



FUJINO

BUSINESS PROMOTION &
EMPLOYMENT INCREASE

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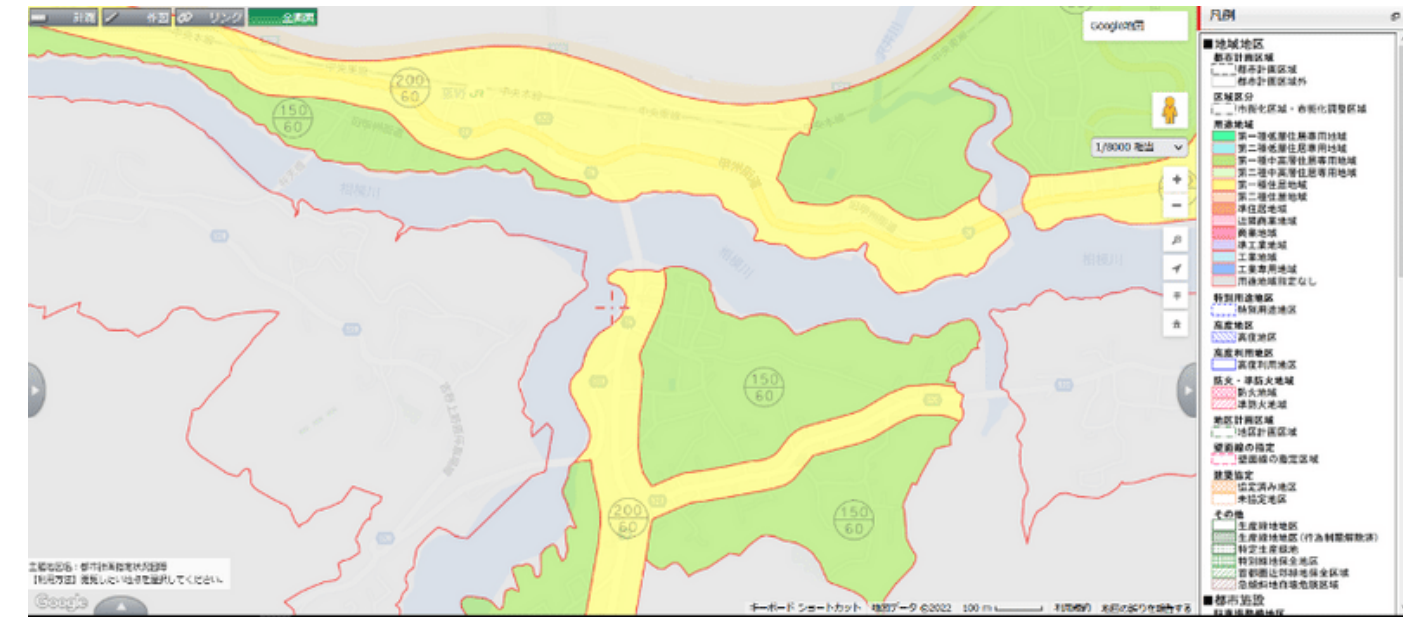
04 Business models

- Fujino Camp
- Fujino Workcation

HISTORY

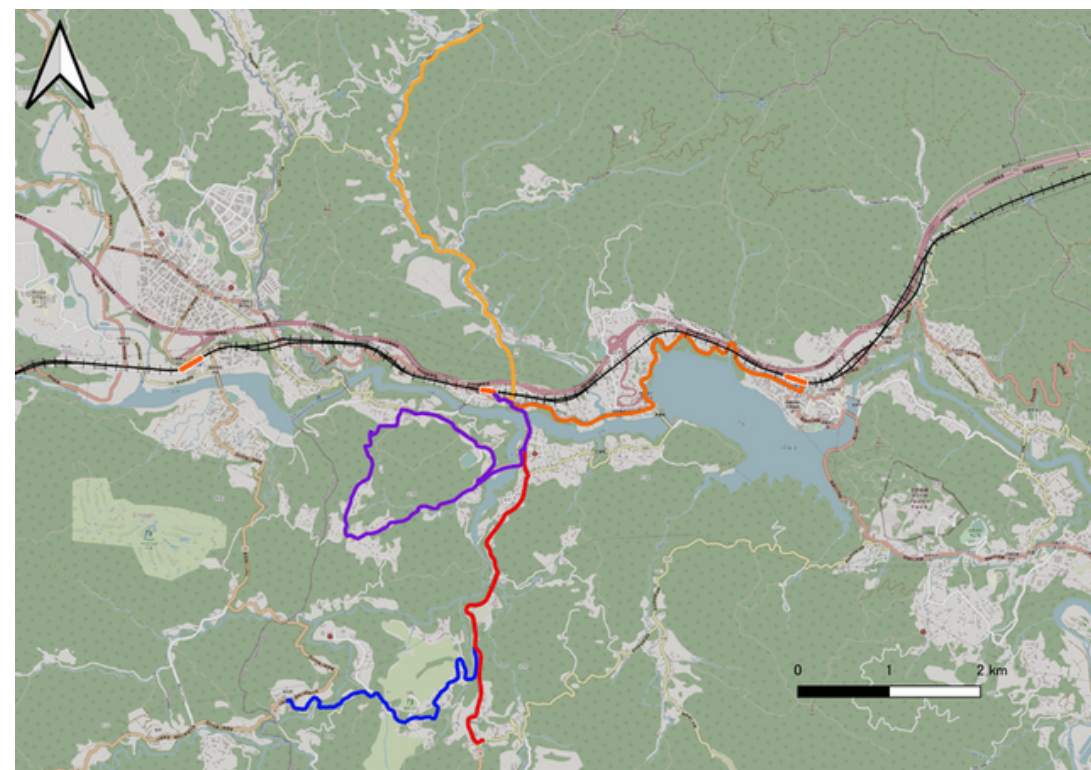
- 1970s** Foreign artists (painters, potters, waivers) started locating in Fujino
- 1986** Fujino Art Village Concept was launched.
- 1992** The Birth of Fujino Art Sphere.
- 1995** Kanagawa Prefectural Fujino Art House was opened
- 2011** For the 25th Anniversary of Fujino Art Village, a Commemorative project was held with the art works or past artists.

LAND USE



- Floor-area ratio and building-to-land ratio: 150% and 60% or 200% and 60%
- Housing area (Yellow)
- Exclusive zone for medium and high housing (Green)

ACCESSIBILITY



Around Fujino

- Bus No. 5&12 (blue line) :10 times/day
- Bus No. 8 (yellow line) :7 times/day
- Bus No. 11 (red line) :5 times/day
- Bus No. 23 (orange line) :4 times/day
- Nagura Loop line (purple line) :7 times/day

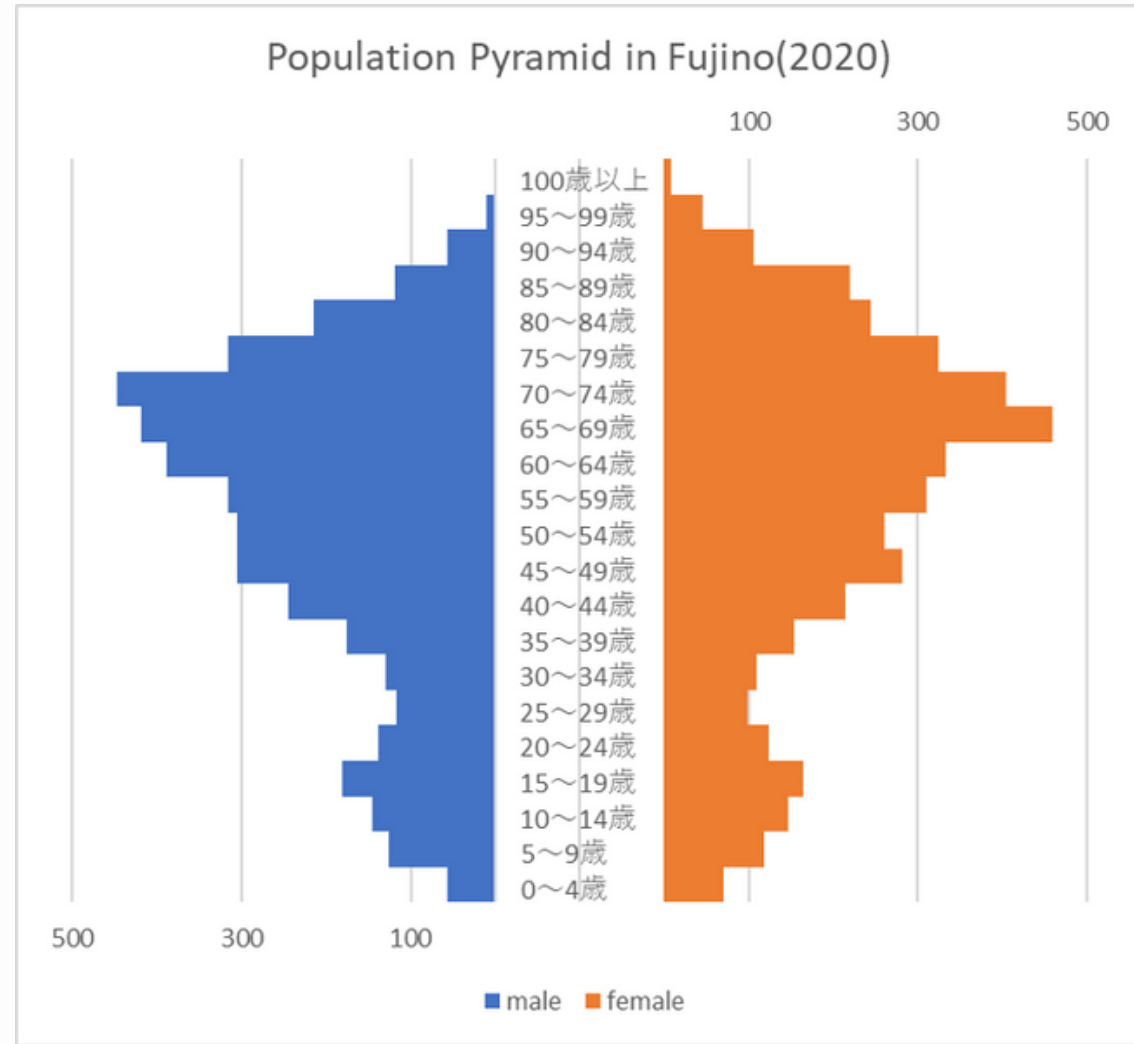


Fujino Station _ Connection with Tokyo

Chuo Line (JR)
 Fujino Station to Shinjuku Station:
 1hr - 1:30hrs

POPULATION

As of 2020, the population of Fujino was 8,405 residents in total. Around 8% of the population is under 14 years old. Around 52% are able to legally work and the remaining 40% are elderly.



	0~14	15~64	65~	TOTAL
TOTAL	663	4,349	3,393	8,405

PEOPLE OF FUJINO AND MOTIVATION

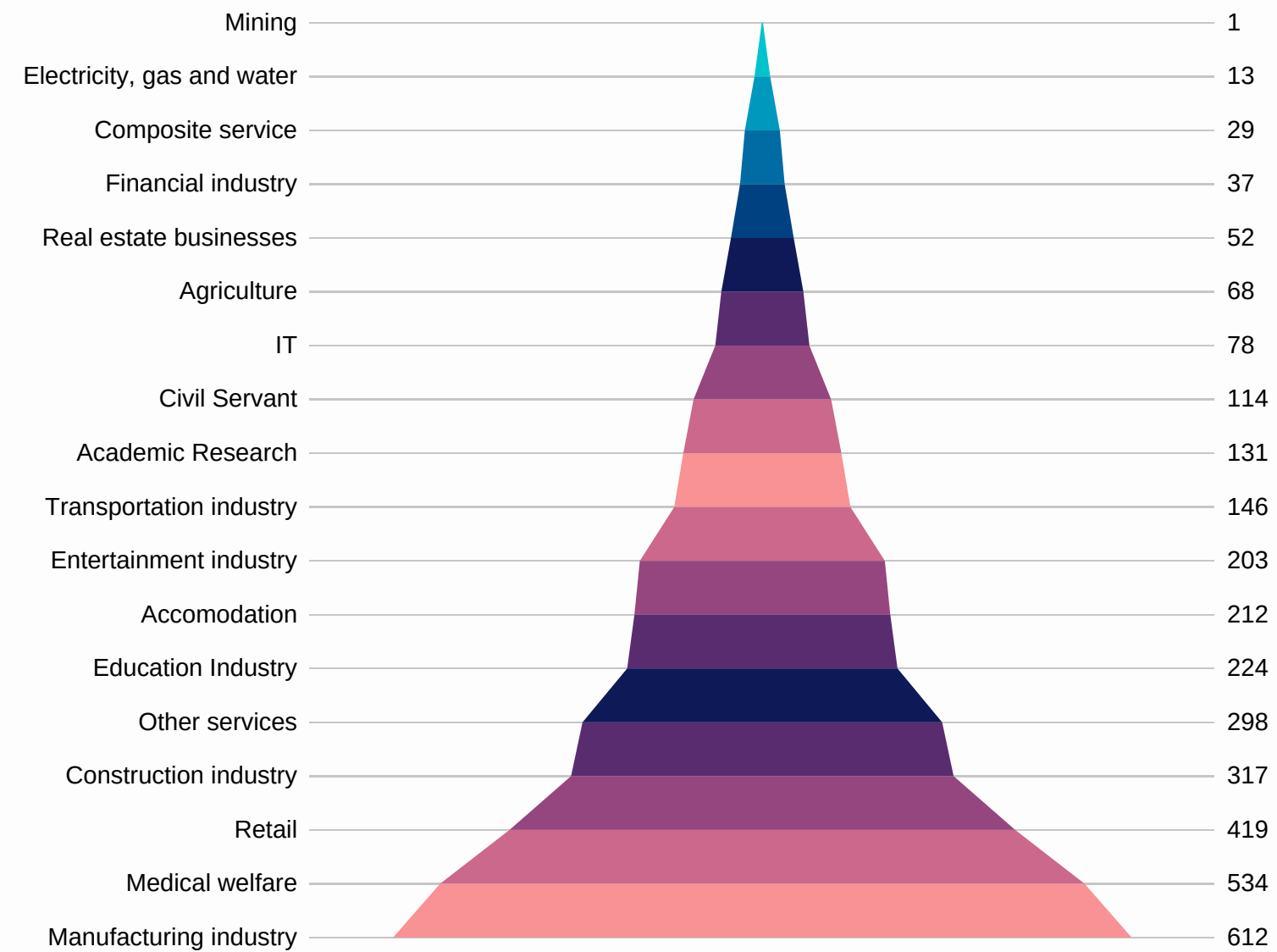


Motivations to work in Fujino

From our site visit and the online information (different online interviews of residents), some of the reasons that motivate people to move in and work in Fujino, are:

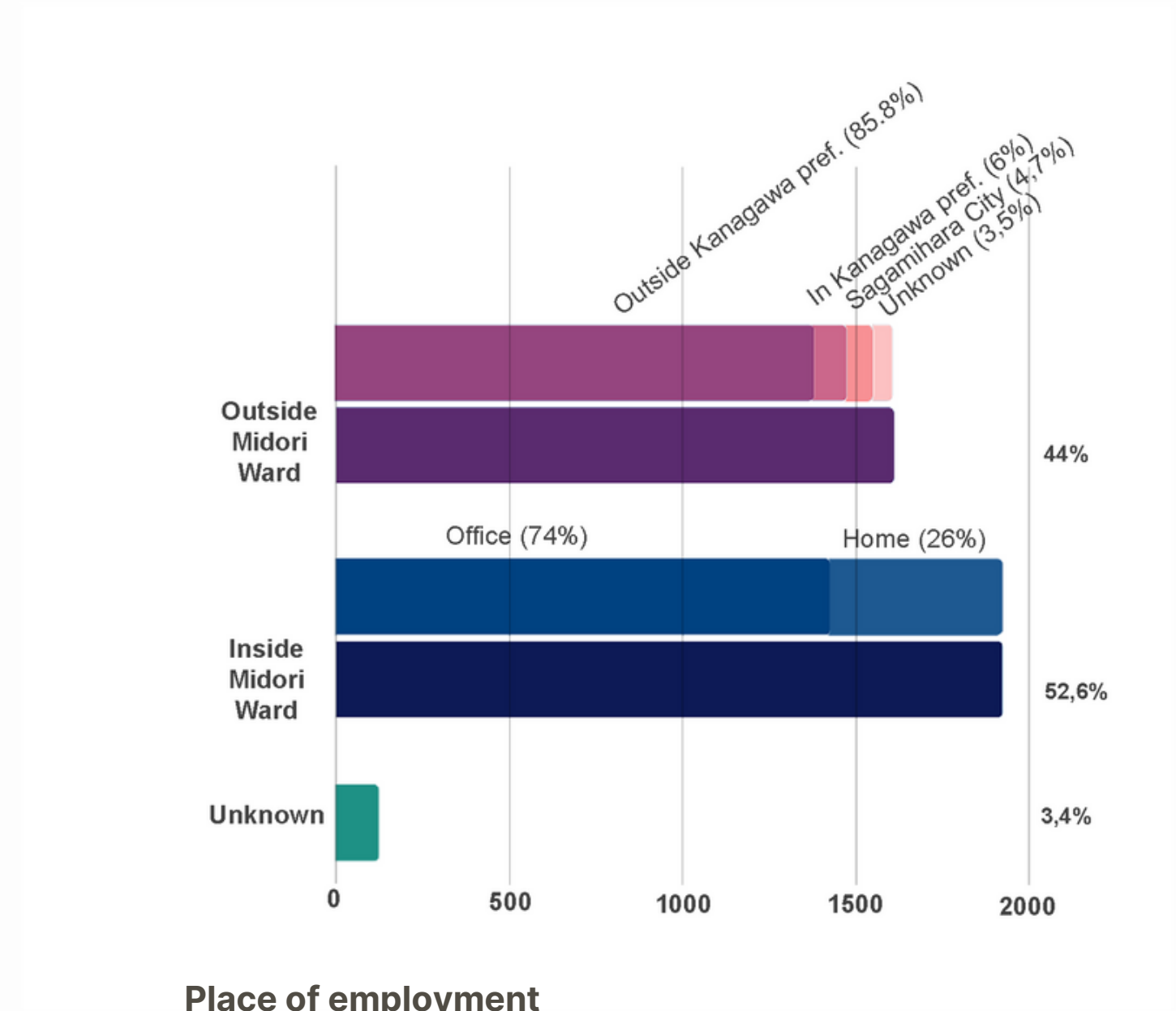
- Nature
- Sense of community
- Slow pace life and people
- Harmonious and friendly ambience
- Rich in culture

BUSINESS



Types of employment

- Total number of workers: ~3,600
- Manufacturing, medical welfare, retail, and construction are the top industries people work in.
- Artists (other services) form less than 8.3% of total workers
- Only 68 people have agriculture as their main employment.



Place of employment


- More than half of the people work in Midori Ward.
- 14% of the total of all people work at home.
- Those who work outside Kanagawa Prefecture also exist at 38% (out of all the people).

EXISTING BUSINESS INDUSTRY



Leisure- 8


- Camp
- Barbeque
- Fishing
- Golf
- Mallet Golf
- Tennis
- Motorsports
- Road Bikes


Accommodation- 16

The existing type of accommodation


- Lodging- 11
- Onsen based stay- 5

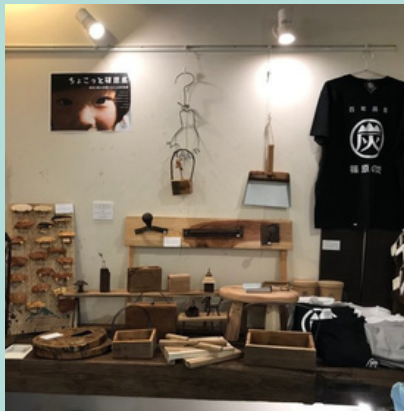
Hiking- 15



Eating/ Restaurants- 16



Selling products/ Artworks





Nature based experience- 5

- Blueberry picking
- Sweet potato digging and chestnut picking
- Tsukui Satoyama
- Fujino Satoyama
- Wada no Sato
- Michikusa no Kai




Events

- Exhibitions
- Tours
- Performances
- Workshops

Interesting community currency concept

1

Towards decentralized creation

It promotes more investment and spending on regional activities

2

Can be linked with services for community

Community activities - like planting trees, art work, food preparation, etc.

3

Can be provided through Apps

Ease of transaction

4

Sustainable as a currency

Viable, incremental value for each service provided.

OBSERVATIONS



OUR IMPRESSIONS

1. Art
2. People
3. Business
4. Agriculture



ISSUES

1. Aging population
2. Accommodation capacity
3. Vacant houses
4. No connection between the artists and the rest of the residents



POTENTIALS

1. Nature, like Lake Sagami
2. Mori Lab
3. The youth
4. The local authorities

CONCEPT

1

What do we want to do?

- Promote new business models for economic growth
- Increase employment opportunities

2

What resources do we have?



Nature



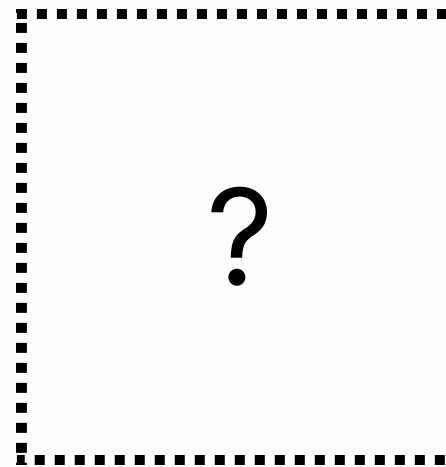
Strong community



Art



Supporting authorities



Innovative people

3

How can they work together?

- Business models that will make use of all the resources and be profitable for all actors

4

How can we achieve sustainable growth?

- Leave space for flexibility (age, profession, new ideas)

05. BUSINESS MODELS



1. FUJINO CAMP



2. FUJINO WORKATION

FUJINO CAMP / SUMMARY

Around the world



Camp Kehonka, 1940s, Kehonka
Wordpress. Source:
<https://www.acacamps.org/>

In Japan



Buddhist temple Experience.
Source:<http://ujeec.org/summeren11.htm>

Promote existing businesses and activities. Creating new job openings.

What?

Interdisciplinary camp for children and teenagers

For whom?

Elementary, middle, and high school students

How?

A diverse mix of experiences that will challenge the youngsters' minds, through interdisciplinary learning in art, crafts, language, hands-on projects, hands-on jobs, etc.

SWOT Analysis

- draws upon existing businesses
- proximity to Tokyo
- outdoor recreations
- costs (can be S or W)
- lots of events organized by residents
- Lack of manpower means demand for new job openings
- Businesses can expand



- time-limited
- might not have enough trained personnel
- costs (can be S or W)
- Existing summer camps in Japan
- Market fluctuations

FUJINO CAMP / PRODUCTS & ACTORS

What will we offer?



ARTS & CRAFTS

Make use of the existing resources in the village. Interlink all related services.

Workshops/trainings:

- Fujino Club
- Fujino Art House



HANDS-ON JOBS

By creating a safe environment, children will experience first-hand activities in different kinds of jobs.

First-hand experience:

- Fujino Satoyama Experience
- Wada no Sato Experience Center



ENGLISH CAMP

Fujino's foreigners and English-speaking residents will organize workshops and educational games to practice English.

:

- Fujino Club
- Event management companies



GAMES & ADVENTURE

Make use of the natural resources of Fujino such as Lake Sagami, forests, and mountains.

Fun and relaxation:

- Lake Sagami Fireworks Festival
- Fujino Path of Artistry
- Hiking/nature-based business

FUJINO CAMP / TARGET GROUP



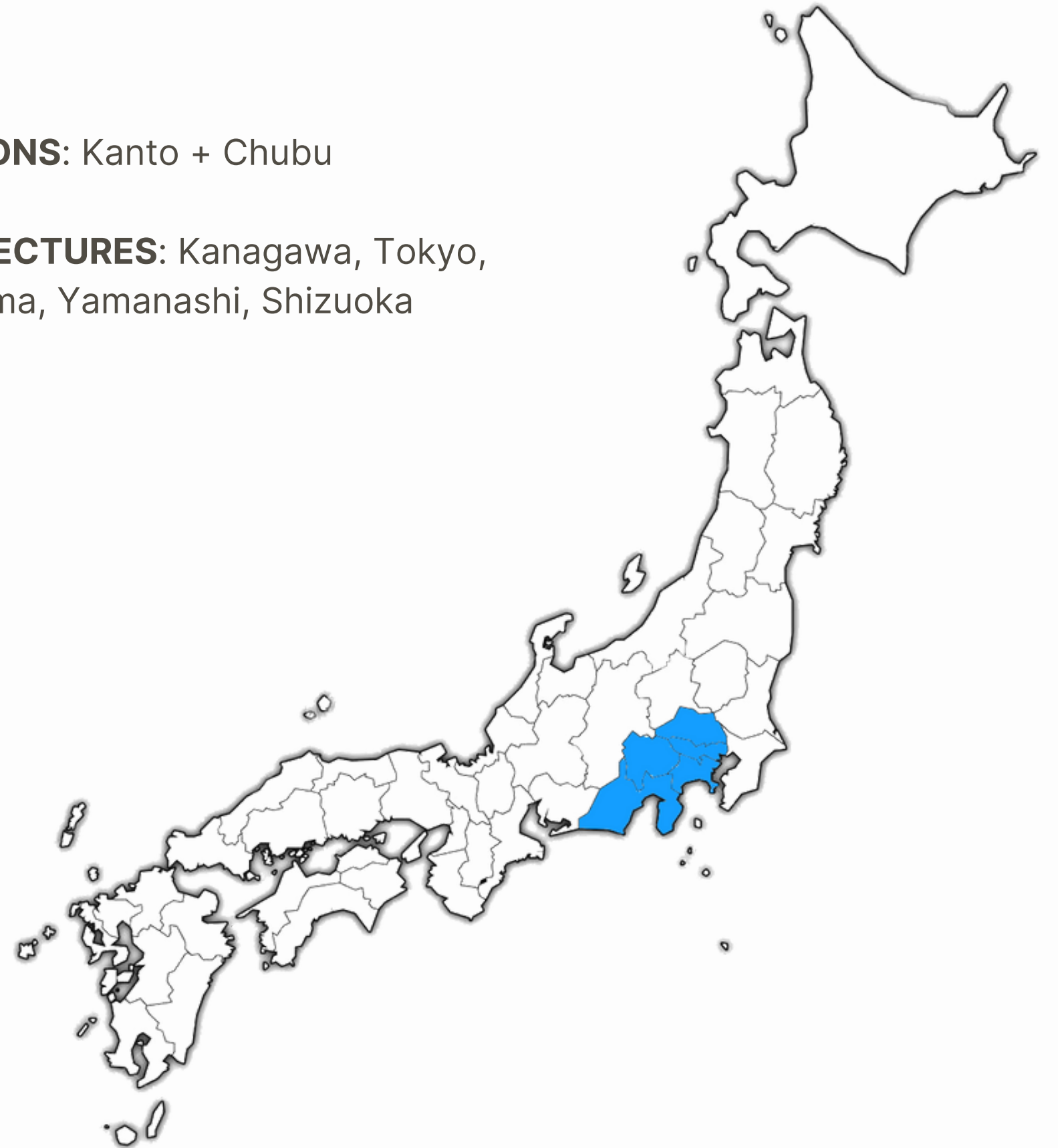
ELEMENTARY SCHOOL (6-12)+ JUNIOR
HIGH SCHOOL (12-15) + HIGH SCHOOL
STUDENTS (15-18)

WHY?

- Some of the infrastructure is already there;
- Youth has the potential to carry on the ideology and values of the people in Fujino.

REGIONS: Kanto + Chubu

PREFECTURES: Kanagawa, Tokyo,
Saitama, Yamanashi, Shizuoka



FUJINO CAMP / MARKETING

PRODUCT



Value Proposition:

- Outdoor activities
- Culture exchange
- Creativity

PROMOTION

print & broadcast ads, social media, email, search engines, video, Work with schools

PRICE

Create different packages after a detailed market analysis. Provide complete price/package (camp activities, accommodation, food, transportation)—for *example* Daily program, Weekend program, 5-day program, or 10-day program.

PLACE

Workshops/training:

- Fujino Club
- Fujino Art House

Nature-related activities:

- Fujino Yamanami Hot Spring
- Fujino Satoyama Experience

Events:

- Fujino potters here and there festival
- Lake Sagami Fireworks Festival

FUJINO WORKCATION / SUMMARY

MISSION

Increasing the tourists' number of individual employees, teams and families from foreign countries and Japan in Fujino.

VISION

To make it easier for individual tourists and companies to workcation in Fujino by providing information on accommodations and activities, and by developing infrastructure and organizing events.

The Product	Provide a coordinating agency or apps for companies, enhancement of current websites to promote workcations in Fujino.
Future Plans	Initial phase- listing places for accommodations, linking house, and travel agencies, making accommodations feasible for workcation.

SWOT

Strengths

Innovative people living in Fujino.
Rich nature and farmland.
Attractive old house accommodations and campgrounds.
Traditional craftsmanship passed down from generation to generation

Issues

Lack of information about a coordinating agency/app
Lack of companies to do the budgeting, relations linking hotels, etc.
Intensive searching and contacting people are required.
Uncertainty of getting the plan changed.
Competition with other developed workcation areas outside of Fujino

Opportunities

Attention to workcations is increasing after the Corona.
In business, more attention is being given to developing creative talent.

FUJINO WORKCATION / BACKGROUND

AROUND THE WORLD

JAPAN



SUSTAINABLE VALLEY
Australia



HUBUD- Bali



Company S's Satellite
Office Workcation



Tottori Workation Network

Initially in the West, it meant “Working on holiday,” because it was applied to flexible workers who could opt for taking time off relatively freely.

The Sustainable Valley and HUBUD are typically a one-week to three months escape from your routine work environment to strategize about a startup, take your business to the next level or perhaps refocus your corporate role.

In Japan the workcation has evolved into something that aims to enhance creativity, learning, and introspection through close ties with communities. Tatsuya Yoshida, Utokyo, 2021 Annals of Business Administrative Science, 20, 19–32 (jst.go.jp)

FUJINO WORKCATION / TARGET GROUPS & PRODUCTS

Target Groups

GROUP 1- Company Teams



Issues faced

- Lack of a coordinating agency/app in Fujino that can provide such services along with budgeting, linking services and events, etc.
- Lack of infrastructure on the site to support teams.

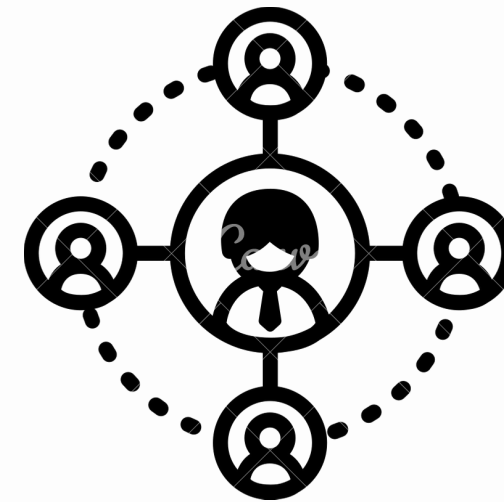
GROUP 2- Individual tourists & Families



- Intensive searching and contacting people is required.
- uncertainty of getting the plan changed.
- Time taking planning process.

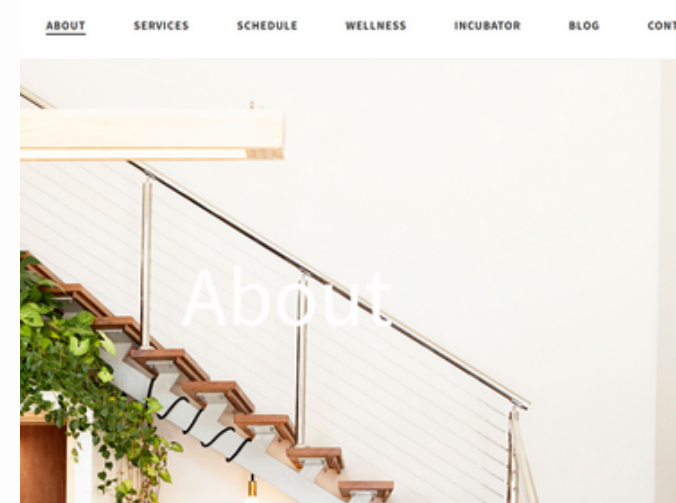
What will we offer?

PRODUCT 1- Coordinating APP/Agency



- Information about accommodation, meeting & learning related facilities.
- Health related services
- Help in scheduling the daily, weekly and monthly activities. (e.g., attending Workshop, Yoga, local community interaction)
- Linking and booking with the leisure services- Camping, fishing.

PRODUCT 2- Enhancing the existing Fujino Info website.

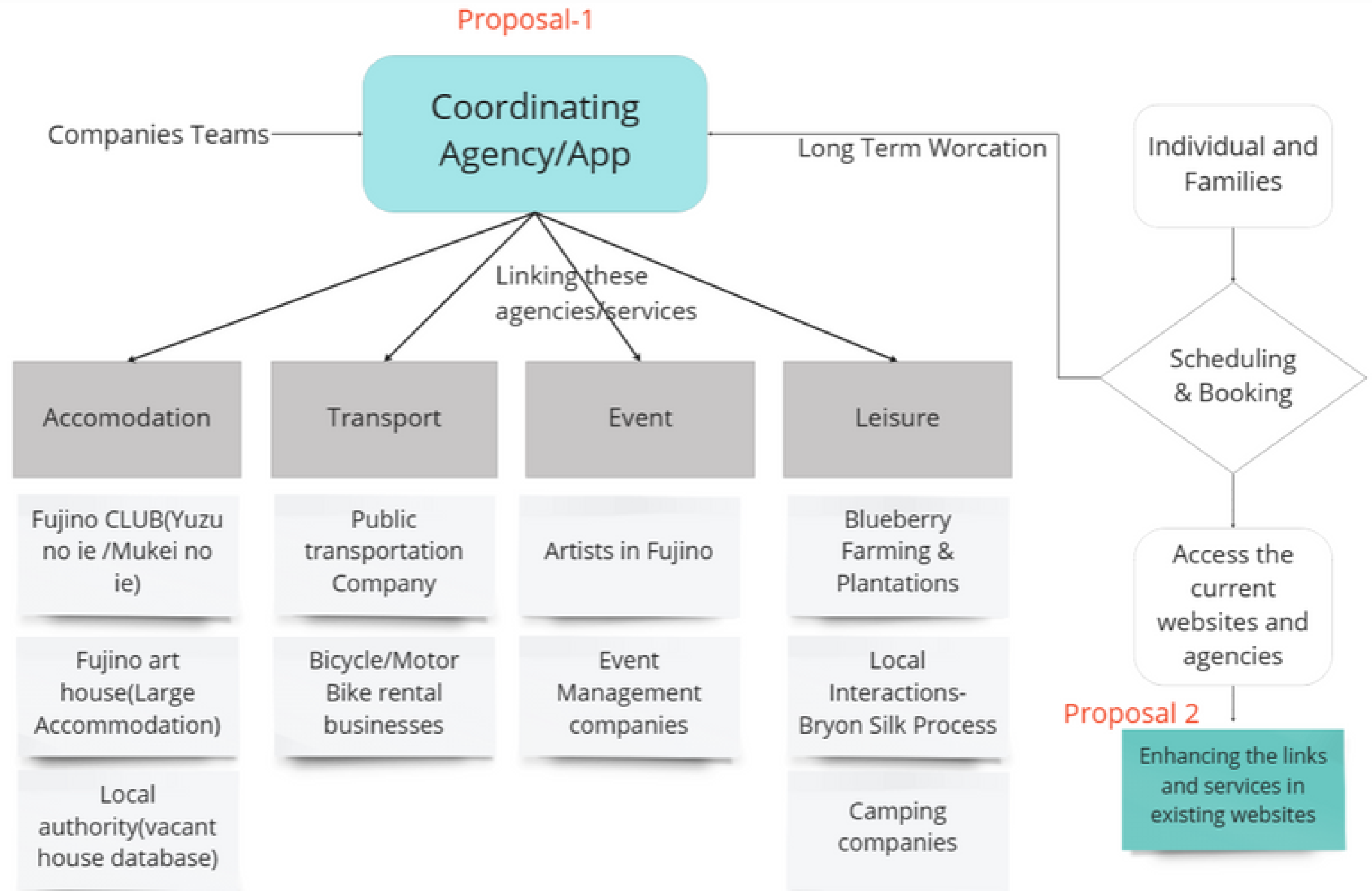


- Local communities can register and select the service they want to provide or help with.
- Add events and workshop links and payments.
- Add blogs and tourist stories.

FUJINO WORCATION / ACTORS & STRATEGY

Coordinating Private Agency/ App

- Do overall marketing and promotion.
- Enable one-time reservations.
- Organize the companies involved.
- Ensure that the accommodations have the infrastructure for supporting Teams.
- Linking online and offline payment through this new company



FUJINO WORCATION / ACTORS & STRATEGY

Enhance the existing website.

- It can be a separate app or an additional page to register in this website itself for the local people to be a part of the tourism activity.
- It will give local people with the employment opportunity.
- The tourists will get the required interaction with the local communities.

Registrations and a page for Local people/community to provide their services

Options to book the event directly from here.

Some links are already present just few more links and interlinking the departments is required

Blogs, Tourist Stories, & Community Stories

Host-House

Provide a Tour

Kimono Designs/ Painting

Japanese/ English Translator

August

October

Fujino Festival It is a festival held in the station front area of Fujino every year in August. The floats come out and are crowded with priests.

Fujino Revival Village Kabuki Performance "Fujino Kabuki Preservation Association" revived the village kabuki that had been performed since the early Meiji period. Performances are held every year. In 2022, it will be held on October 10 and 15. <https://info-fujino.com/news/16.html>

Fujino Fururi Festival There

FUJINO WORCATION / STRATEGY & MARKETING

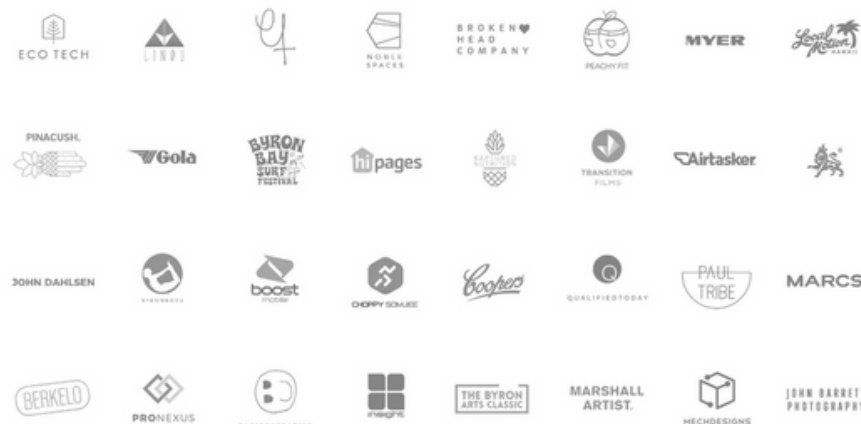
Coordinating agency/Apps

- Name and Brand creation



- Linking with the existing companies and people

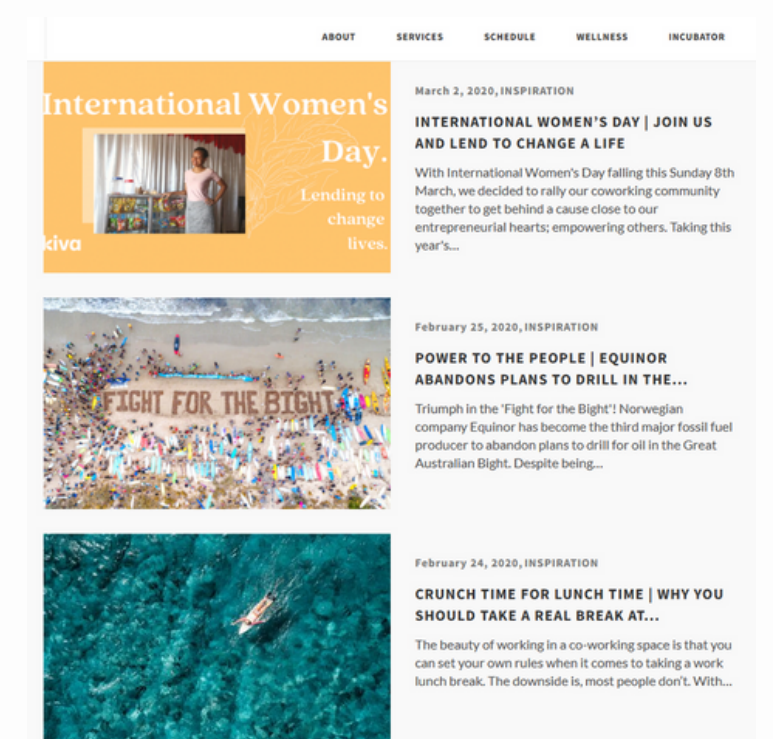
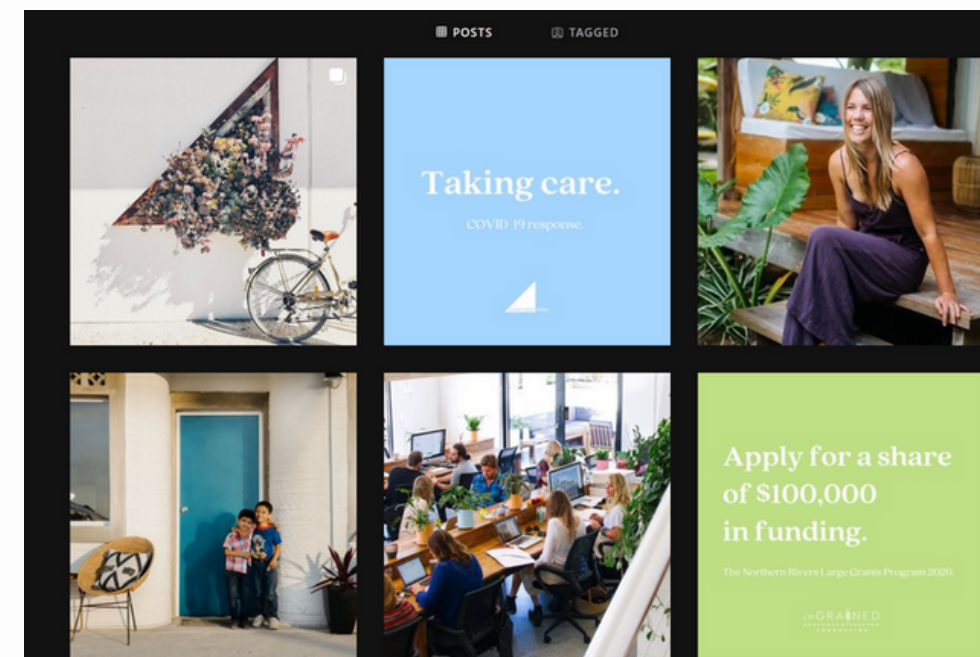
1. Offline integration with the existing linked companies- through Pamphlets Brochures, emails.
2. Inviting Mentors from different companies and parts of the world



- Identifying the business model

1. Daily, weekly, monthly packages
2. Subscriptions_ Events
3. Advertisements_ permission based and general
4. Shared profits

- Online presence Social Media, Blogs, Advertisements



THANK YOU!

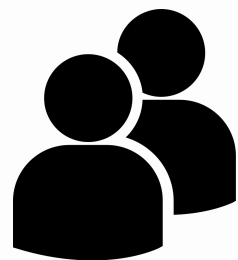
ANNEXURES

INFORMATION SITES & CONTACTS



WEBSITES ABOUT DIFFERENT BUSINESSES IN FUJINO

<http://www.bc-kobo.co.jp/fujinola>

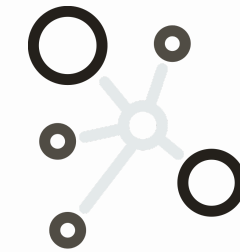


WEBSITES ABOUT PEOPLE'S TESTIMONIES

<https://www.taisetsujikan.com/?p=2723>

<https://www.townnews.co.jp/0303/2021/03/11/565154.html>

<https://ourworld.unu.edu/en/transition-fujino-prospects-for-a-better-future>



WEBSITES ABOUT ACTIVITIES IN FUJINO

<https://info-fujino.com/>

<https://sunnysidewalk.themedia.jp/>

<https://yuruyuru.wixsite.com/fujino-potter-market>

<https://sagamiko.info/>

<https://www.fujinotaiken.com/>

<http://www.fujinolife.com/>

<http://transitionjapan.cocolog-nifty.com/blog/>

<https://fujinostyle.info/>

GAMCHEON CULTURE VILLAGE, BUSAN, SOUTH KOREA

The Gamcheon Culture Village Project is an urban renewal initiative by utilizing arts and culture as a primary tool in the redevelopment process.

Main actions carried out:

- 66 pcs of artworks installed by residents
- 17 art galleries were created by remodeling houses
- an outdoor event venue was created
- established a village museum



TOURISM

- gallery exhibition
- alley festival
- installation art
- environmental design competition

ECONOMY

- new jobs created as souvenir shops opened
- cafes and restaurants
- tour programs and tour guide service
- craft workshops
- interactive activities

COMMUNITY ACTIVITIES

- a village school
- urban regeneration academy
- cultural programs

GAMCHEON CULTURE VILLAGE, BUSAN, SOUTH KOREA

Thousands of refugees from Korean War flocked here from all over the country. But afterwards, most of its population moved to other cities. The village retained high proportion of elderly and the number of abandoned houses increased.

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Main actions carried out:

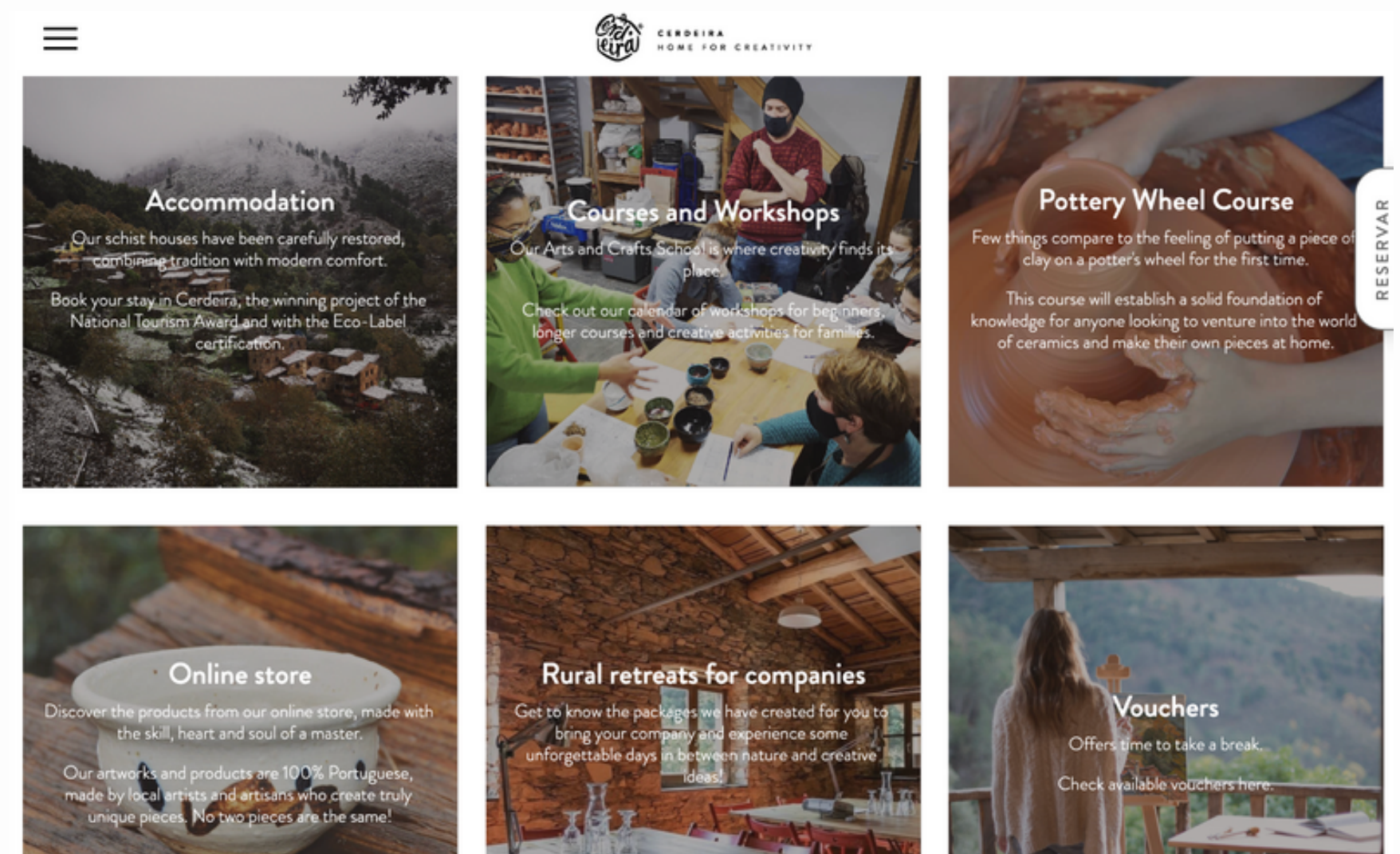
- 66 pcs of artworks installed by residents
- 17 art galleries were created by remodeling houses
- an outdoor event venue was created
- various educational programs were provided for residents
- brand identity of Gamcheon was developed by establishing a village museum, and publishing a village newspaper

CERDEIRA VILLAGE, PORTUGAL



- 01** The 300 years old village was abandoned until the year 2000 when two families recovered some of the houses. This is how Cerdeira Village project started and became Home for Creativity.
- 02** The Village has only 9 renovated houses and a set of infrastructure and workspaces. It composts its own waste, uses local and sustainable products, and produces its own solar energy.

- 03** The village offers accommodation, the School of Arts & Crafts, retreat spaces for companies, yoga or spiritual retreats, activities in nature, tours, and different events.
- 04** All the information about the village can be easily accessible through its website: <https://www.cerdeirahomeforcreativity.com/>



KARJAT ART VILLAGE

A platform for original, affordable and sustainable art.

They aim is to introduce art to the daily life of the people. Art is not restricted to galleries, museums, hotel lobbies or biennales. Art is in a home, on a desk, besides a dining table and in a children's room.



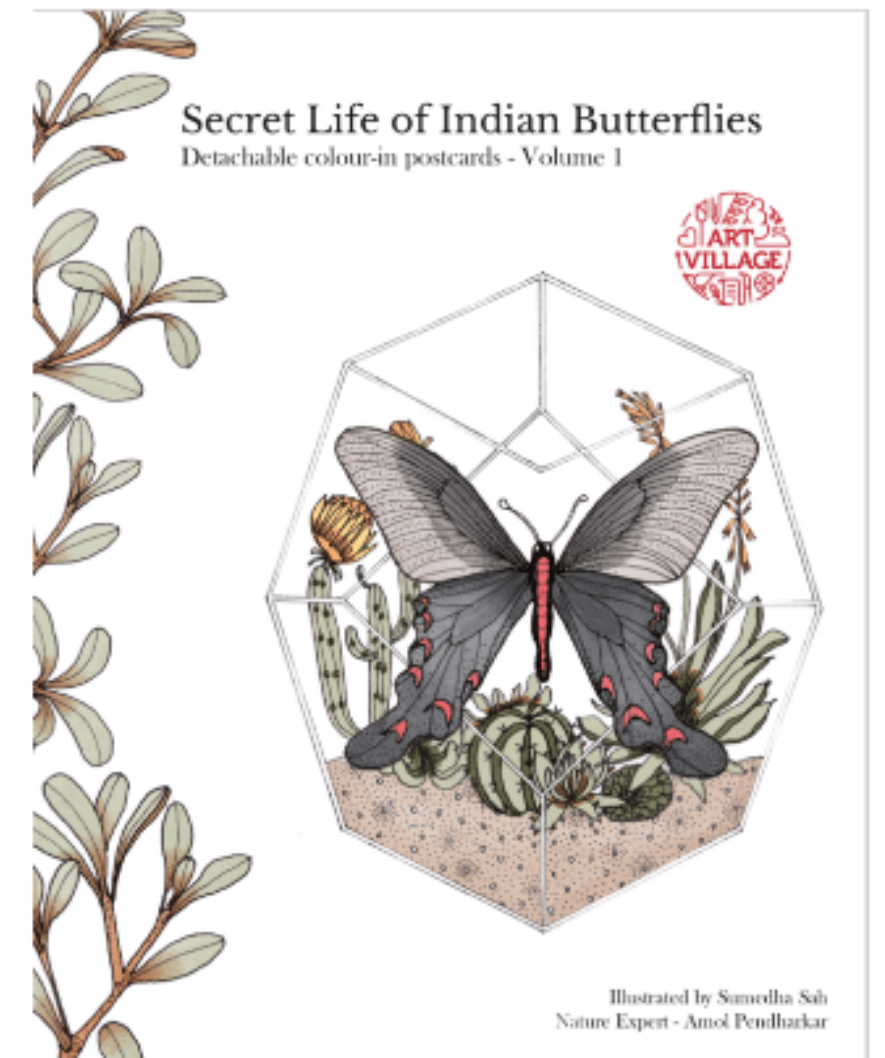
Workshops & camps

School Programmes

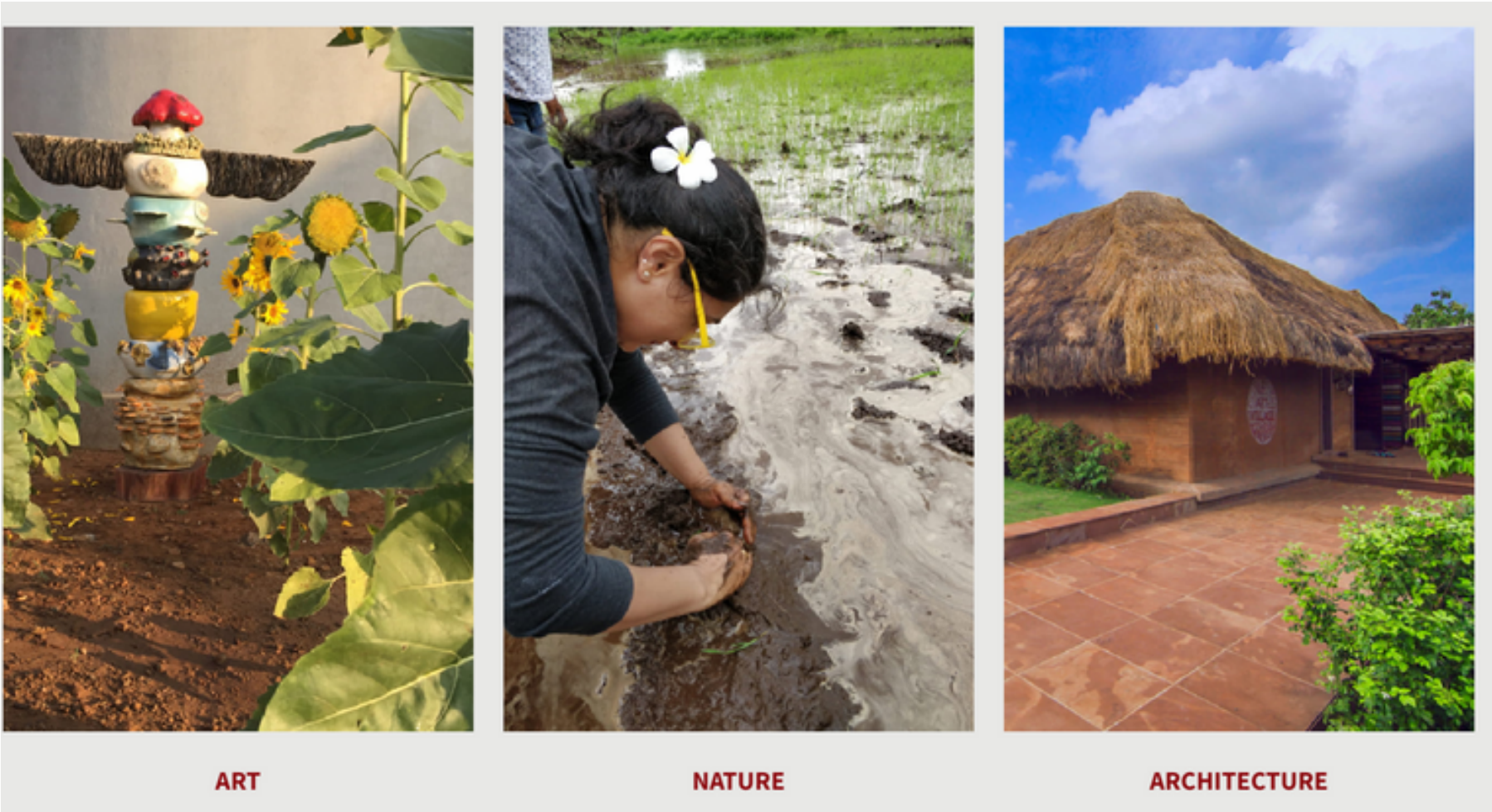
Corporate Retreats

Special Groups

Case study groups



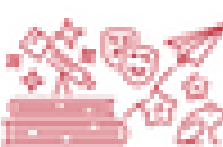
KARJAT ART VILLAGE



ART

NATURE

ARCHITECTURE



Educational Institutes

School, Colleges, Case Studies



Workshops & Camps

Intensive workshops for both adults and kids



Organizations

Offsites, Learning & Development, Retreats



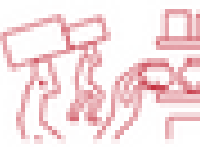
NGOs

Specially curated programs as per the requirements



Collaboratives

Propose a collaborative for AVK or be part of one



Volunteer

Apply to be part of a volunteer program and serve at the community space

FUJINO CAMP / SUMMARY

MISSION

Promote existing businesses and activities. Creating new job openings.

VISION

Promote the values of Fujino and its potential by bringing in new target groups, that will not only enhance existing businesses but will also carry on and share these values outside of Fujino.

The Product	Interdisciplinary camp for children and teenagers
The actors	The people of Fujino, service providers in Fujino, the artists, the local authorities
The description	This project will offer a diverse mix of experiences that will challenge the youngsters' minds, through interdisciplinary learning in art, crafts, language, hands-on projects, hands-on jobs, etc.
The target group	Elementary, middle, and high school students
Future Plans	Increased capacities for a more diverse and inclusive project.

FUJINO CAMP / PRODUCTS

What will we offer?



ARTS&CRAFTS

Make use of the existing resources in the village. Interlink all related services, to offer experience on:

- Ceramic;
- Woodcraft;
- Glass craft;
- Painting;
- Sculpture;
- etc.



HANDS-ON JOBS

By creating a safe environment, children will experience first-hand activities in:

- Manufacturer;
- Doctor/Nurse;
- Bakery;
- Sales;
- Construct;
- Teacher;
- Farmer;
- etc.



ENGLISH CAMP

Fujino's foreigners and English-speaking people will organize workshops and educational games to practice English. Furthermore, different companies operating with foreign students can assist with additional support.



GAMES & ADVENTURE

Make use of the natural resources of Fujino such as Lake Sagami, forests, and mountains by providing activities:

- Water sports;
- Hiking;
- Camping;
- Treasure hunting;
- etc.

FUJINO CAMP / BACKGROUND

AROUND THE WORLD



Photo courtesy of ACA, New England. Source: <https://www.acacamps.org/>



Camp Kehonka, 1940s, Kehonka Wordpress. Source: <https://www.acacamps.org/>

Camps started in America in the late 19th century, to participate in recreational, and outdoor activities. At the beginning of the 20th century, the idea spread in Europe and the rest of the world followed. Some camps specialized in specific topics, such as science, sports, music, etc., while others have specific target groups such as children with disabilities or low-income families. Either way, they serve as tools to escape everyday life and offer therapeutic activities.

'The Ego Ideal of the Good Camper' and the Nature of Summer Camp. By: Michael B. Smith. *Environmental History*, Vol. 11, No. 1 (Jan., 2006), pp. 70-101

JAPAN



Buddhist temple Experience. Source: <http://ujeec.org/summeren11.htm>



DofE challenge. Source: www.evergreen-hakuba.com/school-programs/

The first summer camp in Japan was held at a site near Tokyo in 1963. They were modeled after similar projects in the US. Today, they are a popular activity for children all over Japan, especially during summer vacations. Most of them have specific topics, such as Coding, English programs, cooking, music, sports, space, etc, or for very specific groups like children with diabetes.

Mimura, Goro. "Summer camp." *Diabetes research and clinical practice* 24 (1994): S287-S290. Different websites on Google

FUJINO CAMP / ACTORS



FUJINO CLUB

- Provides various accommodations
- Outdoor activities (tennis courts, trails)
- Art galleries
- Workshops



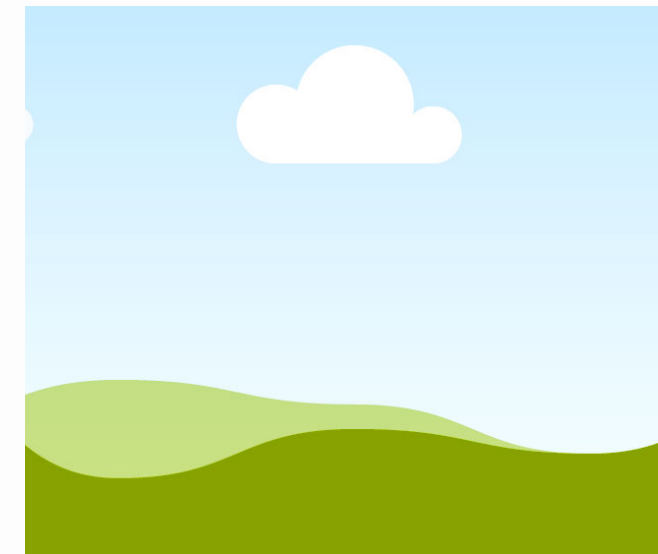
FUJINO ART HOUSE

- Workshops where you can experience pottery, woodwork, and glasswork.
- Facility also includes a creation hall, a music studio, an accommodation building, and a campground



FUJINO SATOYAMA EXPERIENCE

- Provide real satoyama life experience with local families and residents
- exploring village, working in the fields and gardens, making preserved food, caring for animals



TRANSPORT COMPANIES

- For the students to get around Fujino

FUJINO CAMP / MARKETING

PRODUCT



Benefits:

Fujino Village is very suitable for this business model because it can provide the different activities and the natural spaces that are required.

It can be beneficial for the village because it connects different existing businesses in a single networking space. New job openings for management will be needed.

Value Proposition:

- **Outdoor activities:** Unlike most of the other camps, in Fujino, the majority of the activities will be held outdoors, by taking advantage of nature and going back to the roots of camp purpose.
- **Culture exchange:** Around 95 foreigners live in Fujino who can provide insights into different cultures.
- **Creativity:** While many camps focus on academics, in Fujino Camp, children will learn practical skills.

PRICE

Create different packages after a detailed market analysis.

Provide full price/package (camp activities, accommodation, food, transportation).

For example: Daily program, Weekend program, 5-day program, or 10-day program.

Based on the length of the program, the package can be more diverse.

For example, the longest program can provide a combination of all the activities. Leave the chance for a personalized package.

Some price references (all inclusive):

- English-Adventure: ~¥120.000/5 days
- Eton House: ¥ 176,000/5 days
- Elite Basketball Japan: ~¥150.000/5 days
- Evergreen Outdoor Centre: ~¥140.000/5 days and ~¥250.000/10 days

FUJINO WORCATION / SWOT

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Innovative people living in Fujino. • Relaxing and rich nature. • Attractive old house accommodations and campgrounds. • Well-maintained farmland. • Traditional craftsmanship passed down from generation to generation 	<ul style="list-style-type: none"> • Lack of information about a coordinating agency/app • Lack of infrastructure on the site to support teams. • Lack of companies to do the budgeting, relations linking hotels, etc. • Intensive searching and contacting people are required. • uncertainty of getting the plan changed. • lack of planning due to lack of information 	<ul style="list-style-type: none"> • Attention to workcations is increasing after the Corona. • In business, more attention is being given to developing creative talent. 	<ul style="list-style-type: none"> • Market fluctuations • Depression in popularity of workcations • Competition with other developed workcation areas outside of Fujino