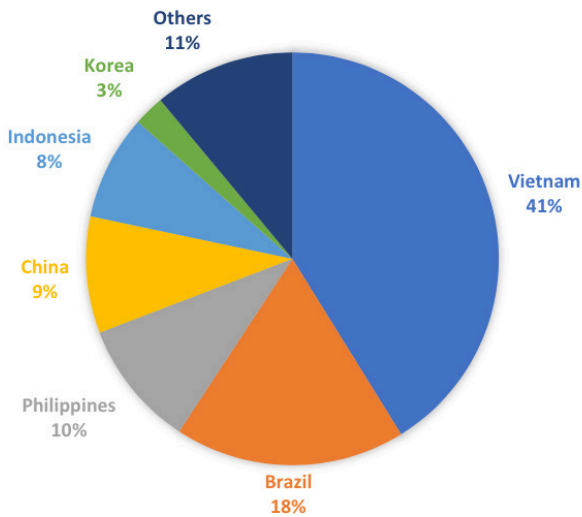


Bringing Toyoake City to Life with Onigiri

A Problem in Toyoake

Challenges in advancing diversity in Toyoake city

A RATIO OF FOREIGN RESIDENTS BY NATIONALITY



Solution

- increase communication through Onigiri.
- reinventing Onigiri to excite modern tastes

Activity

Team up with a local shop to create our Original Onigiri, sell it at the shop and school festival, and see what people think with a quick taste survey

Result

Our Original Onigiri sold out fast.
It was popular across multiple generations.
We were able to connect and communicate with both customers and shop staff.



Don't be afraid to speak to others! Our Next Goal

Now

Bring citizens together through better communication.



After

Share our Onigiri at the city festival and connect with the community.

Summary

Our Original Onigiri created enjoyable opportunities for people to connect and fostered communication across generations.