

[Featured Article]

#Leave it to DigiSupport !

Supporting SMEs with DX implementation: University students accompany them with their youthful sensibilities

University students solve the problems of small and medium-sized enterprises with the power of digital technology and ideas. DigiSapo! Yamanashi, a digital transformation promotion support platform that creates such a system, has officially launched.

"I want to use SNS, but there is no one in my company who knows about it."

"I want to make a website, but I don't know who to ask."

--University students in Yamanashi Prefecture are providing strong support to those concerned about such "little DX (digital transformation)."

Case.1

Ishitomo Co., Ltd., a jewelry manufacturer and retailer based in Kofu City for over 50 years. It is a long-established company that has built the trust of customers with its craftsmanship and sophisticated designs.

In response to the company's concern of "strengthening young recruitment," the university student DX leaders reorganized the company's recruitment site. Previously, the "recruitment information" posted on the company's website was buried and difficult to find. Therefore, they decided to create a new, independent recruitment site.

Sacchi (4th year student at Yamanashi University), one of the university students in charge, said she focused on "organizing the information and visually expressing the 'most important thing I wanted to communicate.'" She valued the "elegant atmosphere" of a jewelry company and was conscious of creating a design that would bring out its appeal. In

addition, although it wasn't on the original website, "I also included information about the employee benefits that I felt were generous." Sacchi was able to come up with this perspective because she herself has experienced job hunting and has seen the recruitment websites of many companies.

Regarding the completed recruitment site, Chiaki Miyazawa of Ishitomo Co., Ltd. expressed his hopes that "we will be able to break through the current situation in which the number of applicants is declining."

Case.2

A privately owned nail salon in Kai City "Cuore" is one of the stores that has taken a big step towards DX with the cooperation of university students. It is a German-style foot care specialty store that is rare in the area, and has been loved by people of all ages and genders since its opening in 2021, but the owner, Tomoko Fukasawa, had a problem.

"As listing fees on major booking sites continue to rise, I wanted to reduce the costs of attracting customers. But I didn't know how to do that . "

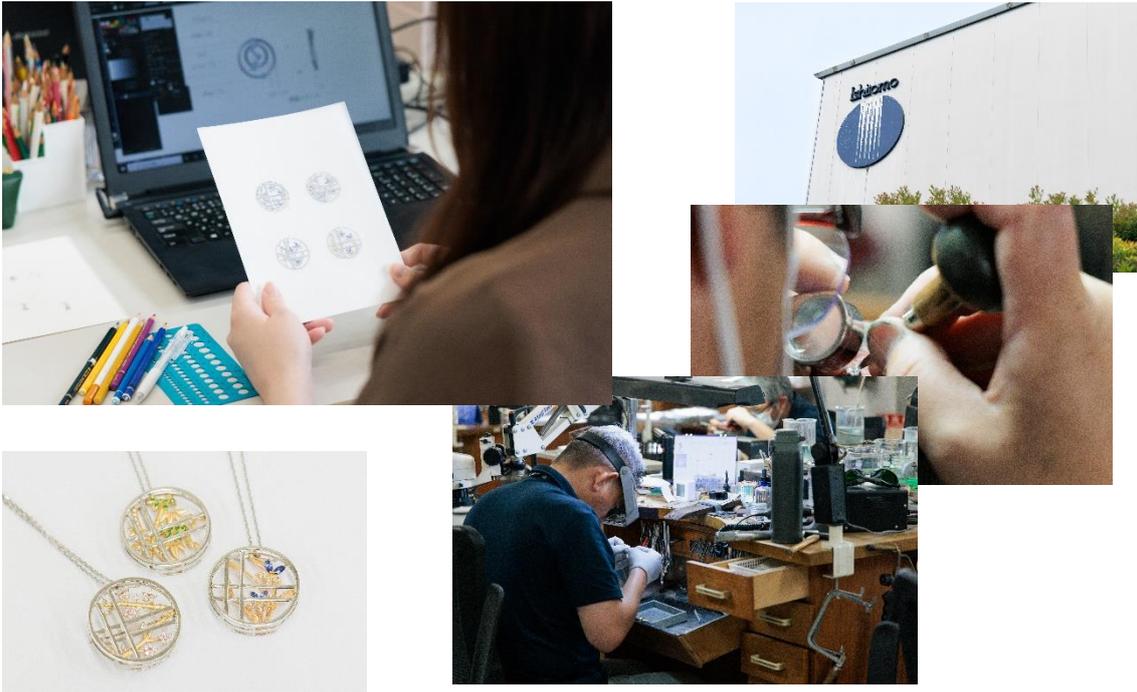
At that time, I learned about "DigiSapo! Yamanashi" and decided to consult with them. Together with university student DX leader Ashley (3rd year student at Yamanashi University) and others, we worked to reduce the cost of attracting customers and increase awareness of the store.

One of the measures was to strengthen communication through social media. They decided to actively communicate about the store and foot care by utilizing Instagram's story function and the media platform "note". Ashley recalls, "After I gave advice on how to use Instagram, Fukasawa immediately put it into practice the next day and reported to me that ' customers had made reservations through Instagram .' I was happy and felt a sense of accomplishment."

The university students also revamped the store's leaflets. They explain the treatment process clearly with photos and include a portrait of Fukasawa, creating a warm design. "It's easier to understand than the original leaflet. It's really amazing how young people have the ideas. Even though they were university students, they were truly professionals, so I was able to leave it to them with confidence," said Fukasawa. It seems the work of the university student DX leaders exceeded expectations.

Problem: I have photos , but I wonder if I can recruit efficiently?

Solution: They suggested a great recruitment site!



(Photo) Ishitomo Co., Ltd., which handles everything in-house from jewelry planning and design to manufacturing and shipping, employs approximately 70 staff members engaged in various processes and roles. Hiring motivated young employees was a challenge.

(Photo) This is an image from the recruitment website that Sacchi and other university students called "DX leaders" created over two months while listening to the company's requests. Wanting to preserve the brand image, they adjusted the layout, fonts, colors, etc. many times.



(Photo) Cuore specializes in nail care, and one of its selling points is the cheerful personality of the shop owner, Tomoko Fukasawa.

"Programming is fun!" Nurturing the next generation of DX talent

University student DX leaders are also making a significant contribution to nurturing the next generation of DX talent through digital skills experience programs for junior and senior high school students. Sacchi says, "I was worried about whether I could teach others, but when I actually taught them, they enjoyed it, and I realized that I had acquired the skills."

Atsuki, a junior high school student who participated in a workshop last fall to solve local issues using digital skills, commented, "We were able to express our opinions, incorporate the opinions of others, and work together as a team to create something. It was fun to experience things beyond what we learned at school." Perhaps some of the junior high and high school students who participated will become university digital transformation leaders!

Students rediscover the appeal of the companies they are involved with

"DigiSapo! Yamanashi" is a DX promotion support platform for small and medium-sized enterprises, jointly promoted by Yamanashi Prefecture and Life is Tech Co., Ltd. (Minato Ward, Tokyo). "University Student DX Leaders" have undergone approximately 100 hours of specialized training, and they go into the workplace to accompany companies in solving management issues, such as creating websites and pamphlets and utilizing social media. The sensibilities and perspectives that only university students can bring about unexpected insights and a breath of fresh air. The unique feature of this platform is that university students who have acquired digital skills will understand the circumstances of each company and work together to think up and implement measures that will be useful for management.

The cases introduced here are just a few examples. University student DX leaders are already active in several small and medium-sized enterprises in the prefecture, and the companies that received support are unanimous in saying, "It was good to consult with them." The university students also seem to have gained valuable learning and a sense of fulfillment through their activities.

The support provided is what could be called "DX that fits your capabilities." Rather than suddenly introducing a large-scale system, the focus is on making suggestions from an on-site perspective, such as "How can we communicate the current appeal of our business through websites and social media?" and "How can we make our current work even a little easier?"



(Photo) Governor Nagasaki poses with DX leaders who presented the results of DX support.

feel free to contact us first !

Message from a university student DX leader

University student DX leaders support small and medium-sized businesses with their "little DX ." For example, "I want to make a website," "I want to make a leaflet," " I want to use SNS ," "I want to be able to take online reservations," and anything else is fine. If you come to us with any concerns you have, we're sure things will improve. Please feel free to contact DigiSapo! Yamanashi for consultation!



(Photo) University student DX leaders Ashley (left) and Sacchi (right)

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[Feature 2]

What is a Carer?

Toward the realization of a society where no one has to leave their jobs to care for elderly relatives

Caring for family members is an issue that everyone faces.

I want to create a society where people can support their families without having to give up their own life plans.

The prefecture is working on various measures to improve support for carers.

" 2025 problem" has arrived

2025 , all of the baby boomers will be 75 years of age or older, and the super-aging society will accelerate in the future. As every resident of the prefecture has the potential to become a caregiver, we are starting a support system with an eye to the future.

It is not surprising that you may find yourself in such a situation at any time, such as a "business carer" who provides care and nursing while working, or a "double carer" who simultaneously raises children and cares for the elderly. In preparation for such an emergency, please discuss future caregiving with your family on a daily basis and make use of the "community comprehensive support center" in your area where you can receive caregiving consultations.

You might be a carer

"When a family member needs care or nursing, I'm the only one who can take care of them."

Many of these caregivers tend to bear the problems alone, thinking that it is only natural because they are family . The physical, mental and even financial burden is heavy, and it is not rare for them to sacrifice their own life plans, such as quitting work or giving up their studies, in order to care for their loved ones.

There are various cases and situations in which people become caregivers, including caring for the elderly or disabled, nursing those with incurable diseases, providing medical care for sick or disabled children, and caring for family members or acquaintances with addictions or social withdrawal. First of all, it is important for you and those around you to be aware that you may be a carer and deepen your understanding.

Yamanashi Carer Support Portal Site OPEN !

We have created a portal site to provide quick information to busy carers.

The app is equipped with an AI chatbot function. By following the instructions and selecting your local municipality and your concerns about carers, you can easily find out what kind of support is available and which office you should contact.

For example, in a situation like this...

1. I suddenly found myself needing to care for my parents. There are many support services available, but I don't know where to turn for help.
2. Families on my own makes me feel lonely and anxious. I want a place where people in similar situations can get together and talk about their problems.

Feel free to consult with chatbot !

If you find yourself in such a situation, please launch the carer support chatbot from the portal site. A screen like the one in the photo on the right will appear, and you can get information by inputting what you want to discuss.

Serious realities revealed by the survey

To understand the burden on caregivers and the efforts being made by companies, the prefecture conducted a survey on the actual situation of carers in January 2025. The survey targeted three categories: prefectural residents, support organizations, and companies. The purpose was to uncover the problems carers face and clarify what barriers are preventing them from receiving support, leading to the development of effective measures.

26.2 % of respondents were "caring for a family member," meaning that one in four respondents were carers. Furthermore, it was revealed that approximately 30% were caring for two or more people at the same time . In terms of the age group receiving care, 66.7 % of the total were people in their 70s or older, with the main causes being dementia and a decline in mental and physical functions due to aging.

The impact of caregiving on work is also serious. Around 10% of carers who responded have been forced to leave their jobs or become unemployed due to disruptions to their normal work, such as "increased lateness, early departures, and absenteeism" and "poor performance . "

The most common reason for leaving a job was "because the nature of the work made it difficult to balance work and caregiving," revealing the problem of a lack of understanding on the part of companies about caregiving leave and holidays.

When asked what type of support carers were looking for, more than half said they wanted "someone or a place to talk to."

On the other hand, responses from support organizations and companies revealed problems such as "the issues are becoming more complex and multifaceted, making it difficult to respond" and "companies do not properly understand the care leave system." In addition to raising awareness of carer support, the development of human resources to provide support is also an issue.

Based on the survey results, the prefecture is taking steps to create an environment in which nursing care, which has previously been viewed as a "family issue," is fully supported as a "society-wide issue."

Survey on the actual situation of carers

Summary of results

- One in four people are carers . Thirty percent of them care for multiple people.
- 10 % of carers have left their jobs or become unemployed.
- 40 % of people left their jobs due to the work environment .
- Carers need someone to talk to.

What are the prefecture's policies?

In order to solve the problems facing caregivers that have emerged from the survey, the prefecture is packaging up various measures and moving forward with them.

1. Training " Caregiver Support Promoters " who can be relied on in times of trouble

In order to not overlook people who do not consider themselves to be caregivers or who are dealing with problems alone, the prefecture will proceed with a human resources development project to train "caregiver support promoters" who will disseminate support information face-to-face.

Caregiver support promoters are trained for people who work for local companies and financial institutions, and who have daily contact with residents as part of their work. Through everyday communication, they will take an appropriate approach not only to "those who need care" but also to "those who will need care in the near future" and "their families."

Caregiver support promoters will be required to take three training courses: 1) Improving caregiving literacy , 2) Dementia support, and 3) How to use the carer support portal site . By smoothly connecting caregivers to support organizations such as community comprehensive support centers, we can prevent them from becoming isolated and expand the system of support in the community.

2. Realization: Changing the mindset of managers to create a caregiving-friendly

workplace

March 2024 , the number of people certified as requiring nursing care or assistance in the prefecture is approximately 42,000 . As of 2022 , 62.1 % of people provide care while working , which is higher than the national average (58.0 %) .

To ensure that prefecture residents do not have to give up their careers or life plans because of caregiving responsibilities, it is important that companies first have correct knowledge about caregivers and create easy-to-work workplace environments, such as by establishing caregiving leave systems and improving operations.

As part of its efforts to support "balancing work and caregiving," the prefecture will hold seminars for managers and executives at companies in the prefecture, create a handbook with information on caregiving for employees, and hold study sessions for human resources and general affairs personnel to deepen their understanding of caregiving . The goal is to

prevent people from leaving their jobs to care for their loved ones by creating and increasing model cases of "workplaces where work and caregiving can be balanced."

Carer Support Promotion Package

subject	Business name	Details of the measures
prefecture people	Promotion of consultation and support connections using podcasts	We are broadcasting a podcast program where people with difficult issues such as caregiving or social withdrawal can safely air their worries and thoughts, in order to connect them with those around them and provide appropriate support.
education institution	School Social worker Training business	In order to strengthen the support system for children and students who are facing issues such as not going to school or caring for family members, training sessions were held to increase the number of school social workers.
prefecture people	Carer consultation Support reinforcement project	In order to strengthen the support system for inquiries from caregivers, a telephone consultation service staffed by professionals such as care managers and public health nurses has been set up to handle inquiries on weekends and public holidays.
prefecture people	Carer Exchange support project	In order to prevent carers from feeling lonely or isolated, we hold social gatherings where they can share their concerns and exchange information.
support organizations and municipalities	Project to Promote Strengthened Collaboration Among Caregiver Support Organizations	To address the increasingly complex and multifaceted challenges faced by caregivers, a training workshop was held to strengthen the capacity of support organizations and promote collaboration among them.

It is important to consult first

The prefecture will set up a Caregiver Support Promotion Headquarters in July 2024 with the aim of realizing "zero people leaving their jobs to care for their loved ones." In August of the same year, the prefecture held a business carer seminar as the first step toward supporting the balance of work and caregiving .

The lecturer at the seminar, Mr. Jo Sakai, director of Change Wave Group Co., Ltd. (Minato Ward, Tokyo), spoke about the importance of "consulting with a care professional" based on his own 30 years of experience in caregiving.

"In most cases, balancing work and caregiving begins suddenly, and the burden increases over time. As a general rule, in the caregiving industry, it is said that 60% of caregiving problems can be resolved by consulting a local comprehensive support center. Furthermore, the nursing care insurance system is revised every three years, so the content of care services is constantly changing, and it is difficult for individuals to understand everything. The first thing to do is to consult a local comprehensive support center that has professionals in caregiving issues."

She also urged people not to think about quitting their jobs easily because caregiving is expensive. She said that the standard for the amount of time a person can balance caregiving with work is "two hours on weekdays and five hours on weekends*," so she said that taking up more than this amount of time for caregiving is likely to lead to quitting one's job, so she asked people to be careful.

"Tasks like bathing can be dangerous if done by an amateur. Physical care should be left to care professionals as much as possible. Caregiving is about creating moments when the family member feels glad to be alive. Prioritize mental care that only family members can provide, such as increasing conversations with the family and taking them out to eat."

Especially in elderly care, the principle is early detection and early response. If you feel something is not right, don't put it off, consult with a local comprehensive support center or a care manager, as this is the key to protecting your normal life.

*Hiroshi Chikaraishi, "Survey results on balancing work and caregiving and leaving work to care for a family member," Life and Welfare Research, Vol . 89

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[Feature 3]

New efforts to regulate climbing Mt. Fuji

World Heritage Conservation and Tourism

Mt. Fuji is a symbol of Japan and has been cherished as an object of worship and an artistic motif since ancient times.

Since it was registered as a World Heritage Site in 2013, its international fame has increased, and it is now visited by many climbers from both within Japan and overseas.

On the other hand, ICOMOS (an advisory body to UNESCO), which protects, preserves, and monitors World Heritage sites, has pointed out issues such as too many visitors and the heavy environmental impact.

Yamanashi Prefecture will implement measures to accommodate the rapidly increasing number of climbers and will also promote an attractive new way to climb Mt. Fuji.

The prefecture has been gradually strengthening climbing regulations in order to protect Mt. Fuji and ensure a safe climbing environment. Starting in fiscal year 2025, several important changes will be made. .

First, we will bring forward the gate closing time from 4 p.m. to 2 p.m. By moving the closing time forward by two hours, we will strive to prevent people from rushing to the summit overnight without staying in mountain huts.

Next, we will improve the Mt. Fuji Yoshidaguchi Passage Reservation System. In addition to Japanese, English, and Chinese (Simplified and Traditional), we have added Korean and Vietnamese. We have also increased the number of payment methods, and in addition to the existing credit cards, Alipay , and WeChat Pay , PayPay is now available. Furthermore, the reservation status is visualized in a calendar format, making it possible to see the availability for each date at a glance. We have also added a function to change the date after making a reservation, allowing us to flexibly respond to reservation changes. By realizing a smooth reservation procedure from both within Japan and overseas, we hope to improve convenience for climbers.

As a safety measure, we have added a pledge to confirm the necessary equipment and to abide by the rules for climbing Mt. Fuji. This is expected to curb quick climbs and those who

climb lightly equipped.

In addition, we will strengthen the mountaineering guidance system at the fifth station by revising the rules regarding Yamanashi Prefecture Mt. Fuji Rangers and clarifying the legal authority of rangers to provide guidance.

We believe that the costs of these measures that benefit climbers should be borne by the climbers themselves. Therefore, we will combine the Mt. Fuji conservation contribution and the toll fee into one, and change the toll fee to 4,000 yen . All toll revenue will be used to create a safe climbing environment and to protect Mt. Fuji, a global treasure.

New pledges

If you do not agree to the terms, you will not be allowed through the gate.

When paying the toll, you will be asked to confirm that you have the necessary equipment for mountain climbing and to agree to the following conditions. The necessary equipment for mountain climbing is winter clothing, separate rain gear, and shoes suitable for mountain climbing. In addition, you will be able to pass through the gate only if you agree to the following conditions: not staying overnight in mountain huts, not climbing at night (not quick hikes), not walking off the mountain trail, and always taking your trash with you.

This is how it changes

Improved reservation system

The Mt. Fuji Yoshida Route reservation system will be improved from 2025 to make it easier to use and more responsive to diverse needs. We will introduce the main changes in comparison with 2024 .

Item	FY2024	FY2025
Lightweight mountaineering countermeasure	—	Equipment needed for mountain climbing Check and observe the following: Added the pledge feature
Languages spoken	Japanese, English, Chinese (simple/traditional)	Japanese, English, Chinese (simplified/traditional), Korean and Vietnamese

Payment Method	Credit card Alipay WeChat Pay	Credit card Alipay , WeChat Pay , PayPay
Reservation Status (Number remaining)	Another Homepage (Fuji Climbing Official Information provided on the website	Select a date to view reservation status Circle or triangle on the screen (calendar) Displayed clearly with ×
reservation (Advance payment)	Until the day before	Same-day booking also available
Reservation cancel	No Possible	Possible Noh * Until the day after the settlement date
Reservation date change	No Possible	Possible Noh * Until the day before the reservation date
gold amount	2,000 yen *Also includes conservation of Mt. Fuji Donation: 1,000 yen in total	4,000 yen



Aiming to revive the ancient art of climbing Mt. Fuji!

The majestic figure of Mt. Fuji, a World Heritage Site, has fascinated people since ancient times and is deeply rooted in Japanese culture as an object of faith and climbing. In recent years, as climbing from the fifth station has become mainstream, there has been a growing movement to shed light on the charm of the "ancient Fuji climbing" that is being forgotten and to revive it.

Traditional climbing of Mt. Fuji is a style of mountaineering where you aim to reach the summit from a town or village at the base. It is a profound experience of climbing the long path, step by step, feeling the harshness and beauty of nature, and the weight of history.

Climbing Mt. Fuji was once deeply connected to faith. Fuji-ko followers would look up to Mt. Fuji as a sacred mountain and pray for safety at the shrine at the foot of the mountain before beginning their climb. Many shrines and shrines are dotted along the mountain trail, where climbers would offer prayers and deepen their reverence for the sacred mountain. Many shrines and shrines remain on the Yoshida Trail, and by experiencing "ancient Fuji climbing," you can come into contact with the feelings of the pilgrims of that time.

Representative places of worship include Funatsu Tainai and Yoshida Tainai on the northern foot of the mountain. These are lava caves where a practice called Tainai Kuguri was once practiced. Based on the idea of returning to the womb, it is said that by crawling through narrow caves in the dark, one would experience reincarnation. Tainai Kuguri was an important part of the training for climbing Mt. Fuji, and shows the depth of faith at the time.

The path called "Tainai Road" was a path that passed through a lava cave called Tainai Tree Mold. This lava cave is located in a forest that was formed on the "Kenmarubi Lava Flow" that flowed out from near the eighth station about 1000 years ago. The cave is a rare geological phenomenon called a "lava tree mold" that exists only on Mt. Fuji and the Big Island of Hawaii.

The Yoshida Tainai Tree Molds were formed in the 10th century on the eastern edge of the lava flow that flowed out during the eruption of Mt. Fuji. Many trees overlap each other to create a complex tree mold, and the shape of the tree is likened to a woman's womb, which led to womb worship.

Fuji-ko followers who go on a "Wainai Tour" visit the "Otainai", walk around the cave to purify themselves, and then return to the Oshi house, the Fuji-ko devotees' lodgings, in preparation for the next day's worship. This act was very important as a "reincarnation" ritual.

After the believers had completed their journey inside the womb, the priest would wave

omakuri and say, "Congratulations on the safe birth." Omakuri is a drink made by boiling omakuri (seaweed) and other herbs to remove fetal poison before the first feeding of a newborn baby. The womb was also a place for praying for safe childbirth as a god of child safety. Water dripping from the breast-shaped rock was caught in bowls or paper and used as a waist belt or amulet.

April 29th, is a precious event that conveys this ancient belief in the Tainai to the present day. You can experience the cultural value of the Yoshida Tainai that has been protected by the local people.

Climbing Mt. Fuji used to be more than just a leisure activity; it was a sacred act that purified the body and mind and reborn the soul. The revival of these mountain trails allows us to recognize the cultural and spiritual value of Mt. Fuji in modern times. By following the ancient paths that slowly ascend from the base, you will be able to experience a new charm of Mt. Fuji.



(Photo) The "Tainai Festival" is organized by the Kitaguchi Oshidan, which manages the Yoshida Tainai Honana Cave, and takes place every year on April 29th. The Yoshida Tainai Tree Forms, a hidden component of the World Heritage site of Mt. Fuji that is usually closed to the public, are open to the public for the only time.



(Photo) Next to the "Main Hole" is the "Yoshida Tainai Lava Tree Mound No. 1." After the Tainai Festival ritual, general participants can also enter the main hole (photo at bottom right) and come across the stone shrine.

Kawaguchi Asama Shrine Grandchild viewing festival

Children's Dance

"Kawaguchi no Chigo no Mai" is a Kagura dance performed by young girls at the festival of Kawaguchi Asama Shrine. It is derived from the Mikomai dance of the Daidai Kagura, which is associated with worship of Mt. Fuji, and is important as a valuable example of how it has changed from the early modern period to the present day. This dance is dedicated by young girls called "Oichisan" at the Magomi Festival (April 25th) and the Daidai Kagura Festival (July 28th). There are five pieces in the program, and they are characterized by their distinctive costumes, old-fashioned dancing, unique footwork, and movements around the corridors leading to the main shrine.



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Fureai Monthly launched!

We deliver seasonal Yamanashi pears

The first issue is about hydrogen!

We hope you have picked up the "Fureai Monthly Newsletter" that was inserted into the morning edition of the newspaper on certain days. Yamanashi Prefecture launched a monthly newsletter in May with the strong desire to "let the people of the prefecture know more about Yamanashi."

The lead feature of the inaugural issue was "hydrogen."

Many people in Yamanashi Prefecture may wonder why they are putting so much effort into the production and popularization of hydrogen. This article provides a detailed account of how it all began and how it has now come to be called "world-leading." We hope it will help you understand Yamanashi Prefecture's efforts to realize a decarbonized society.

Announcements from the prefecture are summarized in a section called "Topics of the Month" in an easy-to-read layout. Timely news about prefectural government is also introduced.

The highlight of "Monthly" is the serialization on the last page.

"Yamanashi, Here and There" has light-hearted exchange between Yabe Taro, who played Otomaru in last year's NHK Taiga drama "Hikaru Kimie," and Takasugi 'Jay' Jiro, a sports DJ who has lived in Yamanashi for many years. I'm also looking forward to the illustrations Taro draws for each issue.

The "Favorite Places of Interesting Managers" is a program run by managers from companies in the prefecture. They will introduce secret, delicious restaurants and places that will soothe your soul.

There will also be a reader giveaway, so please apply.

Isn't the quarterly "Fureai" enough?

You may have such doubts, but in today's fast-paced society, we felt the need to provide monthly updated notifications in order to provide more timely information.

January, April, July, and October as usual, and "Fureai Monthly" will be published in each of the other months.

Even if the topics covered are repetitive, our aim is for our information to be easy to

understand and useful.

Unlike "Fureai," which is delivered to each household, "Fureai Monthly" is inserted into newspapers, so some people may not receive it. If you are one of those people, please check the prefecture's website. It can also be obtained at the city or town office.



A noteworthy project! "Yamanashi, Here and There"

Taro Yabe and Jiro Takasugi talk about the charms of Yamanashi in a light-hearted exchange. Yabe creates new illustrations for each issue.

The cover of the inaugural issue depicts the shape of Yamanashi Prefecture with photos of friends who support the prefecture.

the June issue was on the branding of Minami Yamanashi, focusing on the roadside station project produced by Beams.

June issue features Minamiyamanashi x BEAMS



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Interview with Yamanashi Prefecture residents who are aspiring to the future

[Series] Yamanashi Kenjin

Towards a society where disabilities are not considered special

KEIPE Co., Ltd. Representative Director

Yuma Akaike



After graduating from university, he became a teacher but changed jobs to work for an IT company after one year .

He also helped launch new businesses overseas.

20s has returned to his hometown of Yamanashi and now runs a job support center for people with disabilities.

A series introducing Yamanashi Kenjin's prefecture residents who are living their lives to the fullest, looking towards the future.

Our vision is to create a society where disabilities are not treated as something special and where everyone can belong.

The story of a man's life as he naturally works to support people with disabilities.

Here's a hint

Employment support for people with disabilities is aimed at people who have difficulty working at regular companies or establishments due to a disability or illness. It is generally called "continuous employment support type A and type B. " Type A involves working after signing an employment contract with the establishment, while type B involves not signing

an employment contract and working at one's own pace according to one's disability or physical condition while acquiring the skills necessary for employment.

HISTORY

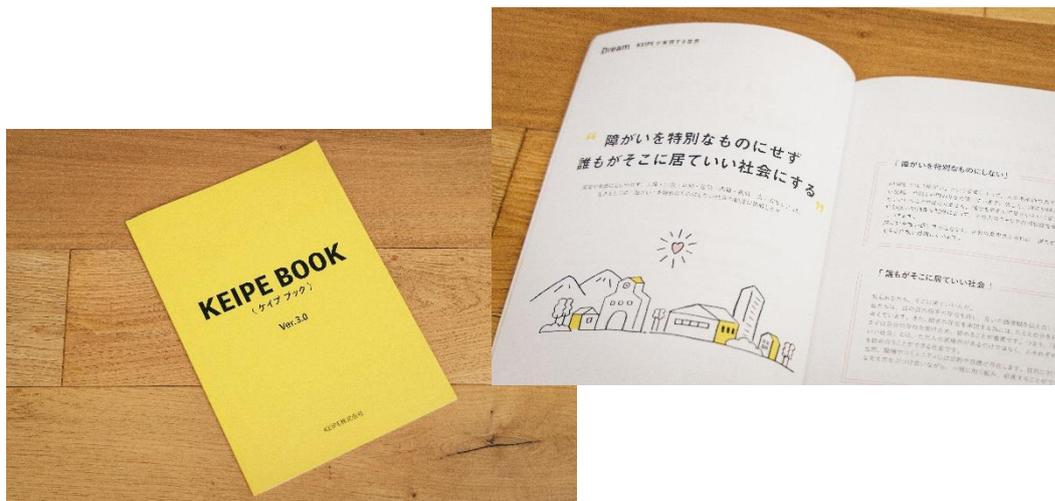
- 1990 Born in Showa-cho, Nakakoma-gun
- 2013 After graduating from the Faculty of Education at Chiba University, he became a teacher.
- 2014 Change jobs to a venture company
- 2017 Founded KEIPE Co., Ltd.
- 2018 He developed tuberculosis and spent a year recuperating. After being discharged from the hospital, he vowed to "focus on KEIPE as the core of his activities."



(Photo) The name KEIPE originates from the Japanese word "Keifū" (恵風), which signifies a benevolent wind that fosters the growth of all things.



(Photo) With colleagues at the KEIPE Kofu office in Marunouchi, Kofu City



(Photo) The " KEIPE BOOK ," which contains the company's philosophy , has been reprinted up to version 3.0.

The presence of a precious older brother

One day, his older brother, who was three years older than him and had run away from home, secretly returned home. Yuma Akaike, who was an elementary school student at the time, welcomed him home with a smile.

"When my brother was in junior high school, he drank, smoked, and got into fights; adults saw him as a delinquent. But I saw him differently. He was smart and good at sports. And more than anything, he had a really pure heart."

Then, my brother had a motorcycle accident. He was unconscious for about two weeks. When he finally woke up, he was left with a disability.

"After that, things became a mess for my family."

16 years. Akaike remembered something his brother had previously said.

"I wish I had a teacher like Yuma."

In 2013, Akaike graduated from Chiba University and became a teacher.

However, while teaching, he began to think, " I want to earn enough money by the time I 'm 40 and create my dream school," so he quit teaching after one year. He then moved to an IT venture company to learn about entrepreneurship.

From then on, he spent his days in a whirlwind. He worked for the company during the day on weekdays, had dinner with many entrepreneurs at night, and started a side job doing door-to-door sales on weekends. In 2015, he was posted to Thailand to launch a new business. He was so busy that he started to forget his dream of "going to school at 40. "

Highlight the strengths

"Would you like to start a business that provides employment support to people with disabilities?" That's the request I heard in the middle of my busy days. suddenly remembered my brother . I felt as if he was guiding me."

In 2017, while continuing his other business, he launched his own business, KEIPE, in his hometown of Yamanashi Prefecture, which provides employment support for people with disabilities.

However, in the first year of his business, Akaike faced a major obstacle.

"People were quitting one after another. The turnover rate at the time was 83 percent."

Sales were also poor. Some companies ordered materials at prices lower than the market rate, claiming that it was a facility for people with disabilities.

Wanting to do something about this social trend, Akaike devoted himself to his work. However, something took a dark turn. He experienced severe chest pains. He found it difficult to move, so he went to the emergency room.

"It was tuberculosis. And it was pretty bad..."

After that, he was forced to spend a month and a half in hospital and a year recuperating. However, this experience caused me to reexamine my life.

"I decided to focus on what I wanted to do from now on . That was to help people like my brother return to society through work. In other words, the activities of KEIPE were what I wanted to do . "

After being released from hospital, Akaike tearfully told her employees, "I want to create a society where disabilities are not treated as something special, and where everyone can belong."

As of 2025, KEIPE has expanded its business into the food and beverage and trading industries, and is on track to reach 1 billion yen in annual sales. The group has about 140 staff members, of which about 90 have disabilities . They are engaged in a variety of tasks according to their abilities and wishes, such as data entry, design, and working in restaurants.

KEIPE 's distinctive feature is that it values its relationship with the local community. Its office is located in the center of town. It does not provide transportation to and from work for the disabled people who work there. It wants the disabled people to blend in with the company and the town as co-workers.

" KEIPE is not a company, it's a community." These words reveal Akaike's values regarding supporting people with disabilities.

"My brother began to recover around the time we started the company ."

He is now a father raising five children.

"After all, the pure brother I saw was his true self. That's why I want KEIPE to be a place that shines a light on his strengths."

Akaike spoke powerfully.

FUREAI SQUARE

PHOTO SPACE

Would you like to publish the photos you have taken on "Fureai"?

We look forward to seeing your special photo !

• Enchanted by Lord Shingen

The Shingen Festival held in Kofu City in April was crowded with many people. Jun Shibuki, who played Shingen, and Hikaru Yu, who played Kansuke, were both dignified and wonderful.



• Sakura Saku

During a walk, I stopped at Kofu City's Kose Sports Park, where the cherry blossoms were in full bloom. By chance, a person who likes photography called out to me and took this photo. Spring is a time of wonderful encounters.



• **The waves crash !**

We went to the RISONARE Yatsugatake (Hoshino Resort) in Hokuto City . The kids had a blast in the big wave pool! They said they want to go back again.



• **High school students ' " Furinkazan "**

A calligraphy performance by high school students was held as part of the Shingen Festival. The powerful characters of "Furinkazan" were impressive.



• **Cool even in summer**

The Ohikage Tunnel in Koshu City was once a JR Chuo Line tunnel, but is now open to the public as a promenade. The brick tunnel is cool even in summer.



• **Pop-up fried shrimp**

A limited-time, large-portion menu available at Roadside Station Nanbu (Nanbu Town).

The large shrimp and tartar sauce are so delicious that you'll be full to the brim!



Q & A S P A C E

This section answers your questions and inquiries about prefectural government.

The questions for this issue are here.

〈Answer〉

Kanno Rena (Child-Rearing and Future Support Division Chief)



Q: Could you tell me about the Pre-Concept Health Check?

This is a health check-up based on the idea of "preconception care," which involves managing your health in preparation for future pregnancy and childbirth.

Q: Who is eligible for the health check?

18 and 39. Blood tests can be used to check for anemia, thyroid function, infections, and AMH tests to measure ovarian reserve, which reflects the number of remaining eggs, and other items related to pregnancy and childbirth. Last year, 1,481 women took the test. The

prefecture is promoting awareness-raising activities for Precon, with a goal of 2,000 people taking the test this year.



(Photo) Consultation with a doctor is available if needed.

Q:Where can I get it?

You can take the pre-contract health check at your workplace or at a medical institution affiliated with the prefecture. In order to take the pre-contract health check, you will need to take the pre-contract health seminar via e-learning in advance.

Q:Does this have to do with men?

Preconception care is knowledge that men also need. Pregnancy and childbirth are not just women's issues, and it is important for both men and women to have correct knowledge and information about sex and health. Although the medical checkups are only for women, men can also attend the preconception seminars. Please feel free to participate.



(Photo) A scene from the Precon awareness seminar held last August

[Contact information] Childcare and Next Generation Support Division TEL 055-223-1425
FAX: 055-223-1475

Human figure on the cover.

Making digital technology part of everyday life

Yamanashi Prefecture aims to create a society where all citizens can use digital technology on a daily basis. Sacchi (left photo), a student at Yamanashi University and a "DX leader," said, "I was able to actually get involved with a company and experience what it was like being in my zeroth year of working life." Atsuki, a junior high school student, talked about his dream for the future, saying, "I want to be an architect or an IT engineer."



There must be even more charm to Yamanashi!

"Fureai Square" is currently accepting photos from residents of the prefecture.

Please tell us about your town's best spots, places that make you feel strangely excited, photos that capture the changing seasons, etc., along with any stories about the time you took the photo. We also welcome any questions you may have about the prefecture's initiatives.

Delivering the latest news

YAMANASHI POLICY NEWS

Commissioned as creative producer to enhance Yamanashi's brand value

Hydrogen character unveiled

The prefecture has appointed Shirou Nakano, a designer living in the prefecture, as the Yamanashi Prefecture Creative Producer, who will provide advice on improving Yamanashi's brand value and raising awareness of prefectural government.

Nakano has worked on many character designs, such as "Hiyoko-chan" for Nissin Chicken Ramen, as well as producing products for companies.

April 10th , Nakano unveiled the hydrogen character he had designed as a symbol to promote the efforts of Yamanashi Prefecture, a leader in the field of hydrogen energy. Nakano said, "I hope that this character will be loved by many people for a long time and that Yamanashi's hydrogen technology will spread throughout the world." In the future, the character will be used widely at the Komekurayama Next-Generation Energy PR Facility "Kiratto" (Kofu City) and other locations .

At the commissioning ceremony, Governor Nagasaki said, "With Mr. Nakano's help, I would like to make Yamanashi Prefecture a more interesting and attractive place."



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Establishing a new organization to help realize a carbon-free society

April 17 , the prefecture established the Yamanashi GX Promotion Consortium , whose members include financial institutions, commercial organizations, and facility construction organizations, with the aim of encouraging small and medium-sized enterprises in the prefecture to advance Lean Transformation (GX) initiatives.

GX is an initiative to transform our society and economy into one that uses clean energy and uses as little fossil fuel as possible.

GX due to a lack of funds, human resources, and information . Another factor is the difficulty of supporting small and medium-sized enterprises due to a lack of human resources and know-how on the part of related organizations.

The newly established organization will bring together related organizations and pool their respective knowledge and strengths to develop specialized human resources who will support the GX of SMEs and provide support tailored to the individual needs of each company.

The prefecture will accelerate GX through the consortium, aiming to achieve both decarbonization of the region and revitalization of the prefecture's economy.



Public and private sectors team up to solve local issues

Establishing the Center

Regional issues are becoming more diverse and complex due to a declining population, a declining birthrate and an aging population, etc. On April 1 , the prefecture and Yamanashi Chuo Bank established the Yamanashi Social Innovation Center (a corporation) in the Kofu Corporation Hall (Kofu City) to solve regional issues through public-private collaboration .

Yamanashi Prefecture faces challenges such as measures to help those with transportation

disabilities and securing human resources for small and medium-sized enterprises. To address these challenges, it is important to utilize the digital technology and unique know-how of not only the government but also private businesses. The government and private sector will share issues and ideas and support the creation of new businesses. Prefectural and Yamanashi Chuo Bank employees dispatched to the center will make the most of their respective know-how and networks to solve local issues and develop the local economy by creating new businesses.



Beware of in-game purchases by children

We have received many inquiries from parents about their children making unauthorized purchases for online games. To avoid getting into trouble, take precautions in advance.

- Check your smartphone's account settings and payment authorization settings.
- You should also take advantage of the "parental control" function, which allows parents to manage the information and communication devices used by their children.
- Find out how payments work for the games your child plays.
- Set rules for in-game purchases together with your child.

If you have any problems, please contact the following:

Prefectural Counseling and Consumer Affairs Center 055-235-8455

Consumer Hotline 188 (Iya-ya) *Nationwide

(We will guide you to the nearest city, town, village, or prefecture consumer affairs consultation office.)

Prefectural Counseling and Consumer Affairs Center provides information on its website and other means to prevent consumer problems before they occur.