

# Japan's Regional Revitalisation Migration Support Subsidy — Paying Households to Leave Tokyo

City Innovation Library · Good practice · Japan

Quality score: 48/100

Evidence strength: Moderate

## Summary

Japan pays households leaving Tokyo's 23 wards up to ¥5m (~\$32,000) to relocate to one of roughly 1,800 rural municipalities and take a local job or start a business. Uptake grew from 71 households in 2019 to 1,184 in 2021 — still far short of the government's 10,000-a-year goal.

## Key dimensions

| Dimension                                  | Score |
|--------------------------------------------|-------|
| Evidence of impact / measured results      | 1/3   |
| Transferability / demonstrated replication | 2/3   |
| Scalability                                | 1/3   |
| Sustainability / continuity                | 2/3   |
| Innovation                                 | 1/3   |
| Inclusiveness / equity                     | 1/3   |
| Multi-stakeholder collaboration            | 2/3   |

Evaluated by C-NAPSE

## Data sources

[C-NAPSE web research](#) — accessed 2026-08-27

[Cabinet Secretariat — Headquarters for Overcoming Population Decline and Vitalizing Local Economy in Japan](#) — accessed 2026-08-27

[The Conversation — Japan is paying families 1 million yen to move to the countryside](#) — accessed 2026-08-27

[Fortune — Japan raises relocation offer to 1 million yen per child](#) — accessed 2026-08-27

[The Japan Times — Japan to extend financial aid to more people moving out of Tokyo \(2025\)](#) — accessed 2026-08-27

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