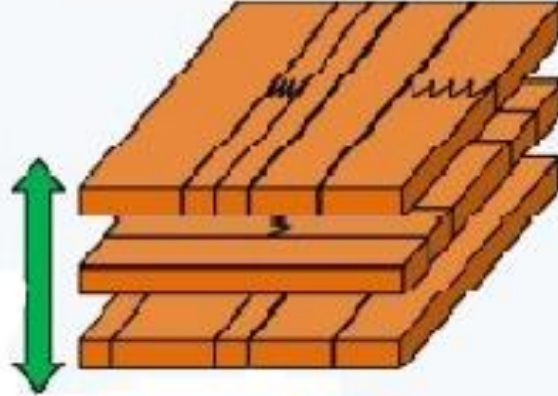


# *How to promote CLT better*

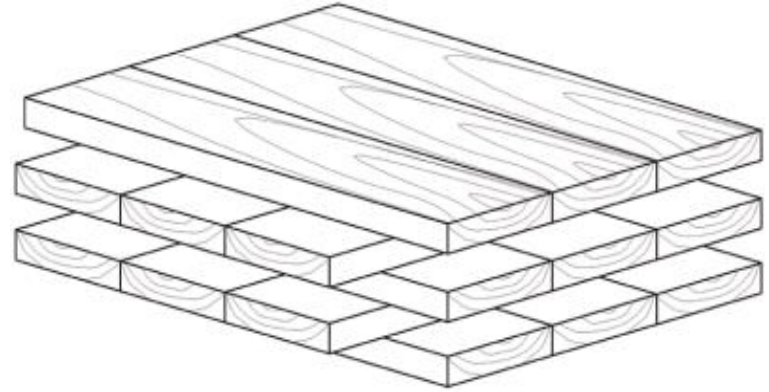
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*Hiroshima University High School, Fukuyama*

# What is CLT (Cross Laminated Timber)



積層接着



<https://www.pref.fukushima.lg.jp/uploaded/attachment/317364.pdf>

<https://www.pref.fukushima.lg.jp/uploaded/attachment/317364.pdf>

<https://drive.google.com/drive/folders/OAKnccXQiPIGzUk9PVA>

*It's innovative wood*

# Initiatives in Maniwa City

## Examples of Initiatives



[https://static.wixstatic.com/media/53c59a\\_055d3ce581de47af9f557b9592ae67fb~mv2\\_d\\_1536\\_2736\\_s\\_2.jpg/v1/fill/w\\_560,h\\_400,al\\_c,q\\_80,usm\\_0.66\\_1.00\\_0.01/53c59a\\_055d3ce581de47af9f557b9592ae67fb~mv2\\_d\\_1536\\_2736\\_s\\_2.webp](https://static.wixstatic.com/media/53c59a_055d3ce581de47af9f557b9592ae67fb~mv2_d_1536_2736_s_2.jpg/v1/fill/w_560,h_400,al_c,q_80,usm_0.66_1.00_0.01/53c59a_055d3ce581de47af9f557b9592ae67fb~mv2_d_1536_2736_s_2.webp)

*Selected as a SDGs  
Future City*

SUSTAINABLE DEVELOPMENT GOALS



# *An Issue in promotion*

*CLT does not seem  
attractive...*



*How to promote CLT ?*

# *PR methods of maniwa*

## **Biomass power generation**



## **CLT Architecture**



# *Conclusion*

## 【Our findings】

- CLT seemed less attractive

## 【Our tasks】

- Comparison with other municipalities
- Research on PR outcomes

**THANK YOU FOR LISTENING !**

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