

Try Angle Ehime 2.0

Ehime Prefecture



Background

With the advancement of digital technology, such as the introduction of 5G services, both domestically and internationally, Ehime Prefecture has been a leader in the utilisation of digital technology among Japan’s prefectures, establishing a Promotion Strategy Office within the Prefectural Government as early as 2018.

To ensure the sustainable growth of Ehime’s economy amid rapid population decline, we need to advance the utilisation of digital technology and development of digital human resources. To this end, challenging conventional notions of local administration, we have promoted Try Angle Ehime, one of the largest and most unprecedented digital implementation projects in Japan, since 2022.

Objectives

The project’s main objective is to solve the challenges facing Ehime’s businesses and industry through cutting-edge digital technology, thereby not only enhancing profitability and productivity but also raising the incomes of prefectural residents.

Project Outline

We call for projects that help solve Ehime’s challenges from Japan and abroad, aiming to apply cutting-edge digital technology to the local industry. We have received about 1,500 project proposals between FY2022 and FY2025, 115 of which have been selected. We have selected projects in various

fields, including agriculture, forestry, and fisheries, manufacturing, maritime affairs, tourism, and AI, and activities aimed at their practical application are being carried out across Ehime.

	FY2022	FY2023	FY2024	FY2025
Number of project proposals	298	324	335	481
Number of selected projects	38	35	20	22

Features and Innovations

- ◆ We provide a commission fee (not a subsidy) of up to 30 million yen (fully disbursed) to cover the project implementation costs.
- ◆ Ehime Prefecture staff and experts provide regular mentoring on implementation verification, along with other tailored support to ensure project success.
- ◆ To drive the adoption and sales of verified digital technologies throughout Ehime, we facilitate matching with local companies.
- ◆ We hold networking events to connect digital companies with each other and with local businesses, supporting the formation of communities.



Reporting session attended by all selected companies



Co-creation meeting attended by tourism-related companies

Results of the Project

- ◆ Overall project results and outcomes
 1. Development of 2,900 digital personnel
 2. Establishment of bases in Ehime by 14 digital companies from outside the prefecture
 3. Economic effect of approximately 3.2 billion yen within Ehime

*All results are as of the end of FY2024.

◆ Project case example

Project for profitability enhancement in citrus producing areas through irrigation control

A project implemented in Maana District, Yawatahama City, one of Ehime's most famous citrus producing areas, known for its high-quality Maana mandarins.

- Farmland water management is of crucial importance. However, as this relies heavily on producers' intuition and experience, it was challenging to share the know-how required to ensure stable quality and yield.

- Internet Initiative Japan Inc., an IT firm based in Tokyo, built network infrastructure that covered the entire Maana District. We installed 120 sensors for

measuring soil moisture across the Maana District, digitised the cultivation know-how of outstanding producers and production area conditions and then shared that data with district stakeholders. This allowed for more efficient cultivation based on data from the entire district.

- The project has produced tangible results. For example, despite the harsh conditions due to persistent abnormal weather, total sales of Maana Kyosen increased from approximately 2.1 billion yen in 2022 to approximately 2.35 billion yen in 2024.



Sensor that measures soil moisture every 30 minutes



Visualising soil moisture throughout Maana

◆ Other distinctive projects (photos)



Verifying technology for counting fish in aquaculture cages by using ultrasonic waves



Training app development human resources in a manufacturing company



Verifying efficient grape cultivation by applying irrigation technology and root-zone restricted cultivation



Increasing the non-resident population by using the tele-presence system 'Mado'



Wage improvement model for people with barriers to employment based on digital work contracting

Issues, Problems and Responses

Based on the achievements made over the three years through FY2024, we recognise the need to select and focus on areas that contribute to enhancing profitability, which is the project's objective. For FY2025 and beyond, we have chosen the five key areas of agriculture, forestry, and fisheries, manufacturing, tourism, AI (generative AI), and decarbonisation, and will prioritise project selection and tailored support in those areas.

Future Developments (expected effects and project vision and issues)

As noted earlier, we have chosen five key areas to further enhance the profitability of Ehime's industry, and will prioritise project selection and tailored support in those areas. As Ehime is home to numerous globally recognised maritime companies, we also plan to organise co-creation meetings in the maritime industry.

In FY2026, a public-private co-creation hub will be opened in the second annex to the prefectural government building. This will help us accelerate our unique initiatives even further as part of our efforts to become the 'No. 1 digital implementation field' in Japan.

Websites for Reference

<https://dx-ehime.jp/>

*Detailed reports on individual projects are available on our official website.

Contact

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