

Saving Our Region by Ourselves

Where is the Minamiuonuma region?



<General Information>
 • The area : 5,848km²
 • The population : 57,307
 • 99minutes bullet train from Tokyo

• Famous people from Minamiuonuma
 → Kazuki Morishita (the president of GungHo)

• Traditions
 → Hadakaoshiai, Kanetsugukou etc...

• Famous products
 → Koshihikari, Sake, Watermelon etc...



Problems

Young people are moving away and not coming back!

why?

Disinterest in learning about our region

Inability to connect with older community members

Lack of a system to nurture critical thinking skill

Our city has already tried to solve this problem...

But efforts have been mainly ineffective!!

• They don't know much about "Minamiuonuma".
 • They don't have a positive impression of Minamiuonuma.

Problems

Comparison of population

2010	female	male	sum	Minamiuonuma city population
15~19	2.6%	2.6%	5.2%	-1.2%
20~24	2.1%	2.0%	4.0%	

2010	female	male	sum	Niigata city Population
15~19	2.4%	2.5%	5.0%	+0.1%
20~24	2.5%	2.6%	5.1%	

According to the Japanese Cabinet Office

Due to the availability of online job search sites, school's employment support has decreased and made it difficult for students to obtain appropriate information about job offers. [translated from Japanese]

Our Mission

To increase the number of young people who contribute to revitalization of the Minamiuonuma region

Solution: Establishment of UTA

Uonuma Tactic Association

Local company can get new skills and advice for their jobs.

The UTA system enables our region to keep the relationship with young people!

UTA The system to connect these three sides to improve Minamiuonuma City.

Youth Employment capacity and learning motivation will improve through local internship.

Minamiuonuma Region can make sustainable connections between the youth and the society.

System of UTA

Internship

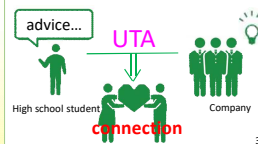


Maybe I need more knowledge...



I had a good experience. I want to share it!

Let's utilize UTA!!



connection

<Effect>
 For Internship students
 • They can learn about a local company's business model and philosophy. (They can generate interest in their hometown)
 • They can find clearer images of business.
 For Region(company, community, etc)
 • Companies can receive fresh perspectives from internship students.
 • The number of young people who connect with region will increase.

Functions of UTA

Main project of UTA!

- Plan internship for high school students at local companies
- Provide employment information for young people
- Spread local news to people inside and outside Minamiuonuma

Who will be happy through our plan?

<Local company>

Now: A lot of companies in Minamiuonuma City lack of employees.

→ Only 0.3% people work in the local companies.

(<http://www.city.minamiuonuma.niigata.jp/press/2015/04/04/15040401.html>)

→ The City Hall is working out various measures to stabilize the workforce, but they have had limited success thus far.

Future: It will be possible to improve local business performance with the innovative support from youth wherever young people are.

<Young people from Minamiuonuma City>

Now: The majority of young people leave Minamiuonuma City to go elsewhere in Japan or abroad, and don't come back.

• They don't realize attractiveness of the Minamiuonuma City.

• They don't have methods to contact Minamiuonuma City when they want to support their hometown or come back.

Future: They will be able to connect with their hometown readily wherever they are.

• They can check the various opportunities in Minamiuonuma City, such as job postings and local events.

Results

Sustainable Youth Resources

If UTA system perfectly works...
 -young people will notice what they should do through internship for the region.
 - new knowledge or information will be brought into the region

Many young people contribute to the Minamiuonuma city

The UTA system will...
 -encourage young people to get interest in their hometown.
 -lead to the local economic growth by connecting young people with local people.
 -make young people have the opportunity to think about their own future by themselves.

Our Goal

More fascinating for both the young and the region