#### 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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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

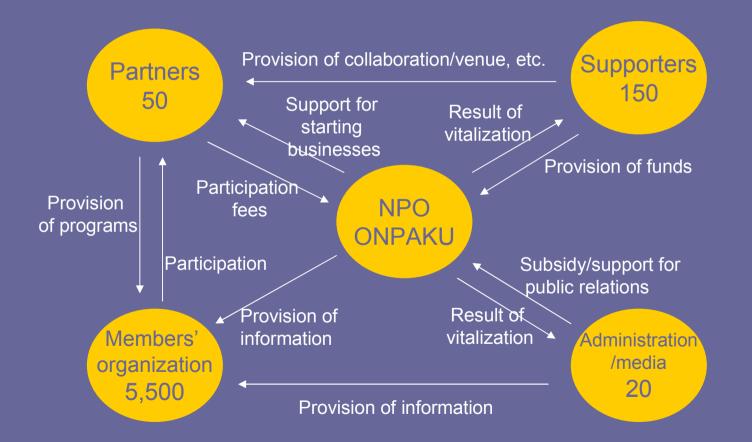
Achieved by the participation in an ONPAKU event

### 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.