

Community Activity Centre Initiative in Yusuhara Town, Kochi Prefecture

Yusuhara Town, Kochi Prefecture



Situation (Background, Aims, etc.)

As Yusuhara Town faces increasing difficulty in maintaining community functions due to depopulation caused by declining birth rates and an ageing population, we feel that discussions held through the Community Activity Centre Initiative have made it possible to identify community challenges and develop a sense of urgency among residents. This has changed our frame of mind from a sense of resignation to one of renewed motivation to revitalise our town. Under the key themes of 'connection' and 'self-reliance', community members and municipal staff got together to envision our town's future and launched our initiative with the motto, 'Let's start with what we can do to achieve it'.

Details (Project Outline, etc.)

[Community Activity Centre Matsubara]

- Operation of a petrol station
- Sales of agricultural produce, processed goods, and sundries at Ai no Sato, a facility for processing and selling local food products.
- Development of local speciality products through the production of *doburoku*, or unrefined rice alcohol.

[Community Activity Centre Hatsuse]

- Development of Takatori Kimchi, leveraging cultural exchanges with South Korea.
 - Operation of a restaurant equipped with a *jjimjilbang*, a Korean-style sauna.
-

[Community Activity Centre Shimagawa]

- Establishment of an integrated fuel supply facility with a petrol station, a local speciality shop, and other features.
- Provision of a meal delivery service, rice cultivation on unused farmland, and the processing and sale of pheasant meat.

[Community Activity Centre Ochimen]

- Conversion of a former school building into an accommodation facility and launch of a budget lodging business.
- Use of a kitchen facility by a group who processes local specialities, helping residents generate income from local ingredients.
- Formation of a community-based farming organisation and implementation of measures to reduce abandoned farmland.

[Community Activity Centre Yusuhara-nishi]

- Development of game-meat products as a byproduct of harmful wildlife control.
- Introduction of the 'Gibier Car', Japan's first ever mobile meat processing vehicle.

[Community Activity Centre Yusuhara-higashi]

- Conversion of a former nursery school into a hub where local residents can gather and participate in community-based activities.

Results (Features, Innovations, Future Developments, etc.)

- Approximately 45 new full-time and part-time jobs have been created to run projects at each Community Activity Centre.
 - Developing products that make use of traditional local specialities stimulates the economy and promotes greater confidence in the community.
 - Members of the community regularly visit and check in on elderly residents through meal delivery services and other outreach activities, which enables residents to lead an active life with peace of mind.
-