

III Implementing digital services to solve rural issues



The third initiative builds on the first two initiatives to provide new digital services. For example, the following goals will be being worked towards: 1. Realizing an agriculture sector by 2025 in which almost all farmers in the country will practice “smart agriculture” with advanced technology—including AI, robots, and IoT—for improved efficiency and productivity in the face of labor shortages due to an aging population; 2. Implementing new mobility service initiatives across about 40% of local governments nationwide, such as setting up mobile clinics to eliminate medical disparities among regions; 3. Achieving digital transformation at approximately 70% of all logistics companies, including the use of drones and automated delivery robots, by fiscal 2025 (ending March 31, 2026); 4. Providing an educational ICT environment that is fair and optimized individually for each child, by distributing a digital device to each student attending school. The aim is to let children from diverse backgrounds further develop their qualities and abilities without anyone being left behind; 5. Working on revitalizing the country’s outlying regions through digital technologies, by carrying out such actions as promoting remote work at some 60% of all local public organizations so as to create a flow of people and work, and; 6. Utilizing digital tools to connect local small and medium-sized enterprises with overseas businesses, so as to introduce the advantages of Japanese products more widely and deeply.



Top: In November 2021, Prime Minister Kishida visited Ehime Prefectural Matsuyama Higashi High School to inspect a class making use of ICT. Left: Digital technology is being introduced into Japanese agriculture to improve the efficiency of farm work and the quality of products. Right: The imminent use of drones to deliver packages to depopulated areas is highly anticipated.

IV Initiatives to leave no one behind



The fourth initiative will, in addition to the previous three initiatives, establish a human-resource support system to promote and realize a digital society where no one is left behind and where everyone can enjoy the benefits of digital technologies regardless of his or her age, gender, or geographical location, among other characteristics. The system will begin in fiscal 2022 (i.e., from April 2022), with more than 10,000 digitalization supporters nationwide, and will be enlarged as time goes on.

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The above four initiatives, using digital technology, will realize new rural environments nationwide that are both convenient and attractive while maintaining their prosperity, and will revitalize Japan as a whole through the bottom-up growth emanating from such areas. ●