

April 24, 2025

Meidensha Corporation

Hiroshima CSV Lab, Hatsukaichi City sign comprehensive partnership agreement

Industry-government-academia-community collaboration to address social challenges through micro-hydropower

Hiroshima CSV (Creating Shared Value) Lab, of which Meidensha Corporation is a core member, has signed a comprehensive partnership agreement with Hatsukaichi City to collaborate on research and development that uses micro-hydropower generation as a starting point for co-creating values and driving social innovation.

Hiroshima CSV Lab comprises four core members—Hiroshima Prefectural Government, Keio Research Institute at SFC, Meidensha, and EAML Engineering Ltd.—along with 11 supporting companies and organizations. Since its launch on March 25, 2024, the lab has built networks of individuals and organizations through micro-hydropower projects while studying and planning models for revitalized communities capable of addressing social challenges.

The comprehensive agreement aims to accelerate practical adoption of these community models through close collaboration between Hiroshima CSV Lab and Hatsukaichi City, one of its members. Meidensha will second a researcher specializing in renewable energy, particularly hydropower, to the Hatsukaichi City Government. The company plans to use a company-dispatch program under the Regional Revitalization Entrepreneur Initiative*, promoted by the Ministry of Internal Affairs and Communications, for this placement.

Hiroshima CSV Lab and Meidensha are committed to supporting Hatsukaichi City's policies to harness untapped hydropower resources in hilly and mountainous areas and to revitalize the region by encouraging exchange and the inflow of people. They also plan to share the models developed under the agreement with other regions across Japan.

■ About the comprehensive cooperative agreement

(1) Conclusion date: April 24, 2025

(2) Purpose: To build a revitalized society, develop human resources capable of shaping a brighter future, and promote practical learning by fostering close collaboration between Hiroshima CSV Lab and Hatsukaichi City to jointly plan and implement a social system based on value co-creation from micro-hydropower generation.

(3) Areas of cooperation

1. Accelerating achievement of net-zero carbon emissions by promoting micro-hydropower plants that effectively utilize Hatsukaichi City's regional resources.
2. Planning and promoting a social system through value co-creation from micro-hydropower generation in Hatsukaichi City as a starting point.
3. Utilizing both parties' intellectual, human, and material resources.
4. Other areas necessary to achieve the agreement's purpose.



At the signing ceremony (from left): Keio University Professor Masatoshi Tamamura; Seiji Okada, chief of Environmental Affairs at the Environmental and Citizens Affairs Bureau of the Hiroshima Prefectural Government; Hatsukaichi Mayor Taro Matsumoto; Meidensha Managing Executive Officer Shinichiro Kon; Hiroshima CSV Director Katsumasa Yamaguchi; and Yokoseki, a core researcher of Hiroshima CSV Lab.

■ About Hiroshima CSV Lab

Hilly and mountainous areas of Hiroshima Prefecture face a range of challenges, including economic decline from depopulation, more frequent and severe natural disasters, aging infrastructure, and increasing physical and mental frailty among older residents.

The Lab leverages untapped micro-hydropower resources in the region. By addressing social issues through the connections that form among communities and

various stakeholders around sustainable energy supply and use, participants aim for mutually beneficial outcomes while developing and piloting a local social system to revitalize communities.

Going forward, the Lab will work to revitalize hilly and mountainous areas in Hiroshima Prefecture and other parts of Japan by sharing project results with regions facing similar challenges. It is also committed to contributing to global climate-change efforts through the frameworks researched and developed in Hiroshima Prefecture.

One specific initiative is to develop hydropower resources in Shobara and Hatsukaichi cities and Kitahiroshima Town in Hiroshima Prefecture and use the locally generated electricity. The Lab will study, explore, and implement policies through industry-academia-government-community collaboration to address regional issues and accelerate practical adoption of results.

The lab is headed by EAML Engineering President Katsumasa Yamaguchi.

Hiroshima CSV Lab members (Japanese alphabetic order, as of April 24, 2025)

EAML Engineering Ltd.; Eikei University of Hiroshima; Enecom, Inc.; Kitahiroshima Town Government; Keio Research Institute at SFC; JA Hiroshima; Shobara City Government; Chugoku Electric Power Co., Inc.; Hatsukaichi City Government; Hirogin Holdings, Inc.; Hiroshima Prefectural Government; Fujita Corporation; Mazda Motor Corporation; Meidensha Corporation; and Yaesudenki Co., Ltd.

***About Regional Revitalization Entrepreneur Initiative**

The initiative, promoted by the Ministry of Internal Affairs and Communications, enables companies and other organizations based in Japan's three major metropolitan areas to second employees to local governments outside those metropolitan areas for periods ranging from six months to three years. Dispatched employees apply their expertise and know-how to address regional issues already being tackled by local governments, serving as an immediate, work-ready workforce to revitalize the region. The company-dispatch type requires a written agreement between the company and the local government. Dispatched employees must work within the host local government's area for more than half of each month. The local government receives subsidies to cover the employee's salary and other related expenses during the dispatch period.

