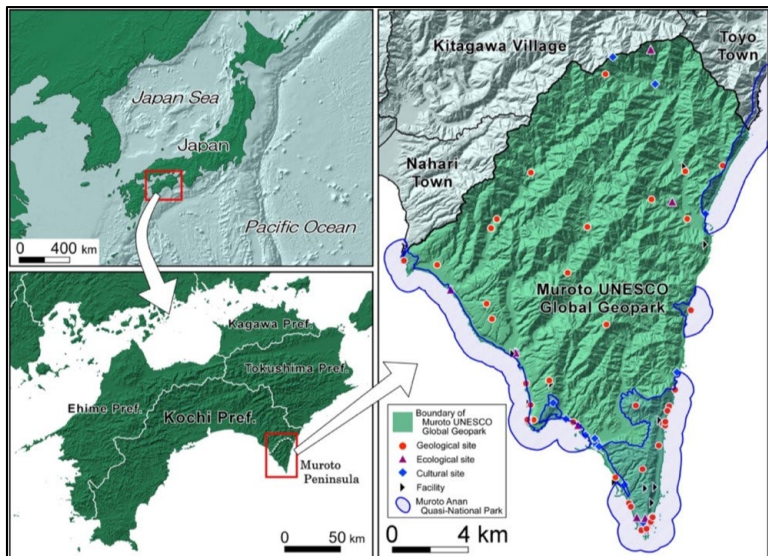


# Binding Muroto Together

## We Rediscover and Share Muroto's Attractiveness



Recognized as a "UNESCO Global Geopark"

### Current Situation in Muroto City

- Low birthrate and aging population
- Decline of the primary industry
- Outflow of young people



## I. Research Method: Interview

- Interviewed 2 Japanese & 3 foreigners, who all have worked somewhere else other than Muroto

### Results of the Interviews

Nationality	The Year of Moving in	Reasons to Move in	Muroto's Attractiveness	Challenges living in Muroto	Advice to Muroto	Club/Community to Participate
#1 Japanese	2011	For a job	- Nature - People - Potentials to start a new thing	- Lack of information on SNS - Lack of transportation - Not fully utilizing resources - No English signs for foreigners	- Create a place where the youth can interact and share ideas - Hold events to revitalize Muroto	-
#2 Japanese	2022	For a country life	- Potentials to start a new thing	- Decline in primary industry and lack of medical services	- Enhance the youth to grow civic pride - By the positive power of the youth, hold events to revitalize Muroto	-
#3 U.S.A	2020	- First for a job. - After 3 years, getting along with the locals, decided to stay longer.	- Friendly people with warm heart - Geopark	- Not fully utilizing resources - More elderly, but less children makes it difficult to pass on tradition - Concerns about Nankai Earthquake	- Use geopark/natural areas for bouldering - Enhance Website/SNS contents in English with pictures - Hold cultural or scenic events	Japanese Dram Club Japanese Language Class
#4 Canada	2023	For a job	- Nature - People's hospitality and sport - Local food	- Super aging society - No evacuation drills for disaster prevention (plus, tower looks too low.) - Can the elderly escape? - No good transportation system	- Positive promotion on SNS because it's hard to find	Japanese Dram Club
#5 Canada	2023	For a job	- Nature - Small community, easy to get along - Can share own culture	- Can the elderly climb up to the Tsunami evacuation tower? - Tower looks too low. - No good transportation system - No English signs	- Enhance Website/SNS contents in English - Second-hand market for newcomers	Japanese Dram Club Yosakoi Dance Club Karate Class



## II. Two Major Challenges:

- Not enough preparation of disaster mitigation for foreigners and the elderly
- Not enough information of Muroto City in English

For disaster prevention: getting correct information as soon as possible is most important!



"Early Warning Area Email" to share information of natural disasters and evacuations

## III. Suggestions:

- Hold regular drills to Tsunami evacuation towers for foreigners and elderly
- Enhance the contents on SNS to encourage people to travel or move to Muroto.
- Organize events to make opportunities for local people to interact each other

To the city where  
"No One Left Behind."

*We will Take Full-Scale Action from Next Year!*