

Cozy Life with Gentle Bods: Key words that we Have Discovered for a Sustainable Community

ゆるくつながる～私たちが気付いた持続可能な地域社会のキーワード～

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Background

Declining Birthrate and Rapid Aging



『住民基本世帯数』宇和島市HPより

Surge in Tourist Numbers



『観光白書』国土交通省HPより



Rich Tourism Resources



Hypothesis

Why not create something unique to the local area and host a market to attract customers?



How to examine

- Fieldwork
- Research from books and online resources
- Interview

Study Fieldwork

① Product Development



Sweet potato sticks and balls

② Learning marketing

Ehime University Entrepreneurship program

- How to estimate costs
- How to set prices
- How to advertise
- How to attract customers

③ Open the store at the market



Considerations from the fieldwork

- To hold a market, it is essential to secure land for stalls and adequate stores.
- In the market, there is interaction between stalls and customers, but customers do not interact with each other.
- Revitalizing the town cannot rely solely on temporary customer attraction.



Research

"Fællesspisning" in Denmark

- Dining together at an affordable price in community centers, cultural venues, and restaurants.

"There has been a zero suicide rate among the elderly for 17 years."

In Kaihō town (former name of Kaiya town) town, Tokushima Prefecture region where human relationships are not too close but instead are open and gentle.

Plan

Uwajima Community Dinning

Enjoying meals together with engaging events for both tourists and locals

Community Center



Local Restaurant



Anyone can be a planner by making use of existing resources.

In the Future

- Guidelines should be established, such as not serving alcohol when teenagers and adults are dining together.
- Uwajima Community dining with community centers along the JR Yodo Line, which faces potential closure, could boost passenger numbers.
- We are planning to host a community café in collaboration with the community center.

