

# Onpaku

*What is Onpaku ?*

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# Onpaku is an approach to promote local resources through event

1. Onpaku → Onsen Hakurankai (Hot spring Event)
2. In 2001, Onpaku was born in Oita Prefecture
3. Onapku is an event made by Local Initiative.
4. Onpaku has a lot of programs provided by local people.
5. Subject is local people.

# Local Issues

1. Local resources are not used effectively
2. There are many small business owners but not enough management resources which makes it difficult to start new business.
3. Communities are in decline, making it difficult to create adequate alliances and receive support

Quote/NPO Hatto Onpaku

# Resolving Local Issues

1. Effectively use local resources
2. Create more opportunities for small-scale business owners and new entrepreneurs
3. Increased community capacity expands networks for support and cooperation

Quote/NPO Hatto Onpaku

# Onpaku program 1

1. Comprised of a wide variety of programs
  - \*Highlight local charm to general public
  - \*Market new products and services
  - \*Promote products and services
2. Local people provide their own programs in Onpaku Event
  - \*Local citizens play a central role
3. Program participants (Guest = our market) consist of local residents and visitor

Quote/NPO Hatto Onpaku

# Onpaku program 2

Provide opportunities to have good experience.

e.g. Having traditional food

Making unique products

Enjoying special service

# Features of Onpaku

## 1. Small Scale

→ Low risk. *It's OK to fail*

## 2. Attract many participants

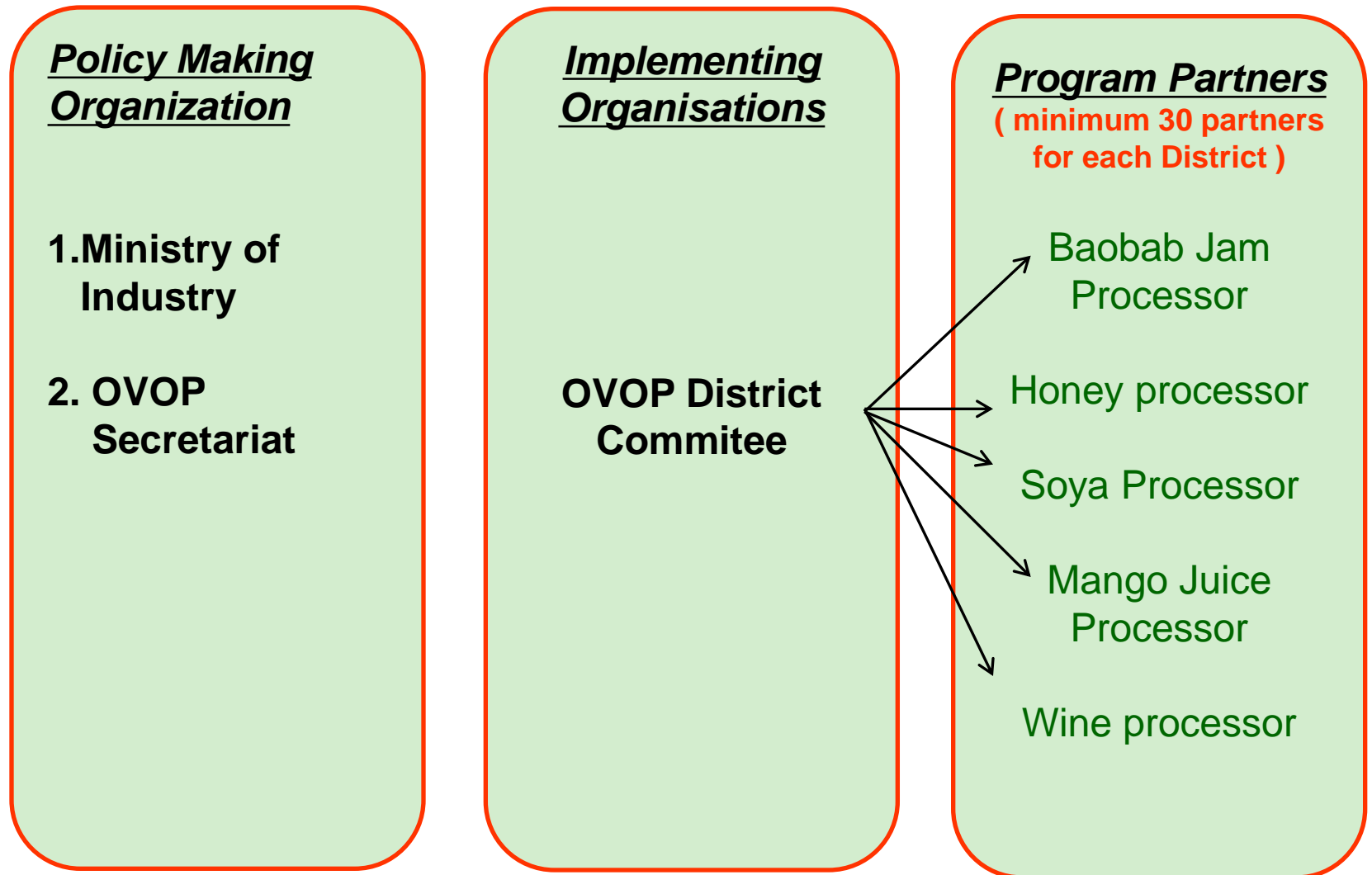
→ Many programs can be attractive to invite many people

## 3. Repeated short spans of activities

→ Continuity is important

Quote/NPO Hatto Onpaku

# Onpaku Approach Model (Sample)





# Stakeholders for Onpaku Implementation

## 1 Management of Onpaku

OVOP secretariat and District OVOP committee.

## 2 Program partner

= Program providers e.g. Women groups, farmers associations

## 3 Supporter

Hotel, Restaurant, Gas station, Supermarket → Providing facility, etc

## 4 Local Institution

Local Government, Commerce and Trade, Tourist information center, etc  
→ Distribution of guidebook

## 5 Media/PR company

Newspaper, Radio, TV station → Promotion of Onpaku

## 6 Sponsor

Private company, Hotel, Restaurant, Donor → Financial Support

# Management of Onpaku

1. Program planning support
2. Promotion
  - making guidebook
  - website and newspaper
3. Promotion of business partnerships
4. Management of customer organization  
(membership system)

# Preparation schedule for Onpaku Implementation

1. Awareness creation of Onpaku for OVOP secretariat and OVOP District Committee
2. Study for local available resources (people, things, stories, etc)
3. WS for potential Program partners ( = Program providers)
4. Create and organize each program
5. Create guidebook
6. Distribute guidebooks and announcement
7. Start taking reservation
8. Hold Onpaku Event in target district
9. Evaluation

# List of Programs and Resources (sample - Malawi case)

Program	Partner (Provider)	Resources	
		Human	Natural
Baobab Jam processing	Khumbo Oil Refinery Group	Khumbo Oil Refinery Group Members	Baobab fruit
Green Tourism	Michiru Mountain Group	Group Members	Michiru Mountain
Honey Processing	Tikondane Group	Group Members	Bees, Forest
Traditional food cooking	Lunzu Group	Group Members	Vegetables, groundnuts
Lime processing	Lirangwe Group	Group Members	Lime stone
Tomato Processing	Tithokoze Group	Group Members	Tomatoes
Groundnut festival	Kunthembwe Nsinjiro Group	Group Members	Groundnuts

# Program Proposal for Guidebook (sample)

<b>PROGRAM Proposal</b>	
<b>Partner's (Provider's) Name</b>	Mrs.Bolomali
<b>Catchphrase</b>	Lets make sweet baobab
<b>Title of Your Program</b>	Baobab Jam production
<b>Program Description</b>	Briefing, factory induction, processing , testing and evaluation
<b>Time</b>	10:00 am – 1:30pm
<b>Duration</b>	3and Half Hours
<b>Price</b>	Mk 1000 ( 700 Yen)
<b>Maximum Number of Participants</b>	30 persons
<b>Venue</b>	Michiru factory
<b>Lecturer's Profile</b>	Mrs Bolomali group leader
<b>Target Participants</b>	Urban Dwellers and local communities

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# Conclusion

Each Partner (Program providers) can promote local resources and have opportunities of trial business through Onpaku.

This approach is useful for OVOP screening system.

Onpaku can contribute OVOP program in Africa.