



Rural Design
Conference

Case Studies and stories

Rural Revitalization in Japan

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- Government - Niigata
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Future

- Questions for the future
- Closing thank you!

Background & Beliefs - Personal

- Papua New Guinean - Japanese
- Family of athletes and teachers - previously rugby (Malaysia) golf (Rwanda).
- Lived/Worked in +10 countries (Africa, Asia - Pacific)

I believe in a future that is **collaborative** vs. **competitive**.



Background & Beliefs - Career

- Previous experience:
 - Cross-sector:
 - NPO: Union+Coop, UNDP food security
 - Public: British Embassy
 - Private: Google, HR + Storytelling
 - Entrepreneur - co-founder of x2 award-winning organizations Social Innovation Japan and Pacific Islands Society.

I believe in a future of flexible careers designed by polywork.



Background & Beliefs - Current

- Consultant:
 - **Market entry Japan** (Femtech, alt proteins)
 - **Sustainability** strategy for Japanese companies
 - **Production** - research story development

I believe in a future where **humanity is net positive to nature.**







NTTFAX T-350

こんなミスに注意！
別の部署に書類を入れてしまう→部署が多い所は特に注意(CD)
書類の設計図もしっかり見直そう
特種なFAXは特に注意→見にくいFAXは報告してください

My To Do's, My Service
3456-3390

NTTFAX T-350

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Challenges

AGING SOCIETY

Leading Country

In 2021, the aged population (65 years old and over) was 36.21 million, constituting 28.9 percent of the total population (i.e., 1 in every 4 persons)

CLIMATE CHANGE

Sinking Island

In 2021, the aged population (65 years old and over) was 36.21 million, constituting 28.9 percent of the total population (i.e., 1 in every 4 persons)

RURAL DEPOPULATION

Shrinking Country/Countrysides

Japan's population is set to lose up to one-third of its population, down to 88 million people, by 2065

IMMIGRATION/REFUGEES

Closed Borders

Japan accepted 47 refugees in 2020, three more than the previous year and only 1.2% of individuals applying for refugee status in the country

DISCRIMINATION

Nail that sticks out

Blackface NHK still allowed to go on air, suicide associated with mixed as well as immigrant population.

INVISIBLE POVERTY

Lower job security & culture

Middle-aged and elderly people comprised 95% of the homeless population.



Disappearing Municipalities

In a report published in 2014, cities and Towns whose population of young females (29-40yrs) are predicted to half by 2040. These cities are also facing fewer children in school, no tax base and an elderly population - Nanmoku for example is the oldest town in Japan and are at risk of disappearing.

Out of 1,740 municipalities, guess how many are on this list?

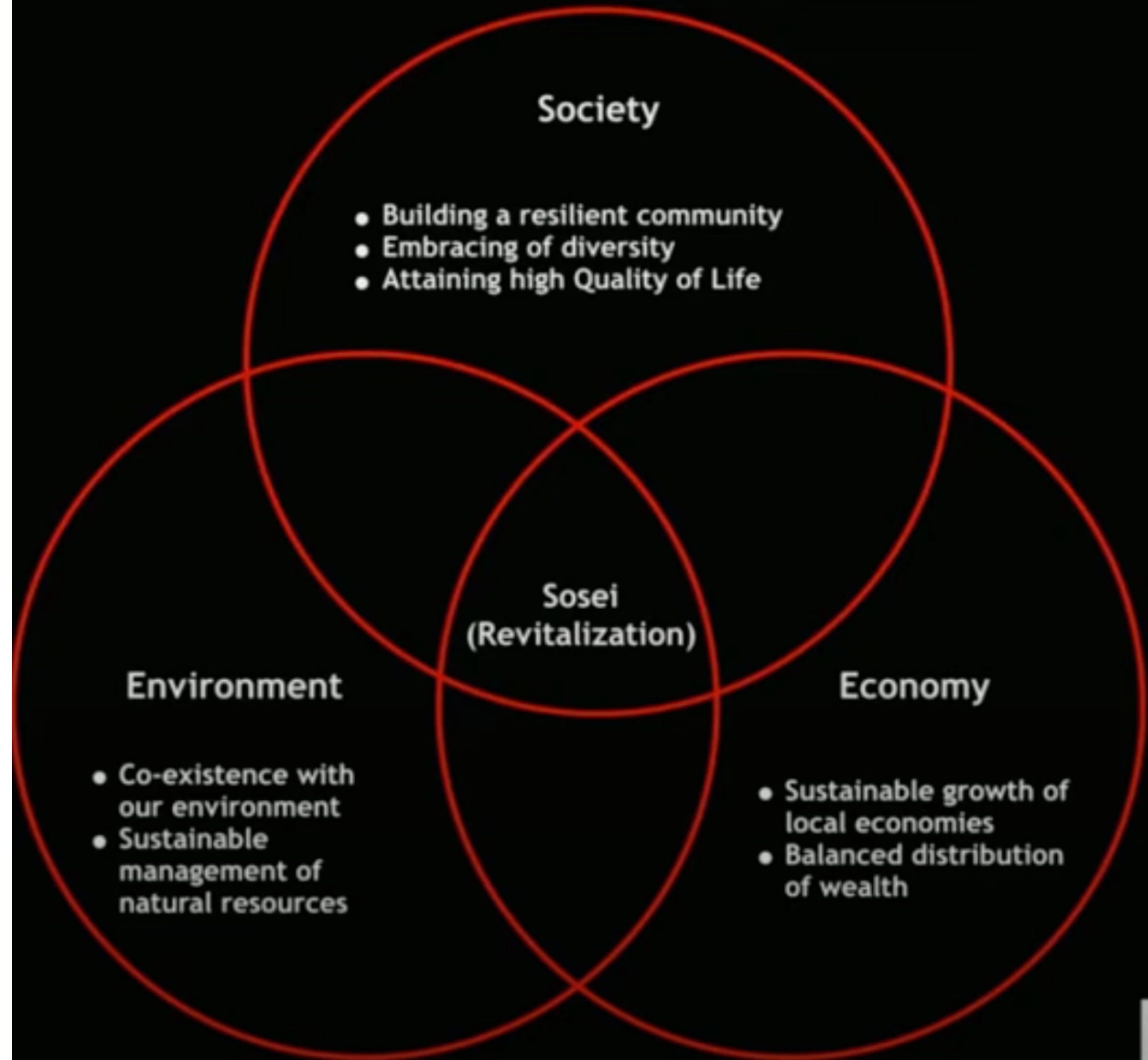


896 out of 1741 municipalities

Over half of all municipalities are predicted to disappear - not discounting municipalities that are shrinking from natural disasters or climate crises. Three areas, in particular, are exacerbated. This led to the creation of the Regional Revitalization Agency (地方創生)

- Decline in **food security** affects our forests
- Declining biodiversity affects our **economy**
- A weakening economy affects our **health**
- --> **exacerbates both urban and rural areas globally**

地方創生 Revitalization policies in Japan



An aerial photograph of a winter landscape in Niigata, Japan. In the foreground, a small village with several wooden houses and a winding road is visible, surrounded by snow-covered fields and evergreen trees. The middle ground is filled with a thick layer of white mist or low clouds that obscure the lower slopes of the mountains. In the background, a large, rugged mountain range with snow-capped peaks rises above the clouds under a clear blue sky.

Case Study 1: Local Government **Niigata**

Food Security,
Labour

North West, Japan

地方協力したい Local Revitalization Corp



Guaranteed Income

Keep your important update in short, tight headers so it's easy to skim.

Guaranteed Housing

Housing is guaranteed during this time, often being 3-4 bedrooms vs. Tokyo spaces 1BR.

Local stakeholder buy- in and support

These municipalities will have had local stakeholder buy-in however it is still targeted to Japanese nationals.

Knowledge x Labour

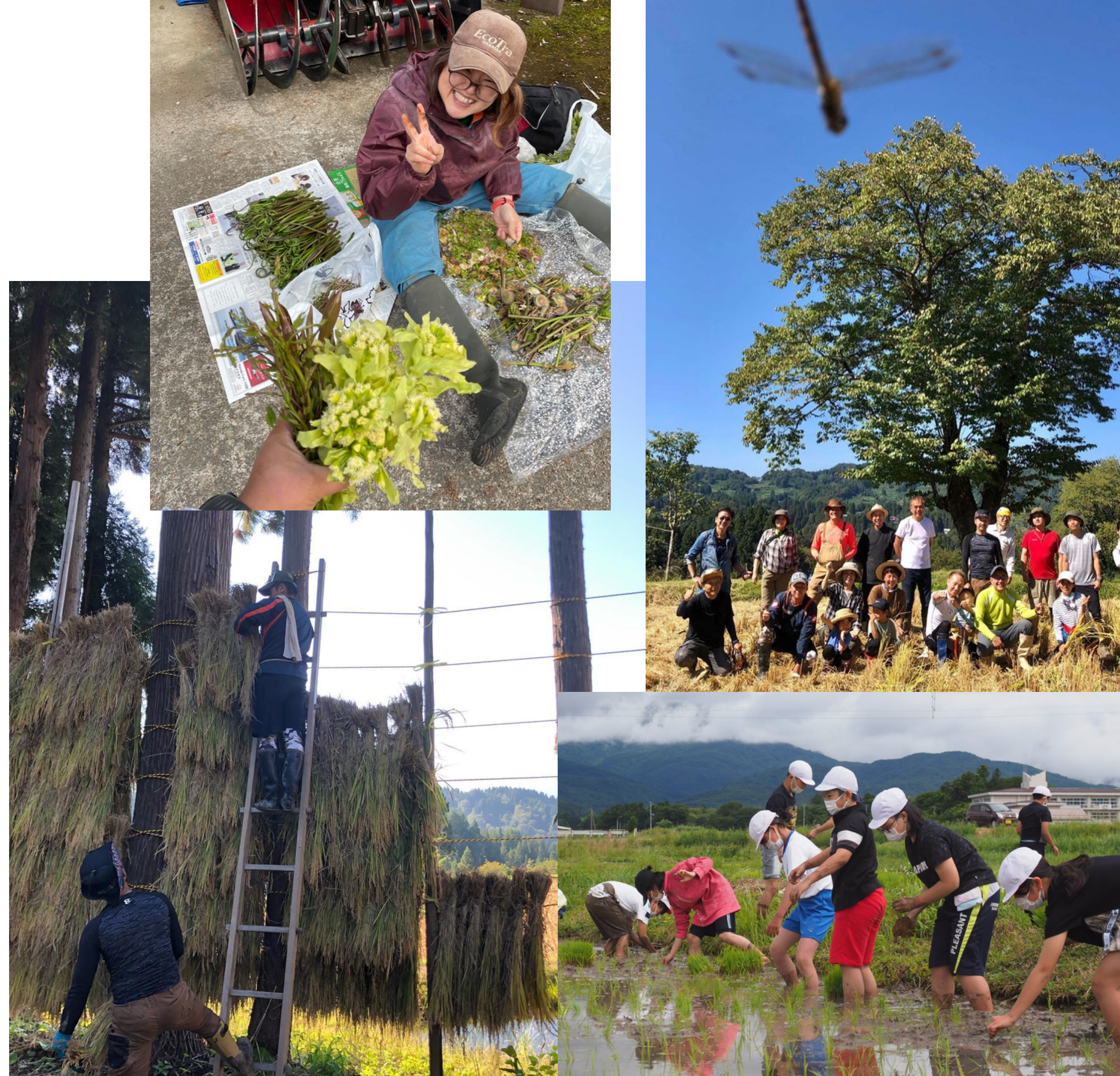
Archive Local Knowledge through Experiences

Day 1: Participants listen to local villagers, document information

Day 2: Support seasonal labour and create curricula based on local history, particularly women.

Day 3: Create media assets to be used towards the next event.

Academia - **International Partnership for the Satoyama Initiative (IPSI)**



Environment as infrastructure

Ultramarathons as a compliment to triennial

Partnerships with local forestry experts, document land history and map paths.

Funding from existing ultramarathon organizers, advocates and community groups.

Collaborative clearing over 6 months with avid runners.



Prototyping Rural Life

Making real estate and experiences accessible

Short-stay: Similar to airbnb experiences, people can stay for a weekend to eat, farm, rest.

Apprenticeship: Seasonal support across the seasons, more mid-long term stay

Migration: Purchasing of land, securing employment





Case Study 2: Multinational and
Domestic Companies

Hitachi (大企業) , UoT, SMEs

Health, Labour

Dementia, telehealth

Age-related Diseases in Japan

Orange Plan

Introduced in 2015, the government released the Orange plan to tackle dementia (drugs, caregiving, space)

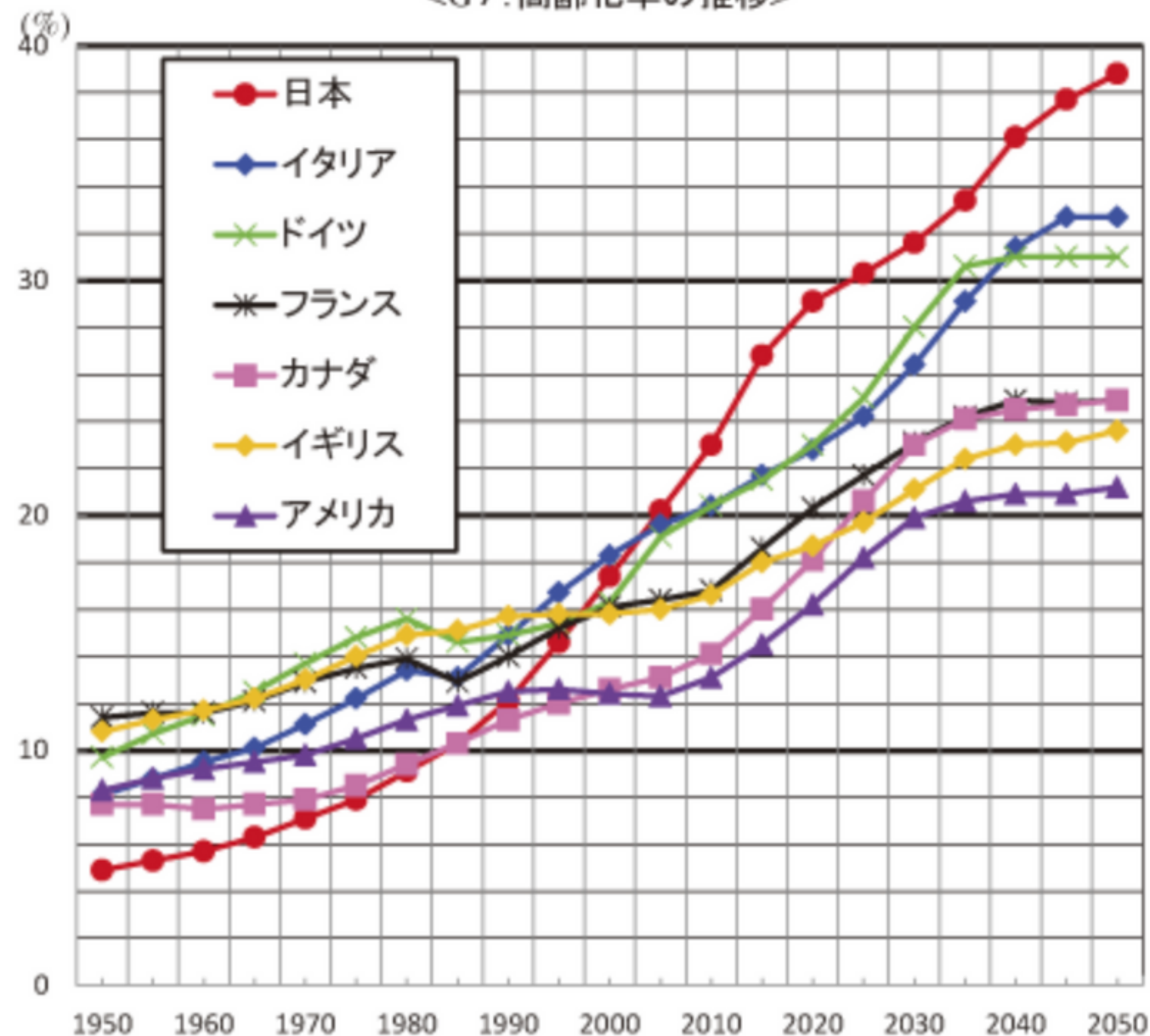
2025 timeline

More than 7million people will have dementia - one in five Japanese people aged over 65yrs.

Resourcing

Not just healthcare workers but also surrounding community - National Police Agency reported that 12K people went missing - 150 never found, 479 dead.

<G7:高齢化率の推移>



Mobility as a Service

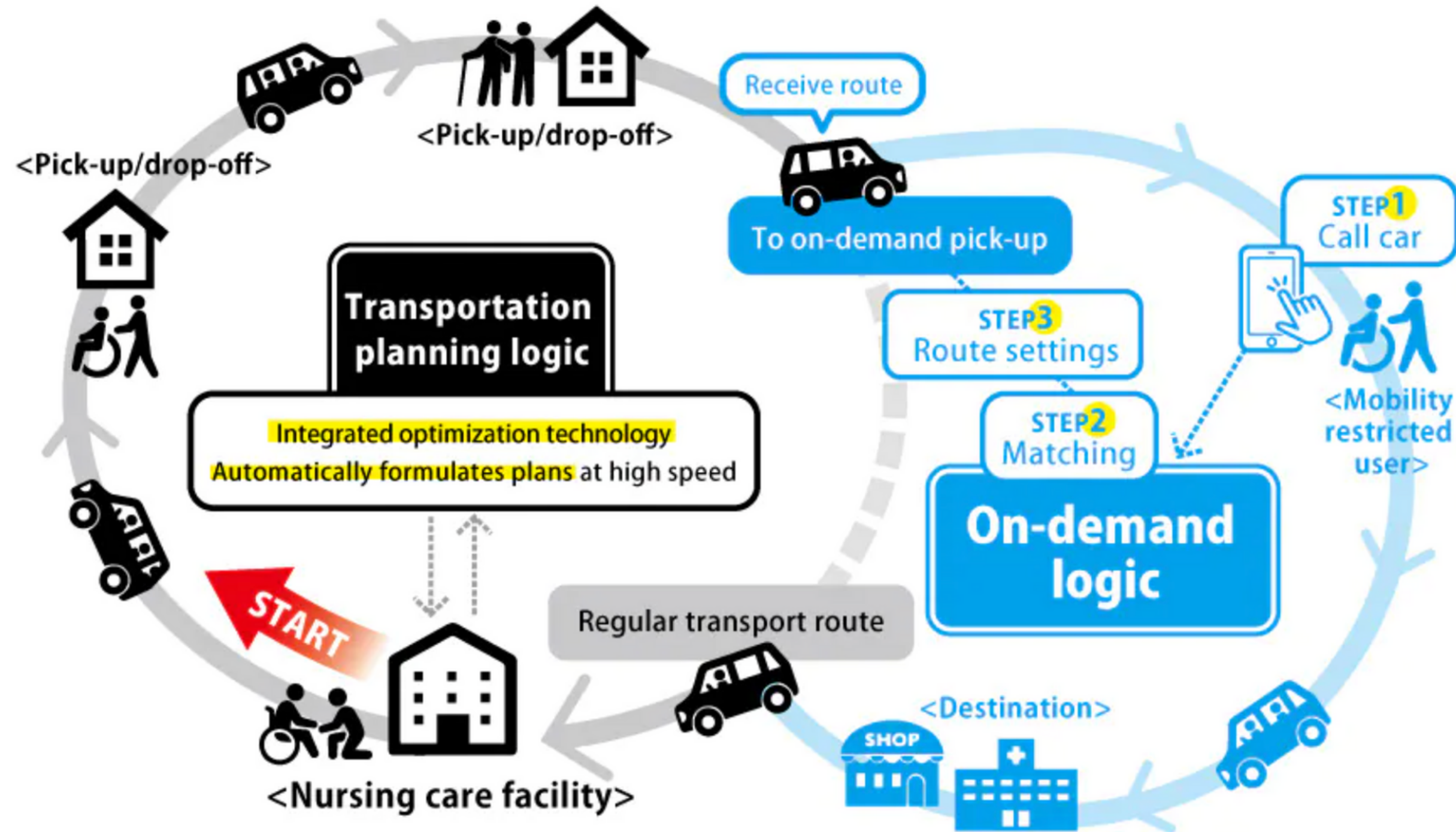
Data-driven preventative health

Pick-up service that takes advantage of pick-up vehicles owned by nursing care facilities.

Users are able to book appointments via an app to go directly to the doctor or book virtually.

Services delivered via drone/autonomous vehicles and optimizing for latent vehicles/existing transport routes

MaaS platform for welfare and nursing care



Overview of how the MaaS platform for welfare and nursing care works

Dementia Towns

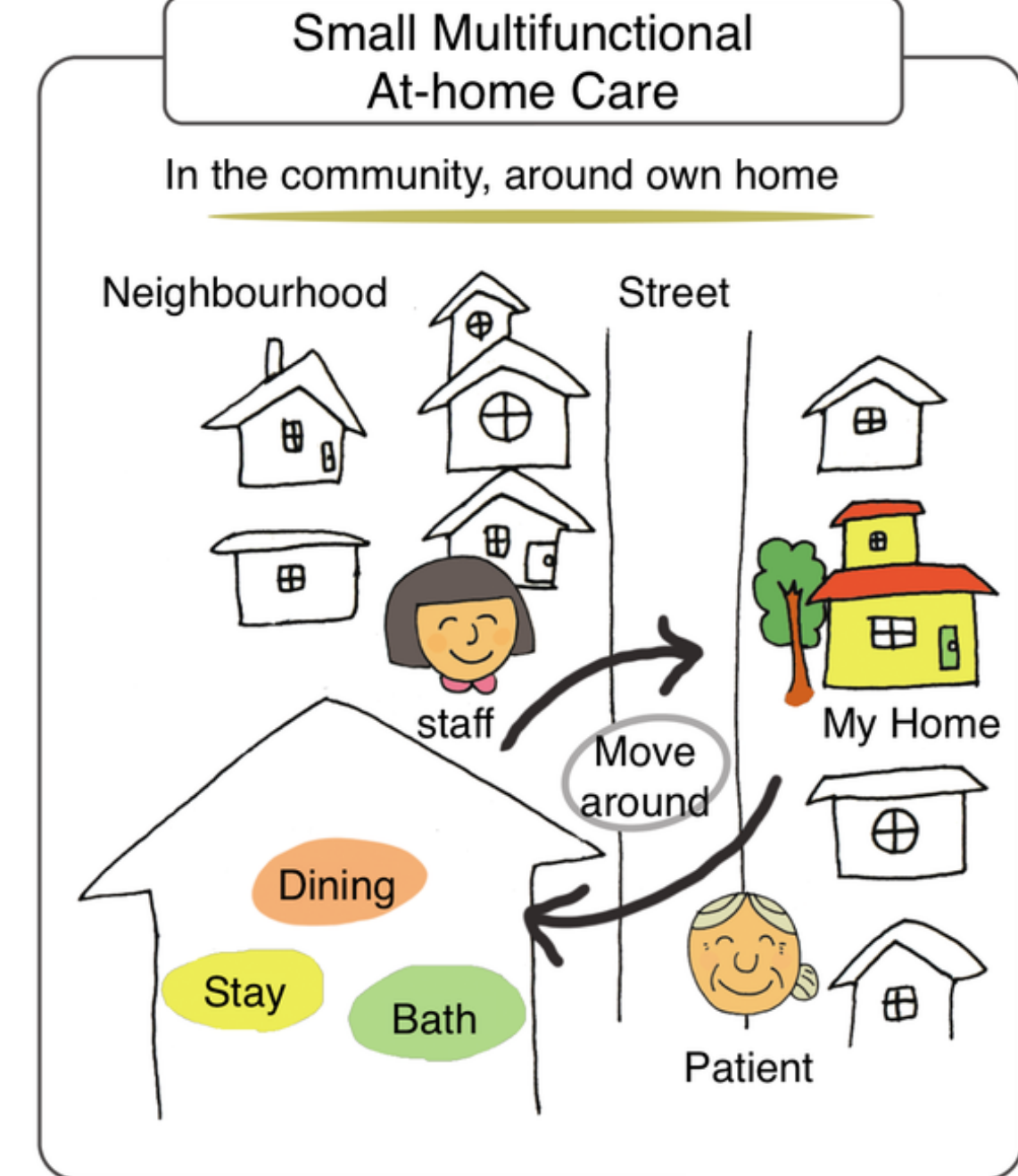
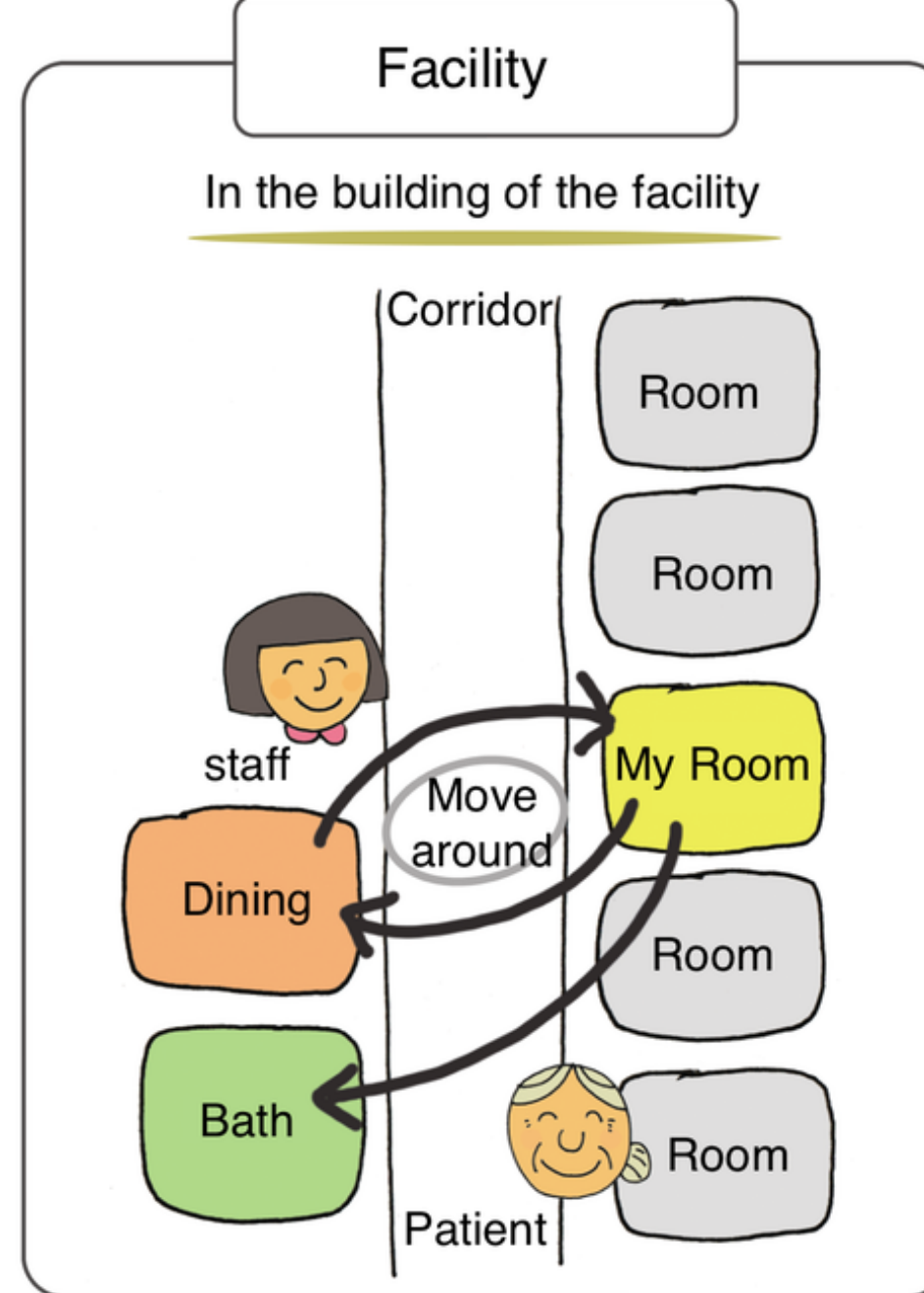
Comprehensive Community Support Centres (CCSC)

“Take the community as hospital, their home is hospital bed and the streets are hospital corridor” - Tsuyoshi Koyama

Ishigami designed homes around familiarity and overlapping themes of nature and abandoned buildings tied to a community.

Top: Centre for Urban Design and Mental Health

Bottom: Hokkori-ya University of Tokyo
Architectural Planning & Design Lab



Growth of Agetech

SMEs building towards an +160billion USD industry by 2030

Emurgo, Blockchain technologies predictive health and quicker diagnosis

Paro, therapeutic robots doukyou robotto (living together robots) and are designed to help combat loneliness.

Mitsufuji Hamon, Monitoring wellbeing through IoT

MUSCLE SUIT

Every

2019.11.1 DEBUT


着る、筋肉？


Image of Power Support

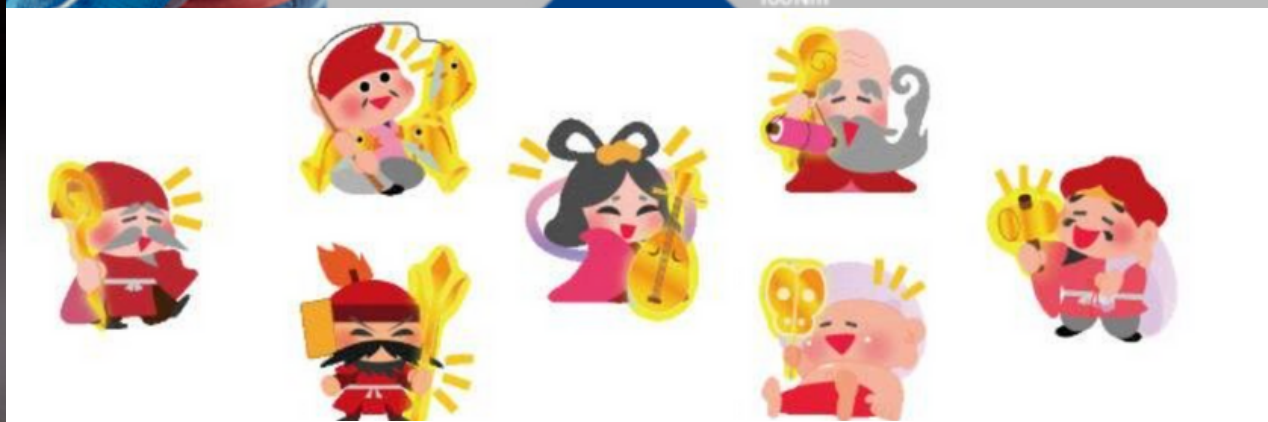
MAXIMUM

-25.5kgf

100Nm








SmartWear/
transmitter

Smartphone for
self check


Mitsufuji Cloud

Administrator Setting




Bluetooth


Biometric
information
Transferring



Biometric
information
Transferring



Analytical result
Sending a
notification




• Obtain biotec information

• Monitored information
Heartbeat, Myoelectricity,
Breathing rate, Acceleration, Gyro,
Temperature/Humidity
*including under development

• Accumulation of biotic information
• Analysis of biotic information
by Big Date
• Notice to supervisor in

• remoted monitoring
• safety management

A photograph of a forest landscape. On the right side, there is a large, chaotic pile of debris, including wooden planks, metal sheets, and other building materials, suggesting a destroyed structure. A person is standing in the distance on the left side of the image, near a path. The sun is low in the sky, creating a warm, golden light that filters through the trees. The overall scene is one of desolation and the aftermath of destruction.

Case Study 3: International
Community

Akiya DAO

Tourism, Labour

West Japan

DAO Decentralized Aggregate Organization/Akiya



Akiya

Rural housing is extremely cheap and government subsidized. By 2030, 1/3 all Japanese homes will be vacant.

Autonomous land ownership

Only country in the world where you can own the land outright without needing to be a resident or citizen.

Tech-forward

Strong bias towards tech, Japan is planning to be the first government in the world to have an NFT task force and minister of web3.

DAOs

DAOs bottom-up entity structure with no central authority. Members of a DAO own tokens of the DAO, and members can vote on initiatives for the entity. Smart contracts are implemented for the DAO, and the code governing the DAO's operations is publicly disclosed.



akiyaDAO

空き家

a tri-centennial omni-maker space in rural
Japan, powered by a digital community

Leveraging Technology

How can we influence technologies that the world is converging towards?

Currently planned visit to Japan visiting 3 prefectures to purchase a home. 5 core team members, 1 moving permanently registering business.

Art, EdTech and neuroscience will be the main focus of this ecovillage - there will be 2 options for participants to be shared holders, creators or visitors.

Currently at 800 members on discord, 50 active members in Japan and globally.



- How can I expand my definition of value/capital?
- How can we go slow to innovate fast? Aim for iterative growth vs. solution.
- How can we think in verbs vs. nouns? Our defaults are dangerous

Thank you!

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