UMIMIRU:
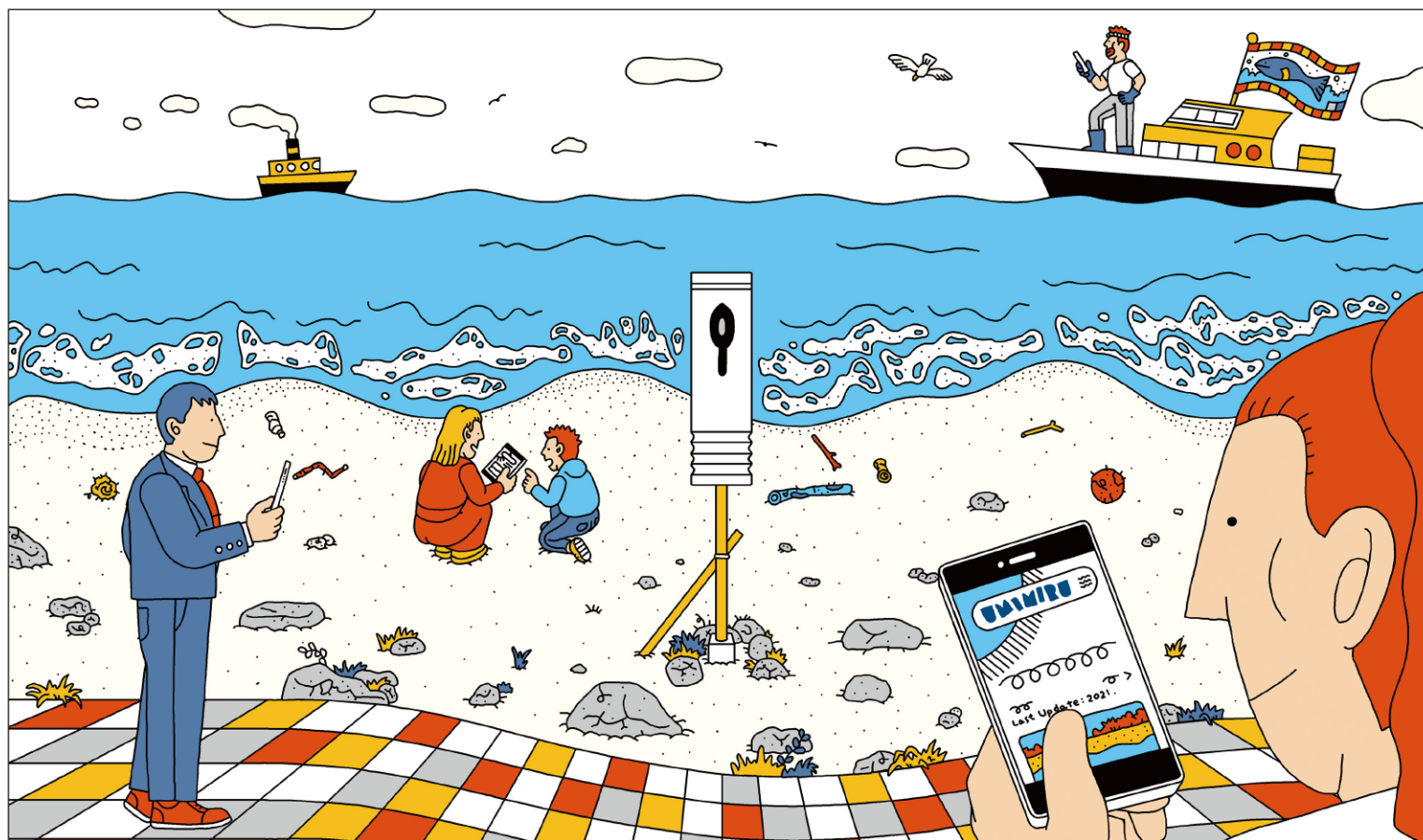# Beach Monitoring Application Using Fixed-point Observation Devices
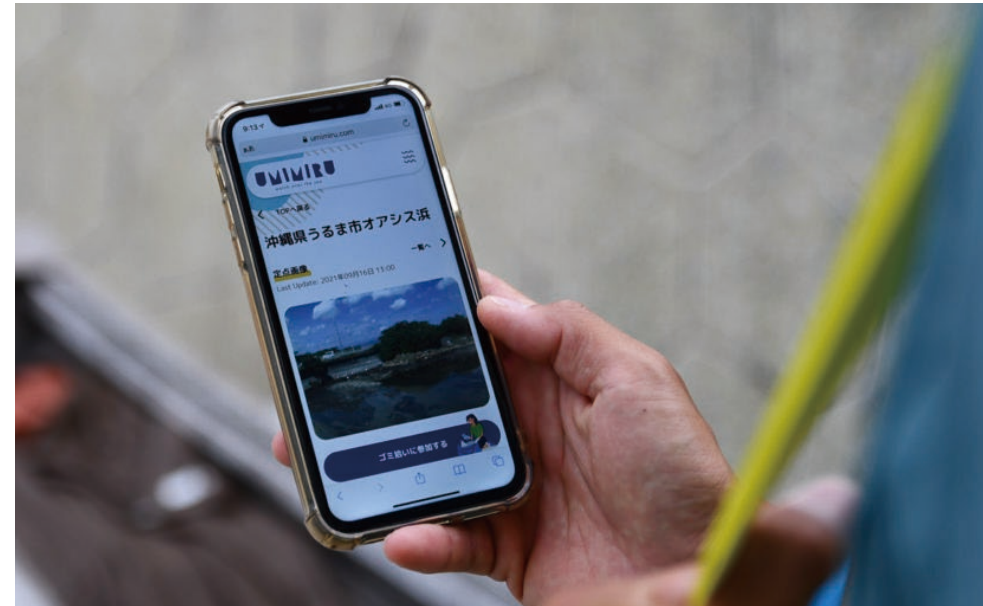
TEAM

know Inc.

SERVICE VISION

The cooperation of local residents in beach cleanups and other activities is essential to maintaining beautiful beaches free of litter. In order to encourage such activities, it is necessary to visualize the effects of such activities and to raise the awareness of local residents about the marine litter problem in a natural way by using tools that allow them to easily check the status of the beaches.

This service will expand the number of initiatives aiming to monitor the sea in the community through 『UMIMIRU』, a smartphone application that allows users to view images of beaches in chronological order taken by fixed-point observation devices.
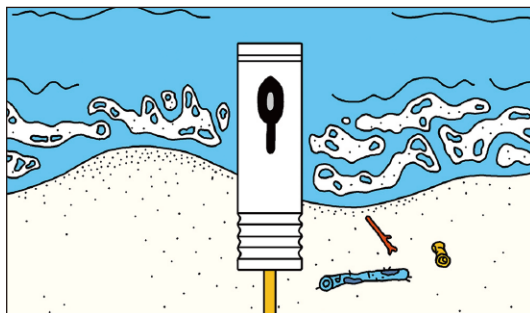
SERVICE FEATURES

Fixed-point observation devices will be used to sequentially photograph beach conditions, which will be linked to the 『UMIMIRU』 smartphone application to foster the habit of watching over the sea among local residents.

PROJECT IKKAKU

SERVICE OVERVIEW

Installation of fixed-point observation devices

Fixed-point observation devices are installed to capture beach conditions. The device has a reinforced exterior to provide durability against wind, rain, and salt damage.

Linking with UMIMIRU

The 『UMIMIRU』 smartphone application and fixed-point observation device will be linked to create an information environment that allows local residents to easily "keep an eye" on the beach.

Guidance to beach cleanup activities, etc.

The app can be linked to beach cleanup information near the installation area, allowing people to be guided to such activities.

OPTIONAL We can also provide PR and branding support related to marine litter in collaboration with OR (Oceans Research), a web media platform that connects individual actions with social issues related to the seas.

PROCESS and SCHEDULE

1st
Month

Installation of Fixed-point Observation Devices
(including pre-surveys)

2nd
Months

Linking with the UMIMIRU smartphone application

3rd - 12th
Months

Continuous operation and use of application

※ Includes maintenance of both the fixed-point devices and the smartphone application.

※ Continuous operation for more than 1 year is also possible.

COST Standard Plan ▶ 1,000,000 JPY

As of March 2022

TEAM

know

know Inc.

Location：3-20-9-202 Shakujiidai, Nerima-ku, Tokyo, Japan

Representative：Yasuyuki Fukatsu, CEO

Website：https://know-corp.jp/

Business Description

● Responsible for planning, producing, and direction of a variety of content ,from digital to analog.

Inquiries about this service

Project Ikkaku Secretariat (in Leave a Nest)

✉ ikkaku@lne.st

Web site is here.
▼
https://ikkaku.lne.st/

ABOUT PROJECT IKKAKU

Project Ikkaku was launched in 2019 by the Nippon Foundation, JASTO, and Leave a Nest with the goal of realizing businesses that reduce marine waste in society.

The project adopts a process that promotes the development and commercialization of innovative technologies through the collaboration of "hyper-interdisciplinary teams" including venture companies with new technologies and unconventional ideas, as well as academic institutions, town factories, large corporations, and small and medium-sized businesses. With support from the Nippon Foundation, a number of services have been developed over a three-year period through 2021.

From April 2022, we will continue to work with the participating teams as a stand-alone project to promote the social implementation of businesses that reduce marine waste.