Branding strategy of ume-system people connecting

A proposal of How to approach community development utilizing Ume-System

Minabe community-Reactivating Cooperator Squad

Tomohiro Aoki
Contents

1. the overview of Ume-System and the contents of activities
   (みなべ・田辺の梅システムの概要)

2. the Meister system of Ume System
   (梅システムマイスター育成)

3. Local Resident Proposal system to support the community activities
   (住民提案型地域活動支援事業)

4. A proposal of How to approach community development utilizing Ume-System
   (梅システムを生かした地域作りにむけた提言)
1. The overview of Ume-System and the contents of activities Minabe-Tanabe Ume System

- Rain
- Coppice forest
- Charcoal-making
- Watershed conservation
- Regenerating coppice forests
- Water and nutrients
- Honeybees Pollination
- Ume orchard
- Ume production
- Rice paddy field
- Diverse agricultural products
- Slope collapse prevention
- Irrigation pond
1. the overview of Ume-System and the contents of activities
   the problems of how to approach community
development utilizing Ume System

① improvement of the recognition
   in GHIAS and Ume-system
Local residents expect branding strategy with Ume
   System in GHIAS exceeding the brand strength of
   Ume like Nanko-Ume species

② encourage the local activities utilizing
   Ume System
   • The certification activity starts from the local
government
   • Limited national and prefectual budget
1. The overview of Ume-System and the contents of activities
   contents of activities after the certification

Local residents start

Product/tourism development activities (Minabe Society of commerce and industry)

Trail run

Local residents take the initiative

Education in school

Supplementary teaching materials

Local government take the initiative

The research (honeybee etc.)

Map of local resources

Exportation of ume

Local government start

the Meister system in Ume System

Local Resident Proposal system to support the community activities
2. The Meister system of Ume System
GIAHS lecture in Wakayama University

Classroom learning

Practical training

The training of explanation

“Ume Meister”

The lecture by the experts and researchers of ume-system

The local residents teach in each field.

(In 2017)

9 of 15 members became “Ume Meister”.
(the 15 students and the other 15 people took the lecture.)
2. the Meister system of Ume System

Outcomes and problems

<table>
<thead>
<tr>
<th></th>
<th>Students</th>
<th>Local residents</th>
</tr>
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<tbody>
<tr>
<td><strong>method</strong></td>
<td>participant observation and hearing investigation to the local residents</td>
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</table>
| **outcomes**         | • easier to understand with the classroom learning combined with practical training  
                        • Remove the misunderstanding of the meaning of GIAHS                      | The opportunity to reach out the local activities                               |
| **problems**         | • Application is annoying.                                               | How to put into practice                                                         |
|                      | • The merit after getting ume-meister.                                   |                                                                                 |
3. Local Resident Proposal system to support the community activities

- support the activity related with GHIAS
- less than 200 thousand yen (less than the half for commercial)
- In 2017: 3 of 7 applications were selected.

Research the coppice forest with a drone
create Black pizza

Creating big illustrated book to tell the ume-system story
3. Local Resident Proposal system to support the community activities outcomes and problems

**method**: hearing investigation to each three representatives

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<th>outcomes</th>
<th>• encourage the uniqueness of the activities</th>
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<tr>
<td></td>
<td>• communication tools for visitors</td>
</tr>
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<td>• encourage to recognize the local resources</td>
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4. A proposal of How to approach community development utilizing Ume-System

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<th>The Local Resident Proposal system</th>
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© to create the opportunity to output what you input

• The Local Resident Proposal system combined with The Meister system
Local Resident Proposal system to support the community activities (in 2018) development of the Local Studies related with GIHAS 「Ume System」 in junior high school

- Cooperation with the researchers in Kyoto and Doshisya University
- Educate students’ hometown love through self-directed learning
- Participants of Local residents through hearing investigation
- Create the place to reach out the local studies in the museum or HP
Thank you 😊