



# From Bishu to the World

Team: Hitsuji-no-ko

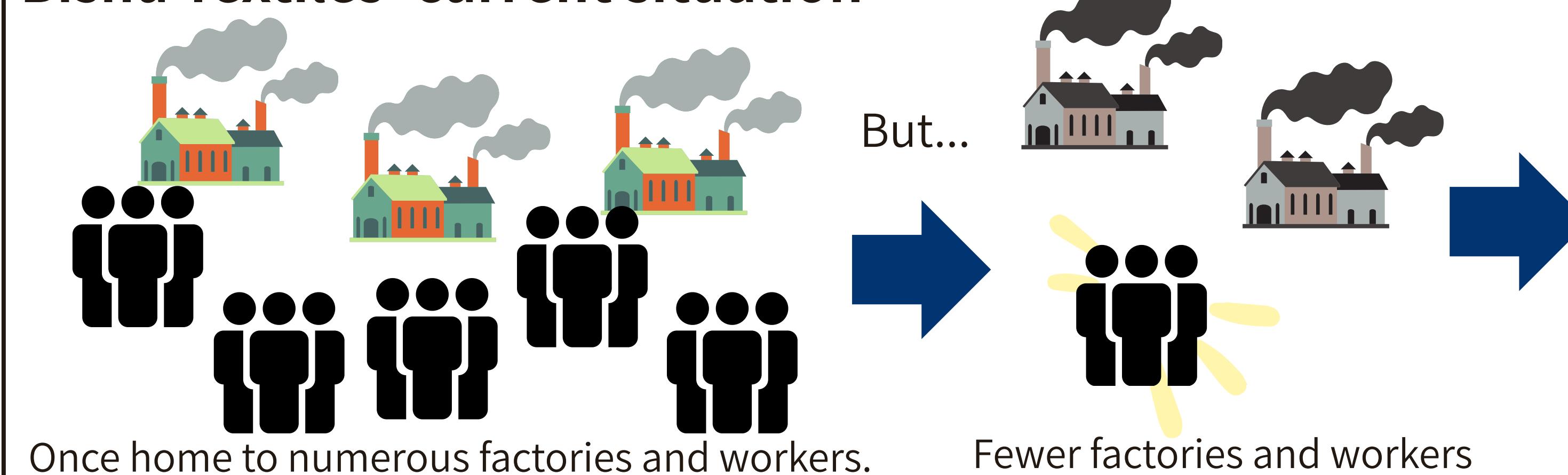


## About Bishu



Western Aichi Prefecture's Owari region to Gifu Prefecture's Seino region

## Bishu Textiles' current situation



A lack of successors is a major issue. The industry is facing a succession crisis.

## This Year's Areas of Focus



### 1. Sell Products

Posting on Instagram



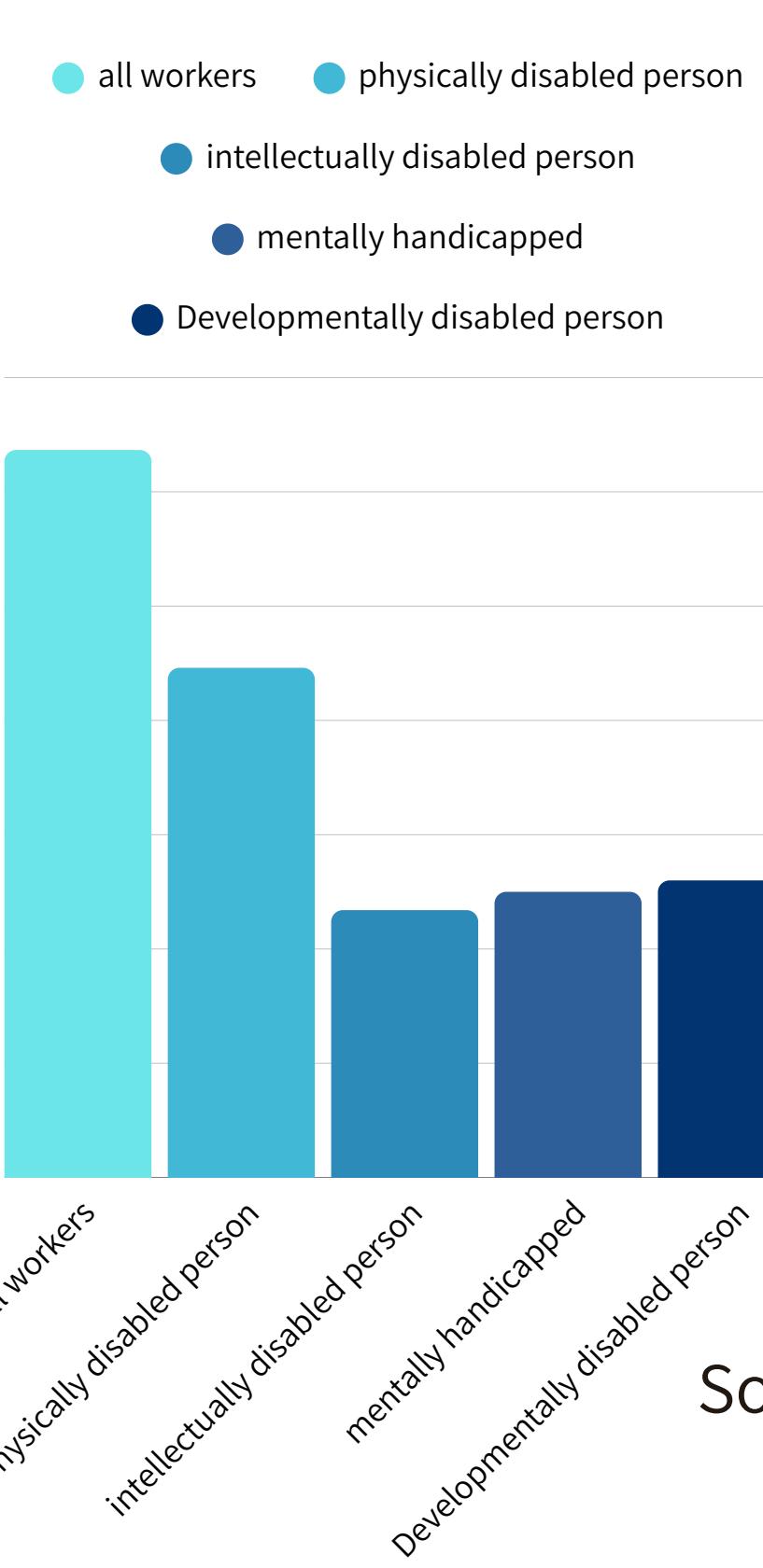
### 2. Promotional Activities

Actively participate in events



### 3. Awareness of our Activities

Posting on Instagram

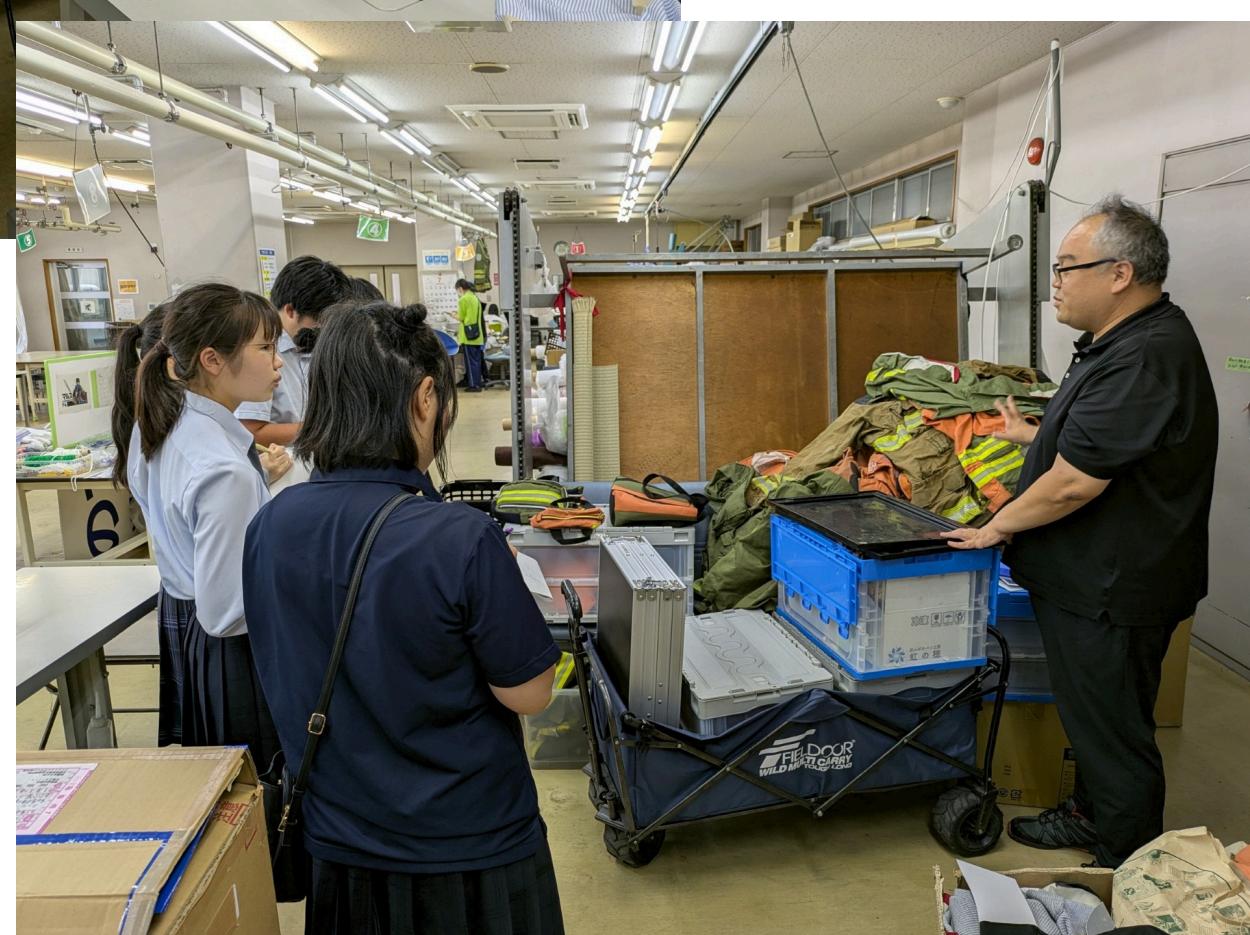


## According to the Actual Survey Results ...

People with disabilities often earn much less than able-bodied workers. For example, while the average monthly salary for able-bodied people is about **384,000 yen**, for people with disabilities it ranges from **127,000 yen to 235,000 yen** depending on the disability and work hours.

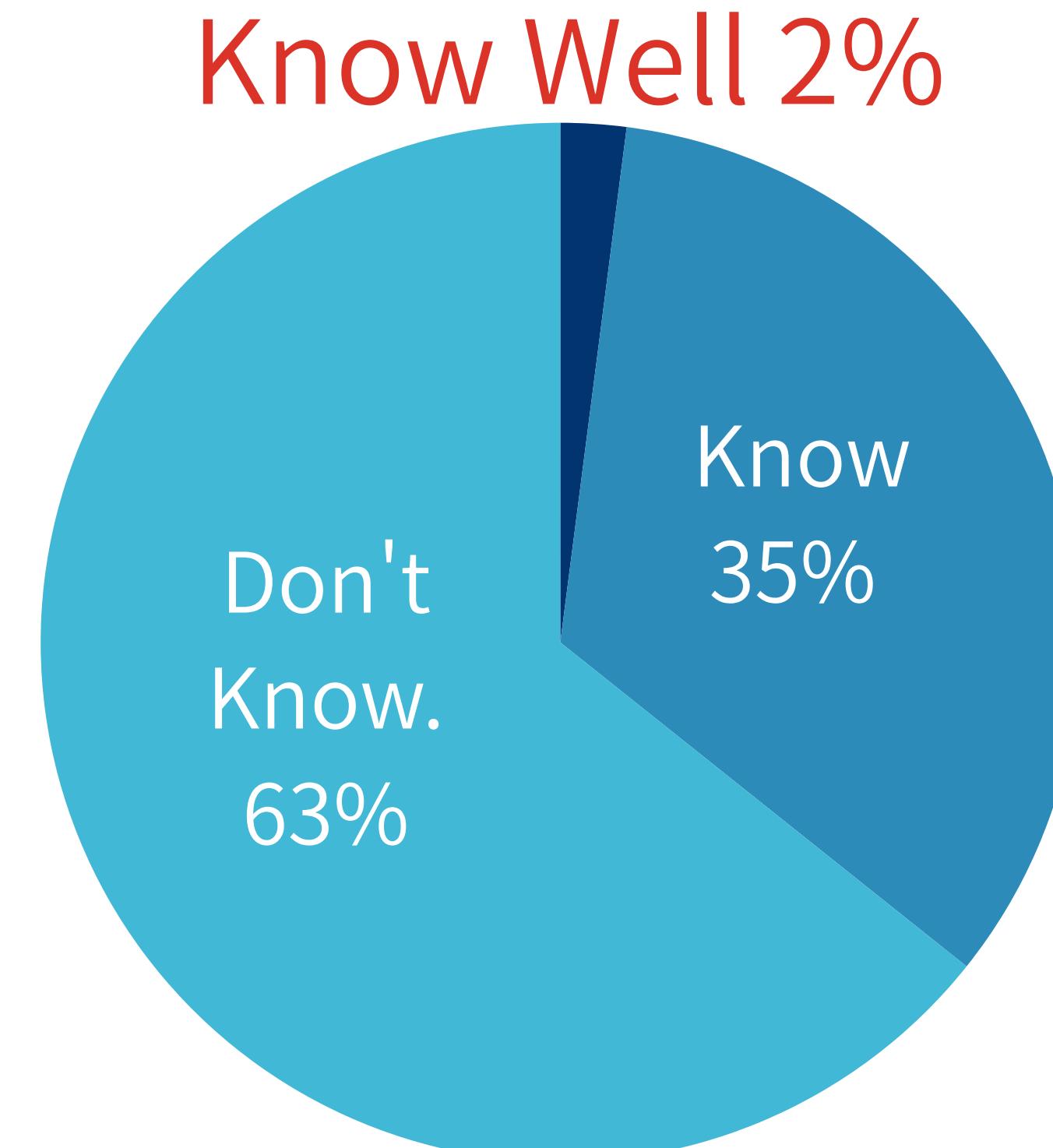
Source: "2023 Basic Survey on Wage Structure" (regular workers) and "2023 Survey on the Employment of Persons with Disabilities," preliminary figures.

## Business Achievements



We visited a Type B workplace where skilled workers create high-quality products but earn low wages. By selling our items, we support fair pay and new jobs. We've sold at school events, local festivals, and summits, and added tote bags this year.

## Awareness at Tsushima High School

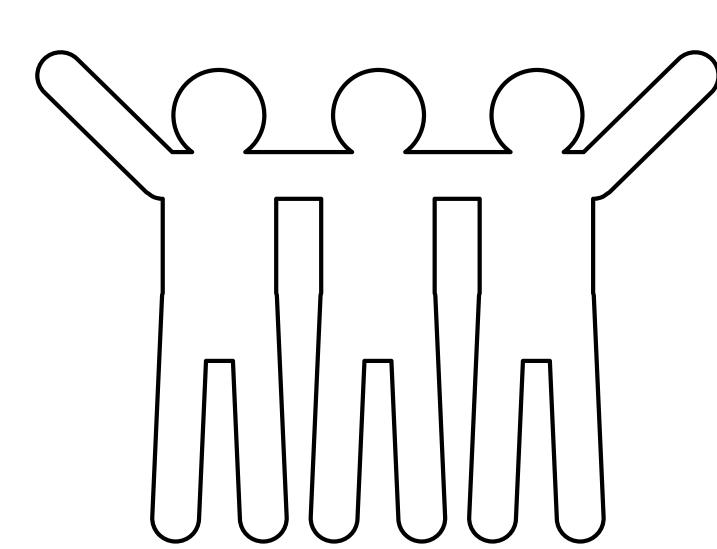


From the survey results, we felt that awareness is still low. Also, the image of our seniors is strong, which made us realize the potential of our activities.

## Next Steps

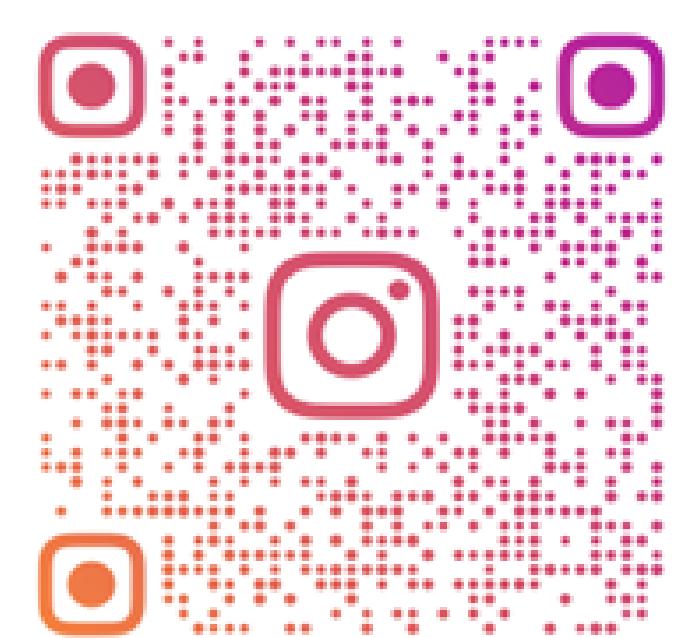
### 1. Shifting the Narrative

We're moving from pity-based language to messages that spark real connection. Our call is simple: "Let's work together to revitalize Bishu Textile!"



### 2. Boosting Visibility

With fewer chances for in-person promotion, we're exploring fresh ways to reach more people, share our story, and inspire product interest.



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