

One step can move the future.

その一歩が、未来を動かす



Izumiotsu City's initiatives are now featured in animated form at the Expo venue!

IZUMIOTSU TEAM EXPO 2025



From Izumiotsu City to the world —
**leading model cases for a future society
where life shines brightly!**

With the vision of “Public-Private Collaboration and Citizen Co-Creation,” Izumiotsu aims to become an “Ability Town” where every individual can fully express their abilities, skills, and talents. The city serves as a testing ground for demonstration projects utilizing cutting-edge technologies and expertise from private-sector companies. Izumiotsu is sharing with the world its pioneering model cases that address global social issues and pave the way toward a vibrant, life-affirming future society.



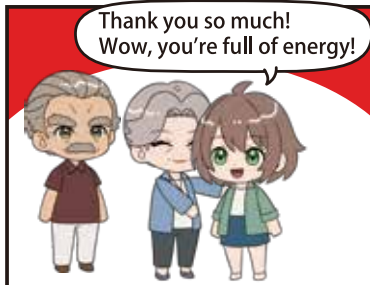
Kenichi Minamide
Mayor of Izumiotsu

A healthy body starts with healthy toes!



Main character: Haruka

Ashiyubi (Toe Health) Project



Water Quality Improvement Project



Main character: Minato

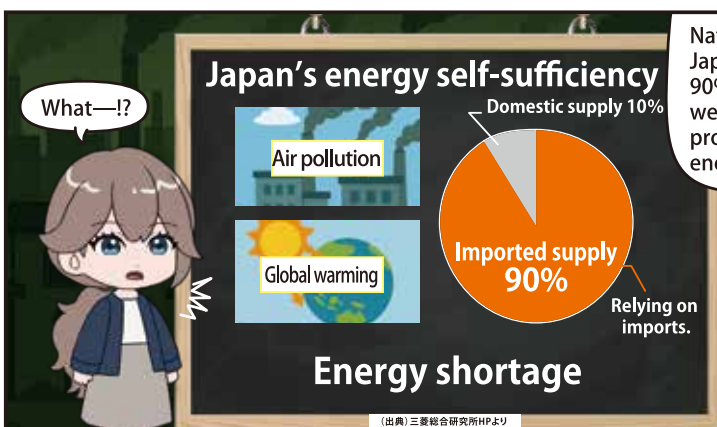
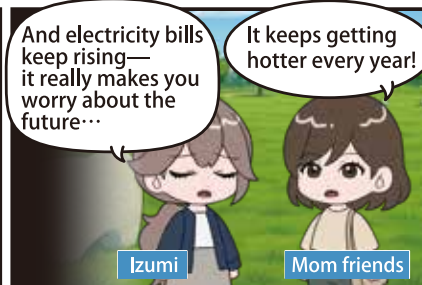
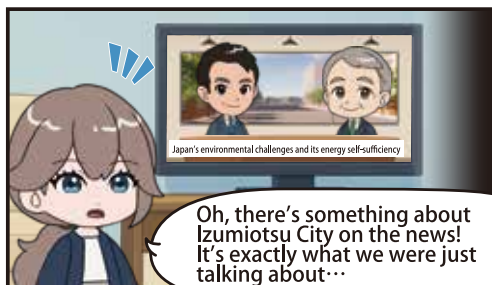


Protecting our future infrastructure with next-generation energy!

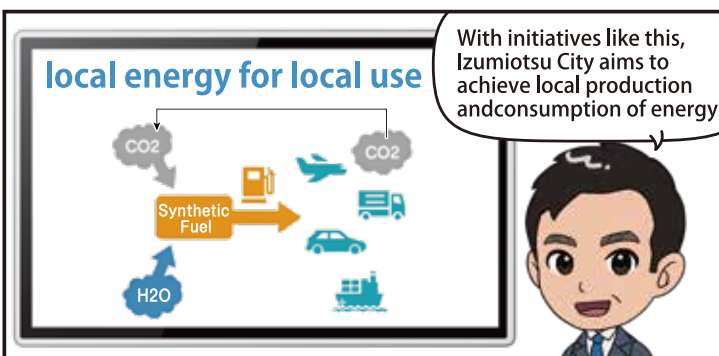
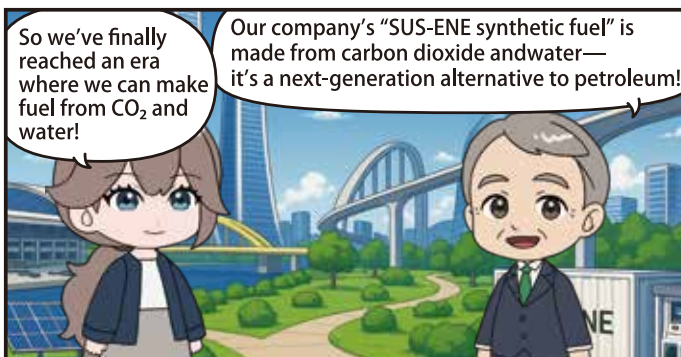
SUS-ENE Synthetic Fuel Promotion Project

Main character: Izumi

Izumitsu City is conducting demonstration experiments in collaboration with private companies to promote the use of next-generation energy.

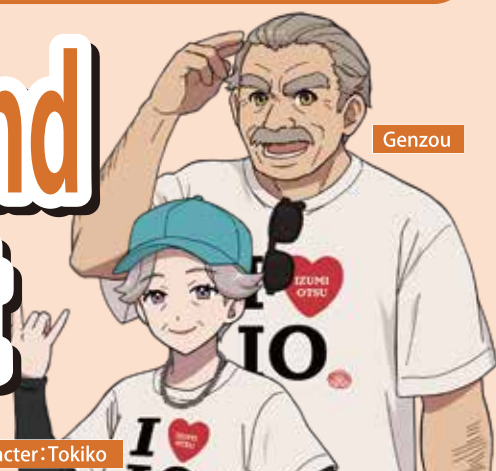


Natural resources are limited. Japan relies on imports for about 90% of its energy. At this rate, we'll face not only environmental problems but also an energy shortage!

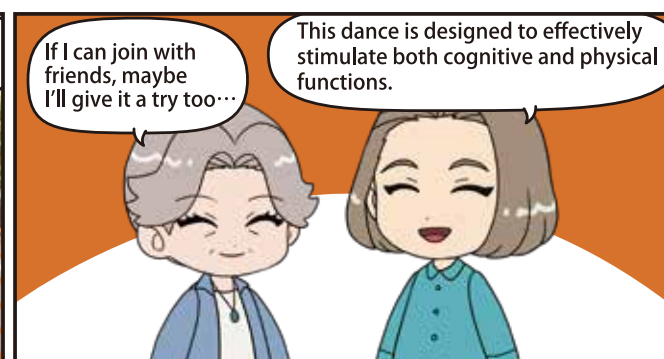
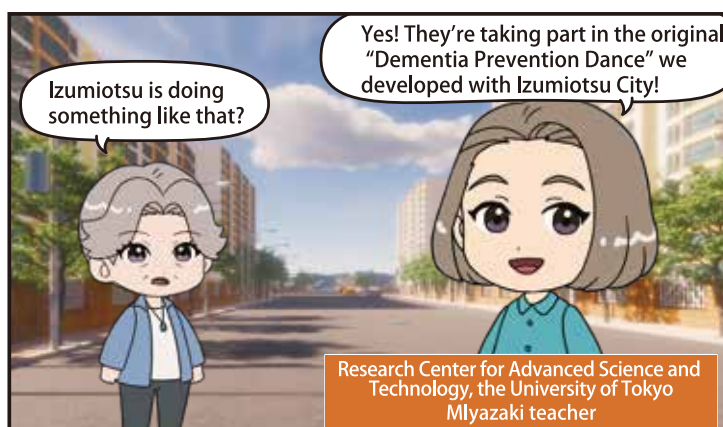
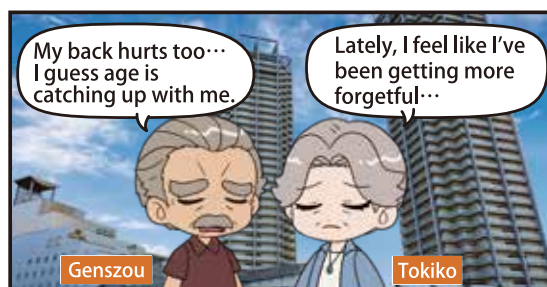
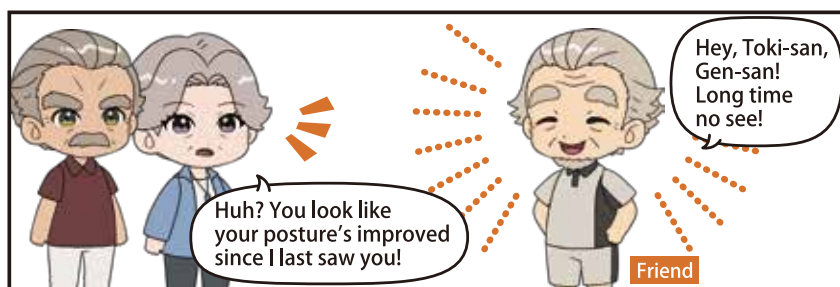


Can dementia be prevented!? Creating a community where everyone can thrive!

Dementia Prevention and Improvement Project



Main character: Tokiko



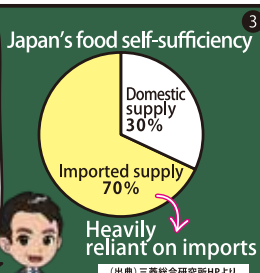
Japan is said to face the challenge of an aging society, but we're using dance to help people of all ages enjoy life with smiles and vitality, while deepening social connections.

Agricultural Partnership Project Connecting Urban and Rural Communities



Main character: Kouji

Japan has a low food self-sufficiency rate, and at this rate, we could face serious food shortages! To change that future, Izumiotsu City is working to build a new food supply chain model!



2 If things stay the same, we're heading toward a difficult future!

Mayor of Izumiotsu

Huh? Are you talking to me?

1 Even rice and vegetables are getting more expensive... What will the future hold?

Crop prices are soaring.

Kouji

I see! So this project helps solve problems on both sides—production and consumption—and promotes health too!

Reforming the Food Supply Chain Building direct and visible relationships

That's why we launched the Agricultural Collaboration Project! We directly purchase healthier rice from producers using fewer pesticides.

Production Areas ← Collaboration → Consumption Areas



- Stable income for farmers
- Securing new agricultural workers
- Utilizing unused farmland



- Stable food supply
- Promotion of food education



Urban areas like Izumiotsu have little farmland and cannot secure enough food for all residents on their own. Meanwhile, rural farming areas face issues like aging farmers and a lack of successors.



Mayor of Konan city Hamada

In this way, agricultural collaboration networks are spreading across Japan.

In Konan City, Kochi Prefecture, our partnership with Izumiotsu led to their first initiative to reduce the use of pesticides and chemical fertilizers in rice farming!

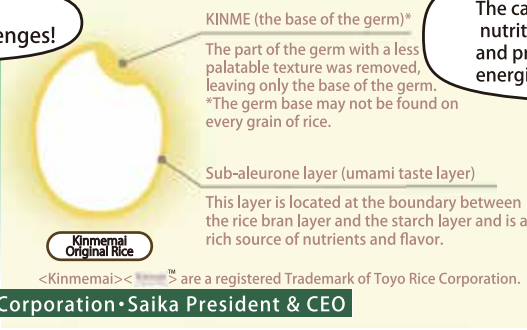


Mayor of Asahikawa city Imazu

6 With Asahikawa City in Hokkaido, we made Japan's first joint Organic Village Declaration between a production area and a consumption area.

Thanks to the partnership with Izumiotsu, the number of organic farmers and the area of organic farmland have increased!

By enjoying delicious rice, we can help solve Japan's challenges!



The carefully grown rice is polished into "Kinmemai Original Rice," a nutritious rice developed in partnership with Toyo Rice Corporation, and provided to children and expectant mothers. This is a project that energizes everyone—from the growers to the consumers!

