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Meidensha Corporation

Trial version of sewage treatment-themed game app debuts at Sewage Work Exhibition '25 Osaka; Idea born in intra-company contest

Meidensha Corporation has developed Gesui Okoku (Sewage Kingdom), an educational game app that teaches how sewage treatment works in an engaging way. As a company involved in the water infrastructure business, Meidensha aims to raise public awareness of the importance of the sewage system through the app. It is being created through co-creation between volunteering Meidensha employees and creators from partner developer Clover Lab, Inc., based in Kita-ku, Osaka.

The app originated as a prize-winning idea in Meidensha's MEIAN Challenge, an internal contest to spark new business ideas and foster an innovative mindset. Since winning a prize in fiscal 2023, a team of more than 10 employees has been working to bring the concept to market.

Meidensha aims to launch the full app in fiscal 2025. As a precursor, a trial version will be exhibited at Sewage Work Exhibition '25 Osaka from July 29 to August 1.



Title logo of Gesui Okoku



Play display of Gesui Okoku

■ Development background

Sewage systems are essential social infrastructure that support our lives and the environment, yet their existence and role are largely overlooked. After years of participating in water supply and sewage projects, Meidensha recognized the challenge of fostering the next generation's understanding of and interest in the water environment. What began as a volunteer employee initiative evolved, through collaboration with an external partner, into Gesui Okoku.

■ Game features

The game is set in a virtual world where humanity faces extinction after sewage treatment facilities stop functioning. In a field modeled on a reaction tank at the heart of a sewage treatment system, Bakuta, or personified microorganisms such as vorticella and Geobacter, play crucial roles. Players control Bakuta to attack swarms of polluted life forms flowing into the field, while deploying “Bakuchimon,” game characters modeled also on microorganisms. Doing so purifies the sewage water.

The game is entertaining and strategic: players must develop characters and make tactical decisions about unit composition and deployment. It also incorporates indicators closely monitored in real treatment plants — for example, the management of aeration and dissolved oxygen (DO), and energy-efficient operation — so players can become familiar with real-world perspectives on sewage treatment while playing.

Each character is designed to reflect the properties of its corresponding microorganism. Professional voice actors, including Ayane Sakura and Aoi Yuuki, enrich the game world with their superb performances.



Main characters (Bakuta and Bakuchimon)

Meidensha will continue to improve the trial version based on customer feedback and introduce more characters and stages. At the same time, the company will engage in ongoing dialogue with stakeholders related to the water environment — such as schools, municipal governments, and operators of treatment facilities — while incorporating planning, design, and simulation activities. Furthermore, the company aims to support learning and inspiration, fostering sewage engineers who can help ensure safe and secure living for all.