Green-Slow Mobility as a Sustainable Community Solution - The Case of Rikuzentakata, Japan

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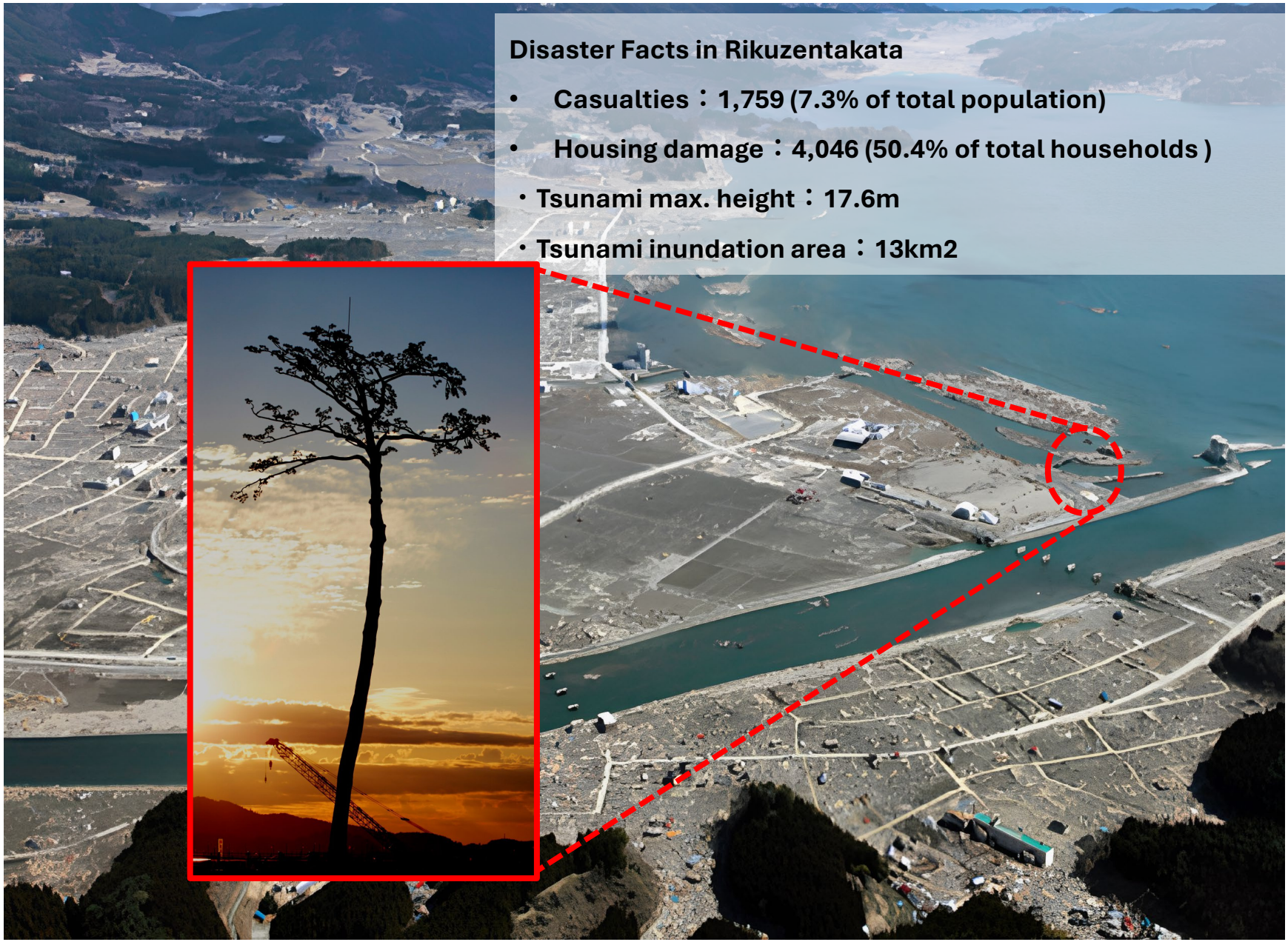
Introduction to Rikuzentakata City

- Located on the southern tip of Sanriku Coast in North-East Japan
- Area of the city: 231.94㎢
- Population: 17,318 (as of Sept. 2024)
- Aging (65+) rate: 40％ (as of Sept. 2024)
- Climate: Relatively mild year-round
- Access: 4 hours from Tokyo

(travel by bullet train + car)

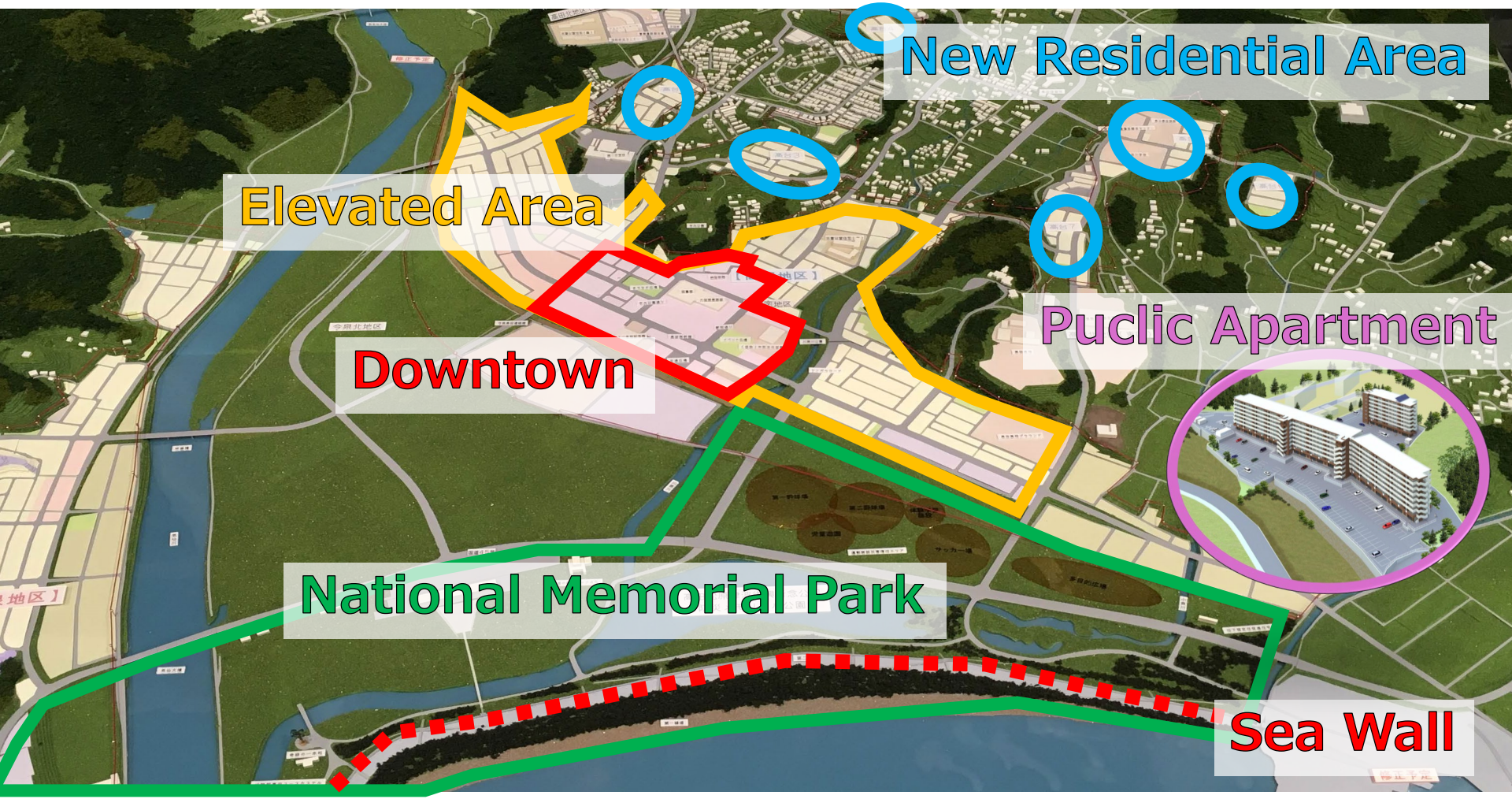
Downtown of Rikuzentakata in 2008

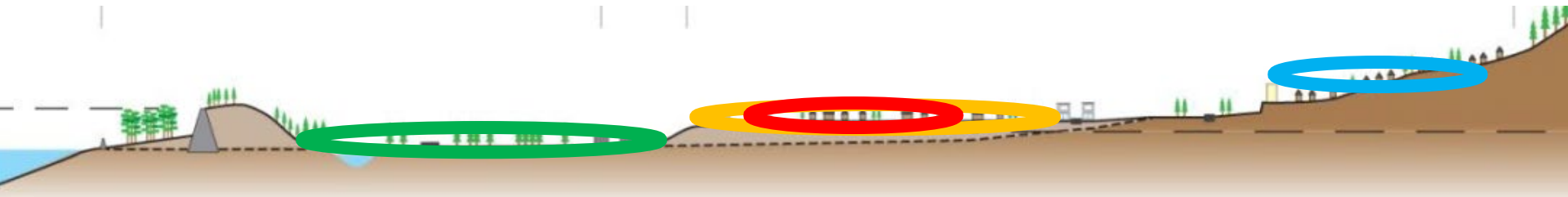
Downtown of Rikuzentakata after March 11, 2011



Massive Reconstruction Projects

Rebuilding a Tsunami Resilient Town





Challenges of Community Transportation after 3.11

With the aging population, the number of elderly individuals without means of transportation is increasing.

In public apartments, preventing residents' isolation and fostering community building are essential.

Challenges of Tourist Transportation after 3.11

Since the opening of the Tsunami Memorial Park and new roadside station in 2019, the number of tourists visiting the area has increased significantly. However, the flow of visitors to nearby commercial facilities and the downtown area remains limited.

Green-Slow Mobility as a solution

We introduced a small electric bus called Green-Slow Mobility, which operates at speeds below 20 km/h, to complement conventional public transportation and address challenges of community and tourist mobility while considering environmental sustainability.

Manufactured by Think Together Inc.

Passenger capacity: 6, seatbelt not required

Face-to-face seating encourages communication

Driving range: 50 km (When fully-charged)

HOW did we introduce this?

2019	2020	2021	2022
Pilot Project 1 (Funded by MOE)	Pilot Project 2 (Funded by MLIT)	Procurement (Funded by MoE)	Service Launch

GSM Operations for Community on Weekdays

Seamless guide to "slow shopping"

Onboard entertainment such as karaoke

Pleasant interactions with drivers

- Operates 3 days/week
- Bus fare: JPY100 (=USD0.64)/ride

GSM Operations for Tourists on Weekends

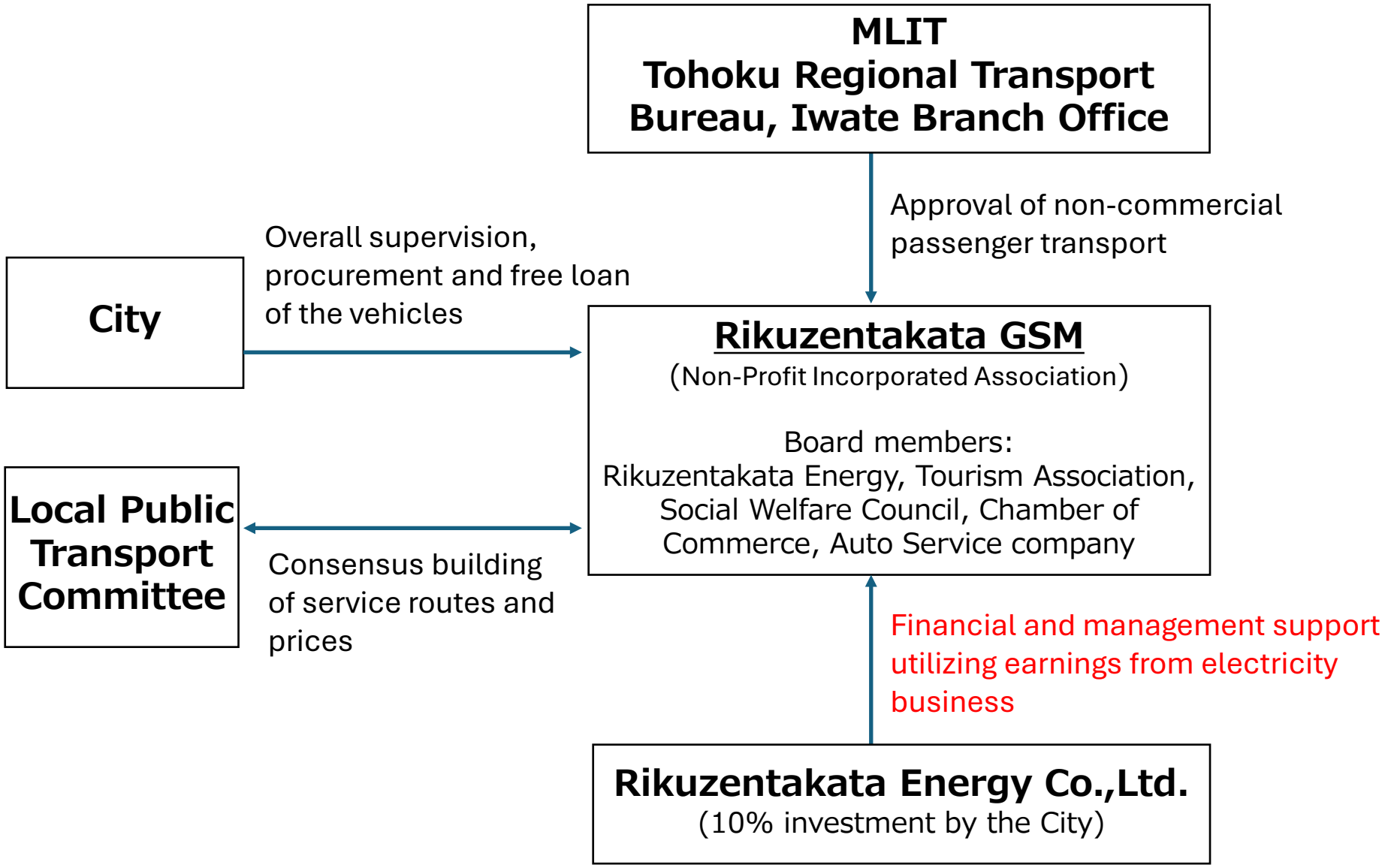
- Operates on weekends and public holidays
- Bus fare: JPY500 (=USD3.20)/day

Comparison of passenger numbers with other services

While sharing roles with other public transportation systems in terms of routes and purposes, it plays a significant role in both the welfare and tourism sectors, becoming an indispensable mode of transport for the community.

Bus Line	No. of total passengers in 2023
Oide area Line	5,495
Osabe-Imaizumi area Line	674
Takata-Community Bus East Line	1,535
Takata-Community Bus West Line	1,464
Hirota area Line	4,578
Hirota Peninsula area Line	1,932
On-demand Bus	1,219
Green-Slow Mobility	4,146
Grand total	21,043

GSM Governance and Operation Structure



2024 EST Grand Award by Minister of the Environment

Key reasons for receiving the Award:

1) Recognized for utilizing “Green-Slow mobility" as a tool to address challenges such as the isolation of elderly individuals and the decline in tourist circulation that arose during the process of post-disaster recovery.
2) Praised for the innovative approach of re-investing a portion of the profits from the local energy company into Green-Slow mobility operating costs, ensuring sustainable operation.

Way forward: Rikuzentakata as a leading area for decarbonization

2030 vision of zero-carbon city Rikuzentakata
-Pass on inclusive, interactive and circular town to the next generation-

RIKUZENTAKATA
Vision Map
ビジョンマップ

共生
森里川海の豊かさを守り、そこで育まれる生物多様性を保全する「**人と自然の共生社会**」、そして、誰もが個性を持つ一個人として尊重され、困っている人がいたら助けることが当たり前の「**世界に誇れる美しい共生社会**」を実現する。

交流
人口減少・少子高齢化が進展する中、**交流人口拡大や関係人口創出を通じて地域社会の活力を維持**する。特に、防災・減災や震災復興、地域脱炭素に関する「**学びのフィールド**」としての価値を高め、**教育旅行や企業研修の分野で日本を代表する目的地**となる。

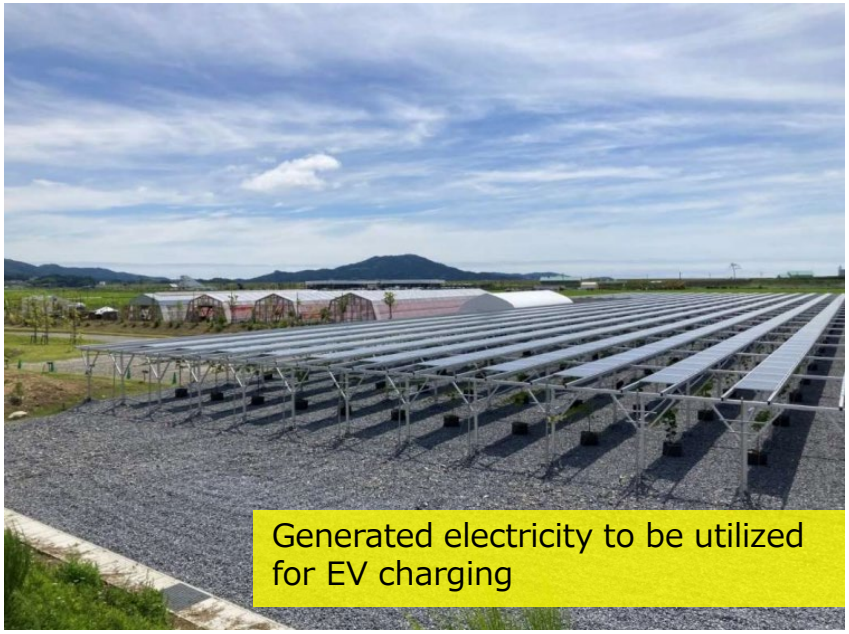
循環
食とエネルギーの地産地消や**未利用バイオマス資源（間伐材、食品残渣、下水汚泥等）の有効活用**、カーボンクレジット創出・販売を推進し、**循環経済を構築**する。それにより魅力ある雇用の維持・拡大を図り、若い世代のUIターンや二拠点居住等の「**人の循環**」を生み出す。

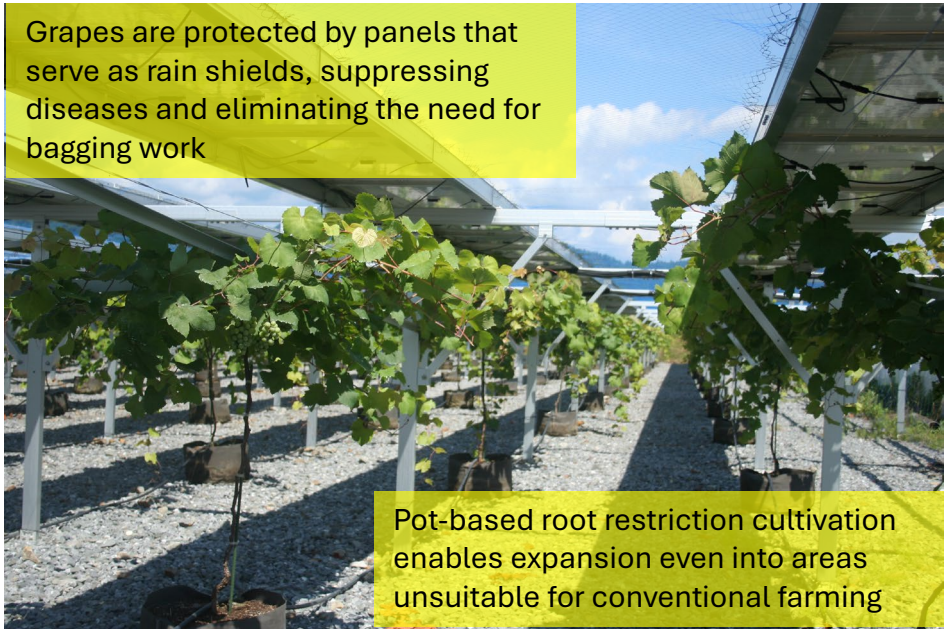
－ビジョン実現に向けた主な取組み－

ミネラル豊富な水
森と海の繋がり
Forest regeneration
森林資源の域内循環
間伐材 / C材
PV and pellet stove for houses
Wood fuel boiler for a new hotel
5 extra buses to be added
Micro-hydropower
Solar-sharing PV
Green-Slow mobility
Hydroponic culture with thermal earth
地中温 15°C
肥料
消化液
Camelia planting and tea production
Biogas power generation
BIOGAS
Regeneration of Takata-Matsubara pine grove
住宅
店舗
浄化センター
生ゴミ
Food loss
下水汚泥
Sewage sludge
SDGs learning opportunities for schools and corporations
Seaweed bed regeneration

※画像は全てイメージです。

Way forward: Rolling out solar-sharing PV to other areas





Variety: Muscat Bailey A (Red)

Installation completed: February 2022

First harvest: Fiscal Year 2023 (Approx. 300 kg)

First wine production: 2024 (Approx. 120 bottles)

Projection for 2026: Approx. 1,000 kg of grapes, yielding 1,000 bottles of wine

Thank you for your attention.