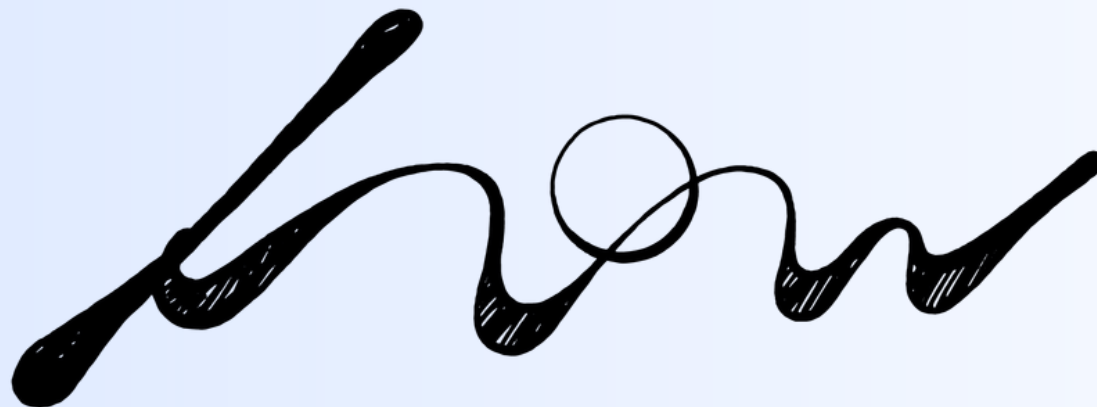




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INOW : Your Home In Kamikatsu

About INOW (イノウ)

INOW is a learning hub based in Kamikatsu, Tokushima — Japan's first zero-waste village. Through immersive, community-based programs, we connect visitors with local life, culture, and sustainable practices. Our programs go beyond experience; they invite participants to practice circular living alongside residents. Designed in collaboration with the community and offered in both English and Japanese, INOW serves as a bridge between Kamikatsu and the world.

INOW（イノウ）は徳島県上勝町を拠点に、ゼロ・ウェイストを軸とした滞在型学習プログラムを通じて、持続可能な社会と地域活性化を目指しています。参加者は地域住民と共に暮らし、学び、対話しながら、地域の知恵や文化を深く理解します。体験にとどまらず、暮らしの中で実践する学びが特徴です。プログラムは個別に設計され、日英両言語で運営。上勝と世界をつなぐ架け橋として、地域発の国際的な学びを創出しています。



Our Team



Kana Watando

渡戸香奈



Sil Van de Velde

ヴァン・デ・ヴェルデ シル



Terumi Azuma

東輝実



2024 Transformative Tourism (Japan Travel Awards)

「学びを通じた持続可能な観光」を实践し、来訪者と地域の双方に変化をもたらす取り組みにより、トランスフォーマティブ・ツーリズム賞を受賞しました。

We were awarded the Transformative Tourism Award for our efforts in practicing “sustainable tourism through learning,” creating meaningful change for both visitors and the local community.



2021 crQlr Prize (FabCafe / Loftwork)

地域密着型のサステナビリティ教育の革新性が評価され、crQlr Prizeを受賞しました。訪問者と地域をつなぎ、循環型の暮らしを体験として伝える取り組みが高く評価されました。

We were awarded the crQlr Prize in recognition for our approach to circularity, which is about a way of life as much as it is about technology or materials.

Our Programs



2020-2025 Impact

90%

Over 90% of our guests are
inbound travelers

350+

Over 350+ guests from
around the world

40+

Guests from over 40
different nationalities



Zero Waste Learning Programs

INOW works with carefully selected groups who seek meaningful, in-depth learning.

Prioritizing quality over quantity allows us to remain financially sustainable while circulating economic benefits within the community.



選ばれた高付加価値型の教育観光による持続可能な運営

INOWは、国際的な大学やビジネスリーダーなど、深い学びを求める選ばれたグループと協働しています。少人数・高品質のプログラムを通じて、地域の農家や職人、宿泊事業者へ適正な報酬を支払う仕組みを整えています。量より質を重視し、地域経済に利益を循環させながら持続可能な運営を実現しています。

INOW Program (Photos)



Working with local leaf farmers



Cooking workshop on how to use local and seasonal ingredients



Visit to residents homes



Waste Disassembling Workshop



Sharing circle between local residents and international guests



Workshop for reuse and repair fabric

INOW Program (Photos)



*“Learning about the zero waste initiatives in Kamikatsu made me realize that **“zero waste” is not simply about reducing the amount of waste we produce.** It is more about re-thinking how we live our daily lives and what choices we make that contribute to social and environmental wellbeing”*

– Mana, Japanese-American student

The Institute for Global Environmental Strategies (IGES)

Community-Driven Approach

The community is the foundation of INOW. Our programs are built in collaboration with Kamikatsu's residents, farmers, craftspeople, and small businesses.

Residents share their lived knowledge from waste separation to farming and traditional crafts, offering authentic insights into sustainability. INOW co-designs every program based on trust, ensuring fair compensation and equal partnership.



私たちの活動の基盤は地域コミュニティです。INOWのプログラムは、上勝町の住民や農家、職人、小規模事業者との協働によって成り立っています。地方創生と持続可能な観光は、地域の人々が主導すべきだと考えています。

地域が先生

住民は、ごみ分別や農業、伝統工芸などの知恵を共有し、持続可能性への深い気づきをもたらします。INOWは信頼と敬意を大切に、地域と共にプログラムを設計し、対等なパートナーシップと公正な報酬を重視しています。



Working with local farmers



Connecting Thai guest with the residents of Kamikatsu



Sharing circle between local residents and international guests

INOW Rice Farming and Tea Making

We actively participate in growing our own rice and making a local fermented tea called Awa Bancha. These traditions not only sustain local heritage but also strengthen our connection with the community.



私たちは、自分たちでお米や「阿波晩茶」と呼ばれる地元のお茶づくりにも参加しています。これらは地域文化の大切な一部であり、私たちが地域社会とより深くつながる大きなきっかけとなっています。

Connecting Kamikatsu to the Global Community



Meeting with Zero Waste Europe in Belgium (September 2024)



Guest Speaker at Osaka World Expo, Italian Pavilion Design (July 2025)



Guest Speaker at Small Achievement for Greener Asia by HBS in South Korea (November 2024)



Japan Delegate for Terra Madre International Conference in Italy (Sept 2024)



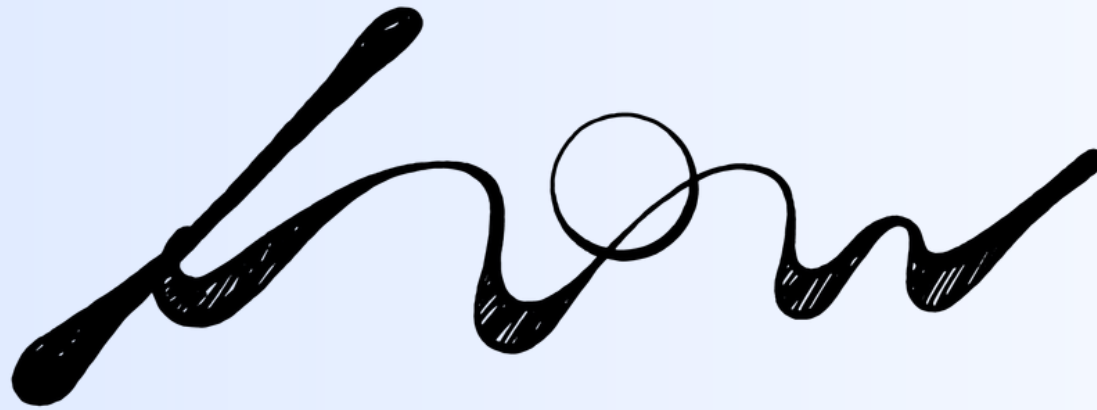
Guest Speaker at Design Week Singapore (Sept 2024)



Sharing about Kamikatsu at United Nations Population Fund, Bangladesh (May 2024)

JICA Bhutan Delegation, February 2026





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INOW

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