

A photograph of a traditional Japanese street scene. The street is lined with buildings featuring tiled roofs and wooden facades. On the right, there are vertical signs with Japanese text, including one that says 'さやま荘' (Sasayama-so) and another '雨とい' (Amatoi). The street is paved and appears to be a quiet residential or commercial area.

# Tamba Sasayama's efforts to revive their community

*- with some examples from Germany*

An analysis with a a foreign lens

Dr. Anna Schrade, KGU, 27/11/2019

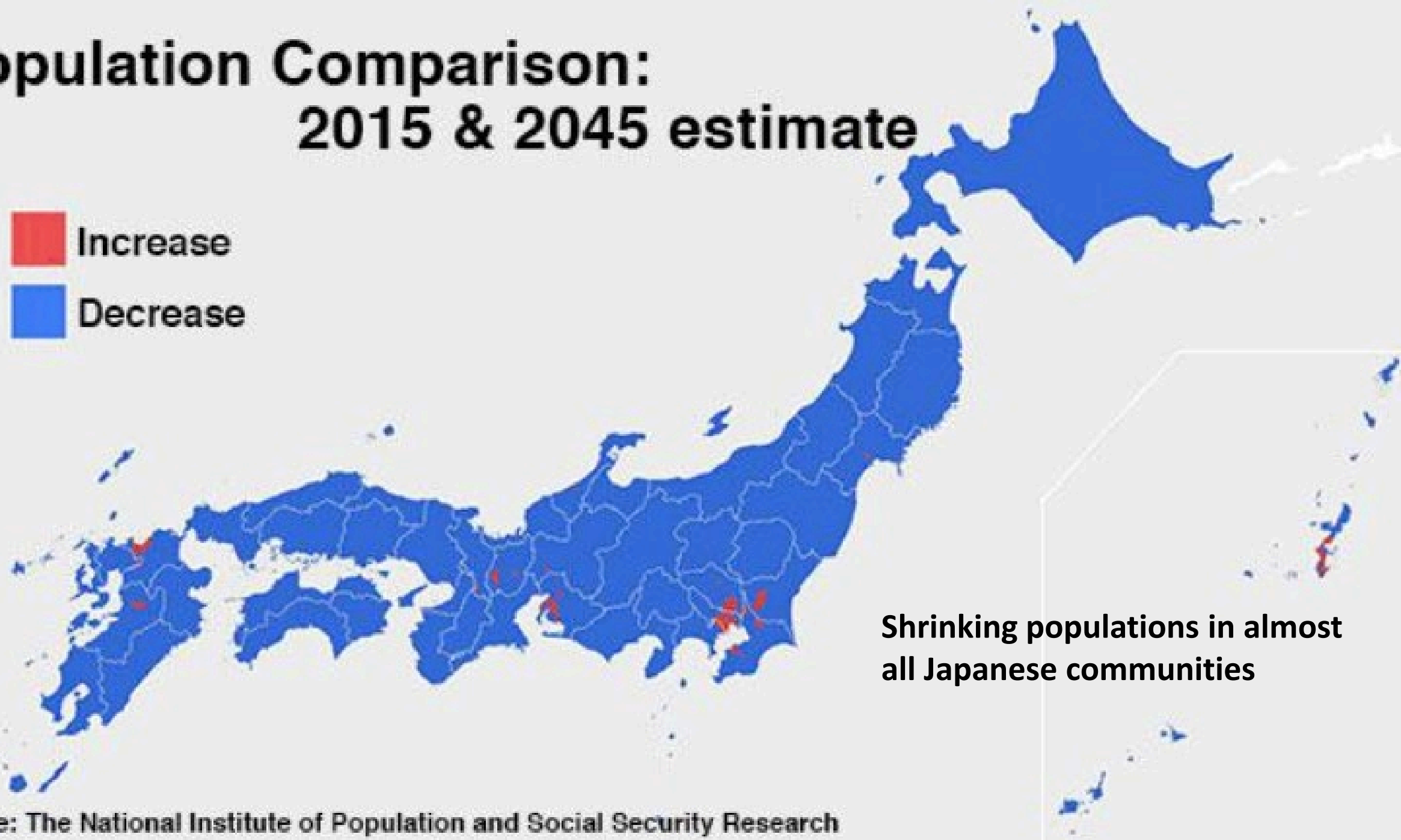


# Rural depopulation in Japan

An unstoppable development?

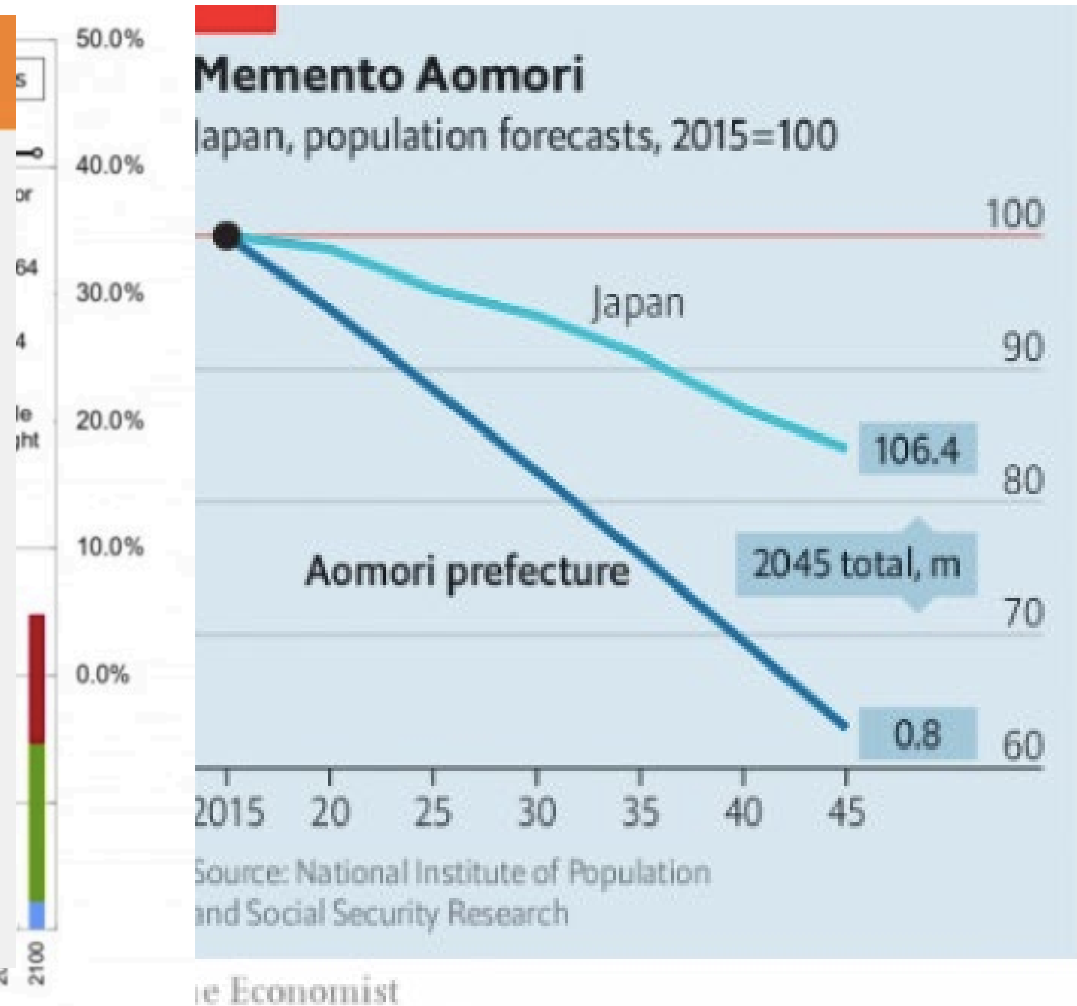
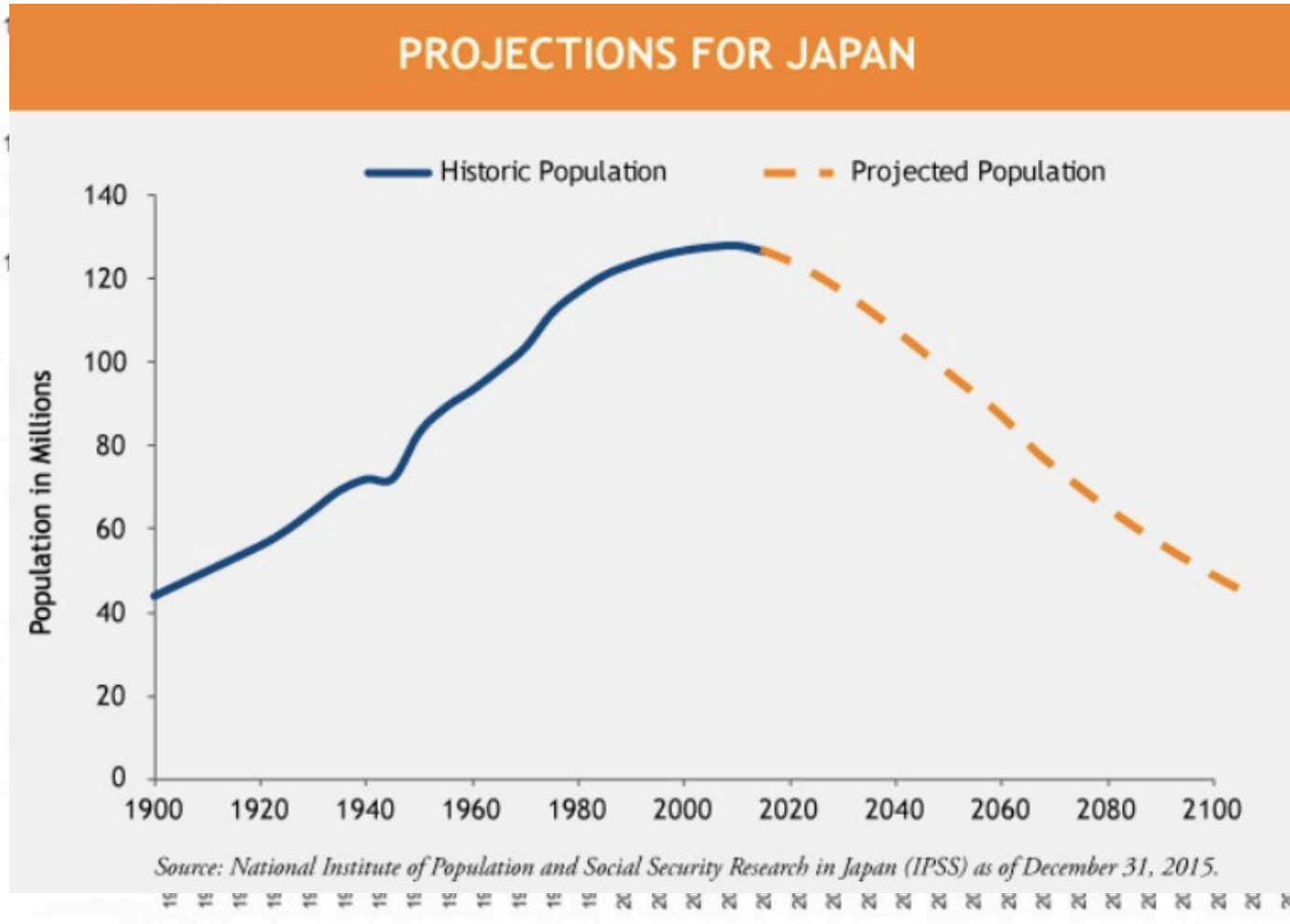


# Population Comparison: 2015 & 2045 estimate

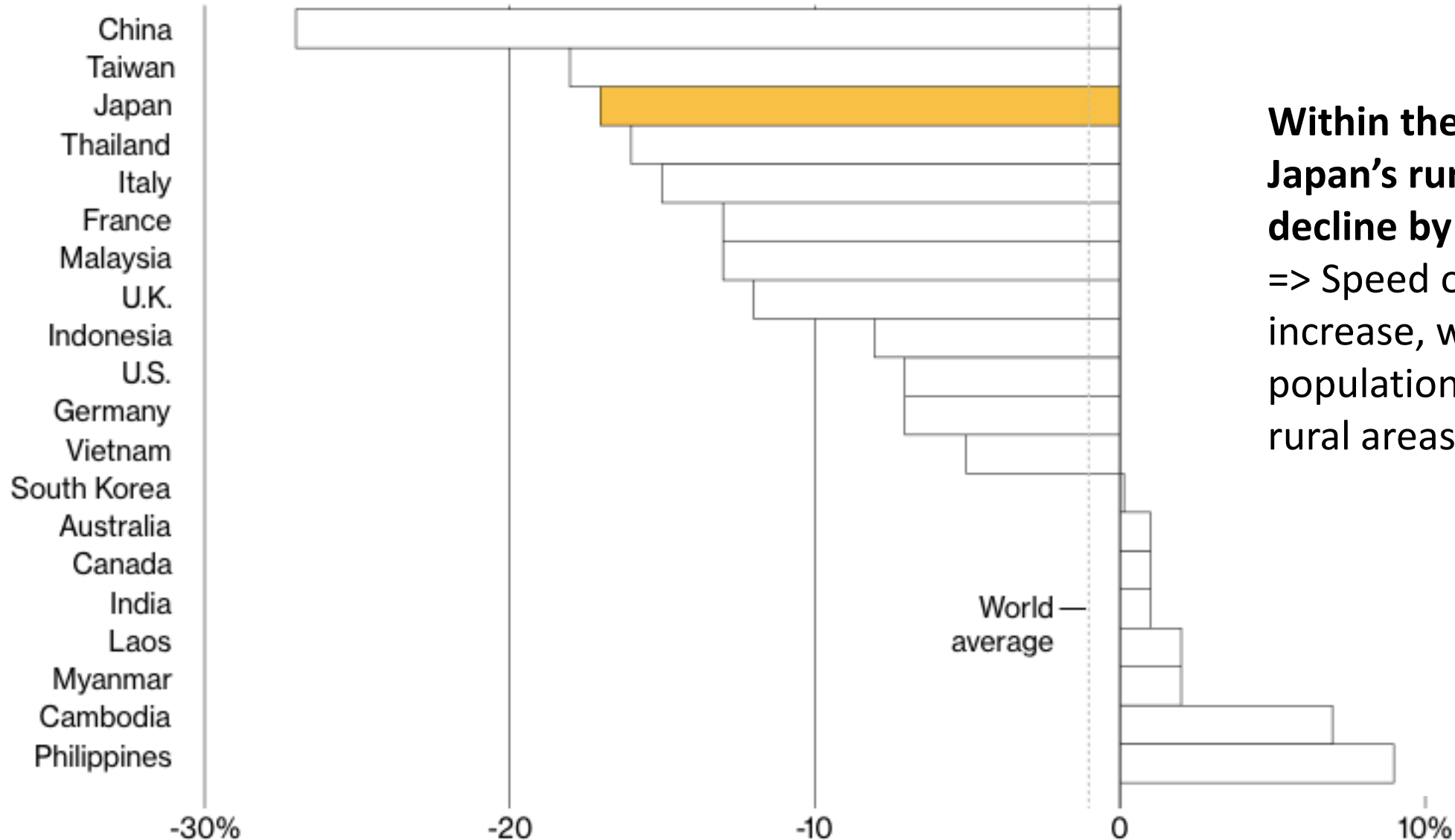


**Shrinking populations in almost  
all Japanese communities**

# Japan's demographic time bomb (?)

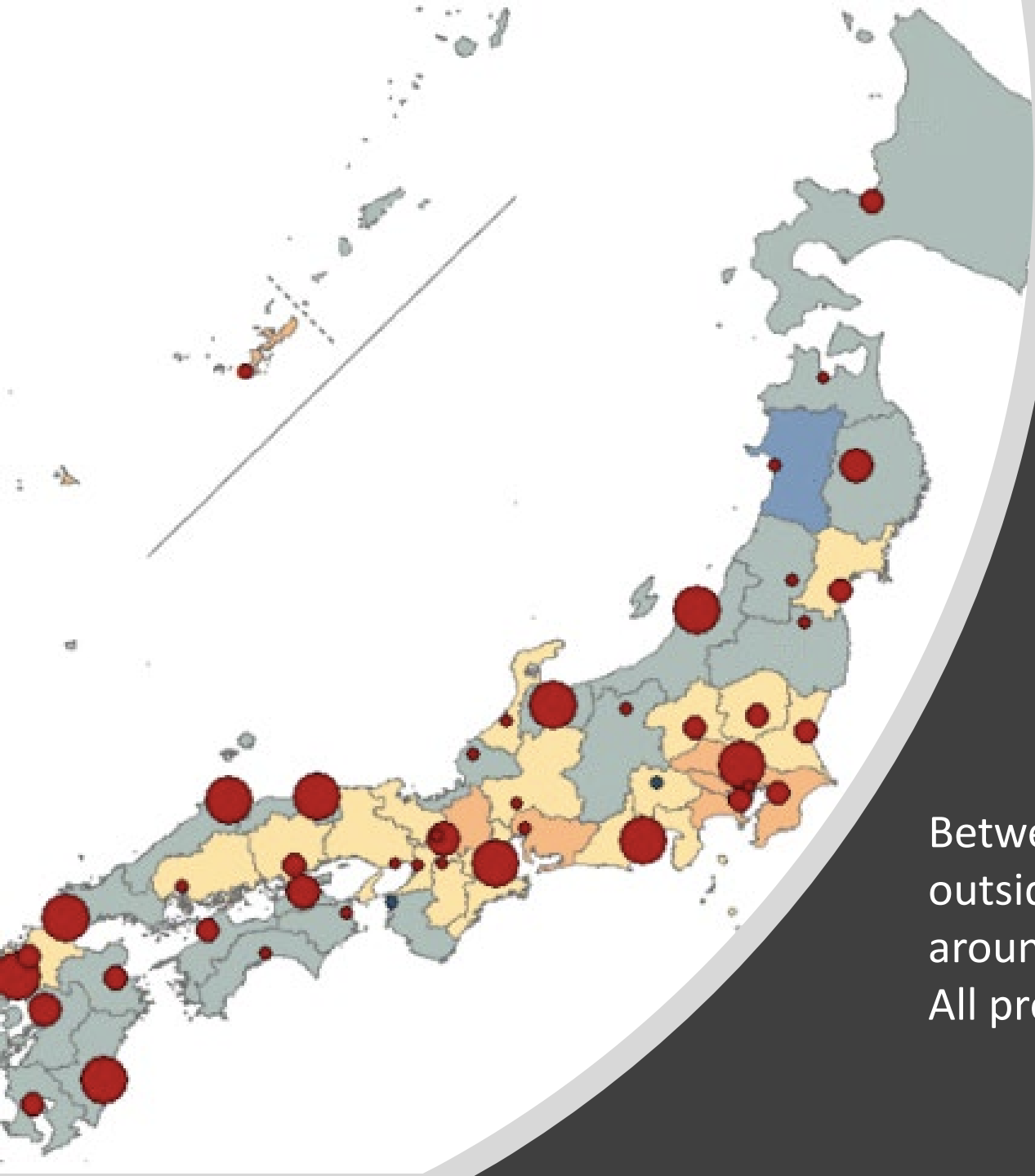


## Percentage change in rural population, 2018 to 2030



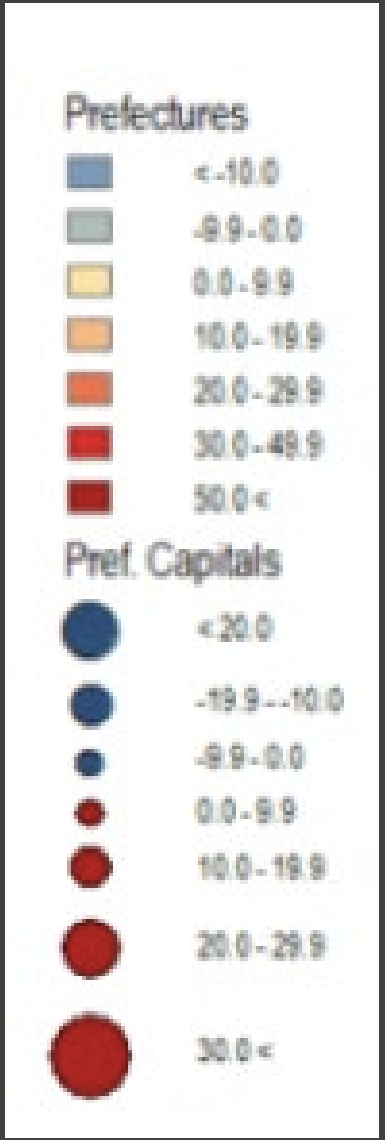
**Within the next 12 years,  
Japan's rural population will  
decline by 17%**

=> Speed of decline to  
increase, with annual  
population losses of 2% in  
rural areas in the 2030s

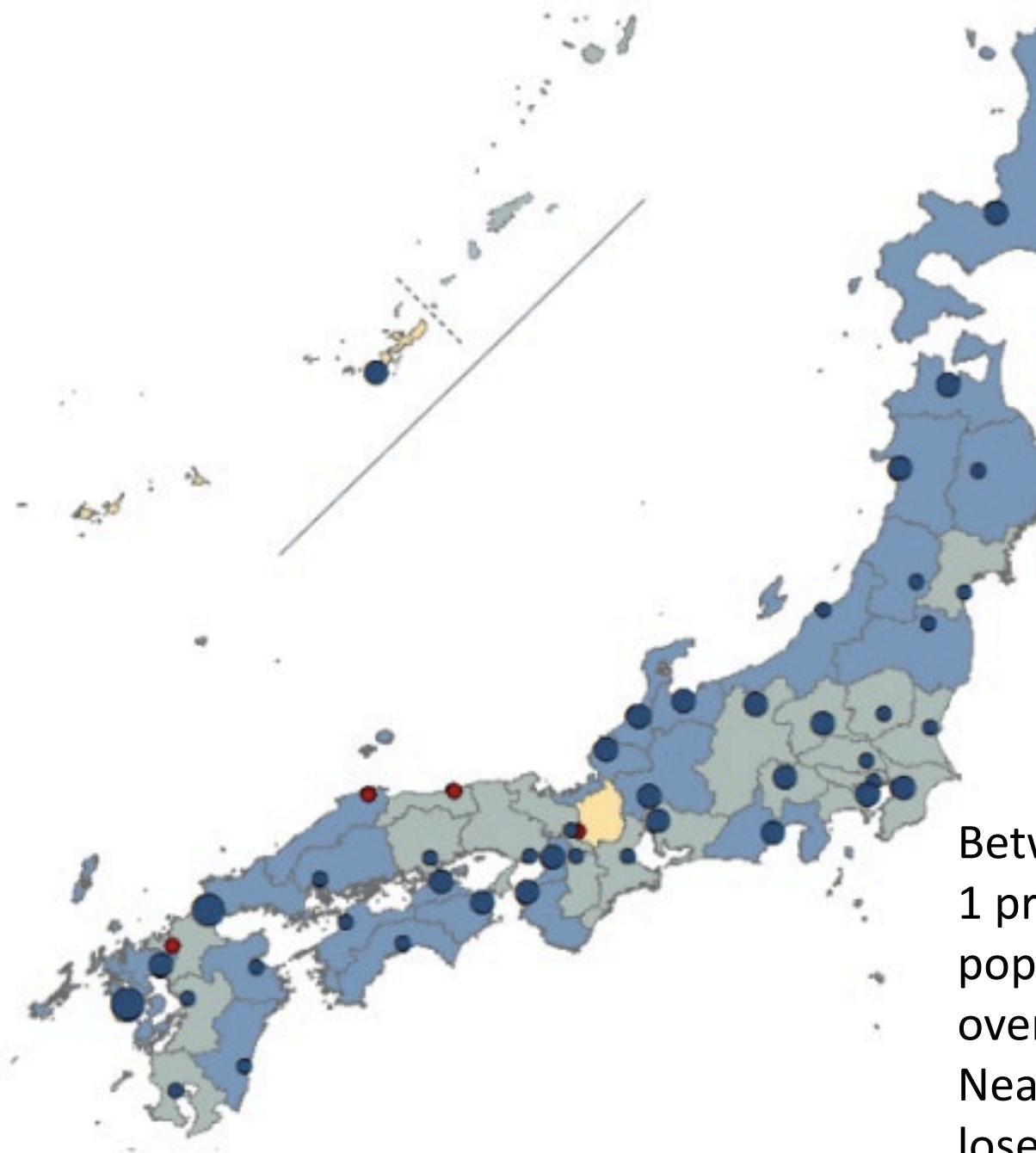


# Population change 1990-2010

Between 1990 and 2010, populations outside of Honshu, in Tohoku, and around the Japan Sea declined. All prefectural capitals were growing.

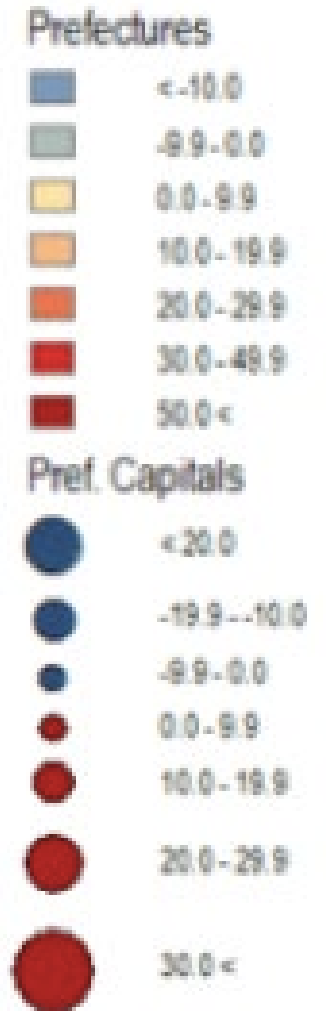


# Population change 2010-2030 (projected)

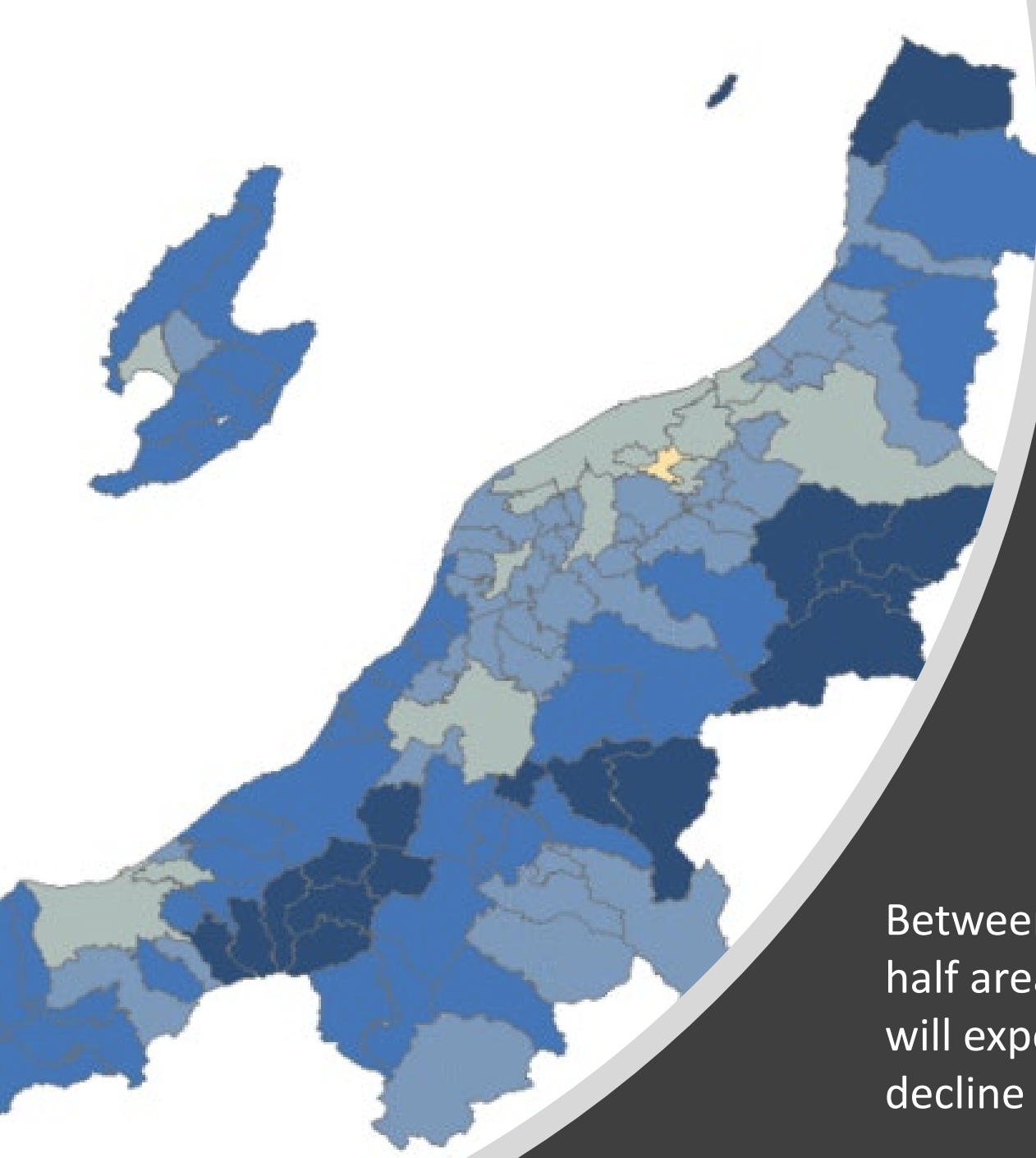


Between 2010 and 2030, all but 1 prefecture will experience a population decline – most losing over 10%.

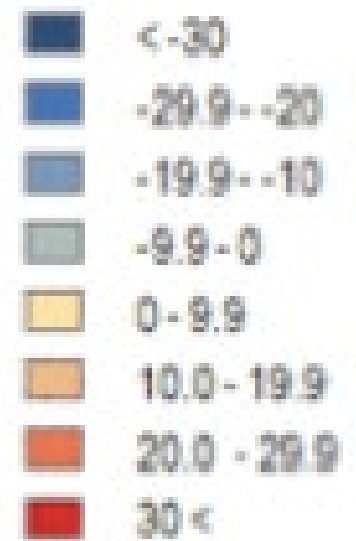
Nearly all prefectural capitals will lose population.



# Population decline in Niigata Prefecture, 2010-30



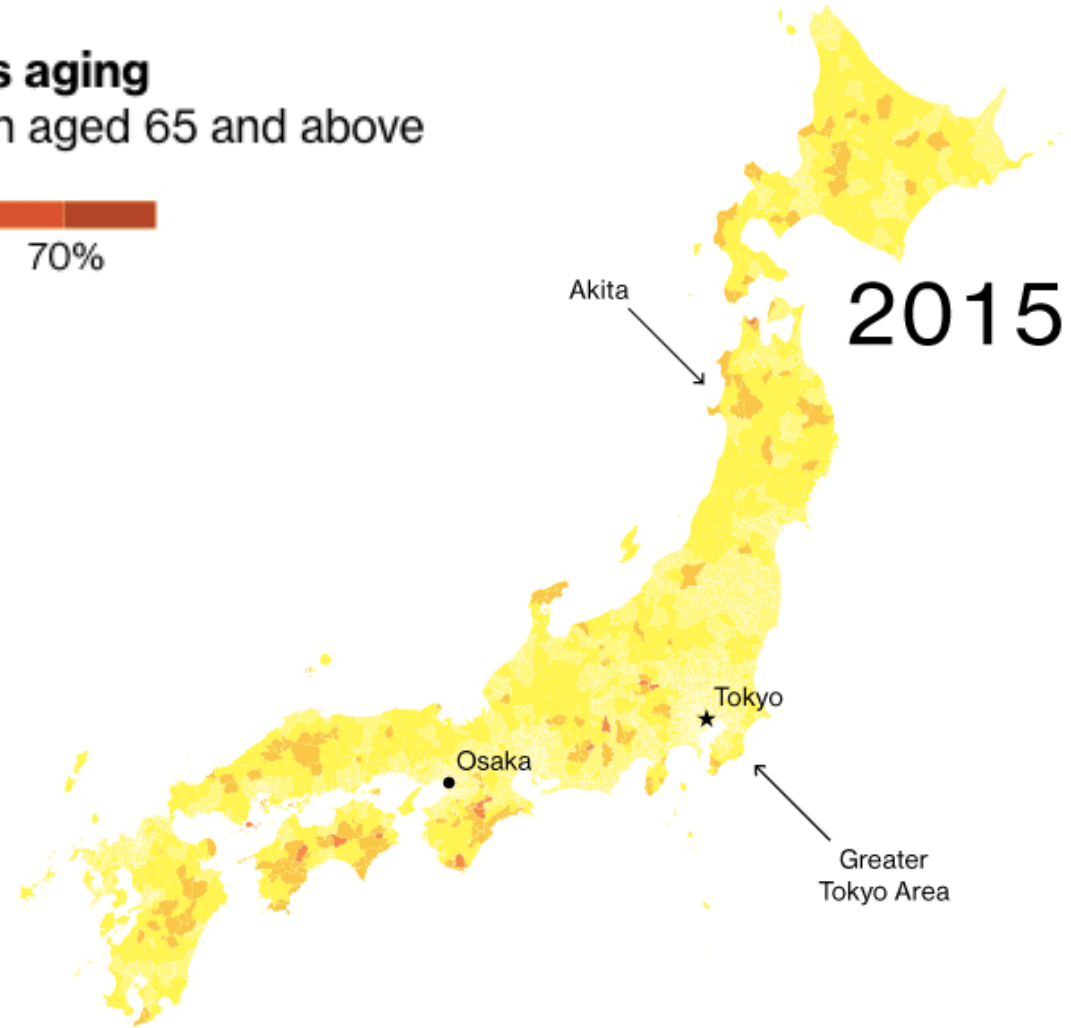
Between 2010 and 2030, around  
half areas in Niigata Prefecture  
will experience a population  
decline of 20 percent and more..





# Japan's rural population is aging

Percentage of the population aged 65 and above



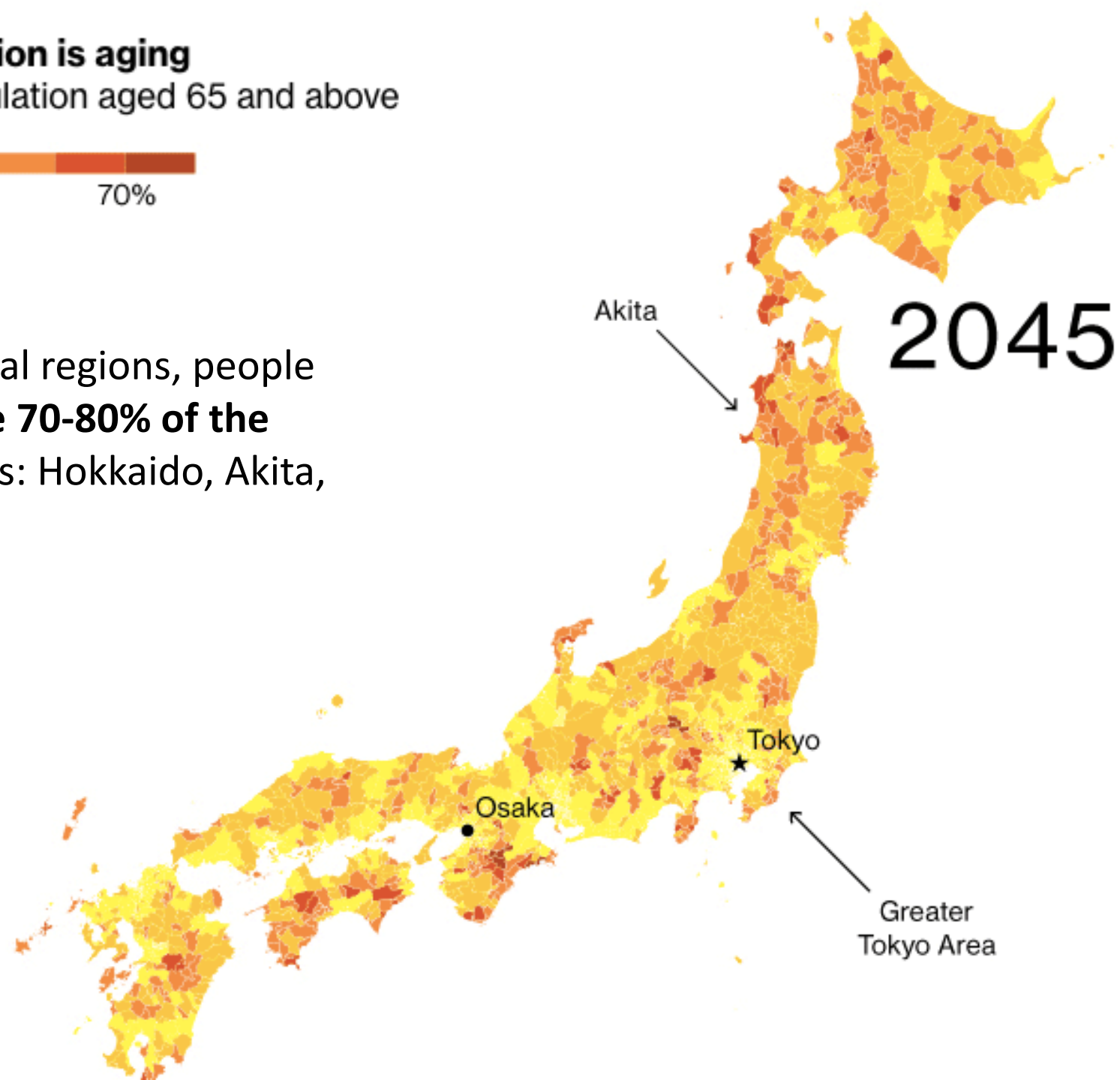
Rural population ageing

## Japan's rural population is aging

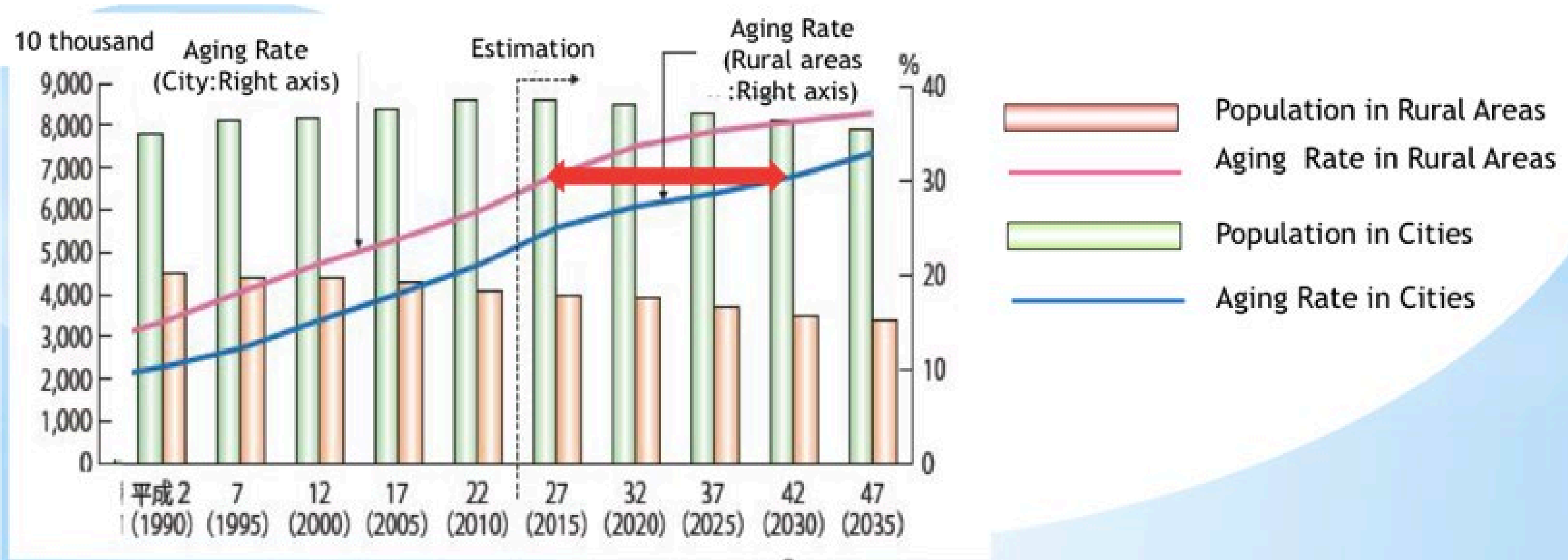
Percentage of the population aged 65 and above



By 2045, in several regions, people over 65 will pose **70-80% of the population** (focus: Hokkaido, Akita, Shikoku, Mie)



# Population aging in the countryside 15 years ahead of aging in cities





## Japan's TWO ECONOMIES

**Japan A:** urban-industrial corridor between Tokyo and Osaka/Kobe

- About half of Japan's citizens live there (on 14% of landmass)
- cutting-edge businesses
- often high wealth

**Japan B:** regions outside Japan A (small cities and towns)

=> Stark contrast between Japan A and B





Rural population decline & the emergence of *genkai shūraku* (community at the edge)

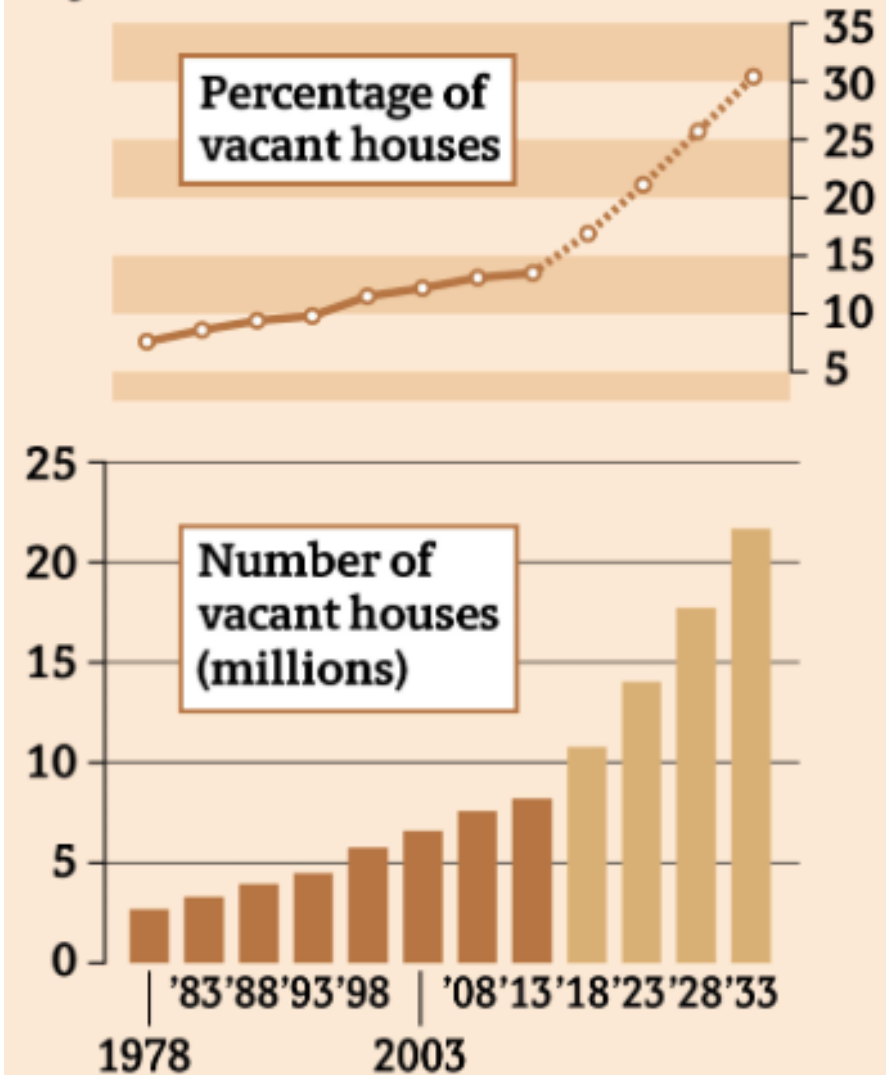
- Between 2010 and 2015, 39 out of Japan's 47 prefectures experienced a population decline
- **896 municipalities will become extinct by 2040** due to the loss of young female residents, and thousands on the verge of collapse (Masuda, 2014)

# Depopulation, decline in public services & vacant houses

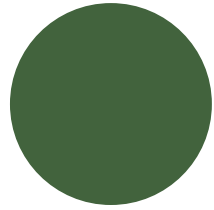
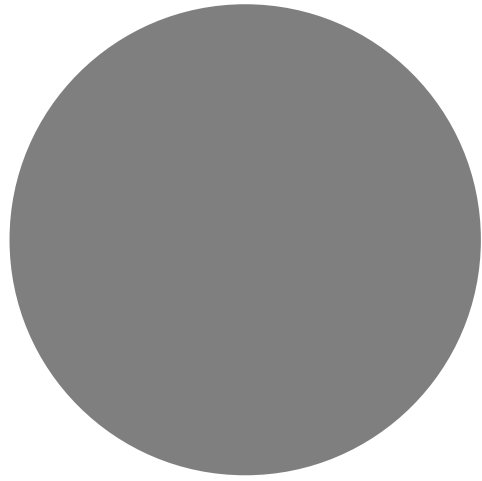
- Between 2015 and 2033, the number of abandoned dwellings is expected to double, reaching over 22 million properties (approx. 1/3 of all units) (*Nomura Research Institute*)
- Due to internal migration to urban areas, schools and public services will close:
  - 2002-2017: more than 7,000 public schools closed (majority in rural areas)⇒ Vicious cycle! Younger families moving to cities due to lack of schools

## Abandoned homes

\*Figures beyond 2018 are forecasts by Nomura Research Institute



SOURCE: Internal Affairs and Communications Ministry/Nomura Research Institute



How to save (or at least support) rural communities?





# Possible solutions, mid- and long-term

- 1) **Increase number residents** (new internal migration, reduction of outmigration, higher fertility)
- 2) **Managing population decline**, sustaining a life in dignity of all residents, e.g. through modern technology





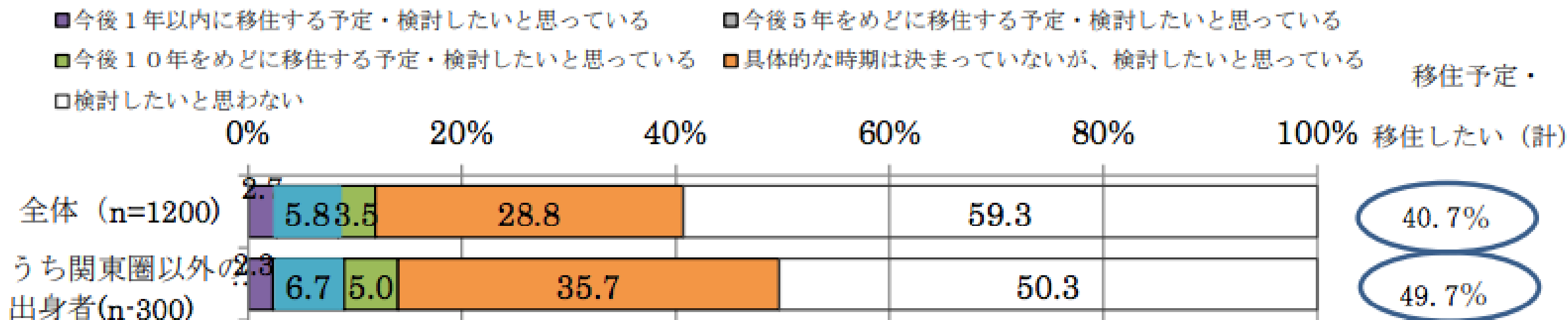
# Increasing the number of residents



# Through internal migration (I-turn, U-turn)

## Is there interest among city dwellers to move to the countryside?

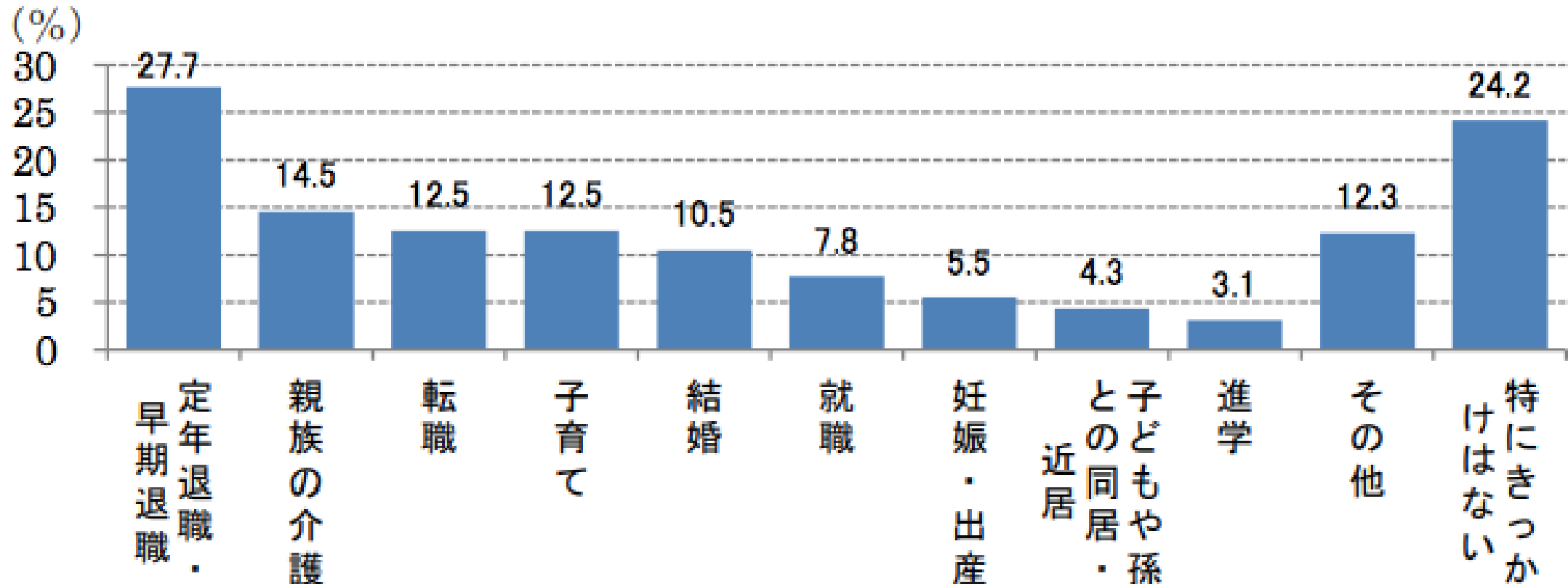
### 【移住の希望の有無】



Survey on the intention among Tokyo Metropolitan Area residents to move to rural areas (2014, 12,000 respondents aged 18 to 69). About half of the population not born in Tokyo might consider relocating to the countryside

# Reasons for a possible relocation

【移住をしたいと思ったきっかけ】



Most commonly expressed reason for considering to move: relocation due to retirement or for elderly care of family members (28% and 15%) => relatively low motivation to move to countryside during working age, for lifestyle reasons

# Reasons for not considering migration to rural areas

- (Fear of) lack of work

## [ポイント3]

移住する上での不安・懸念としては、働き口が見つからないこと、日常生活や公共交通の利便性が低いこと等が挙げられている。(調査結果5, 6)

→ 「地方への新しいひとの流れをつくる」には、その前提として「地方にしごとをつくり、安心して働けるようにする」ことと、「時代に合った地域をつくり、安心なくらしを守る」ことが必要。

**=> Necessity create jobs, to increase awareness of availability of jobs, to foster entrepreneurship etc.**



# 暮らしのインタビュー



Uターン女子  
INTERVIEW  
06



親の側で育り溢るために地元に戻る  
そして地域に溶け込む暮らし

Hiromi Sentrin  
Uターン女子life # 6

Uターン女子  
INTERVIEW  
05



Mariko Uemura  
Uターン女子life # 5

Uターン女子  
INTERVIEW  
04



Ai shindo  
Uターン女子life # 4

Uターン女子  
INTERVIEW  
03



Mai Tanaka  
Uターン女子life # 3

## Sasayama's efforts to revive their community

Study and evaluation

# Sasayama's strategy



1) Attract internal migrants (focus on young people, families, entrepreneurs)



2) Raise entrepreneurs among local residents



3) Increase marriages & fertility



4) Attract tourists to increase revenue, popularity and employment

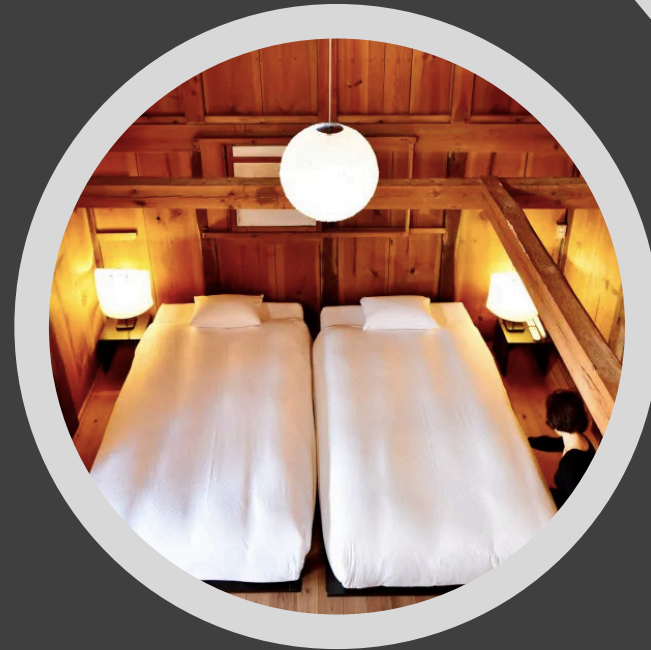
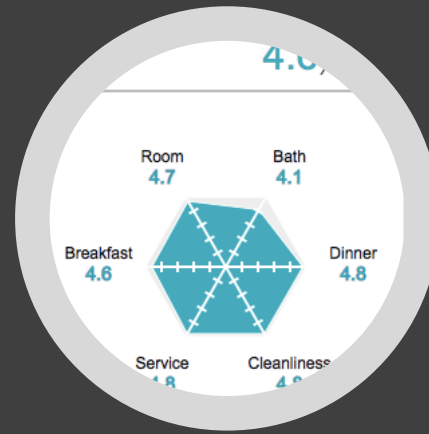


#4) Increase in tourism:  
Sasayama's positioning as tourist destination



# Tourism in Sasayama

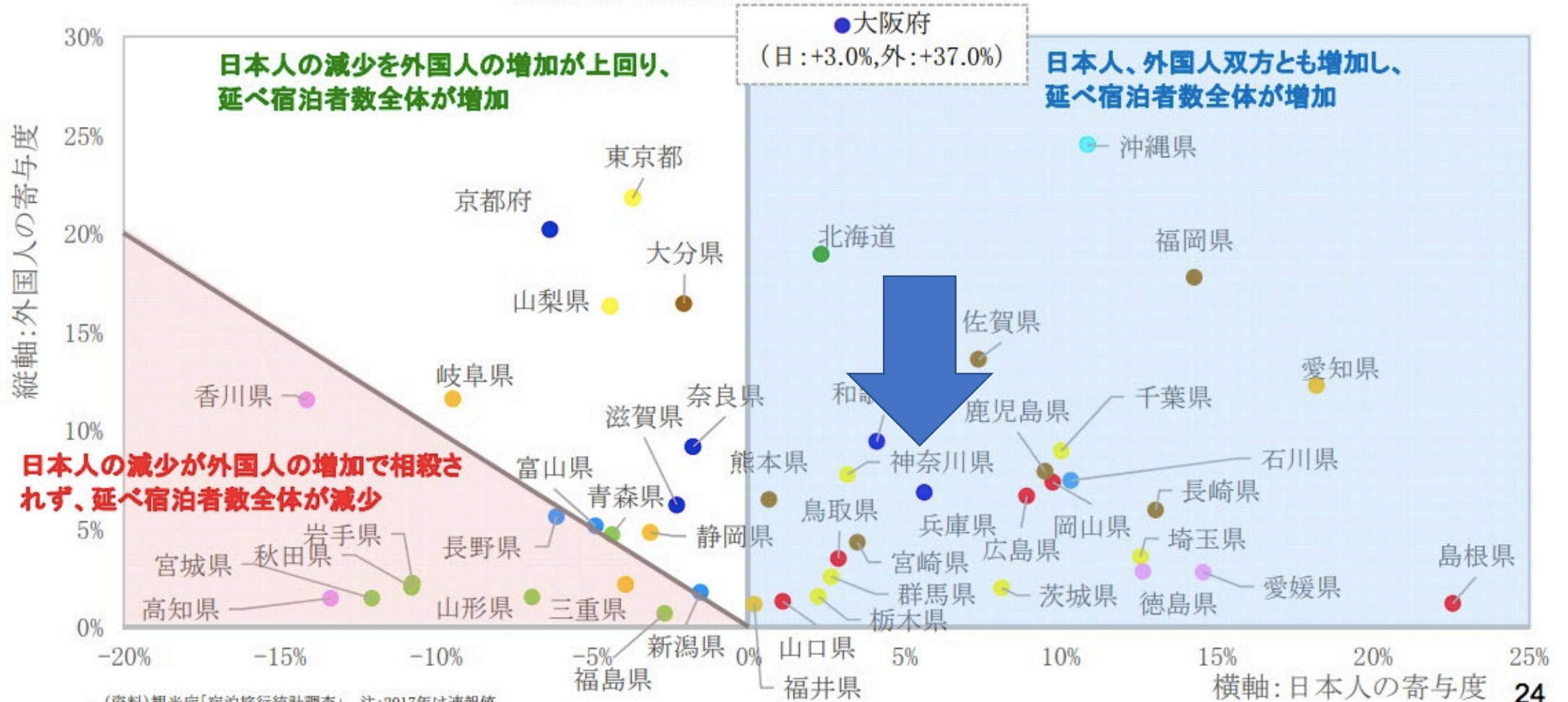
- Large-scale investment in new tourist accommodation, e.g. by NOTE (hotel company originating in Sasayama), who bought (and is renovating) several of Sasayama's kominka with over 400 years history





# Increase (+6%) of number hotel stays (domestic & foreign tourists), 2012-17

＜都道府県別延べ宿泊者数の伸び率への日本人・外国人別寄与度分解＞  
 (2012年から2017年の伸び率の寄与度分解)



# Tourists in Sasayama

## ・平成30年度「観光客動態調査」について

2

### 1. 観光客入込数【平成30年度実績】

①統一調査方式（兵庫県観光客動態調査）による数値

（単位：千人）

	第1四半期 (4月～6月)	第2四半期 (7月～9月)	第3四半期 (10月～12月)	第4四半期 (1月～3月)	合計
平成28年度	602	536	886	378	2,402
平成29年度	622	601	853	394	2,470
平成30年度	576	544	890	412	2,422

# Rising number of foreign tourists in Sasayama

## ③宿泊数

(単位：千人)

	平成 27 年度	平成 28 年度	平成 29 年度	平成 30 年度
宿泊数	120	124	132	121

## ④外国人入込数

(単位：千人)

	平成 27 年度	平成 28 年度	平成 29 年度	平成 30 年度
外国人入込数	5	6	8	13

Number of total foreign visitors to Hyogo Prefecture, 2017: 447,000



Formerly known as Tanba State, this history-rich region has prospered since the Edo period, immortal as a key transportation hub for Kyoto, which has left a marked cultural impact on the townscape and festival found here.

## MODEL ROUTES



Offers targeting foreign tourists





#1: efforts to increase the population

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# Attracting new workers by introducing local companies and their working conditions

## 丹波篠山市企業紹介ガイドブック

＼市内に全戸配布！／

市内企業約80社の魅力を掲載した企業ガイドブックを、作成しました。

「実際に働いている先輩の声」や、「地元で働くシアワセについて」などを掲載しています。市内全戸配布を行い、篠山口駅、丹波篠山市民センター、丹波篠山市役所、各支所にも設置しています。

発行月：平成30年7月





# Portal of job openings, with explanations by current workers in companies

FIND A JOB  
求人中企業一覧

全表示 医療・福祉 その他 サービス 食品 製造



芦森工業株式会社 篠山工場

株式会社 伊丹精機

株式会社 岩崎電機製作所

オーリス株式会社

ケンミン食品株式会社 篠山工

The screenshot displays a job portal interface. At the top, a green banner contains the text 'FIND A JOB' and '求人中企業一覧'. Below this is a navigation bar with buttons for '全表示', '医療・福祉', 'その他', 'サービス', '食品', and '製造'. The main content area features a grid of company listings. Each listing includes a photo of a worker or a company building, and a caption with the company name and location. The visible listings are: 芦森工業株式会社 篠山工場 (Asomori Industrial Co., Ltd. Shinohara Plant), 株式会社 伊丹精機 (Ito Seiki Co., Ltd.), 株式会社 岩崎電機製作所 (Iwazaki Denki Seisakujo Co., Ltd.), オーリス株式会社 (Ooris Co., Ltd.), and ケンミン食品株式会社 篠山工 (Kenmin Food Co., Ltd. Shinohara Plant). A small cartoon character is visible in the bottom right corner of the grid.

# Attracting new workers through internships in Sasayama's companies

## 丹波篠山市インターンシップ補助金

大学生等を実習生として受け入れていただいた企業、またインターンシップPRイベントに参加された事業所に対して、その経費の一部を補助金として交付します！

補助金の交付限度額は、該当年度1事業所につき、5万円！

※条件あり

まずはインターン開始前に、「丹波篠山市インターンシップ事業事前申込書」を丹波篠山市創造都市課へご申請下さい！





# Raising awareness about Sasayama among other regions

## 丹波篠山市出展事業補助金

市外で行われる展示会へ出展に要した経費の一部を補助します。（目的は市内の事業者が開発した、技術または製品の市場開拓や販路拡大を図ること）

また学生等の就職希望者を対象とした就職説明会等にも補助対象を拡大！

**交付限度額は、20万円！**

**※条件あり**

まずは、補助時対象事業を開始するに、丹波篠山市創造都市課へご申請下さい！

# #2: Nurturing entrepreneurs in Sasayama



丹波篠山市  
創造都市課  
主催

丹波篠山での  
起業の仕方を  
知るツアー

“定員に達したため締切” 「丹波篠山での起業の仕方を知るツアー」

□ 自分らしい起業のスタイルを作り出す □

丹波篠山で企業の仕方を知るツアー開催決定！！  
えっ！なにそれどんなツアーなの？という方も多いのではないのでしょうか！  
コレが実にかんたん読んで字の如し！

「丹波篠山で起業の仕方を知ることのできるツアー」

なのです！  
そう！丹波篠山市で起業したいと考えている方なら誰でもご参加いただけます。

# Sasayama I.school

» アフター » Q&A



起業・継業のためのローカルビジネススクール

篠山イノベーターズスクール

スクールについて

コース紹介

サポート体制

受講生・修了生紹介



篠山で学び、起業しよう。

神戸大学 × 篠山市




# Local Business School, in collaboration with Kobe University, to raise entrepreneurs

01 

**充実の講師陣**

神戸大学教員や  
現役経営者が講師陣です。

02 

**実践的なカリキュラム**

経営に必要な理論と  
現場のノウハウを学べます。

03 

**受講料8万円/年**

CBL1科目とセミナー  
最大6科目に加えて  
起業・継業サポートまで。

04 

**働きながら学ぶ**

土日中心、平日は  
夜の開講で働きながら学べます。

05 

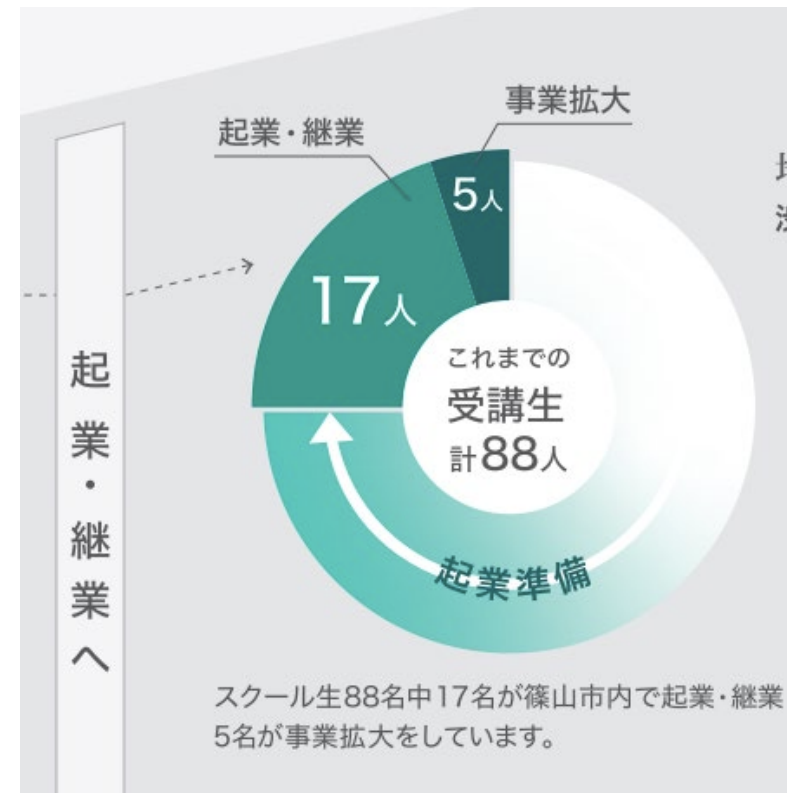
**大阪・神戸から通学できる**

大阪から約60分、  
JR篠山口駅直結。

06 

**離陸まで伴走支援**

ビジネスをスタートする  
ところまで、搬送します。





# #3: Increasing marriage & fertility among residents



ご利用流れ

相談日のご案内

お問い合わせ

Assessing Sasayama's attempts,  
from a foreigner's perspective

# In general

- Outstanding efforts in trying to **attract city dwellers** to move to Sasayama
- Outstanding efforts in **increasing entrepreneurship**
- Outstanding **websites and PR** material
- Highly interesting **collaboration with academia** (Kobe University)
- Effective **focus on *kominka*** and culture to increase number of tourists (introduction of tours)



# Ideas on how to improve: Tourism

- **Tourism:**

- **Improving accessibility** of sights (shuttle bus, bike rental etc.)
- Counteracting the ‘spread of attractions’: creation of **1-2 highlight areas for tourists**
- Higher focus on **‘experience tourism’ & active holidays**: hiking, pottery, BBQ, farming etc.
- Focus on something not covered by other regions: e.g. **bike region Tamba**: special bike riding courses, maps, bike hotels etc.
- Possible collaboration with **Asian tour providers** to increase number of foreign tourists (like in Iya Valley, Shikoku)
- Attracting more **school classes** (countryside experience)





# Ideas on how to improve: increase residents

- **Increase number of residents** (new in-migration, stop of out-migration):
  - Higher **focus on stopping out-migration** of Sasayama residents (packages for young Sasayama residents if they stay in Sasayama or come back after university, e.g. provision of housing, reduced costs for childcare etc.)
  - **Focus on ‘community building’** and joint ownership of the city: e.g. new Sasayama Ryokan renovated, owned & run by a large group of Sasayama residents?
  - More information to imagine a possible future life in Sasayama (information on cafes, shops, nurseries, schools etc.)

# Ideas on how to improve: increase labour force

- Increase number of residents and labour force through **introduction of new forms of work** (remote work, work-sharing, special work for the elderly & women with children, flexible work, 'team entrepreneurship' etc.
- Attracting **satellite offices** of companies based in Keihanshin



# Ideas on how to improve: entrepreneurship

- Increasing entrepreneurship: **'joint entrepreneurship' / 'trial entrepreneurship'**, supported by Sasayama city (e.g. city's buildings provided for group of citizens to run shops and cafes etc. without much initial investment)



# Ideas on how to improve: increase fertility

- Increasing the number of marriages & childbirths among residents: creating an environment supportive of children (e.g. **multi-generation dwellings**, **'rental granny'**, **remote work** etc.)



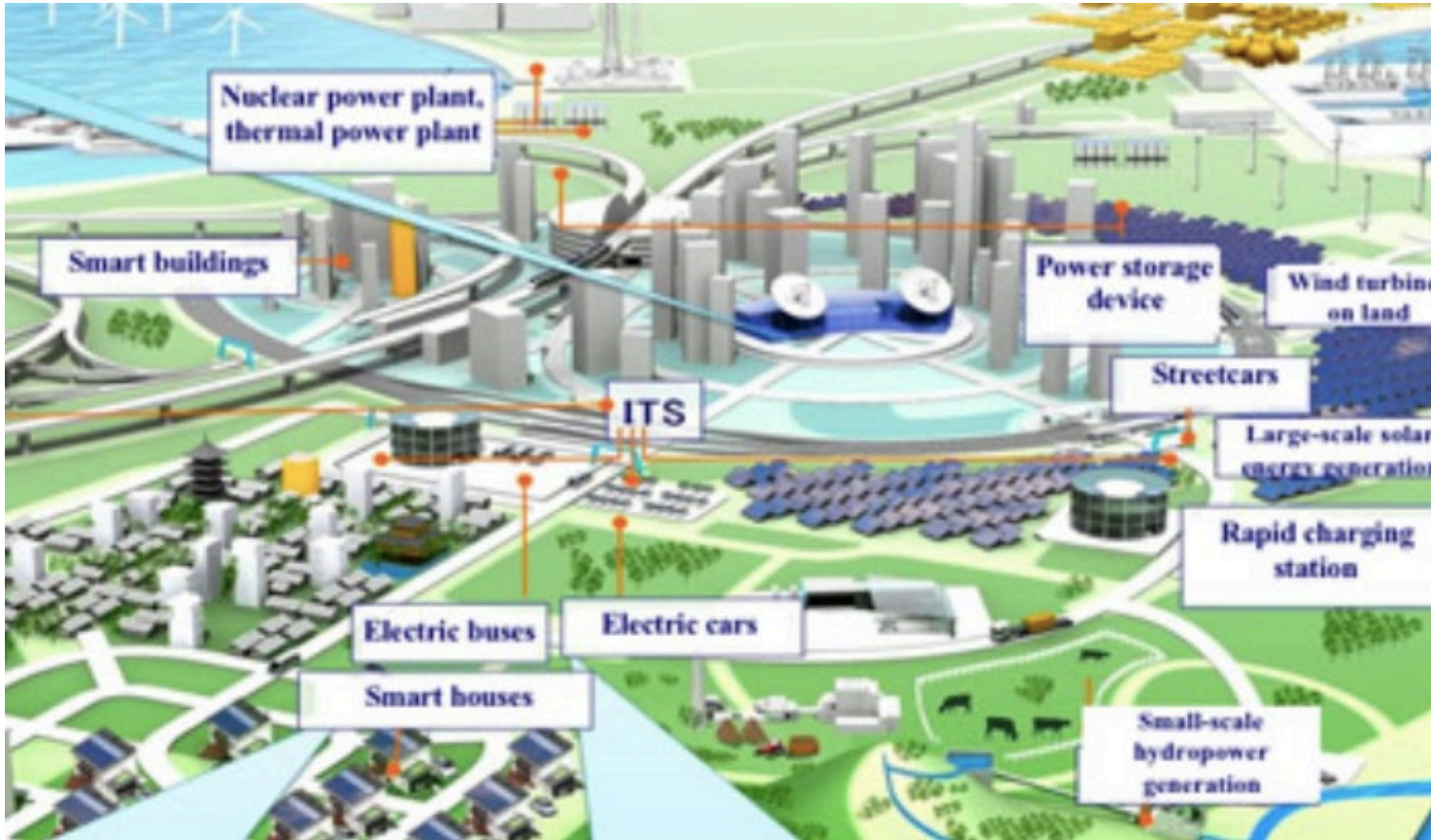




Ideas on how to improve: focus  
on everyday life in Sasayama

In order for a community to become more attractive it needs to **provide the little things that people enjoy:** company, a feeling of belonging, a nice residence, comfortable places to spend time (e.g. cafes and shops), (free) activities for children and adults to participate

=> Focus on offers for everyday life (clubs, NGOs, cafes, shops, nurseries, schools etc.)



For the future: increased focus on sustainability & managing 'degrowth'?

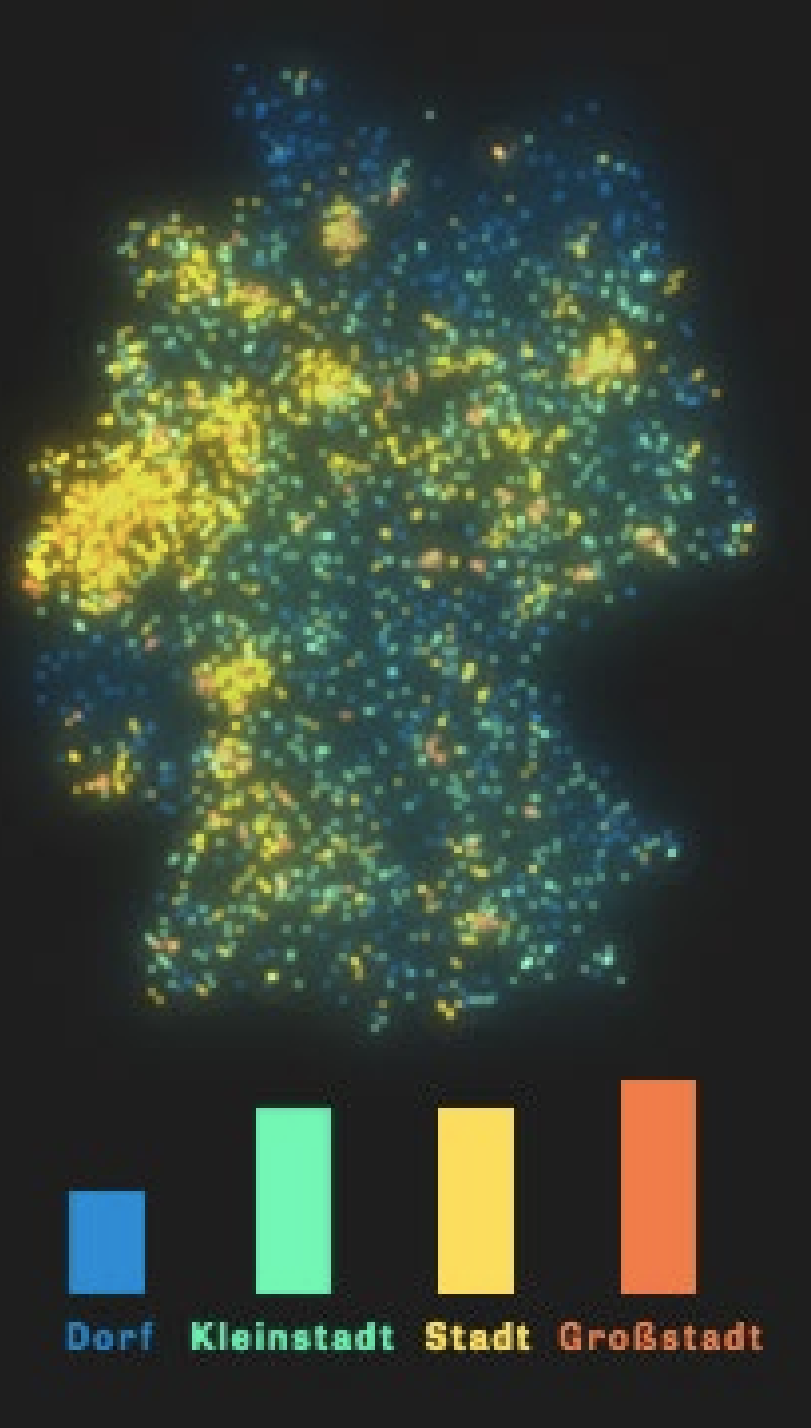
- Current focus is growth strategy; however, necessity to also **deal with managing population decline**. Focus on 'new topics' such as 'Smart Village' strategies, 'smart communities' sustainable energy & transport might be helpful



Some examples of rural development & revitalization  
in Germany

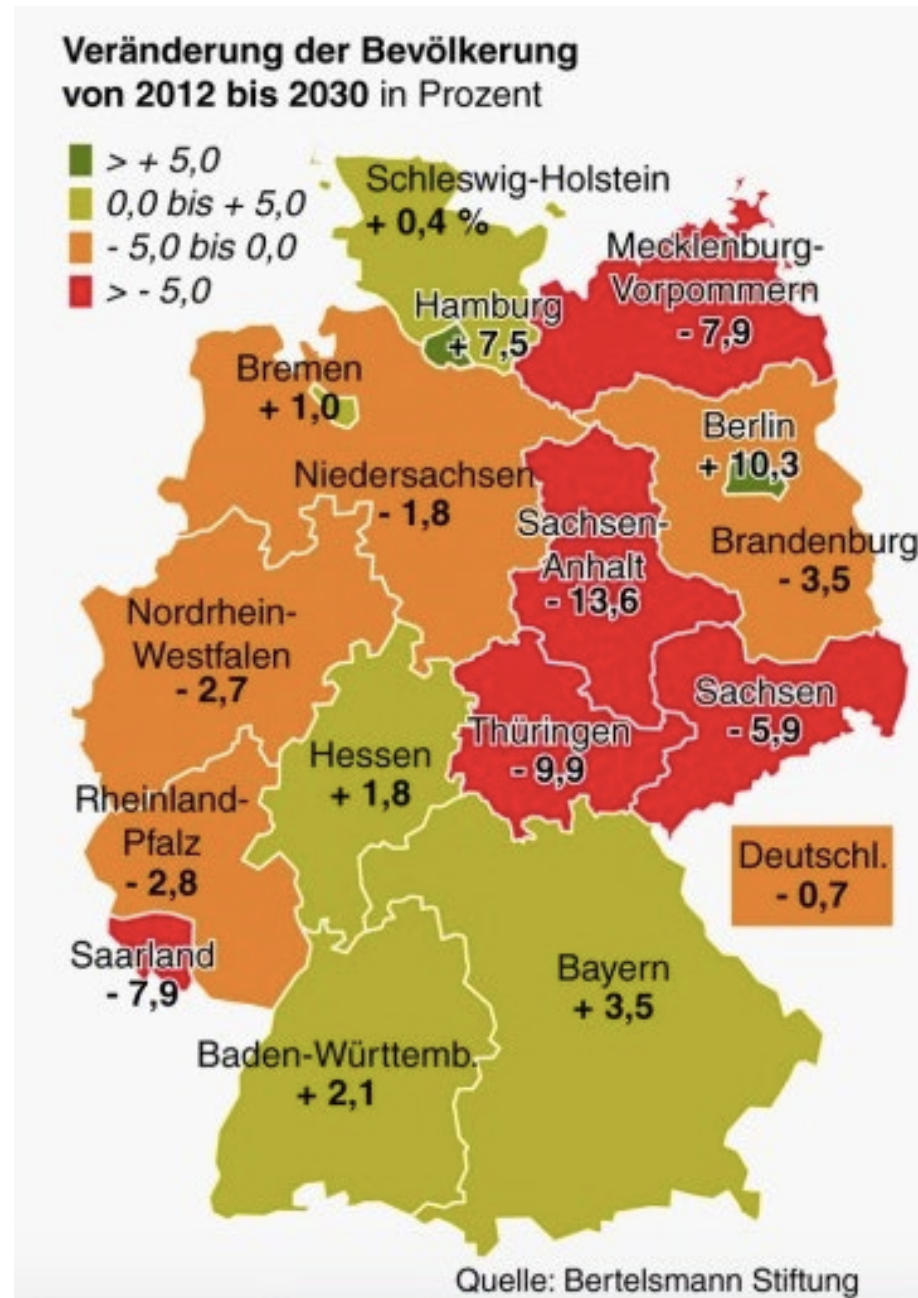
# Life & employment outside metropolitan regions

- Nearly **70% of Germans live in communities under 100,000 inhabitants** (15% in villages under 5,000; 27% in villages between 5-20,000 people, 27% in towns with 20-100,000 inhabitants, and 31% in cities with over 100,000 people)
- About **60% of all SMEs in rural and town areas**





# Population development in Germany:



Population decline in eastern Germany, especially in rural areas

How is Germany trying to secure healthcare provision in the countryside?



# What is this?

- *Medibus*: a bus providing medical care of people in 5 villages around Kassel (around 30 patients per day)
- Pilot project by German Railways (2 years), supported by German government (budget: 300,000 Euro p.a.)



Sieht fast wie eine gewöhnliche Arztpraxis aus: Samara Abhau an ihrem Arbeitsplatz. © 2014 Samara Abhau





- **Other attempts:** Providing access to medical degrees to students with lower A-level exam grades under the condition they promise to work as GP in the countryside after graduation



How do German rural communities try to supply grocery shopping opportunities?



# Community supermarkets with shared ownership (*Genossenschaftsmärkte*)

Citizens buy shares of the supermarket and run it themselves



How do German communities try to guarantee the mobility of their residents?

# Carsharing





# *Ruf-Taxi*

Service to call  
'public' taxi by phone  
or APP in regions  
with low public  
transport (low costs  
of taxi ride)



# *Mitfahrerbaenke*

Designated benches where residents can wait for other people to give them a free lift in their private car



How are German cities trying to support old people?

# Medical support

- Test stage: sensors in old people's houses to alarm if someone falls





How do villages and small town in  
increase their attractiveness?

## Regional cooperation to increase tourism & quality of life

- Ideas: **concerted marketing**, name recognition as region
- Attractions for **whole family**
- **Case studies:** Remstal (area east of Stuttgart) & Allgaeu



The REMS  
region  
(east of  
Stuttgart)

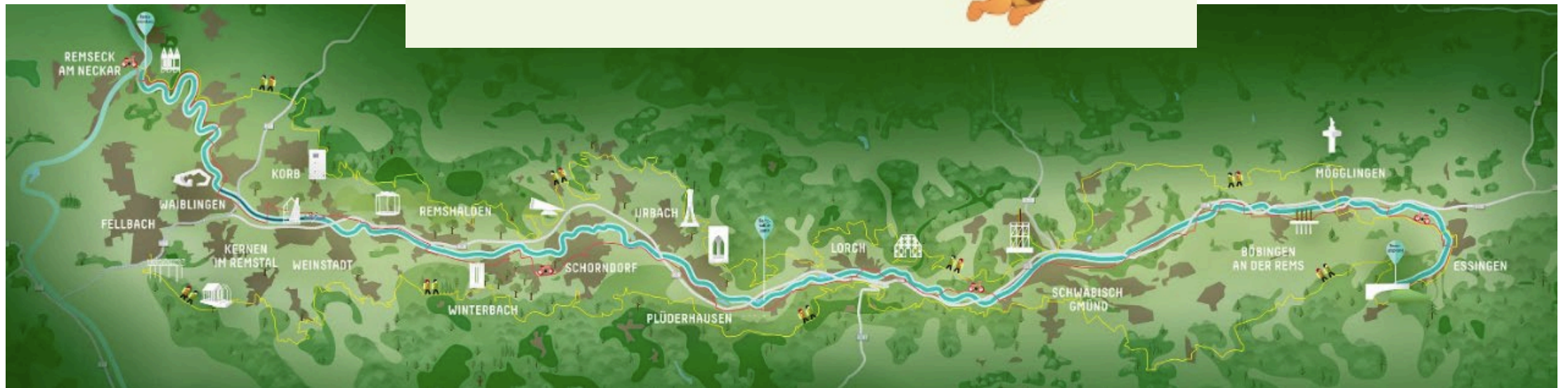


# Remstalgartenschau (flower exhibition in 16 communities along the River Rems)



REMSTAL  
GARTENSCHAU  
2019

10.5. - 20.10.2019







WINTERBACH >



REMSHALDEN >



WEINSTADT >



KORB >



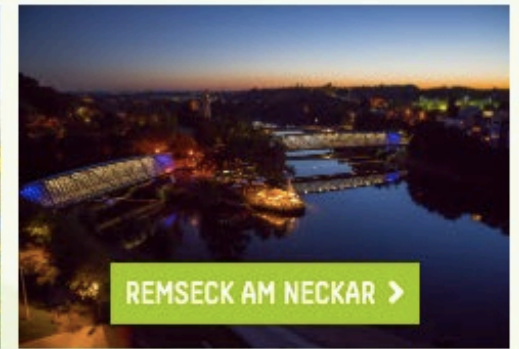
KERNEN IM REMSTAL >



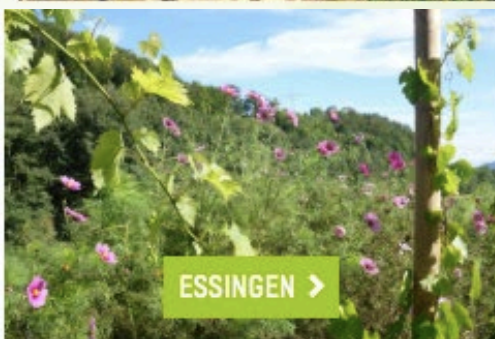
WAIBLINGEN >



FELLBACH >



REMSECK AM NECKAR >



ESSINGEN >



MÖGGLINGEN >



BÖBINGEN AN DER REMS >



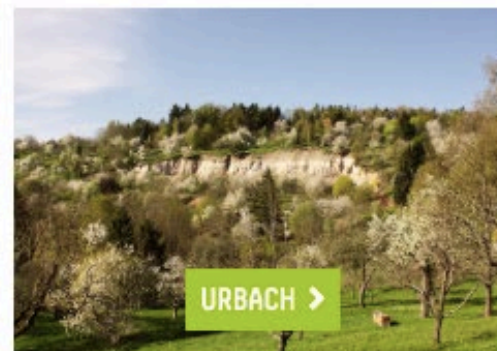
SCHWÄBISCH GMÜND >



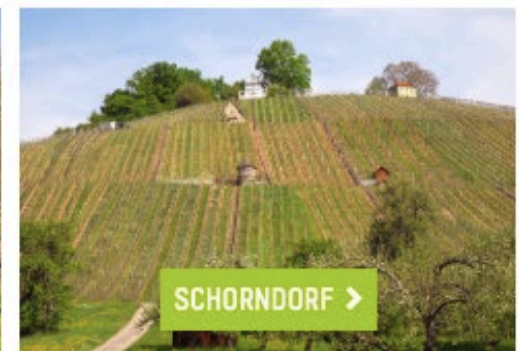
LORCH >



PLÜDERHAUSEN >



URBACH >




SCHORNDORF >




# Allgäu: PR as region (not individual villages)


allgaeu.de



**Allgäu**

WINTER    GESUNDHEIT & WELLNESS    FAMILIE    STÄDTE & KULTUR    WANDERN    RAD    GASTGEBER    SERVICE



 **Wintermärchen Allgäu**

Genießen Sie Berge und Schnee, alpine und nordische Abenteuer, aktive und erholsame Stunden. Der Allgäuer Winter lässt keinen kalt.





Allgäu



WANDERTRILOGIE ALLGÄU TIPPS & ERFAHRUNGEN ORTE ANGEBOTE SERVICE UNTERKÜNFTE  
GEPÄCKTRANSPORT AKTUELLE WEGINFORMATIONEN



Digitaler Wanderpass



Questions to the audience

What do you think are the **most urgent issues** your locality is facing?

Where has your locality been **making progress** (solving some urgent issues etc.)?

How could your locality/region **deal with population decline**? What are YOUR concrete ideas?

Which **examples from Germany** might Japan be able to **copy** successfully?

Discuss in groups of 3-4 people

Q&A