



優秀賞

Making good use of Tottori Library's information-gathering capabilities, we planned and produced "Forest Therapy," a corporate training program.

Tottori City

Tomohiro Nishio (LASSIC Co., Ltd.)

Chizu Town Office

We're looking for a place where we can hold business training that uses the natural surrounds.

We sure hope you'll do that in Chizu town.

Chizu town? That town's 93% forest, right?

Now that you mention it, Chizu town's going to do Forest Therapy®.

Businesspeople face lots of stress. Wonder what relaxation space or service we can come up with for them.

Tottori Prefectural Library

READ THIS WAY

Our job? To put IT technology to work supporting and making the most of your unique characteristics.

Tomohiro Nishio
Vice President
LASSIC Co., Ltd.

IT Company X

For training, why not use Forest Therapy®?

Umm.. What's the advantage?

Sales start!

I'm outta here!

Sales force

Go get'em!

Hospitality team

A year and a half later, Chizu town Forest Therapy® opens. Produces a corporate training program that makes use of the forest.

Forest Business Therapy

Incoming 2016 trainees

Tottori Prefecture Chizu town

Thanks to the library's effort, the public-private tie-up of LASSIC and Chizu town came to be.

BZZZZ BZZZZ

Znnnn Znnnn

Let's cooperate 'n' make it happen!

See? The Chizu town program was presented to a scholarly society.

We-e-ell

Met a key person, started joint research, gathered scholarly and medical data for peer review at learned societies.

OH!

XXX University professor published a paper on forest bathing advantages.

Tottori Prefectural Library

I'll do a search.

Oh, man! No convincing scholarly papers anywhere!

Say, about time to go for Forest Therapy® again.

Tokyo

Oh, my.

Forest Therapy® Chizu town

See forest-grove index

もりりん指数 とみる

Looks good!

See Chizu town 智頭町 とみる

It's a good program. Helps Chizu town's development. Provides mental support for people. Excellent.

Plus the stress checkup, a newly developed app lets people get close to Chizu town's Forest Therapy®.

Oh, that's good.

Smart Phone

It tells us when stress builds up.