ONPAKU

Regional Promotion Activities Based on Trade Show-Style Events of Local Resources

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Regional Promotion by ONPAKU

- NPO ONPAKU undertakes a role as an intermediate support for various small-scale businesses utilizing local resources.
- NPO ONPAKU focuses on human resource development in the region.
- NPO ONPAKU aims at reinforcing social capital through their activities, improving the effects of the activities and sustaining businesses.

Issues that a region faces

- Local resources are not effectively utilized.
- As a lot of businesses are small-scale and they do not have sufficient management resources, it is difficult to start a new business.
- As social capital is affected, it is difficult to create appropriate collaborative and supportive relationships. In order to aim at solving these issues, an intermediate support function is required.

What is ONPAKU (referring to the guidebook)

- ONPAKU consists of various programs.
 - → Publicity of regional attractions
 - →Test marketing of new products and services
 - \rightarrow Promotion of products and services
- ONPAKU partners provide with programs.
 - \rightarrow Local people play the principal role in.
- Program participants (=market) are local residents and visitors.

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秋を満廊

彼岸花の赤、黄金色の稲穂、風のにおい・・・秋の棚田を歩いて、 思いっきりおなかをすかせた後は地元の方々の心のこもった ふるさとごはんで和みましょう。



- An exchange program of a farming village and cities
- The publicity resulted in reappraisal of rice produced in local terraced paddy fields, and the rice was introduced to a local hospital, etc.

- A bartender who talks about the drinking culture
- This publicity resulted in an increase in customers.





- A new aesthetic program utilizing a regional resource (hot spring mud)
- A business model was created by repeating the participation in ONPAKU, then entering business operation.

- A program to enjoy singing old Japanese songs, through the collaboration between a retrospect café and musicians
- The publicity resulted in an increase in new customers at the retrospect café.



Characteristics of ONPAKU

Small-scale

 \rightarrow Low risk even if it fails.

- Large assembly
 - →An attractive catalog of various regional resources
- Repeat of a short span
 →Focused, giving an opportunity to change

Development of businesses and people

- Small-scale, low risk
- Increase motivation through a successful experience
- Solution of issues through collaboration
- Acquisition of a business model and customers by repeating the practice

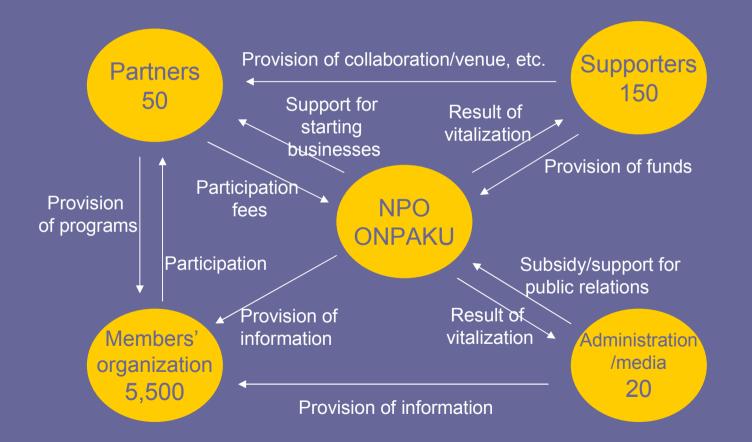
Achieved by the participation in an ONPAKU event

Roles of NPO ONPAKU

The following work is conducted as an intermediate support organization.

- Planning and support of programs
- Promotion
 - \rightarrow 20,000 copies of guidebooks
 - →Website and newspaper advertisement
- Facilitation of business collaborations (200 partners)
- Administration of a customers' organization (5500 people)

Network established by ONPAKU (a case example of Beppu)



Social capital reinforced by ONPAKU

- By repeatedly holding events, the network will develop into social capital.
- The formation of affluent social capital improves business effects and sustainability.

Issues that a region faces Local resources are not effectively utilized.

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In order to aim at solving these issues, an intermediate support function is required.

Solution of regional issues

- Regional resources are effectively utilized.
- There are increasing opportunities for smallscale businesses to start a new business.
- Social capital is formed, and the circle of collaboration and support expands.

ONPAKU plays such an Intermediate support function.