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Meidensha Corporation

Meidensha's 'Gesui Okoku,' an engaging educational game about sewage treatment, wins MLIT Minister's 'Junkan no Michi' Sewerage Award

Meidensha Corporation has received the 19th Land, Infrastructure, Transport and Tourism (MLIT) Minister's "Junkan no Michi" Sewerage Award in the Public Relations and Education category for Gesui Okoku (Sewage Kingdom), a game it developed to make learning about sewage treatment fun and engaging.

Established in 2008, the award recognizes and promotes outstanding initiatives that fulfill the mission of the sewerage sector and contribute to the development of society. It aims to support the realization of a "Junkan no Michi" sewerage system—one that promotes the sound circulation of water and the efficient circulation of resources and energy.

Gesui Okoku is a tower defense game developed by Meidensha, which operates a water infrastructure business, to help familiarize as many people as possible with the role and importance of sewerage systems.

The game features personified microorganisms that play essential roles in purifying wastewater. Set in a stage modeled on a reaction tank—the core of a sewage treatment system—players use these microorganisms to purify pollutants as they rapidly flow into the tank. Through gameplay, users can learn about the functions of microorganisms and the mechanisms of sewage treatment.

The game also includes a quiz mode featuring several hundred questions about sewage treatment, as well as a glossary containing more than 150 terms. By playing the game, users can learn about sewerage systems—something they may otherwise have few opportunities to encounter—and gain a better understanding of their role and importance in a fun and accessible way.

In addition, Meidensha has reached young people and families with children—audiences it had previously found difficult to engage through conventional public-relations activities—by offering opportunities to experience the game at community events and exhibitions.

Through gameplay, participants have developed an interest in sewage systems. Many have asked questions about the subject, discussed it with family members and friends, and shared their experiences on social media.

Sewerage systems are often perceived as “dark,” “unappealing,” or “uninteresting.” However, the game has made the subject more accessible and engaging. Some users have even expressed interest in an educational version of the game. In this way, Gesui Okoku has evolved from a one-time promotional topic into a valuable public relations and educational resource. These ongoing awareness-raising activities and their results earned Meidensha this prestigious award.



Children play Gesui Okoku at Niconico Chokaigi 2026, held in May 2026, which Meidensha supported.

The Meiden Group views this award as encouragement to continue developing initiatives that help the next generation understand the importance of sewerage and other social infrastructure through clear and accessible communication.

■ References

Ministry of Land, Infrastructure, Transport and Tourism press release dated September 3, 2026 (Japanese only): Award Ceremony Held for the “Junkan no Michi” Sewerage Award: Recognizing Innovative and Outstanding Initiatives
https://www.mlit.go.jp/report/press/mizukokudo13_hh_000759.html

Meidensha press release dated April 23, 2026: Purify flowing enemies (Japanese only):

Meidensha launches Gesui Okoku, a new sensational tower defense game—An engaging way to learn about the mechanisms of sewage treatment

https://www.meidensha.co.jp/news/news_03/news_03_01/1264763_10499.html

Official website for Gesui Okoku (Japanese only)

https://www.meidensha.co.jp/rd/rd_09/rd_09_01/