communities that value all their members, including elders. Each project adapts the core principles to meet their community's needs, changing programs and activities as those needs change.



An Ibasho project that is developed based on this toolkit would be expected to accomplish the following:

- Empower elders to lead more meaningful and dignified lives by contributing to their community**
- Build stronger bonds among community residents**
- Develop multigenerational activities and relationships**

The network of Ibasho communities worldwide means that elders launching a new project have access to a strong peer-to-peer support network and access to observations based on experiences, advice, and expertise that can help them create and sustain their own projects.



INTERESTED IN CREATING IBASHO IN YOUR COMMUNITY?

The team at IBASHO walks with elders and their communities to develop an Ibasho project from the start through the post-opening phase, offering our expertise to ensure long-term sustainability. If you are interested in launching an Ibasho project in your community, please email us at [**info@ibasho.org**](mailto:info@ibasho.org)

[**www.ibasho.org**](http://www.ibasho.org)

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