

# Boosting Employment in Yamaguchi through Virtual Company Visits

## (Project to Encourage Youth to Settle in Yamaguchi)

Yamaguchi Prefecture



### Background and Reason for the Project

The labour shortage in Yamaguchi Prefecture has become a pressing concern for companies due to the rising job offer to applicant ratio and the projected decline of its working-age population.

At a prefectural job fair in summer 2020, students and companies expressed an earnest desire for easier ways to learn about each other and conduct tours, but COVID-19 had hindered this process.

Travel restrictions imposed by the COVID-19 pandemic meant students could not conduct sufficient research on industries and companies in Yamaguchi Prefecture, leading to an inadequate understanding of the appeals of these firms. However, one venture company in the prefecture had begun offering 3D and VR tours of offices and manufacturing plants.

At a job fair in the summer of 2020, students indicated they were familiar with VR. This finding inspired the decision to explore VR's potential to effectively communicate the appeal of companies in Yamaguchi Prefecture to young people, resulting in efforts to commercialize this technology.

### Project Aims

- Establish a platform for new employment and recruiting activities in response to the COVID-19 pandemic
- Propose a novel approach to introducing companies using 3D/VR technology
- Enhance employment prospects for young people in companies within Yamaguchi Prefecture through these efforts

### Project Outline

- (1) 3D imaging of companies' offices and manufacturing plants within the prefecture
- (2) Opening and operating a VR-based company tour website

### Features and Innovation

- (1) 3D imaging of companies' offices and manufacturing plants within the prefecture

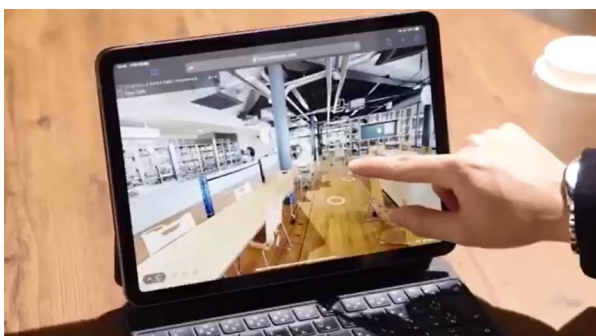
The venture company uses cutting edge 3D imaging technology, including a dedicated infrared camera to create 3D and VR images of the interiors of buildings at business sites. The resulting imagery is accessible through various platforms, including smartphones, tablets, and PCs. The technology enables users to navigate the spaces easily and provides a comprehensive view of the buildings.

## (2) Opening and operating a VR-based company tour website

The prefectural government is taking steps to promote companies in the prefecture by creating opportunities for students to learn more about them. To achieve this goal, a virtual company tour website was established to provide students with an immersive and interactive experience through the use of VR images created from the 3D data described in (1) above. Travel restrictions due to COVID-19 have limited students' ability to research on companies/industries and hindered companies' from promoting their strengths to students. To address this, the prefectural government proposed a new approach to job hunting and recruiting, allowing students to easily access and explore companies from any device, such as smartphones, tablets, and PCs. These efforts promote the employment of young people in companies within the prefecture.



MIRANAVI VR company tour website



## Results of the Project

University students and companies in the prefecture have praised the site since its launch. This favourable response indicates that it accurately addresses the needs of both young people and companies and helps promote employment in the prefecture.

University Students:

"The ability to virtually tour companies I'm interested in, regardless of travel restrictions, is very helpful."

"It's great. I hope to see more companies listed on the website."

Companies:

"We are grateful for this innovative method of showcasing the strengths of our company.."

"We hope to have our company included in the website too."

The project received third place in the Digital Solution Award's digital category at the 2021 Association of Prefectural Governors Advanced Policy Bank (which provides opportunities to propose and share advanced initiatives from each prefecture), receiving national recognition.

## Issues, Problems and Responses

To provide captivating imagery that entices young people and encourages employment in the prefecture, each company will be consulted beforehand to identify its desired target audience and PR focus points. Junior staff would then suggest areas of interest to capture, resulting in imagery that meets the expectations of companies and job-seeking students.

**Future Developments (expected results, project vision and issues)**

Posting VR tours of more companies will effectively spread information about their strengths and encourage young people to consider working in the prefecture.

In addition, to maximize benefits for businesses, there are plans to hold real-world events like student-employee exchanges more efficiently.

**Reference URLs**

MIRANAVI VR company tour website: <https://miranavi.jp/>

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