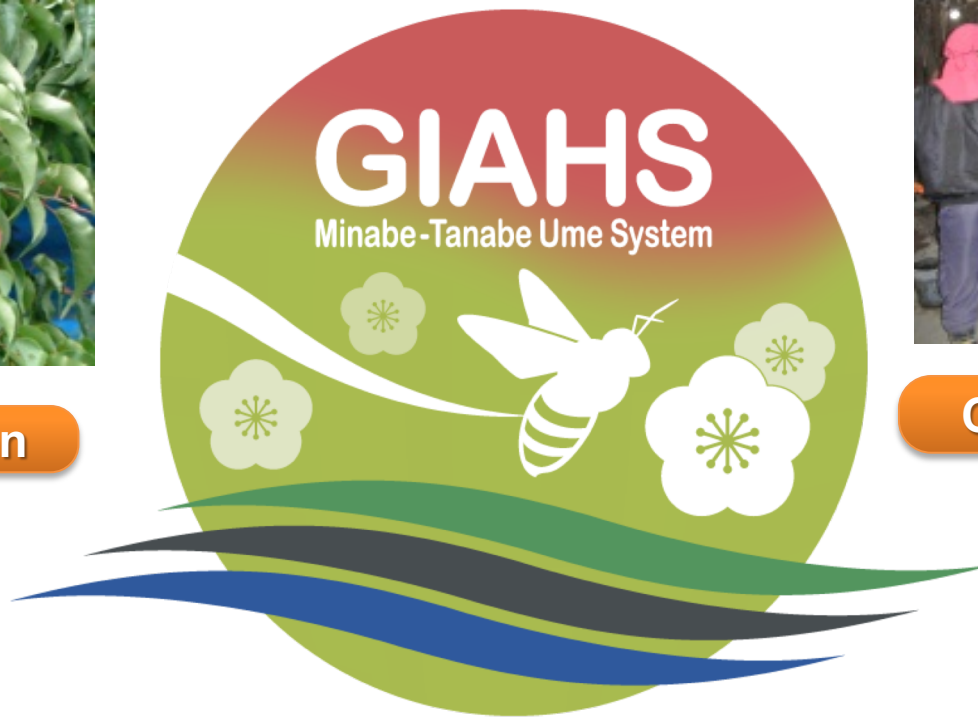Branding strategy of ume-system people conecting
A proporsal of How to approach community development utilizing Ume-System

Ume production

Charcoal-making

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）

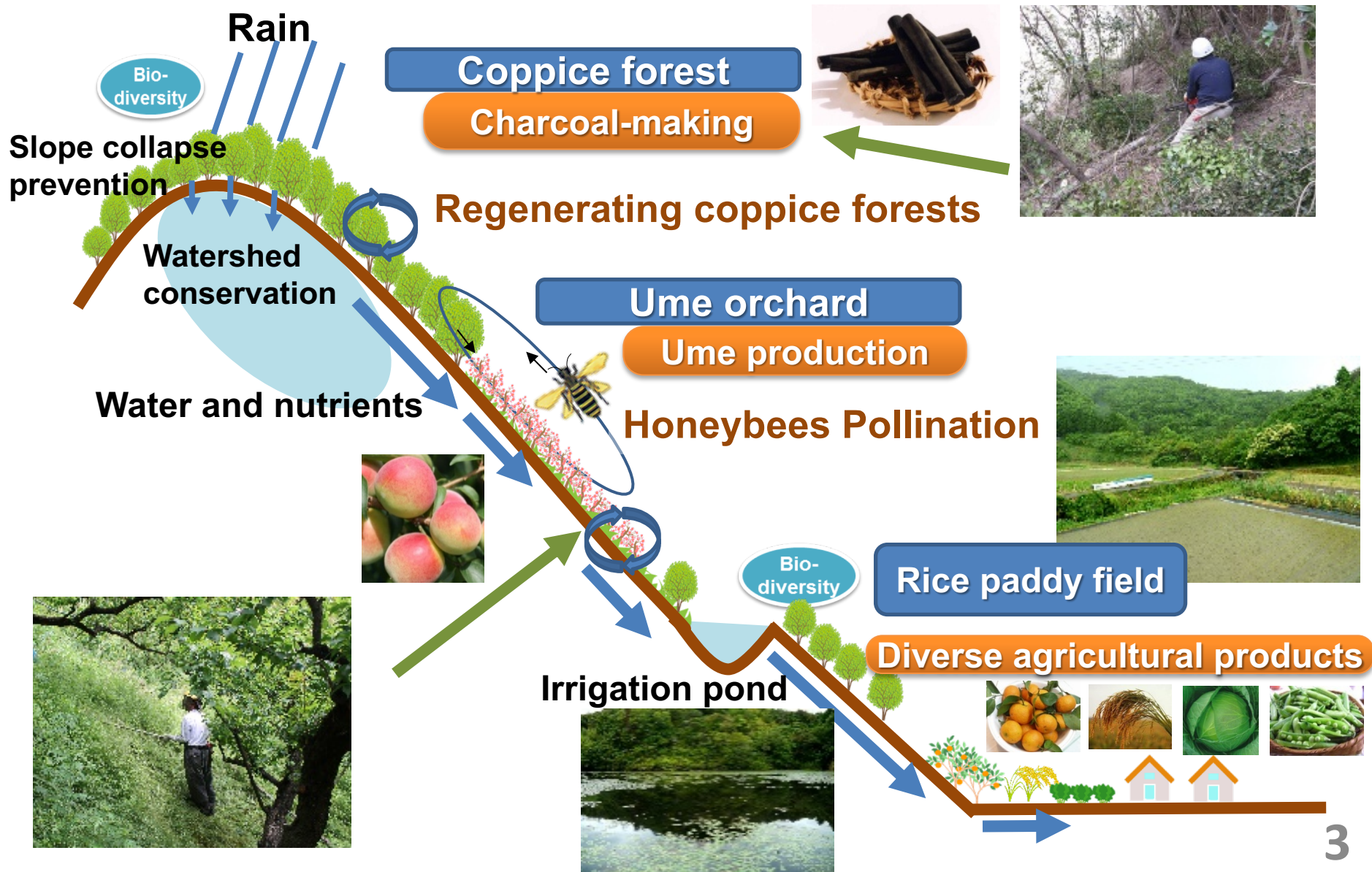**3．Local Resident Proposal system to support the community activities**

（住民提案型地域活動支援事業）

4．A proporsal 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）

Minabe-Tanabe Ume System

Rain

Bio-diversity

Slope collapse prevention

Coppice forest

Charcoal-making

Regenerating coppice forests

Watershed conservation

Ume orchard

Ume production

Water and nutrients

Honeybees Pollination

Bio-diversity

Rice paddy field

Diverse agricultural products

Irrigation pond

3

the problems of how to approach community development utilizing Ume System

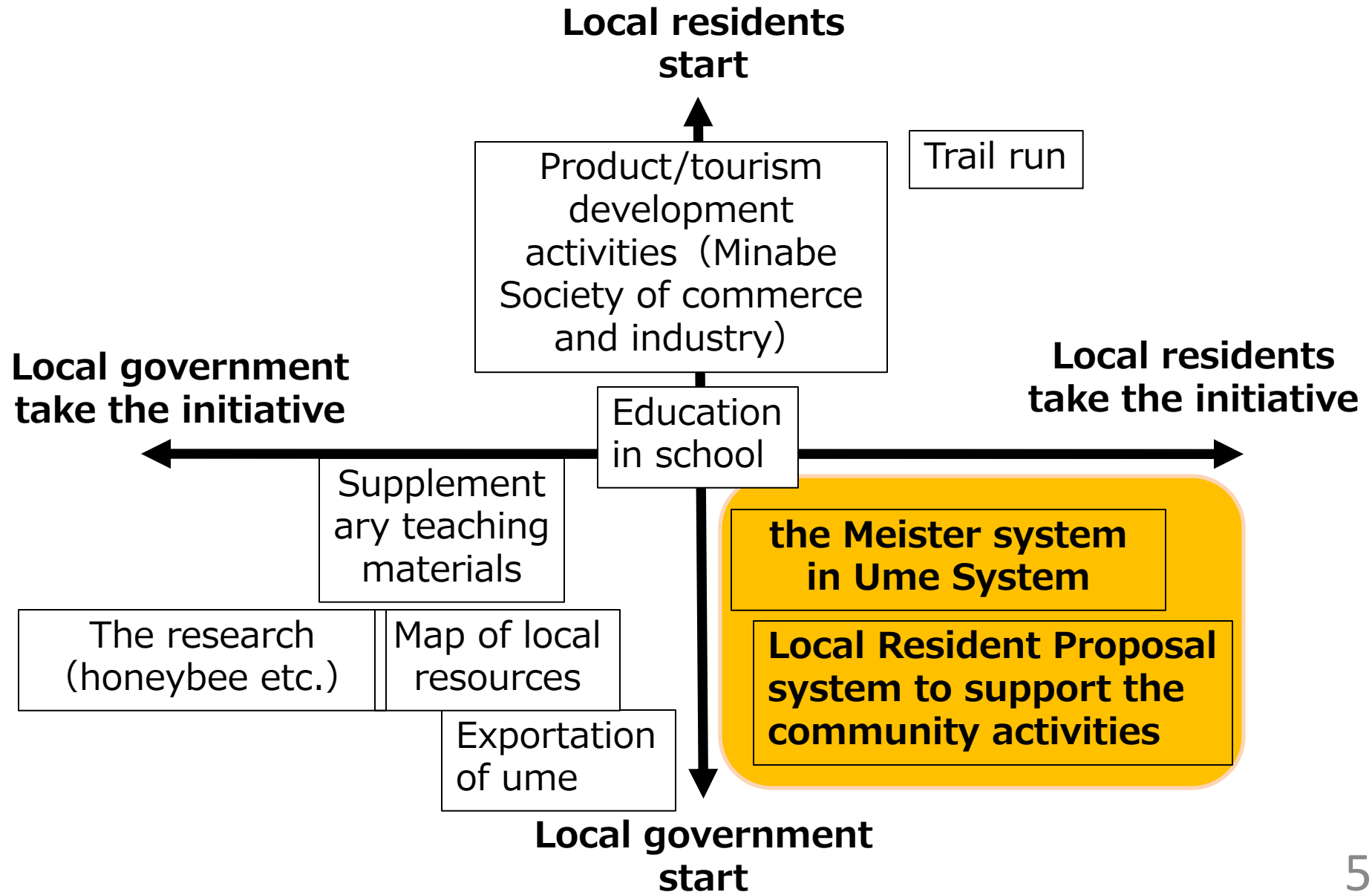## ①improvement of the recognition in GHIAS and Ume-system

Local residents expect branding starategy with Ume System in GHIAS exceeding the brand strength of Ume like Nanko-Ume species

②encourage the local activities utilizing Ume System

- The certification activity starts from the local government
- Limited national and prefectual budget

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contents of activities after the certification

Local residents start

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

Trail run

Local government take the initiative

Local residents take the initiative

Education in school

Supplementary teaching materials

the Meister system in Ume System

The research（honeybee etc.）

Map of local resources

Local Resident Proposal system to support the community activities

Exportation of ume

Local government start

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２．**the Meister system of Ume System**
GIAHS lecture in Wakayama University

Clsssroom 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

method : participant observation and hearing investigation to the local residents

	Students	**Local residents**
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. •The merit after getting ume-meister.	How to put into practice

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

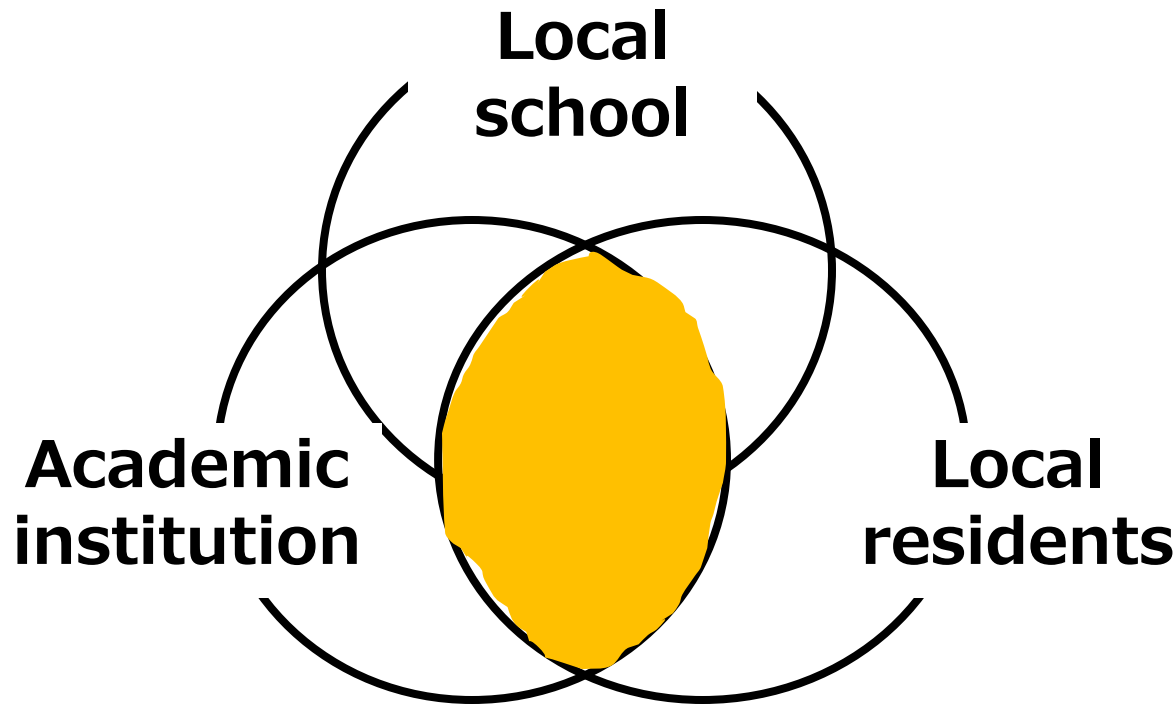|	
outcomes	•encourage the uniqueness of the activities •communication tools for visitors •encourage to recognize the local resources
problems	•still need to encourage local residents to utilize this system

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

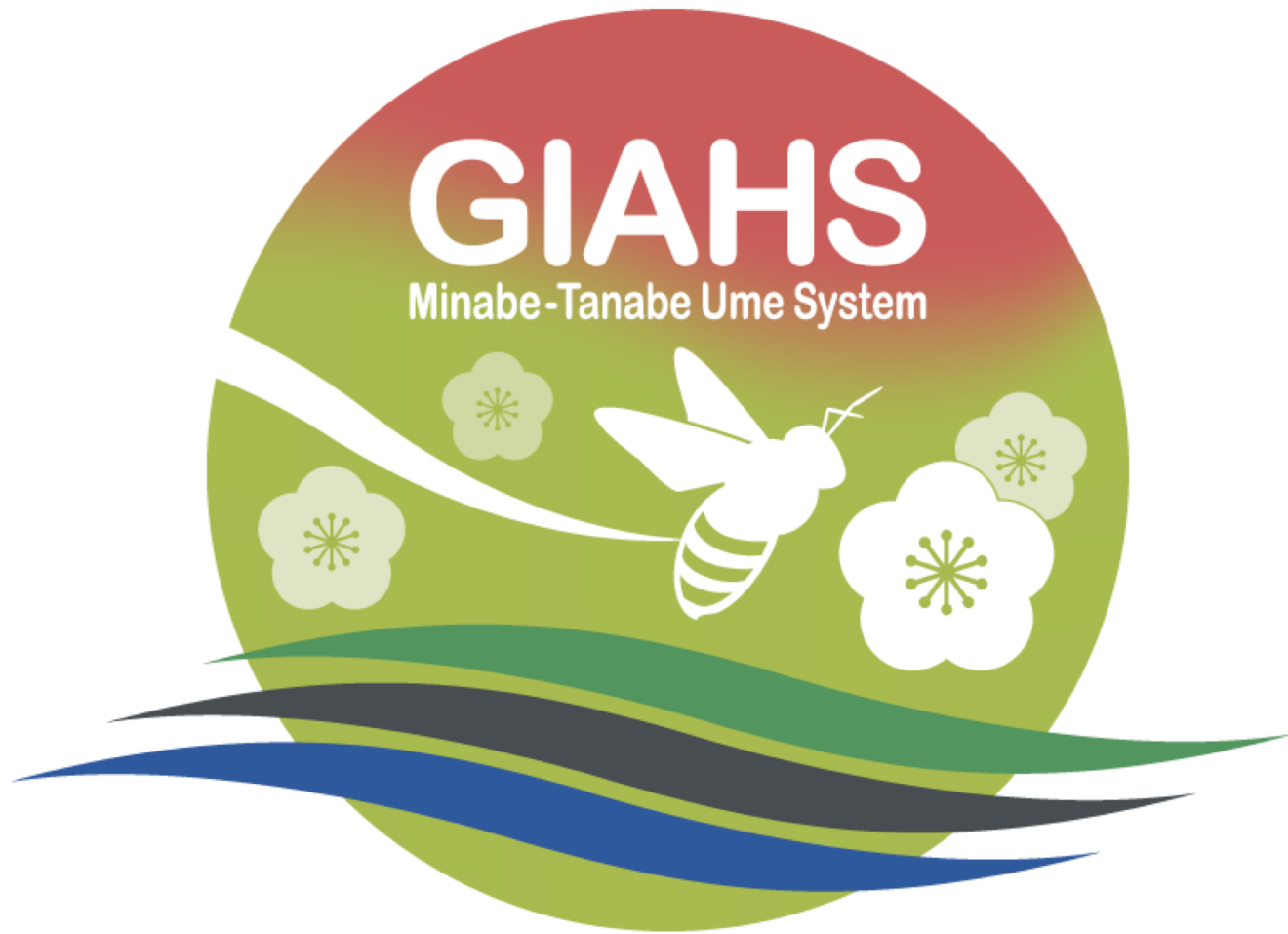|	The Meister system	The Local Resident Proposal system
problems	•How to put into practice •Application is annoying. •The merit after getting ume-meister	•still need to encourage local residents to utilize this system

◎**to create the opportunity to output what you input**
- The Local Resident Proposal system combined with The Meister system

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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

Local school

Academic institution

Local residents

- 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

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Thank you ☺