



Town Guide

A Highland Town  
where People Live in  
Harmony with  
Nature  
Jinseki Kogen Town

# The creation of a town where anybody can get a **start**



## Greetings

Jinseki Kogen Town is a typical highland town with 8,500 healthy residents that are full of life. It is a town with attractive natural beauty, a landscape that has remain unchanged for 1,000 years, and warm, friendly people.

“This is our Jinseki Kogen Town.”

We want our town to be one that adults and children alike can talk about with pride.

 Yoshinori Irie, Jinseki Kogen Town Mayor

## Mayor's **Pillars of Policy**

### 1) Promoting Sustainable Agriculture, Forestry and Commerce and Industry

Jinseki Kogen Town will work closely with Jinseki Kogen Nogyo Kosha to limit the spread of abandoned farming land and provide security for farmers by restructuring agricultural organizations and improving farmland infrastructure.

Furthermore, in cooperation with the Jinseki Kogen Chamber of Commerce, we will also support business successions within various historical industries, thereby preserving local businesses and employment.



Agriculture, forestry and commerce and industry



### 2) Promoting Unique Education and Culture

(Study Abroad for All - Authentic Experience Support Project)

We offer short-term study abroad programs for middle school and high school students in order to develop capable individuals who are able to thrive in a global economy. We want to support people who wish to experience foreign countries and challenge themselves abroad.

We are currently working together with the local Yuki High School to foster an environment where students can gain real-life experience in preparation for employment.



Education and Culture



### 3) Incorporating Digital Technology

We all want to prolong a “healthy life span” by maintaining our independence and living healthy and well even into old age. We are utilizing various advanced technologies in order to prevent illness by focusing on “preventive measures” (both physical and mental.) Combined efforts with preventive medicine (health promotion, enhanced health checkups, rehabilitation, etc.) are already underway in order to manage and maintain the health of the elderly.



Digital



## Mayor's Guiding Principle

## Creating a safe and happy community

Creating a safe and happy community

1. Utilizing new technology
2. Promoting collaboration

1. Promoting sustainable agriculture, forestry, commerce and industry
2. Promoting unique education and culture
3. Incorporating digital technology

(1)  
Utilizing New Technology

The highlands face unique challenges regarding healthcare, transport and a severe lack of workers. Utilizing new technologies like AI under the digital transformation framework, we will reduce everyday burdens and make high-land living easier.

(2)  
Promoting Collaboration

We will revitalize the region by moving away from government-led activities and moving toward autonomy and shared roles between the government and the people of the region.



## Appeal Points and the Future

Industries within the town are ageing across all sectors and there is a serious shortage of workers across the board.

At the same time, a number of new companies have entered the market along with startups that have been established in connection with the town's promotional enterprise foundation funds. This has led to an increase in the amount of agreements made with private businesses as well as expanded support from endorsers.

In FY2021, a group of experts compiled a proposal for the future of the agricultural industry which included the utilization of idle land.

### Example agreements

Contracting Party	General Description
Keio Research Institute at SFC	Local revitalization through the use of local resources
Rakuten Group, Inc.	Promotion of a Furusato Nōzei (hometown tax donation), promotion of IT in conjunction with schools
EVERY HOMEY HOLDINGS Co.,Ltd.	Distribution of agricultural products, promotion of tourism
CASTEM Co.,Ltd.	Establishment of business locations and business activities, manufacturing based on new ideas

In FY2020, the number of births within the town was 30. This is half the number of births in 2005, which was the year immediately following the town merger. Despite these figures, children remain to be a source of vitality within the community and are valuable assets.



We want the people of Jinseki Kogen Town to not only be rich in natural beauty, but also to have a rich sense of humanity and a zest for life. We provide various types of support so that our

children can mature, become independent, and perhaps some day come back to their hometown.

In addition to financial incentives for childbirth and primary and middle school enrolments, we have expanded our system to support the return of scholarship funds and to cover the cost of children's medical care (\*up to 18 years of age.)

### Change in the number of births per year (No. of births)

2005	2016	2017	2018	2019	2020
61	36	35	31	34	30

In an era of shrinking population, falling birth rates and an ageing populace, there is an urgent need for "smart governance." Local issues and demand for administrative services are expected to continue to diversify and increase into the future, so active adoption of digital technology in order to promote community development through more efficient and current services will be important.

We have formulated the "Jinseki Kogen Town Digital Transformation (DX) Promotion Plan" and the "Jinseki Kogen Town Digital Promotion Foundations Scheme" for the systematic implementation of initiatives necessary for the future of the town. To this end, we will develop systems, improve efficiency of administrative services, and promote the digitization of government offices by securing human resources, standardizing municipal information systems, placing administrative procedures online, promoting the use of AI and RPA, and going stamp-less, paperless, and cashless.

In order to bring this scheme to life, we will push for improved living environments, local revitalization, and safe and secure living, sustainable community development, improved communication environments and widespread digital terminal usage, the passing down of traditions, history and culture, the spread of town information, digitized industries, disaster preparation and responsiveness, health promotion through medical and nursing care, the introduction of advanced technologies and collaboration with various organizations, and the usage of open data.

As our town has a large ageing populace, we will particularly aim for "Digitization that does not feel so digital."



## Town Attractions



This shrine's winter flowering cherry tree is said to be 300 years old. This single tree is loved by the local community for its noble and dignified stature.



This 25 m high tower stands atop Mount Yonami, which is often nicknamed Toyomatsu Fuji. The tower was made specifically for flying paper airplanes, so let's see how far you can fly!



The quasi-national park Taishakukyo Gorge is an 18 km long gorge and is designated as a national place of scenic beauty. Visitors can experience the mysteries of limestone caverns and other natural oddities formed throughout history, Onbashi Bridge, and the manmade Lake Shinryu-ko that fits in harmoniously with the surrounding nature.



A three-tiered waterfall is tucked away in a valley upstream of the Nigogawa River. The mighty water of the Uokiri Falls flows gloriously down the cliffsides.

## Town Events

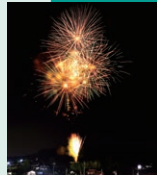


Syarinmura



Taishakukyo Kosubiraki (Safety Prayer on the Lake)

Spring



Iseki/Oya Noryo Fireworks Festival

Summer



Koshinji Temple, Tanabata Festival



Regional Fall Festivals



Taishakukyo Gorge Sukora Kogen Cross Country Convention

Fall

Winter

Children's New Year Kagura Performance



Yamanami Rock Fes'

## Specialty Products of the Town



Charming roadside station farmer's market



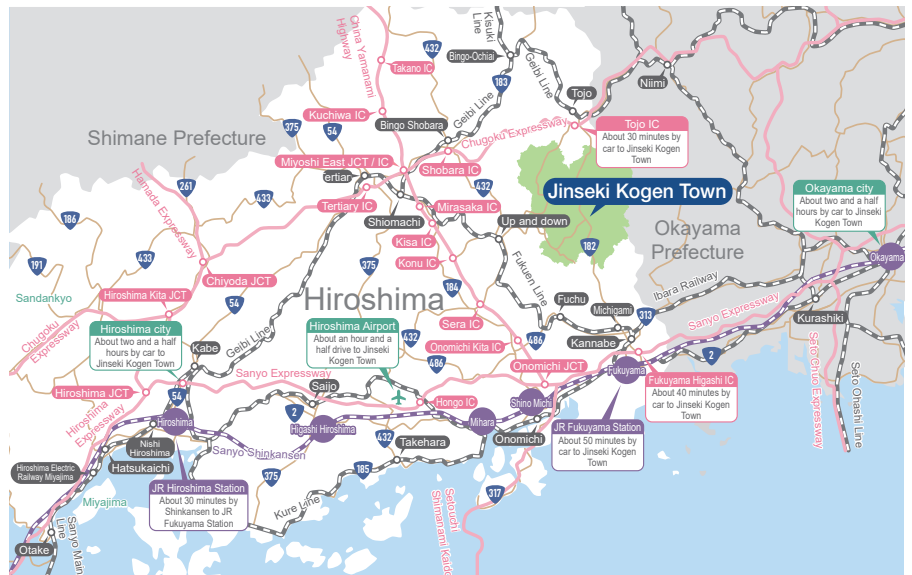
In Jinseki Kogen Town, we have established an integrated brand that combines independent programs and initiatives, as well as our distinct nature, environment and human capital, marketed under the Jinseki Kogen "JIN premium" brand.



Population: 8,453 people (as at March 1, 2022)  
 Males: 4,076, Females: 4,377  
 Number of Households: 3,846 households  
 Area: 381.98 km sq  
 Topographical Features:

Bordered by Shobara City to the north, Fukuyama City to the south, Okayama Prefecture to the east, and Fuchu City to the west, Jinseki Kogen Town is positioned in the eastern part of Hiroshima Prefecture at an altitude of 400-500 m above sea level.

## Town Location and Access



Town Logo



Town Flower: Higotai



Town Tree: Kousa Dogwood

## Jinseki Kogen Town Motto

Enjoy **LIFE** (JINsei) together  
 Take **RESPONSIBILITY** (SEKInin) together  
 Take **ACTION** (KOdo) together  
 Live healthy and happy **LIVES** (GENki) together  
 Take on new **CHALLENGES** (CHOsen) together

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Created in March 2022

