Finding Innovation in the Countryside: Using Old Traditions and New Approaches to Revitalize Rural Japan

The Chairman of NPO Green Valley Inc., Mr. Shinya Ominami, presents innovative approaches to revitalize rural communities in Kamiyama town, Tokushima prefecture, Japan.

Set in a mountainous region of Shikoku, Green Valley seeks to change how people live and work in rural Japan as the country struggles with the economic and cultural problems caused by a rapidly aging and declining population. By fostering local art, culture, and IT startups, Green Valley’s mission is to combine the old and new ways of Japan to help build self-sustaining and economically independent communities.