

Kasama-yaki × Diversity

~ Engaging foreign residents to become Kasama-yaki successors ~

Ibaraki Prefectural Shimotsuma 1st Senior High School

Background

The number of traditional craftsmen is decreasing.

Trends in the Number of Traditional Craftsmen

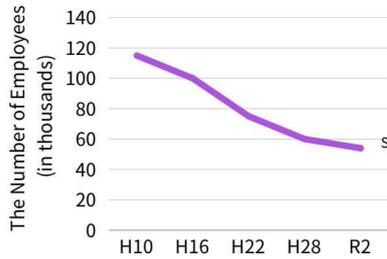


Figure 1

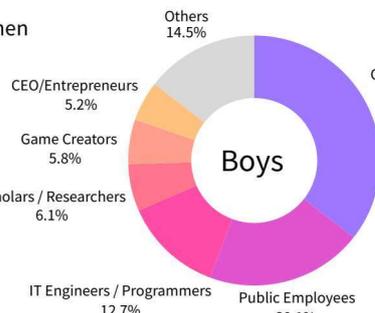
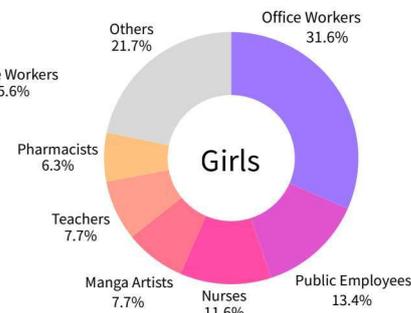


Figure 2



Desired Careers of High School Students

Boys

1. Office Workers
2. Public Employees
3. IT Engineers / Programmers

Girls

1. Office Workers
2. Public Employees
3. Nurses

Proposal

Addressing the shortage of successors by encouraging foreign residents to become the next generation of artisans!

Methodology

The number of foreign residents is increasing.

→ Why not make them become successors of Kasama-yaki?

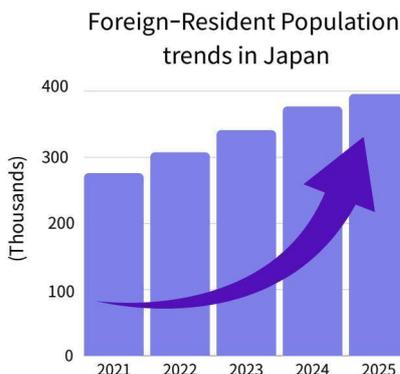


Figure 3

Step 1: Cultural Revitalization

Title: Happy Lucky Kasama-yaki

What: Kasama-yaki workshop

When: Twice a month, and more in fall

Where: City gyms / Elementary schools



Step 2: Social Media Marketing

Ads Influencing Purchase Decision

Information about the workshop will be posted and shared on the following:

- Kasama city's X account (@ibaraki_kasama)
- Kasamaya-ki cooperative's Instagram account (@kasamayaki_kumiai)
- Ibaraki Official Facebook account
- Ibaraki Official Instagram account (@ibaraki.official)

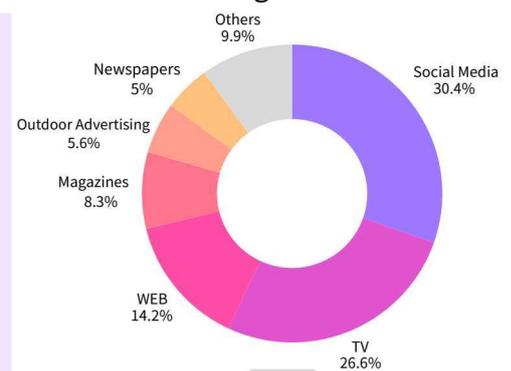


Figure 4

Conclusion

Diversifying Kasama-yaki is essential in addressing the shortage of successors.

Who benefits?

- Foreign residents
- Kasama-yaki industry

How it benefits?

- Secure job opportunities
- Overcome the shortage of successors

Why is it important to them?

- Stable and sustainable source of income
- Ensuring the continuity of Kasama-yaki