

Regional Revitalization

“Regional revitalization will help maintain the vitality of Japan as a whole,” according to Akiko Ito, Director General of the Secretariat of the Headquarters for Overcoming Population Decline and Vitalizing Local Economy in Japan (see Interview, p. 6). In this issue, we home in on a range of such revitalization efforts, which vary according to the particular challenges or opportunities existing in each regional community. We introduce two towns which have “built back better” after their respective earthquake disasters; a dairy farming district that has turned the challenge of animal waste management to its advantage; a small town that has created new jobs and working styles by engaging all in the community who want to work, and another which has been energized as a preparatory camp host before the Tokyo 2020 Olympic and Paralympic Games. The case studies in revitalization start and finish with two towns whose residents have leveraged previously underutilized local attractions to boost regional tourism.



Photo: Courtesy of Tomoyoshi Tada