

Establishment of Japan Times Satoyama Consortium Promoting Japan's *satoyama* activities to the world

Tokyo, Nov. 28, 2017 — The Japan Times (Minato-ku, Tokyo. Representative: Takeharu Tsutsumi) will establish a new consortium on Jan. 1, 2018, to promote the dissemination of information in English about the initiatives of individual practitioners, local governments and corporations in Japan regarding “Satoyama Capitalism,” with the aim of raising awareness about regional industries.

- Website: <https://satoyama-satoumi.net> (Japanese only)

Reason for establishment of the Japan Times Satoyama Consortium

The book “Satoyama Capitalism” soon became a hot topic after it was published in 2013. In contrast to the financial capitalism characterized by the “Lehman shock,” the concept of *satoyama* gained a strong following through its emphasis on natural resources that have no monetary value, and on the creation of new exchange values that foster a stable future for local communities and introduce a new form of capitalism. Since its inception, the concept has revitalized entire regions by stimulating the usage of previously neglected natural resources and creating jobs for local people.

The significance and results of these activities, however, have not been well promoted and, as such, support for and understanding of these initiatives has not spread.

To promote the vision of “Satoyama Capitalism,” this consortium will promote news of *satoyama* activity both domestically and overseas by employing the power of the The Japan Times — in both print and online.

The consortium will support the gathering, sharing and dissemination of practical information surrounding *satoyama* and seek to broaden an understanding beyond *satoyama* (to other concepts, such as *satokawa* and *satoumi*) and deal with related emerging issues such as matching existing industries; marketing new products; logistical networking; inbound tourism and so forth.

We will contribute to an understanding of *satoyama* by supporting the initiatives of local practitioners, disseminate information overseas, raise overall awareness and contribute to the actualization of a sustainable society. To this end, The Japan Times will actively seeking the support and participation of organizations in this consortium.

Consortium action guidelines

1. Support, link and increase the number of *satoyama* practitioners and develop sustainable activities.
2. Enable *satoyama* capitalism to function as an alternative to money-based capitalism.
3. Raise the value of companies and local governments through support and involvement in *satoyama*.

※“Satoyama Capitalism,” which is occurring in multiple Japanese communities, refers to economic activities centered around regional agriculture and fishing industries. Overseas, “*satoyama*” is gaining recognition as an initiative that activates and sustains regions and communities.

Consortium management structure

Representative

Minako Suematsu Kambara (Representative director & chairperson, The Japan Times Ltd.)

Secretariat

Bureau Chief: Yuto Yoshida (Former Mayor of Yokosuka City / Environmental Research Institute Waseda University Invited researcher)

Advisory board

Kosuke Motani (The Japan Research Institute, Limited Chief Senior Economist)

Kyosuke Inoue (NHK Enterprises, Inc., Executive Producer)

Takashi Mitachi (The Boston Consulting Group K.K., Senior Advisor)

Management committee

Chairman: Tadashi Matsushima (Setouchi Jam's Garden Co., Ltd, Representative Director / Speaker for the Cabinet Office's Local Revitalization Project)

Vice-chairman: Eikei Suzuki (Governor of Mie Prefecture)

Vice-chairman: Masataka Ota (JTB Tourism Research & Consulting Co. Chief Consultant / Keio University Graduate School of Science and Technology Project Professor)

Message from Mie Prefecture Governor Eikei Suzuki



By utilizing the distinct strength of The Japan Times, which has a 120-year history, we now have the opportunity, starting with Mie Prefecture, to convey and disseminate information in English about Japan's wonderful natural assets and the hopes and dreams of those who nurture them. It is a very exciting time. Thanks also to a special feature produced by The Japan Times in 2016 at the G7 Summit held in Ise, Mie Prefecture, a vast amount of information was disseminated about the beauty of the prefecture and we really can call Mie Prefecture, "the home of Japan's traditional rural landscape."

Satoyama really is a treasure chest of "happiness" and "richness." I strongly expect that The Japan Times Satoyama Consortium will develop as a platform that will enable these "future treasures" to be appreciated outside the region and therefore increase their value.

Participating municipalities *As of Nov. 28, 2017

Mie Prefecture, Eikei Suzuki (Governor)
Hiroshima Prefecture, Hidehiko Yuzaki (Governor)
Kumamoto Prefecture Ikuo Kabashima (Governor)
Nagano Prefecture, Shuichi Abe (Governor)
Chiba City, Toshihito Kumagai (Mayor)
Fukuoka City, Soichiro Takashima (Mayor)
Fukuyama City, Naoki Edahiro (Mayor)
Hamamatsu City, Yasutomo Suzuki (Mayor)
Ina City, Takashi Shirotori (Mayor)
Kamakura City, Takashi Matsuo (Mayor)
Nara City, Gen Nakagawa (Mayor)
Nichinan City, Kyohei Sakita (Mayor)

Minokamo City, Hiroto Fujii (Mayor)
Odawara City, Kenichi Kato (Mayor)
Onomichi City, Yuko Hiratani (Mayor)
Tsukuba City, Tatsuo Igarashi (Mayor)
Yamagata City, Takahiro Sato (Mayor)
Zushi City, Ryuichi Hirai (Mayor)
Assabu-cho, Masami Shibuta (Mayor)
Hakone-machi, Nobuo Yamaguchi (Mayor)
Hayama-machi, Takahito Yamanashi (Mayor)
Jinsekikogen-cho, Yoshinori Irie (Mayor)
Ohnan-cho, Ryoji Ishibashi (Mayor)
Suo-oshima-cho, Takumi Shiiki (Mayor)

Enquiries

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