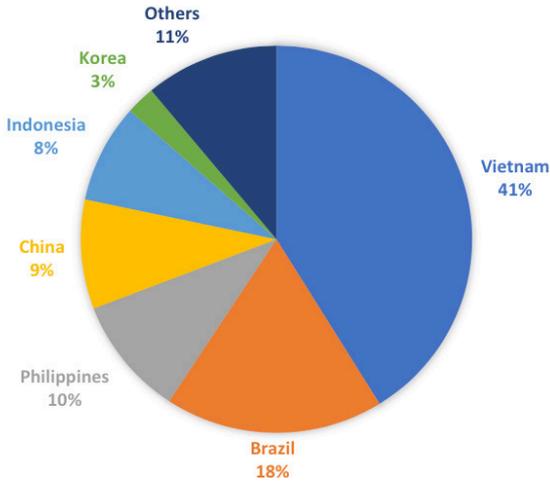


# Bringing Toyoake City to Life with Onigiri

## 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.