

# YokoLab: A Public-Private Partnership Platform Cultivating Ambition

Yokoze Town, Saitama Prefecture



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**Situation (background, aims, etc.)**

Yokoze is a small town of around 7,600 people in Saitama Prefecture. If we continue doing things as we always have, we cannot change the future of the town. This sense of crisis underpins YokoLab, as in order to change, we must try new things.  
The YokoLab Public-Private Partnership Platform (hereinafter, 'YokoLab') was set up in 2016 as an initiative to make the most of the town's strengths.

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**Details (project outline, etc.)**

A framework to realise projects proposed by businesses, organisations and individuals within Yokoze. The town holds monthly review panels for the proposals submitted to YokoLab, and the results are announced within a week. If a project is accepted, the town provides it with the necessary support.

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

In the seven years since YokoLab was launched, it has received 234 proposals, of which 141 have been adopted. It has also created a virtuous cycle in which one attempt to take on a challenge leads to another, and generated the project goal of 'a continuous influx of people, goods, capital and knowledge'.  
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