

A Mediator Between Young People and Local Companies to Save Our Town

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Introduction

A decline in population is one of the biggest problems in Japan, especially in the countryside. Minamiuonuma city, located in the southern part of Niigata prefecture, is greatly influenced by this phenomenon. It is inevitable for Minamiuonuma city to overcome this problem. In Minamiuonuma city, the number of young people is so few. The city hall has been carrying out some new policies that encourage young generation to come back, but they have not resulted well yet. So we need something new to address this problem.

Problems

The problem in Minamiuonuma city is the lack of young human resources. It leads to the decline in its industry and citizens will have difficulty living in, eventually. It will be difficult to improve the city's overall industry. According to the survey of the Ministry of Internal Affairs and Communications (2017), the population of Minamiuonuma city decreased by 11.0% from 2000 to 2015. Seirou-machi, located in Niigata city, increased by 5.0%. Seirou-machi has the highest rate of increase in the population in Niigata prefecture. The population of 15 to 34 year-olds decreased by 13% in Minamiuonuma city and has not so changed in Seirou-machi. It can be said that there is a big gap between Minamiuonuma city and Seirou-machi even if these two cities are located in the same prefecture. So we have to diminish the gap and solve the lack of young people.

Solutions

To solve this situation, I suggest introducing a UTA system, which stands for Uonuma Tactic Association. The purpose of this system is to contribute to improving industries from in and outside Minamiuonuma city.

The first stage of UTA is to give high school students an opportunity to do internships. The target is high school students. The aim is to make them notice what and how companies support our city. There are approximately 3,800 companies in Minamiuonuma city, but students don't know about this fact and its specific industries. The second stage is that the students move onto college or technical schools and gain new knowledge. After that, the last stage starts. It is that the students and local companies share their knowledge by exchanging their ideas.

The good point of this system is technological. Now, SNS is spreading widely. So I'd like to manage this system using SNS. Through this SNS, students who did internships can talk with local companies about troubles and solutions. It is possible to connect young people and local companies

by using the Internet. The UTA can be said to be “a mediator” between young people and local companies.

Conclusion

The problem of Minamiuonuma city is population outflow. It has resulted in a decline of the number of young people and this means that local companies run short of young resources. The city hall is trying some policies, but they aren't going well. I propose the UTA system to resolve this situation. This system's goal is to enable young people who live outside Minamiuonuma city to keep relationships with their hometown by sharing their knowledge with local companies. This system's mediating tool between young people and local companies is the Internet. This solution must be the most advanced measure of making full use of IT. If the UTA system starts circulating, Minamiuonuma city will be able to establish “new connection” with young people. This will lead to Minamiuonuma city's long-term growth and economic sustainability.

(553 words)

References

The Ministry of Internal Affairs and Communications 総務省(2017). *A survey of population dynamics 人口動態調査*, Retrieved November 7, 2017, from http://www.soumu.go.jp/menu_news/s-news/01gyosei02_02000122.html