

Roundtable discussion on “Land use in rural regions”

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# Revitalizing Rural Areas in Japan

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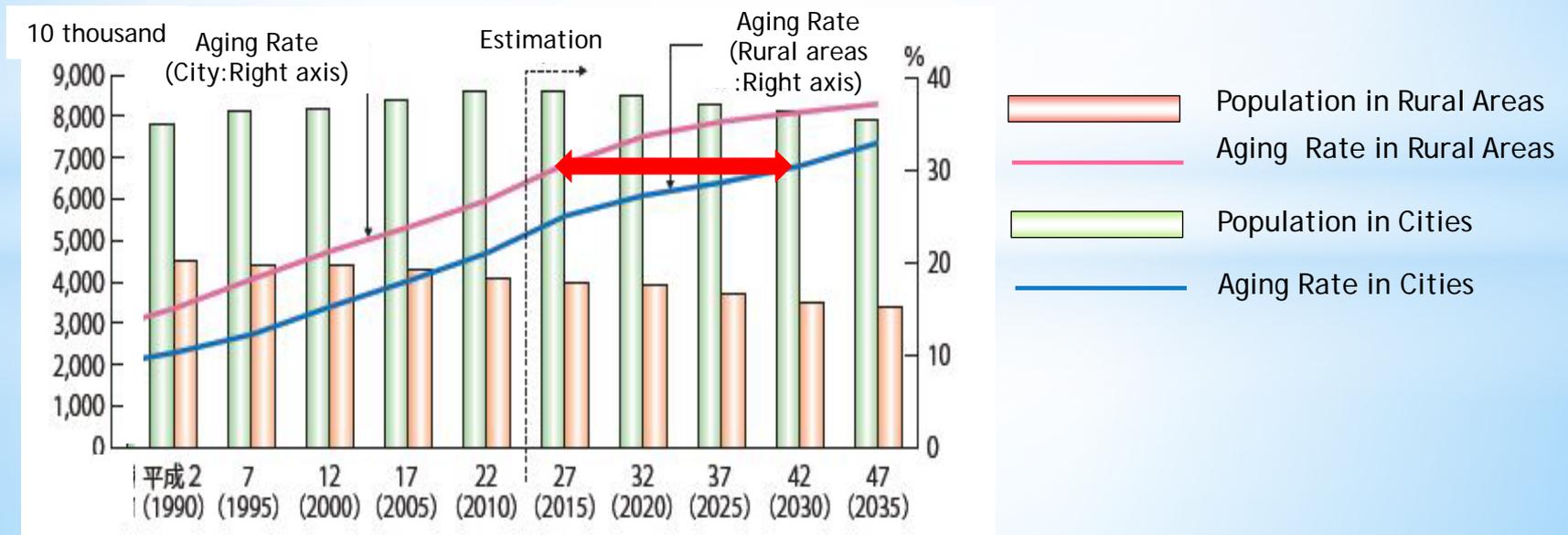
- 1.Challenges in rural areas in Japan
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# 1. Challenges in rural areas in Japan

To take measures against

- Rapid population decrease
- Centralization to Tokyo metropolitan
- Increase in (i) abandoned farmland, (ii) crop damage by wild animals, and (iii) vacant houses
- Multifunctioning of communities and social services (transportation, health care...)

## Population and the aging rate in rural and urban areas



## 2. Policy direction to invigorate rural areas

### Creating jobs in rural areas

- Identify and utilize local resources
- Value-adding to local products
- Promote collaboration between primary, secondary and tertiary industries
- Develop and utilize renewable energies
- Promote social businesses
- Invite various talented people from outside, utilize women's power

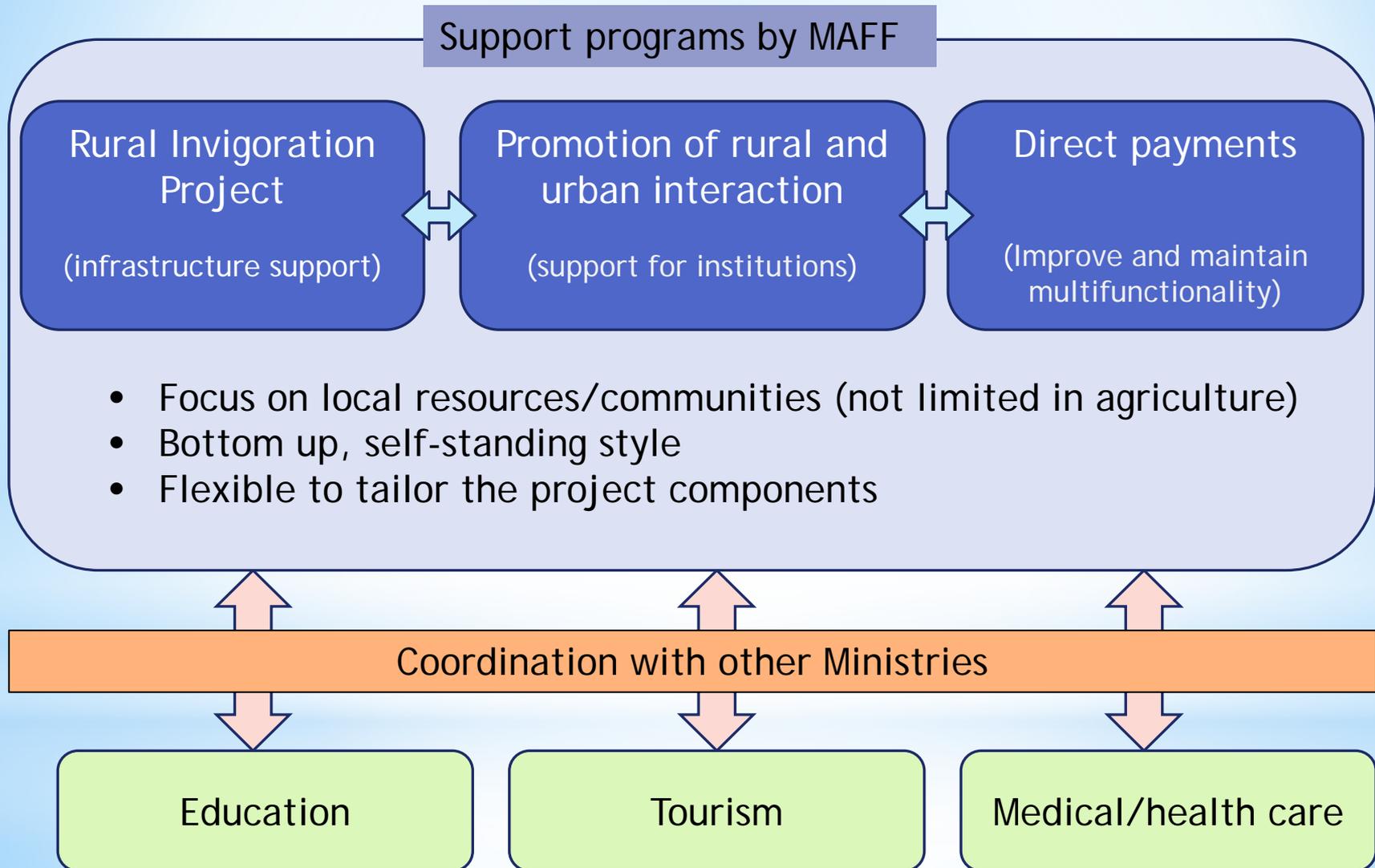
### Strengthening linkages between communities

- Plan and design land use and communities' future vision
- Enhance community functions to manage local resources
- Centralize social/public services into core area
- Improve networks between communities

### Promoting interactions between rural and urban area

- Publicity for values of rural areas
- Promote green tourism, second house, migration...
- Dispatch voluntary supporters to rural areas

### 3. Main support programs to invigorate rural areas



## Rural Invigoration Project

- Target institutions and requirements

- Local governments (prefectural or municipal level), cooperatives, NGOs or local institutions composed by farmers, communities, NGOs, private sector, local governments, etc.
- Submission of Rural Invigoration Plan which identify challenges and opportunities and describe their future vision and actions in a targeted area

- Support menu

- Infrastructure improvement for agricultural, forest or fishery production, processing facilities to increase the value of local products
- Living conditions improvement for local residents and migrants
- Facility construction or renewal to promote interaction between rural and urban area, migration from urban area, utilization/preservation of local resources



Rice processing facility



Preservation of traditional culture



Unused school renewal for green tourism

## Promotion of rural-urban interaction

- Target institutions

- Rural association composed by communities, NGOs, private sector, local governments, etc, covering from one community to several municipalities

- Support menu

- Fund provision for the activities of:
  - (i) exchange projects for children experiencing farming and rural life
  - (ii) promotion of green tourism
  - (iii) improvement of rural amenities (landscape, nature,...)
  - (iv) promotion of migration
  - (v) colabolation between agriculture and health care
  - (vi) network development between producers and comsumers, etc.
- Fund provision for human resource development, matching/dispatch of skilled supporters
- Repair of vacant houses/unused school buildings to utilize for the activities above



School program to experience farming



Green tourism 7



Health care program in a rural area

## Direct payments contributing to rural development

### Multifunctionality payments

- Support communities' joint activities for:
  - (i) preserving local resources, and strengthening institutional arrangements
  - (ii) Improving the quality of local resources, and repairing/renewing agricultural facilities to lengthen their service lives



Joint mowing of side slopes  
in a farmland



Repairing cracks on a dike

### Direct payment to farmers in hilly and mountainous areas

- Support activities in hilly and mountainous areas for:
  - (i) preventing the farmland abandonment
  - (ii) maintaining agricultural facilities (canals, farm roads,...)
  - (iii) Improving landscape



A steep mountainous area  
with stone piles

### Direct payment for environmentally friendly agriculture

- Support the farming operations to reduce chemical fertilizer and agricultural consumption by 50% or more in principle



Green manure

## 4. Case study : Yoshida Furusato-mura Company

- Yoshida area locates in hilly and mountainous area in western Japan.
- Population has dramatically decreased from 5,000 (1955) to 2,800 (1985).
- In order to increase job opportunities, Yoshida Furusato-mura Company, the third sector funded by local government, private sector and residents, was established in 1985.
- The company operates various services, hiring 69 employees in this area.

Farming & Processing

Local commuting

Water supply

Tourism



Thank you for your attention