

‘You, too, can become a member of Higashikawa Town through the Higashikawa Shareholder System’

Higashikawa Town, Hokkaido



Situation (background, aims, etc.)

Higashikawa Town is located in the centre of Hokkaido. It is rich in nature and has a unique ‘Photography Town’ culture. Since declaring itself a ‘Photography Town’ in 1985, Higashikawa has been building connections with people through photography. When the national hometown tax donation programme was launched, Higashikawa introduced the Higashikawa Shareholder System. This system aims to preserve the character of Higashikawa Town and build sustainable relationships with people from outside the town.

Details (project outline, etc.)

The Higashikawa Shareholder System is a system for participation in community development. Hometown tax donations to Higashikawa are regarded as ‘investments’ and donors are regarded as ‘shareholders’. Donors receive shareholder certificates that allow them to choose which projects to support and give them certain benefits. Donors are also recognised as ‘special townspeople’ and can participate in Higashikawa Town’s activities.

Results (features and innovations, future developments, etc.)

This system is innovative in that it welcomes donors as ‘shareholders’ and builds relationships beyond those of simple one-time donors. We will continue to develop the shareholder system to increase the number of people involved with the town and revitalise the local community.
