

Short Presentation of Motomiya City **【Nationwide Mayumi-chan Exchange Project】**



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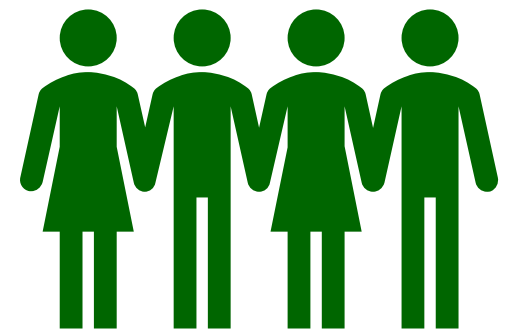
Where is Motomiya City located?

01



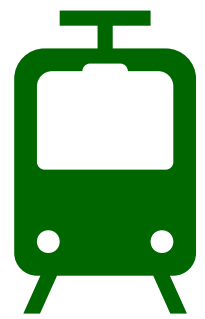
01

Where is Motomiya City located?

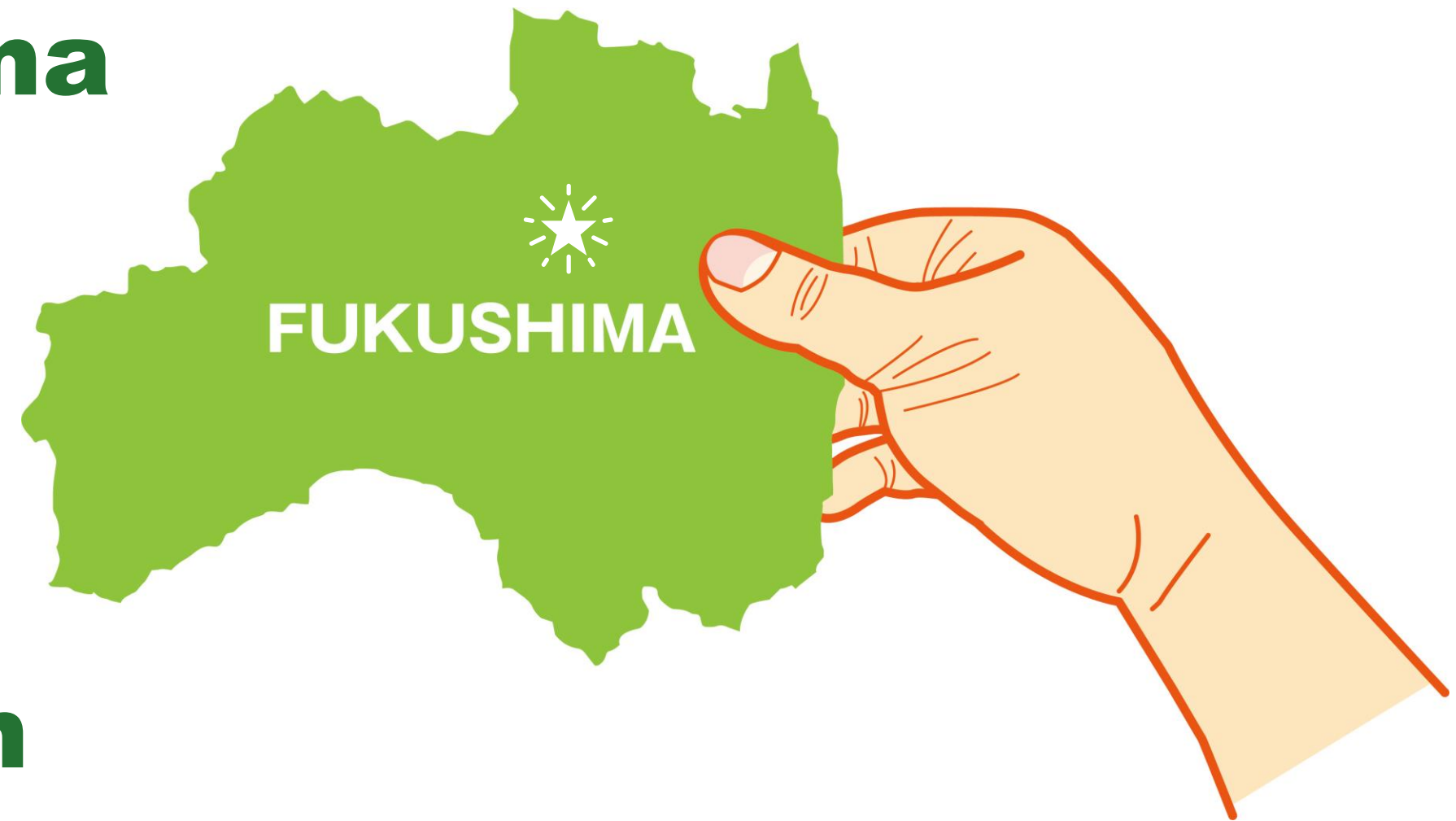


Population:
Approx. 30,000

Smallest city in Fukushima



Tokyo → Motomiya
1.5 hours by Shinkansen



02

Who is Mayumi-chan?



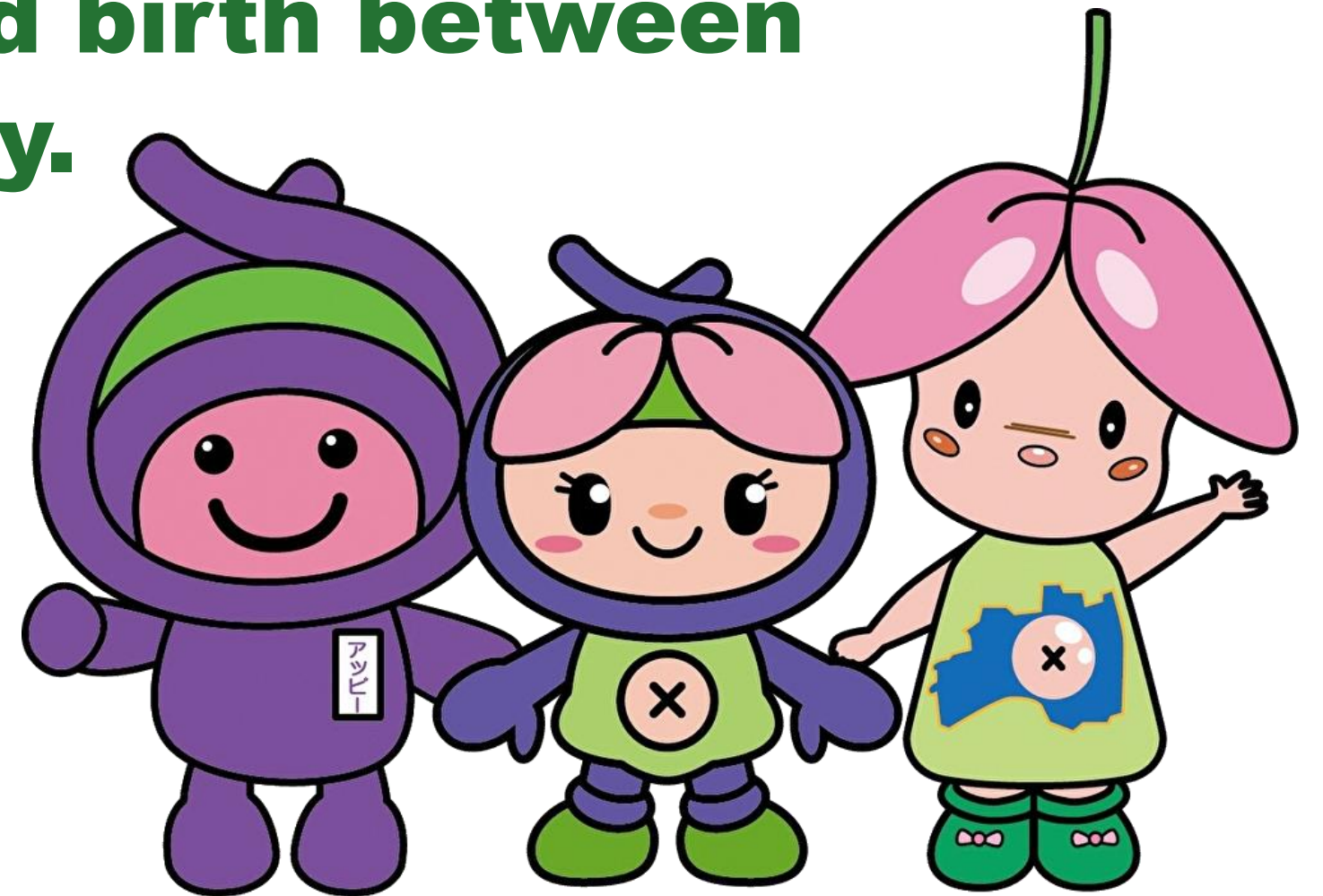
Who is Mayumi-chan?

- **The image character of Motomiya City, featuring a cute navel, represents “Motomiya, the Navel City of Fukushima”.**
- **It is said that she was born from the soul of Mayumi's tree as a result of the united wishes of the citizens of Motomiya for recovery from the Great East Japan Earthquake.**



Who is Mayumi-chan?

- **Mayumi married Appy from our friendship city (Ageo, Saitama) in 2014.**
 - **In November 2015, between Mayumi and Appy, Ayumi was born.**
- ※It is probably the first marriage and birth between municipal characters in the country.**



03

What is the Nationwide Mayumi-Chan Exchange Project?



What is the Nationwide Mayumi-Chan Exchange Project?

Creation of a related population (fans) and city promotion

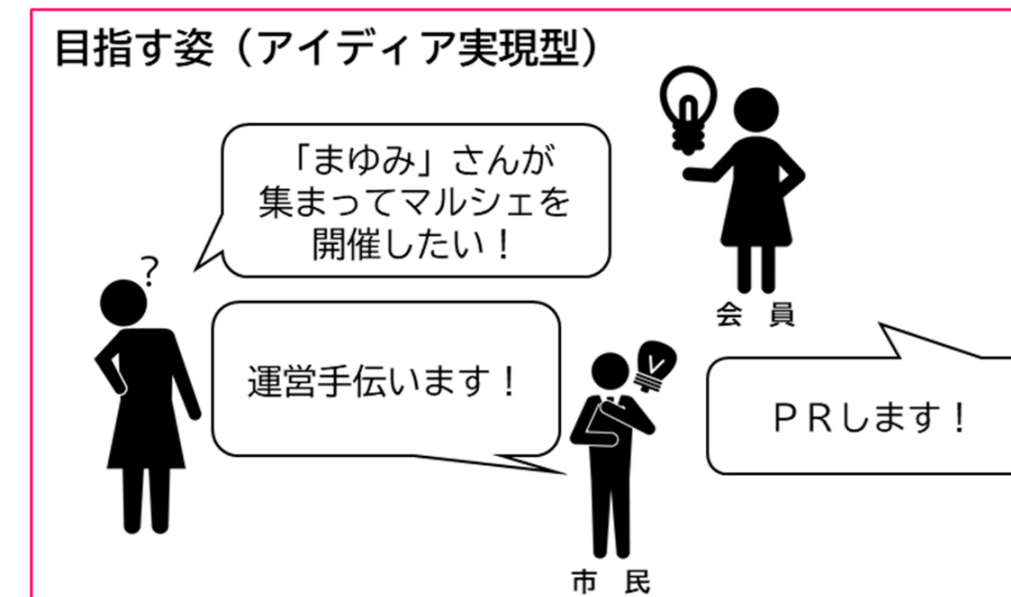
Project to gather people with the same “Mayumi” name as the Motomiya City image character “Mayumi-chan” to build a relationship with the city.

Strengthening the ability to disseminate information nationwide

Create buzz and new attractions

Place to solve local problems and realize ideas

Mutual cooperation between members and citizens to solve local problems and realize ideas of members and citizens



03

What is the Nationwide Mayumi-Chan Exchange Project?

The Answer is ...

① Engage in the identity of those who include the name “Mayumi” throughout Japan to create and expand the related population and fans.

② A project that matches “Mayumi” from all over Japan with citizens and local vendors to implement what they each want to achieve.

What is the Nationwide Mayumi-Chan Exchange Project?

Registration Requirements

- Those whose name contains “**Mayumi**”.
(e.g.) **Mayumi** Takeshi, Sato **Mayumi**, Sakuma **Yumiko**
- Want to connect with people with the same name
- Those who do not consider the image character “Mayumi-chan” to be a stranger.
- People who cannot leave Motomiya City alone.
- Those who are excited to hear that Mayumi will gather from all over Japan.
- At any rate, those who are interested in

**Top 5 prefectures
by number of members**

Saitama : 140

Tokyo : 271

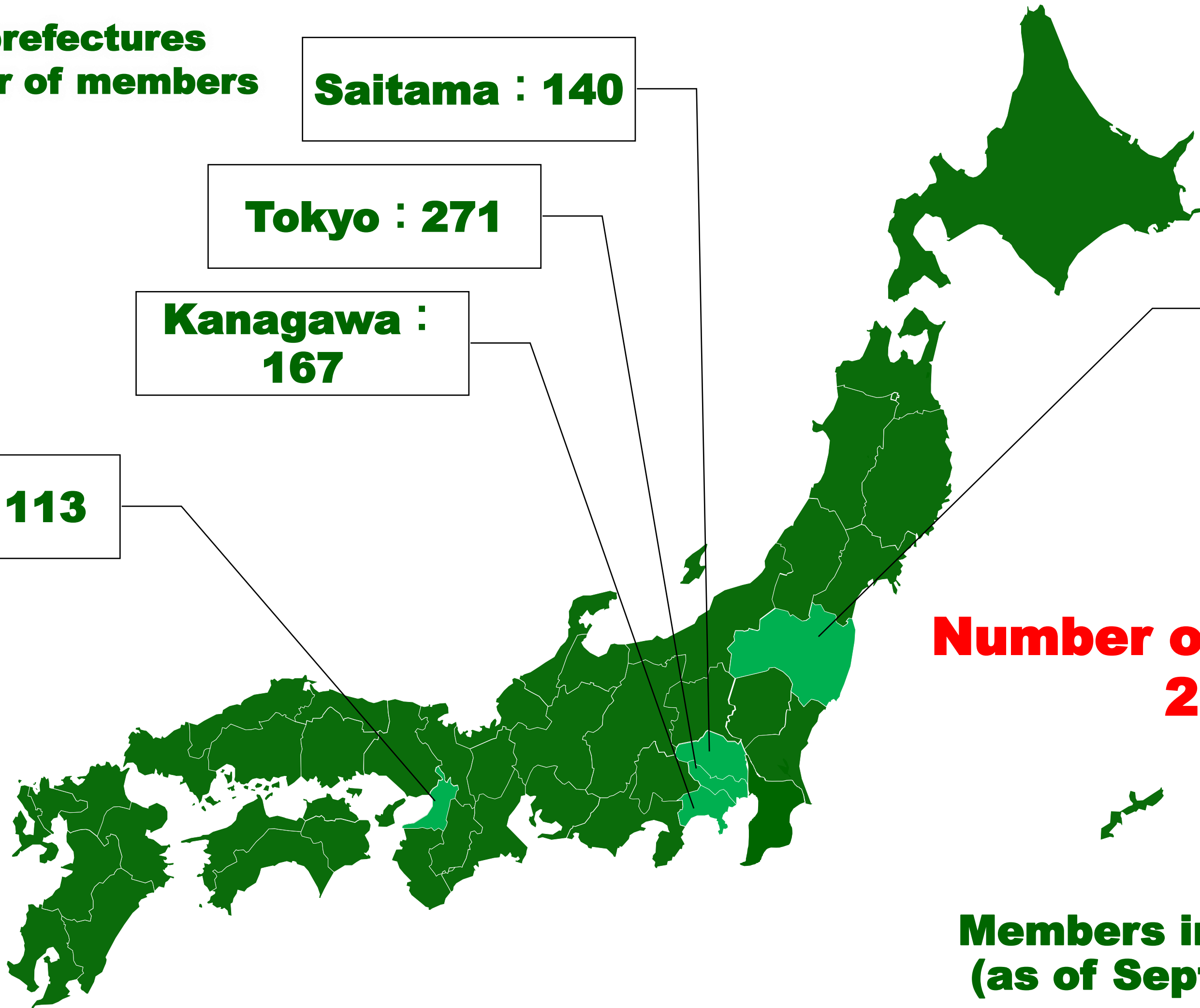
**Kanagawa :
167**

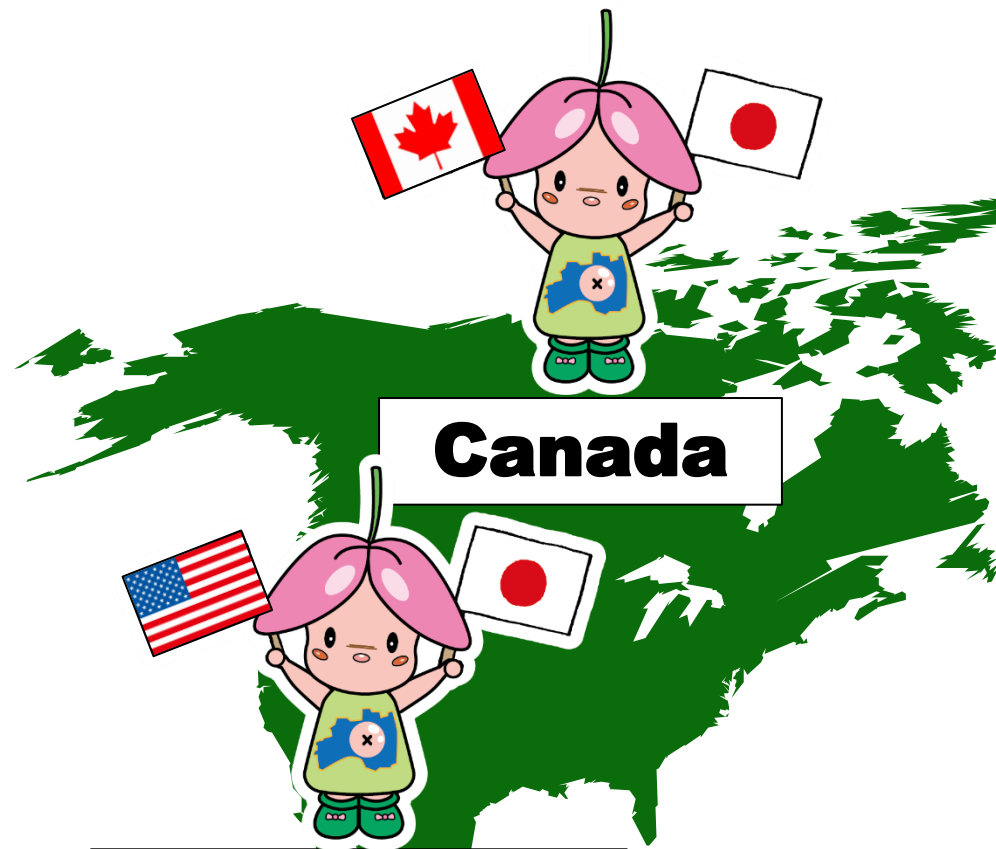
Osaka : 113

**Fukushima :
271**

**Number of members :
2,017**

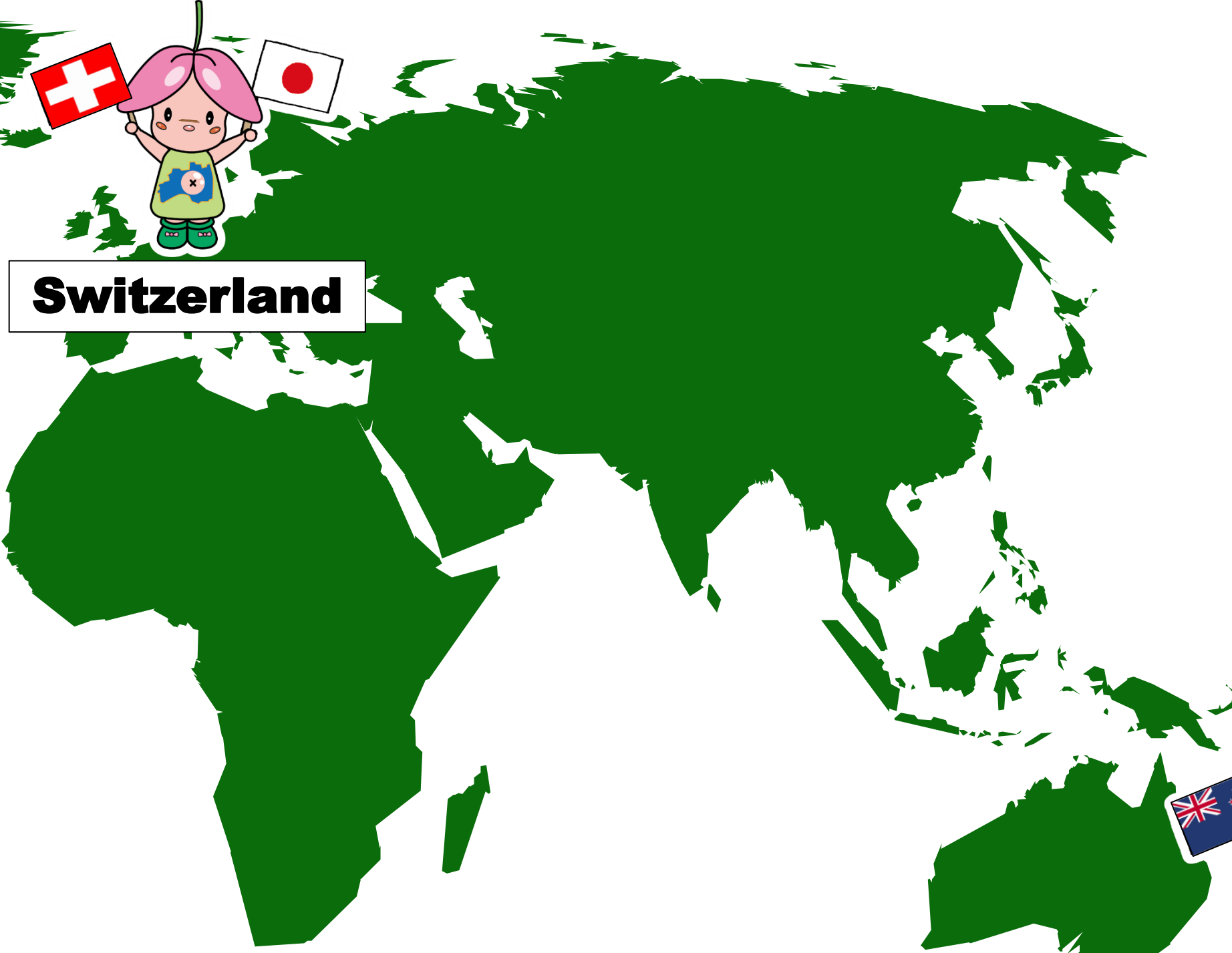
**Members in 47 prefectures
(as of September 1, 2024)**



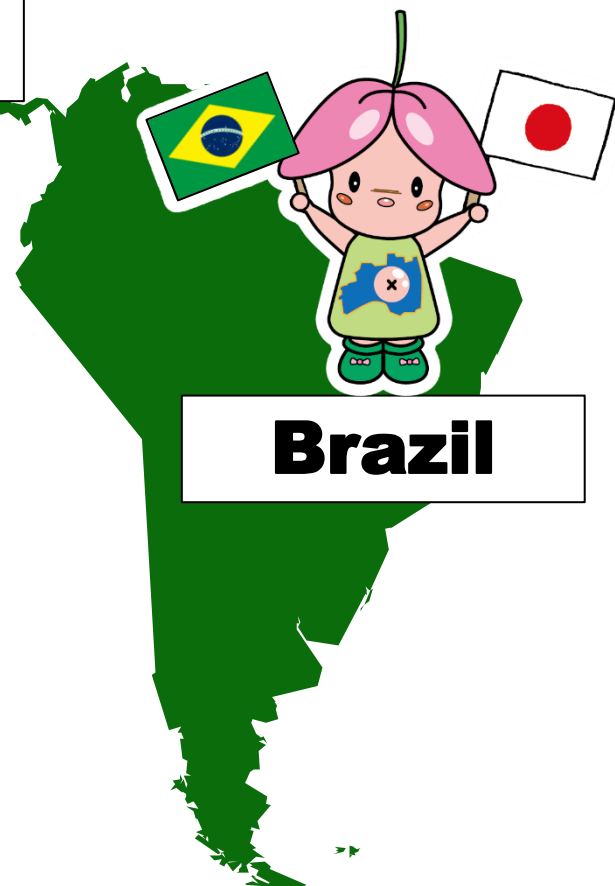


Canada

United States(4)



Switzerland



Brazil



New Zealand

What is the Nationwide Mayumi-Chan Exchange Project?

Where did the idea come from?

- **The impetus for the project came from Mayumi-san, who was involved in the immigration and settlement measures project implemented in 2019.**
 - **This “Mayumi-san” is the same name as the image character of Motomiya City, which is why she purchased goods from Motomiya City.**
- **Inspired by the power of the name, we asked ourselves, “Wouldn't it be interesting to gather ‘Mayumi’ from all over Japan?”**
This conversation led to the launch of the project.

What is the Nationwide Mayumi-Chan Exchange Project?

Purpose of the Project

- **In a society with a declining population, it is becoming difficult for local residents alone to maintain and carry on businesses, communities, and culture.**
- **Maintain community and culture by inviting members and their families to participate in various initiatives such as traditional events, etc. And create new attractions through the creation of new businesses and the creation of added value to existing businesses.**
- **Also used as an information dissemination and diffusion function to disseminate and spread the city's attractions widely.**

**What initiatives have been taken
so far?**

04

What initiatives have been taken so far?

2020 (1st year)

**Assemble members and Kick-Off Event
【Online】**

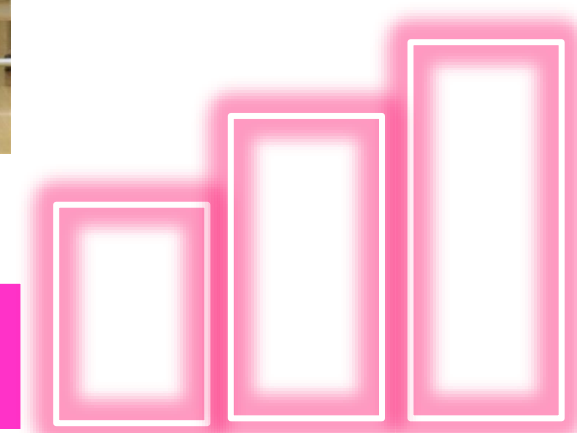
Members: 1,719

- **SNS followers: increased by more than 300**
- **YouTube live streaming: 1,031 views**
- **Archived streaming : more than 2,700 views**

• **Assemble members through SNS**

• **Mayumi walked 5 km along national highway to publicize the project**

• **Live Streaming of the Kick-Off Event on Youtube**

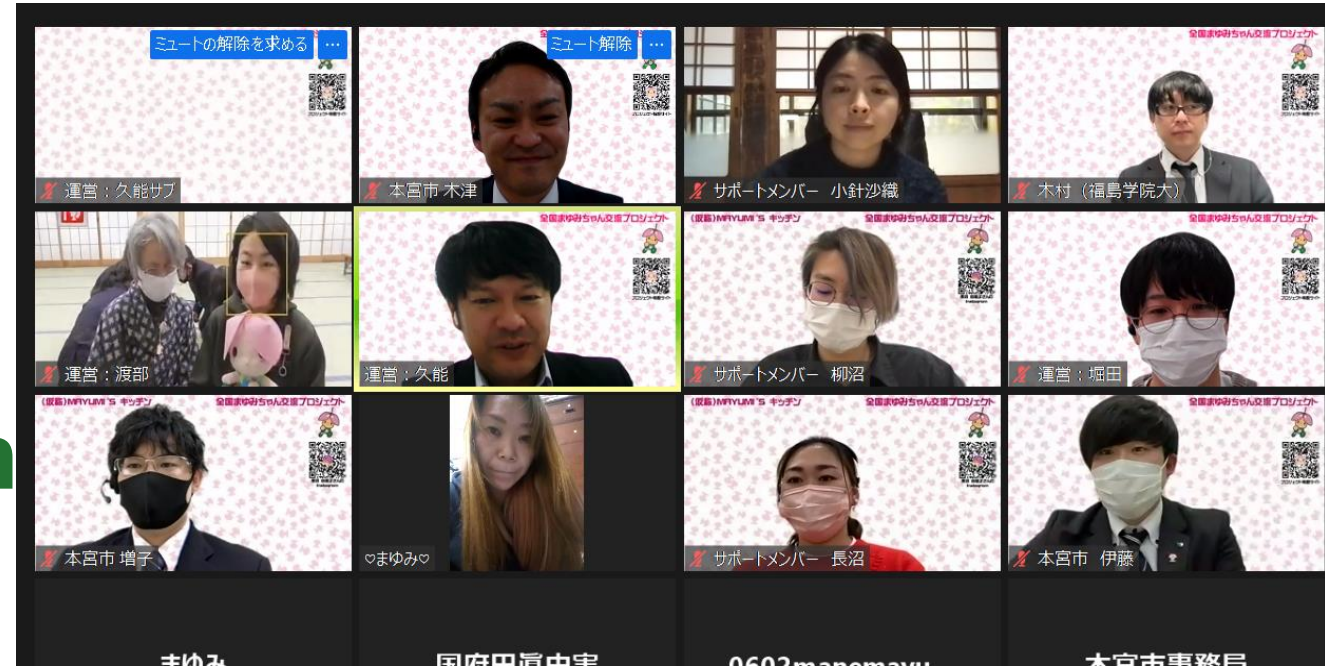


04

What initiatives have been taken so far?

2021 (2nd year) Relationship Building and Case Study Creation 【Online】

Members: 1,900



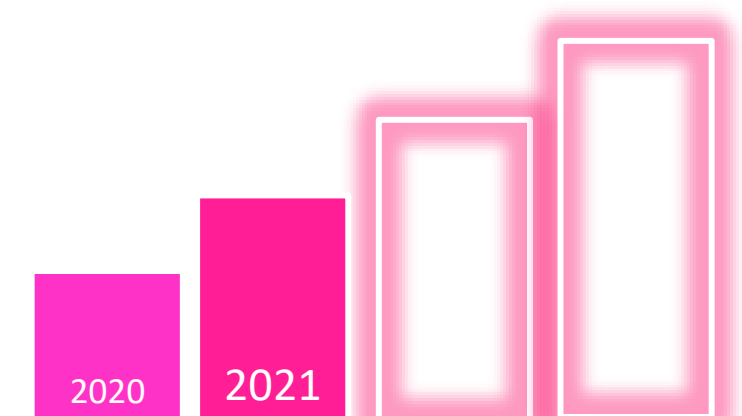
Online Salon

- A place for members and citizens to interact
- A place to exchange ideas
- A place to realize ideas
⇒ **Accumulate case studies**

e.g.: Collaboration with PR projects for agricultural and forestry products

Birthday Events

- Presentation of individual project results
- Exchange between members and support members
- Participants came from overseas.



What initiatives have been taken so far?



- **Cooperation for CM Grand Prize (KFB Fukushima Broadcasting Co., Ltd.)**
- **World Motomiya Karuta Championship**
- **Recipe Contest using ingredients from Motomiya City**

04

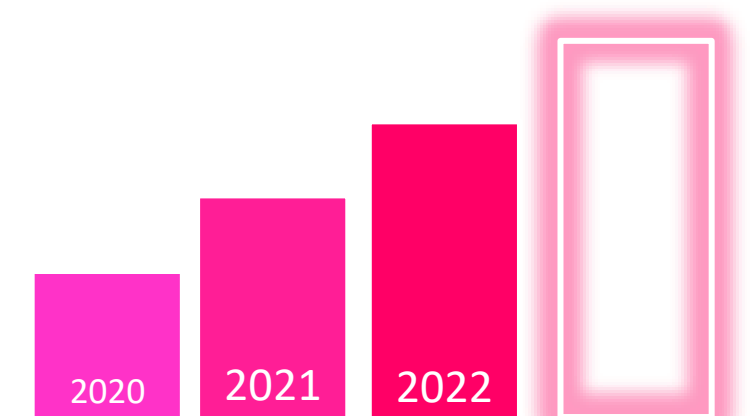
What initiatives have been taken so far?

2022 (3rd year)
Mutual cooperation
among members and citizens
【In person & Online】
Members : 1,958

✂From the third year onward, the program will incorporate face-to-face meetings, but will also be online so that members living across the country and overseas can participate.



Participation in the Mayumi Mikoshi, a traditional city event



What initiatives have been taken so far?



Nickname naming and sales channel expansion for rice produced in the city (collaboration with companies)

- **City-produced “Gohyakawa” mutates into a very early rice that can be eaten before the Bon Festival.**
- **Members and the company solicited and voted on a nickname and decided on “Mayumi Hime” (Princess Mayumi).**
- **Members from all over Japan came to the city to plant and harvest rice.**
- **It has led to publicity for rice produced in the city and expansion of sales channels throughout the country.**

04

What initiatives have been taken so far?

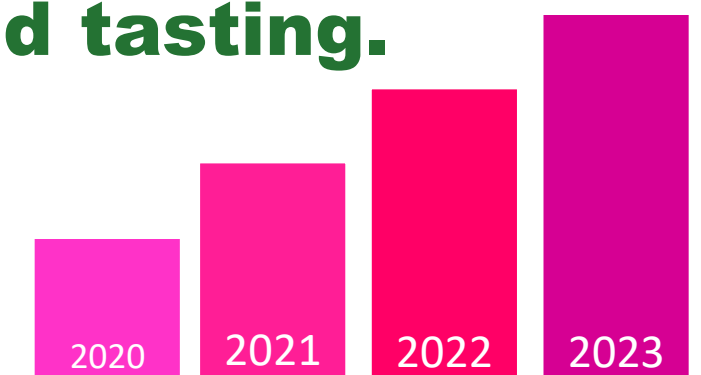
2023 (4th year)

**Maintain and strengthen relationships
[In Person & Online]**

Members : 2,008



- **The city walk video is released under the concept of “I’ll go there. I’m going to try to go there”.**
- **Special online store opened to expand sales channels nationwide.**
- **The Super Early Rice Project involved rice planting, harvesting, and tasting. The package design was decided with the members.**
- **Continuation of initiatives implemented in the previous year**



**What initiatives will be promoted
in the future?**

05

05

What initiatives will be promoted in the future?

2024 (5th year)

Secure active members,
maintain and strengthen relationships
【In Person & Online】

Members : 2,017(2024/09/01)

In FY2024, the project will be implemented with the following goals

①Cumulative exchange population: 100people/year

②Increase the number of people
who do hometown tax donation program.

- On-site events in the Tokyo metropolitan area
- Horizontal expansion of projects



What initiatives will be promoted in the future?

- Securing new participants
- Sustained efforts to keep active members from becoming bored



全国まゆみちゃん交流プロジェクト
令和6年産「まゆみ姫」試食会
& 醤油麴づくりワークショップ



THANK YOU!

