



OVOP -IMPLEMENTATION METHODOLOGIES FOR LOCAL BRANDING & SOCIO-ECONOMIC IMPACT-

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JICA Expert



SELF INTRODUCTION

- Name:

- Tomonori Uchikawa

- Occupation:

- JICA Expert, OVOP Advisor for Central America

- Nickname:

- Tomo Chicha

in spanish means those who loves Local and Traditonal Liquor

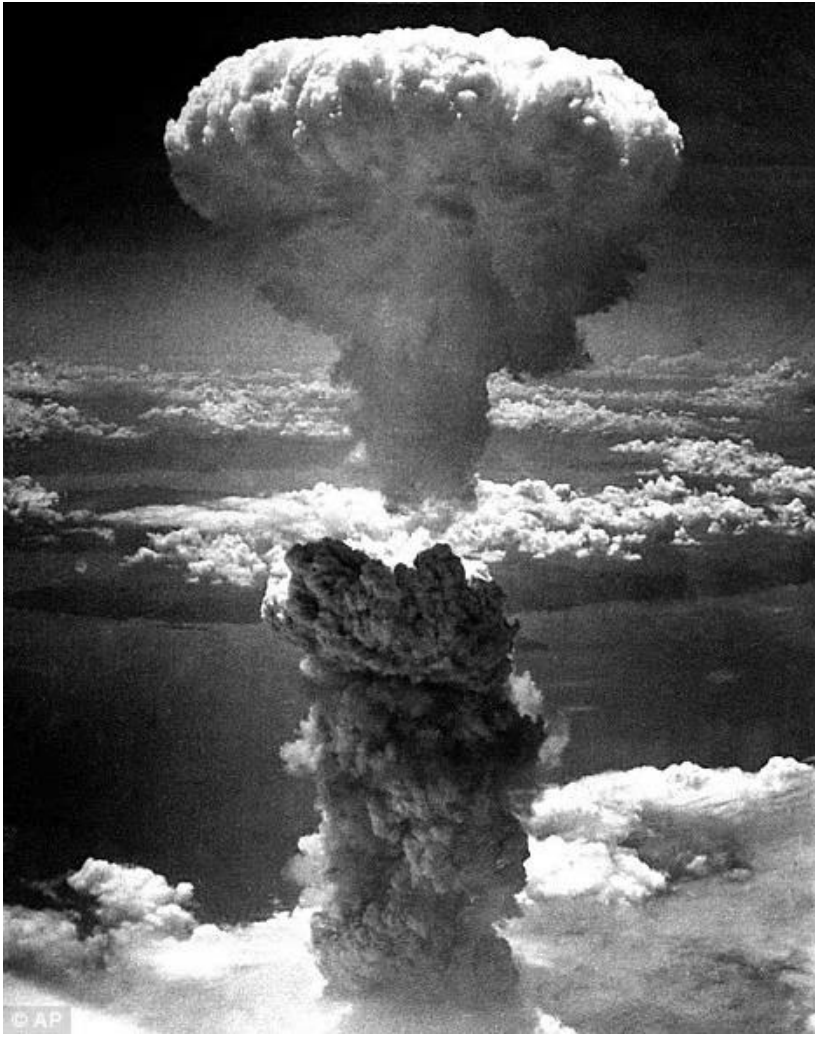
- Hometown:

- Nagasaki



My nickname shows the essence of OVOP as
“Local production for Local consumption”

SPEAKING OF MY HOMETOWN, NAGASAKI, WHAT DO YOU IMAGINE?

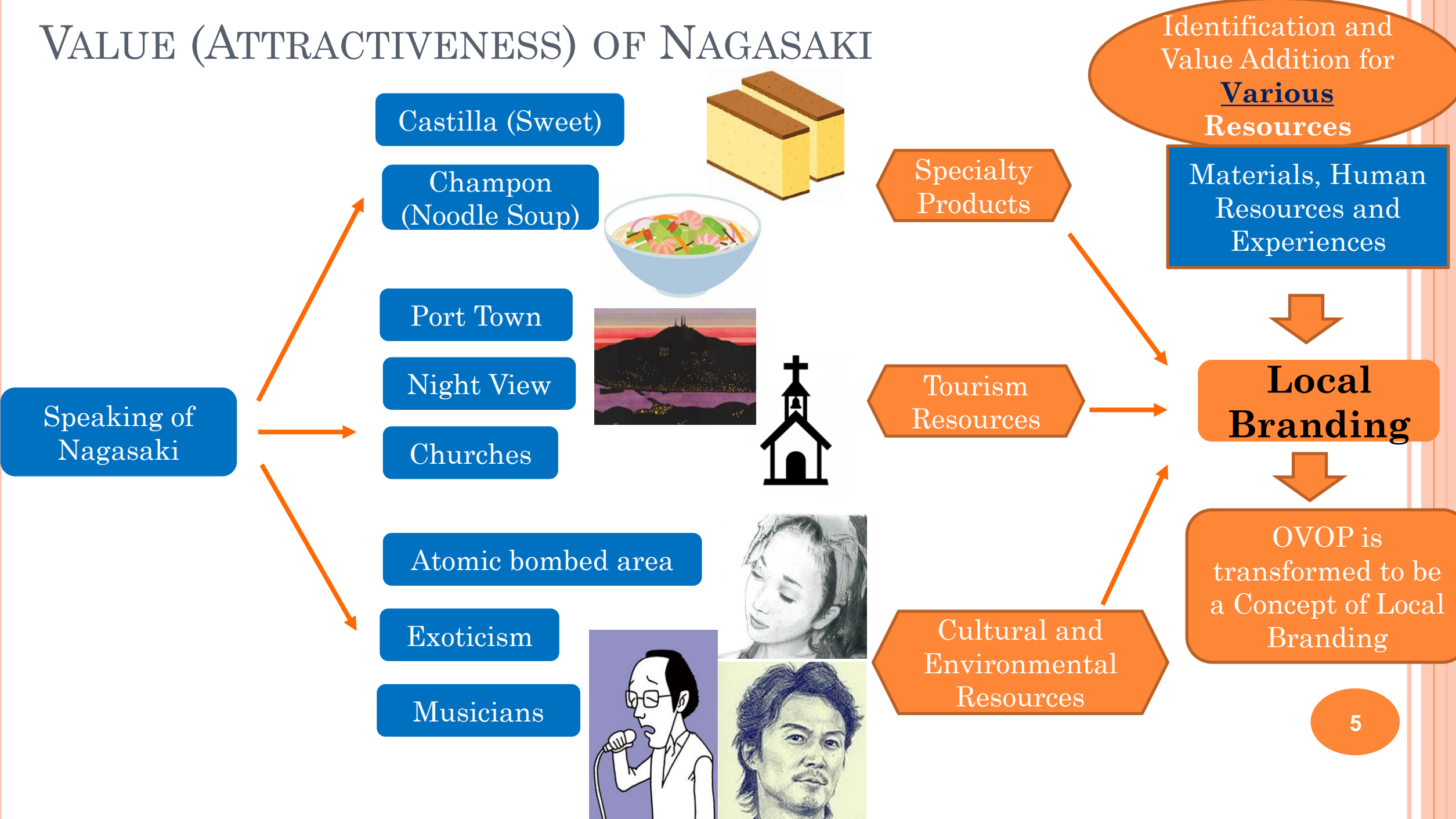


ONLY THAT?

- Purpose of the Presentation
 - To learn more about value of MY HOMETOWN
 - And to know how to add value of the community with Local Branding Methodology through OVOP



VALUE (ATTRACTIVENESS) OF NAGASAKI



INDEX

1. Implementation Methodologies for OVOP
2. Socio-Economic Impact through OVOP

ORIGINAL CONCEPTS OF OVOP IN OITA, JAPAN



- 3 Principles
 - Local yet Global
 - Self-Reliance and Creativity
 - Human Resource Development
- In those principles, Methodology is not defined Clearly because OVOP is developed just as Concept.
- With such flexibility of concept and “Catchy Name”, OVOP is disseminated in Asia, Africa and Latin America, developing and localizing their own methodologies

More than 30 countries applying OVOP

OVOP IN THE WORLD





REMARKABLE CASE OF IDENTIFICATION AND INNOVATION FOR LOCAL RESOURCES THROUGH OVOP

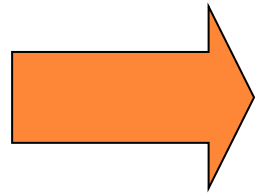
LOCAL RESOURCE IDENTIFICATION & PRODUCT INNOVATION

- Case of Baobab Jam in Malawi



LOCAL RESOURCE IDENTIFICATION & PRODUCT INNOVATION (2)

- Other Remarkable Case in Malawi





HOW TO PROMOTE AND COMMERCIALIZE THOSE IDENTIFIED RESOURCES IN THE MARKET

1. IMPLEMENTATION METHODOLOGIES FOR OVOP

6 IMPLEMENTATION METHODOLOGIES FOR OVOP



1. "ONPAKU" DECENTRALIZED HANDS-ON PROGRAM EXHIBITION APPROACH



- Methodology of OVOP to identify and promote Local Resources visiting the production place.
- In the visit, visitors will practice and know how to elaborate those products so that they could recognize value of the hard work of manufacturing and its background history.
- ONPAKU Guidebook
A Promotion Media for Local Resources but contents should be identified, designed and elaborated by community people.



2. "MICHINOEKI" (ROADSIDE STATION)

More than 1,180 Michinoekis in Japan

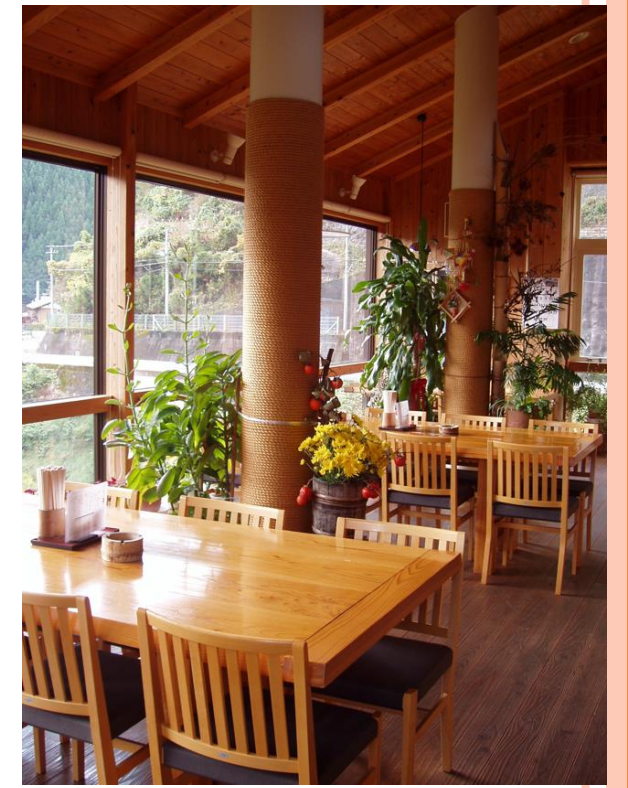
- Public Rest Area (Free of Charge) providing Local Products, Travel Information and Road Information for drivers and passengers
- Located along highway or principal road near the Production area.
- Administrated by Local Gov. Or Cooperatives



Not necessary to construct with big building



“SMALL SCALE MICHINOEKI”



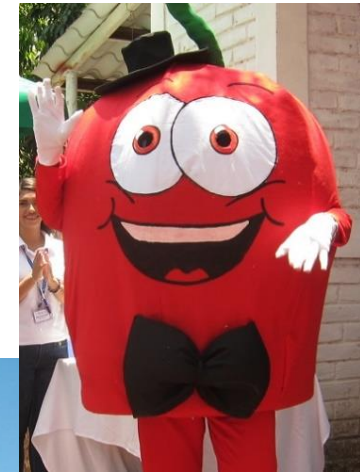
3. "ANTENNA SHOP"

- Shops for Promotion and Market Research of Local Products and Travel Information
- Located in Urban Area (Capital city or Airport)
- Administrated by Local Government



4. "TRADE FAIRS & MASCOT"

- Most Common and First Step to expand Market Channel
- Organized by Local Producers in Rural and Urban Area
- Could be combined with ONPAKU Program



5. "VIRTUAL ANTENNA SHOP"

- Online Shops for Promotion and Market Research of Local Products and Travel Information
- Administrated by Local Government or Cooperatives
- Recognized the importance due to Pandemics of COVID-19



Oita Made Online Shop **お買い物が便利に!**
▶ **会員登録はコチラから**



ショッピングガイド
送料やラッピング
お支払い方法について

6. "CERTIFICATION AND QUALIFICATION"

Criteria

1. Local Identity
2. Quality & Innovation
3. Social Responsibility



It can function not only to praise the Superior Products but also diagnose the weakness of basic ones and motivate to improve them

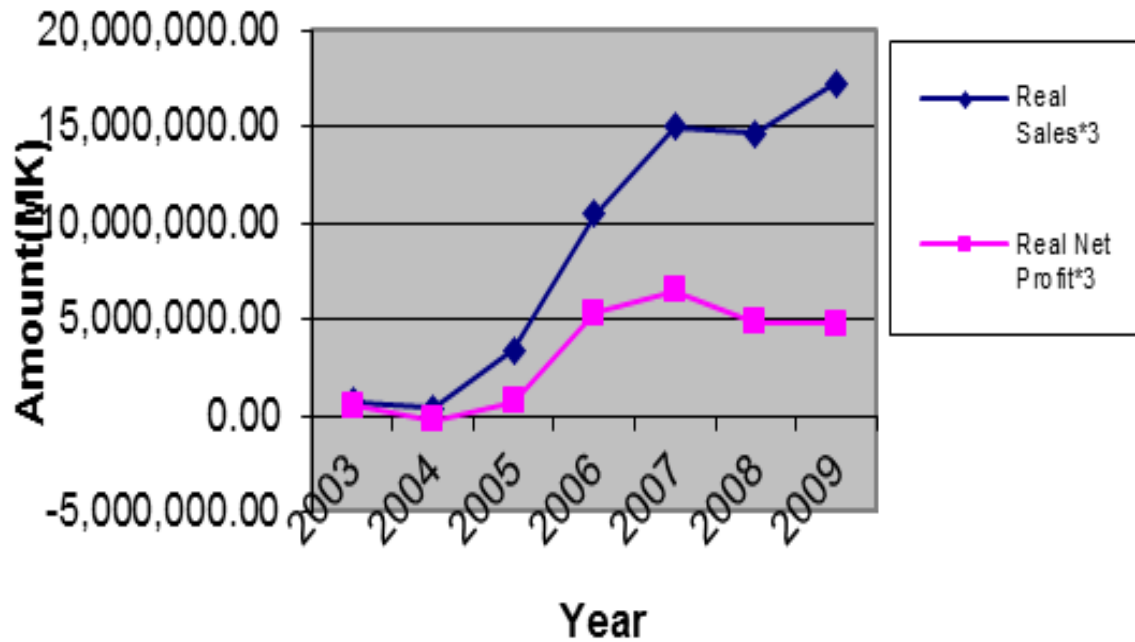


2. SOCIO-ECONOMIC IMPACT THROUGH OVOP

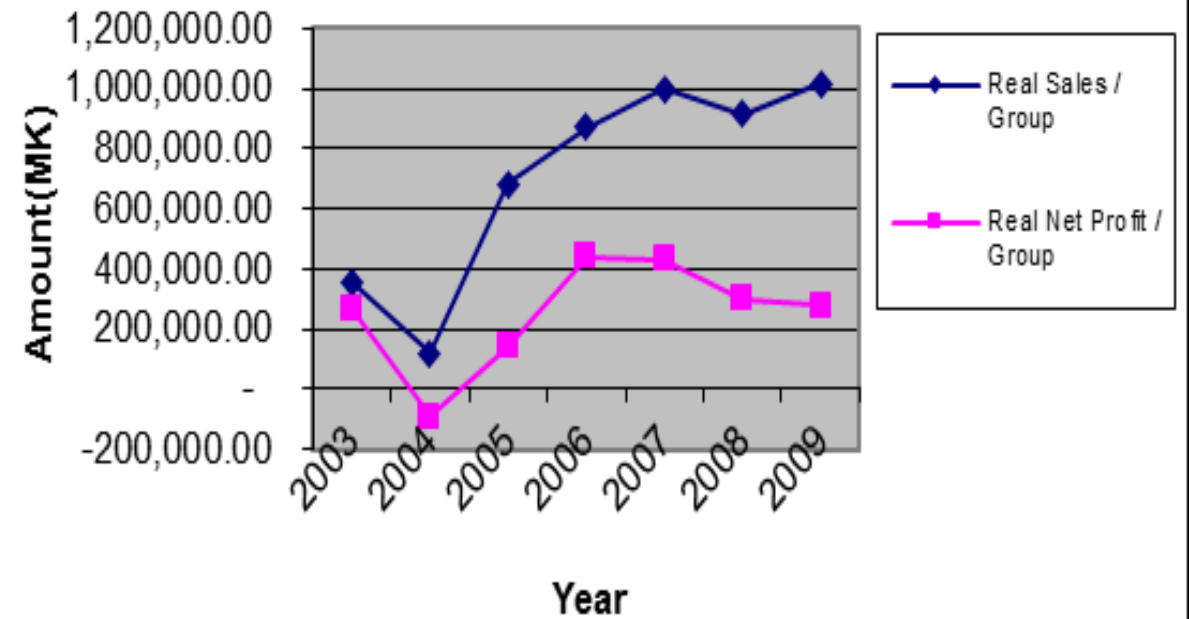
ECONOMIC IMPACT THROUGH OVOP IN MALAWI



Economic Growth of the Model Groups



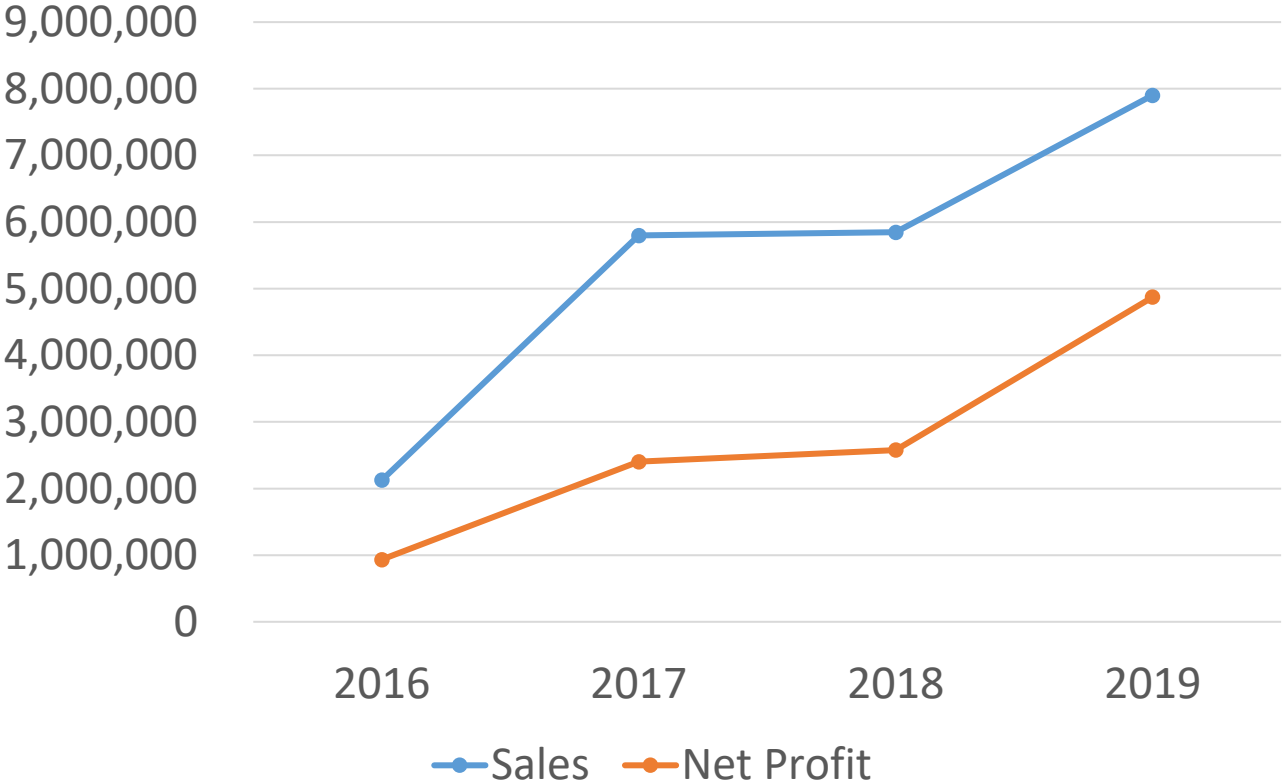
Average Economic Growth of the Model Groups



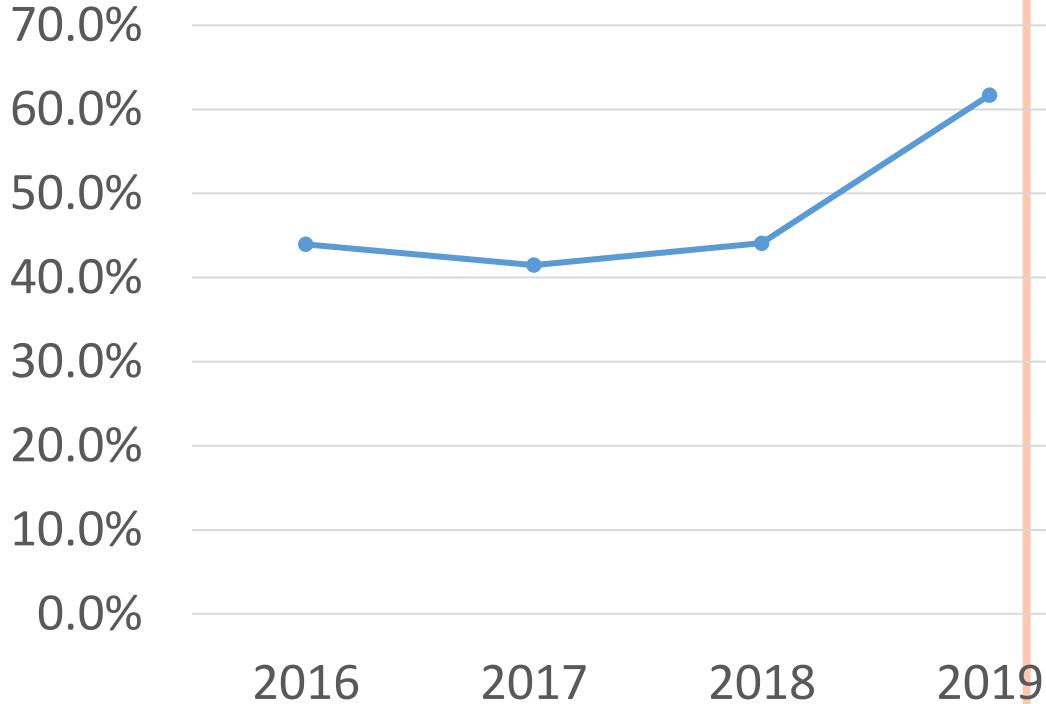
ECONOMIC IMPACT THROUGH OVOP IN EL SALVADOR



Economic Growth (\$)

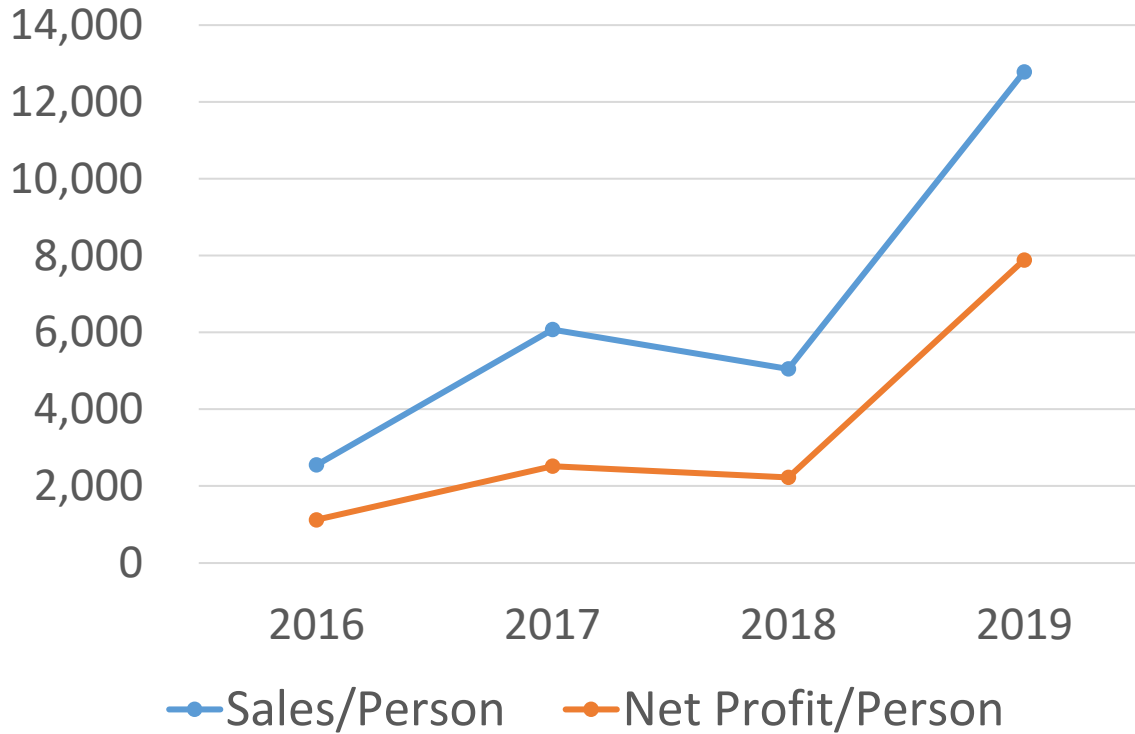


Net Profit Margin (%)

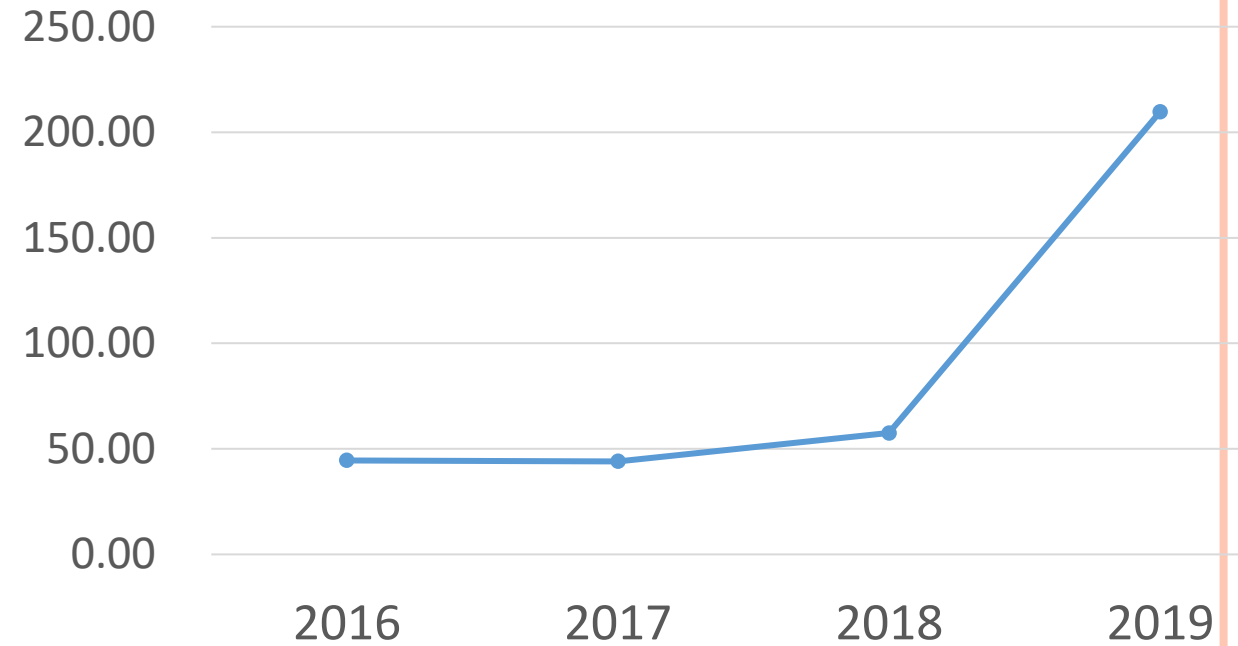


ECONOMIC IMPACT THROUGH OVOP IN EL SALVADOR(2)

Individual Economic Growth(\$)



ROI by CONAMYPE (\$)



OVOP is profitable for the investment!



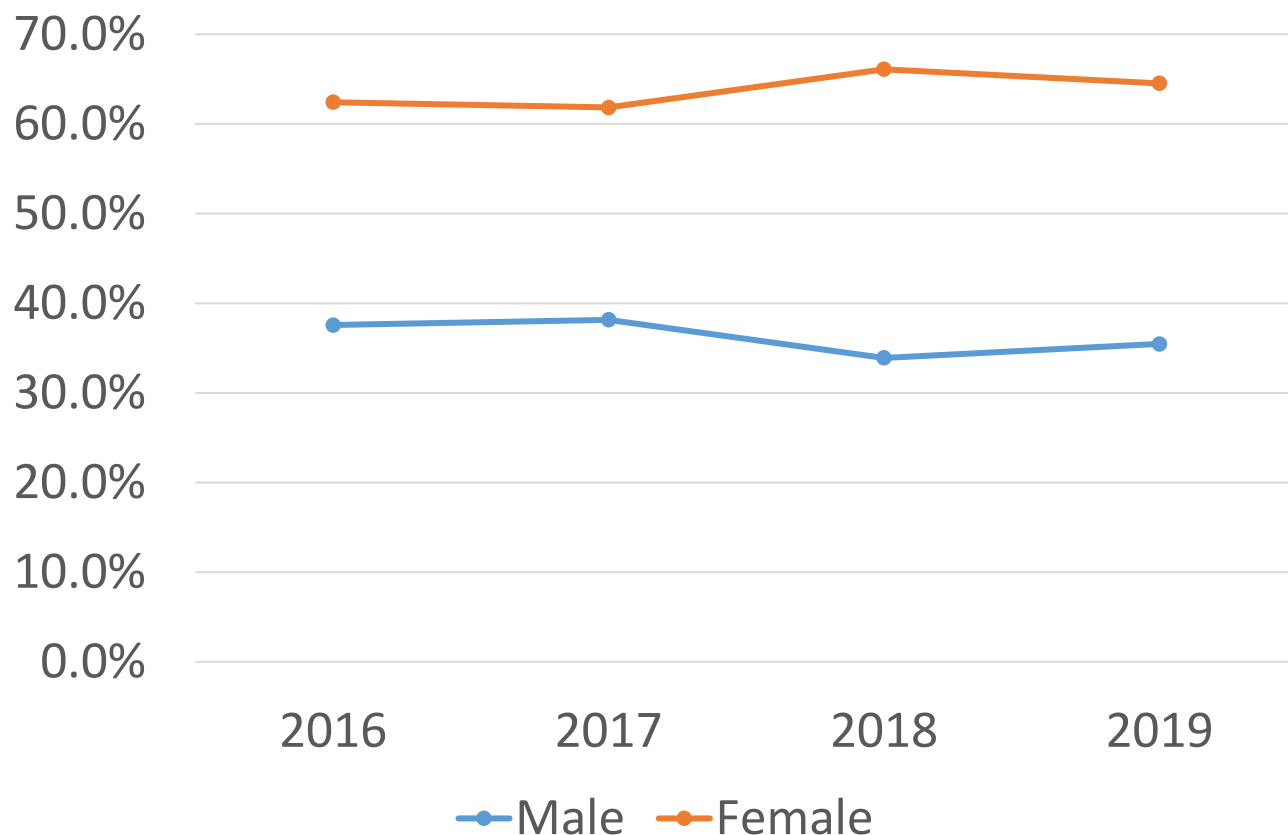
CONAMYPE

INCLUSION OF WOMEN, YOUTH AND ELDERLY

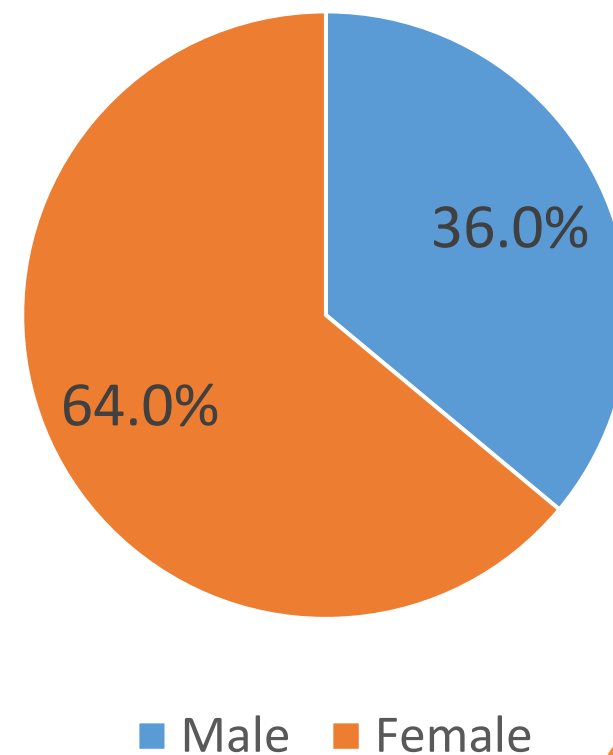


SOCIAL IMPACT THROUGH OVOP IN EL SALVADOR(1)

Gender Balance (%)



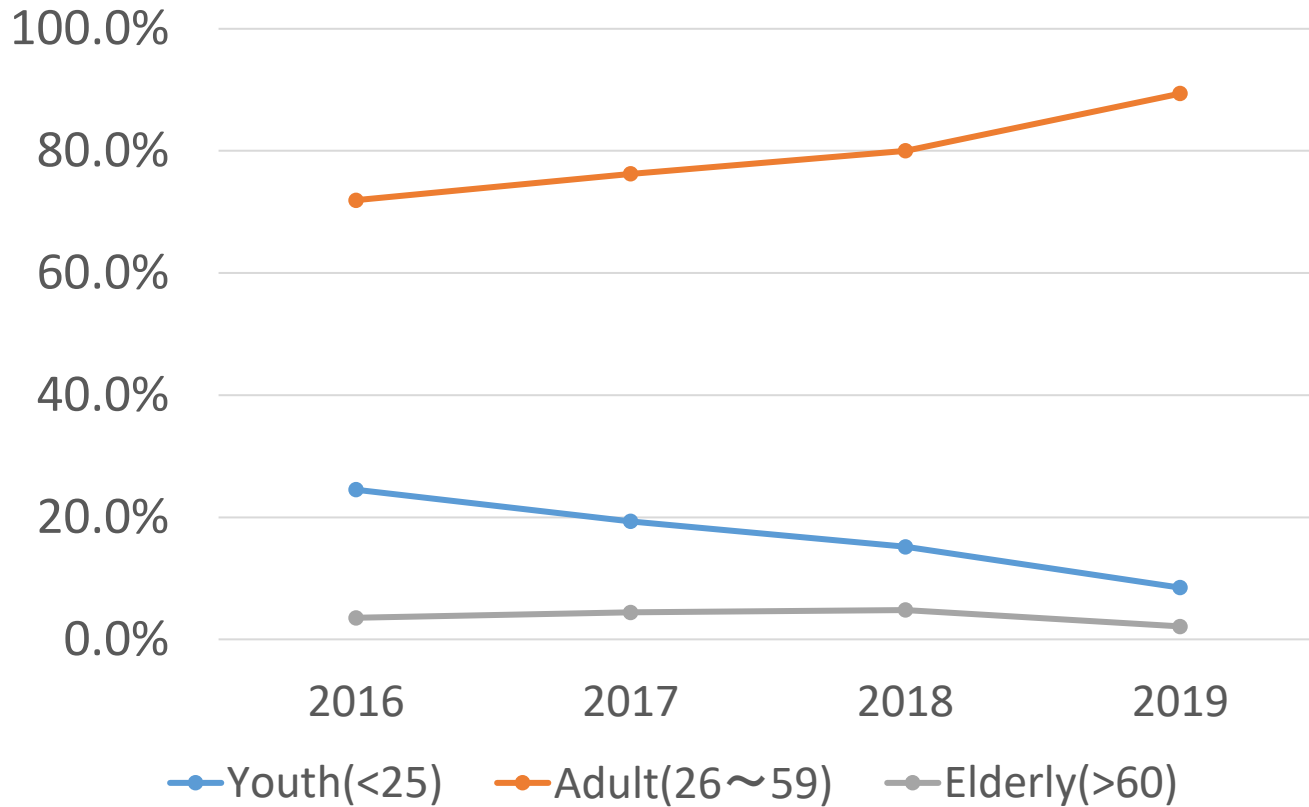
Total Gender Balance (2016-2019)



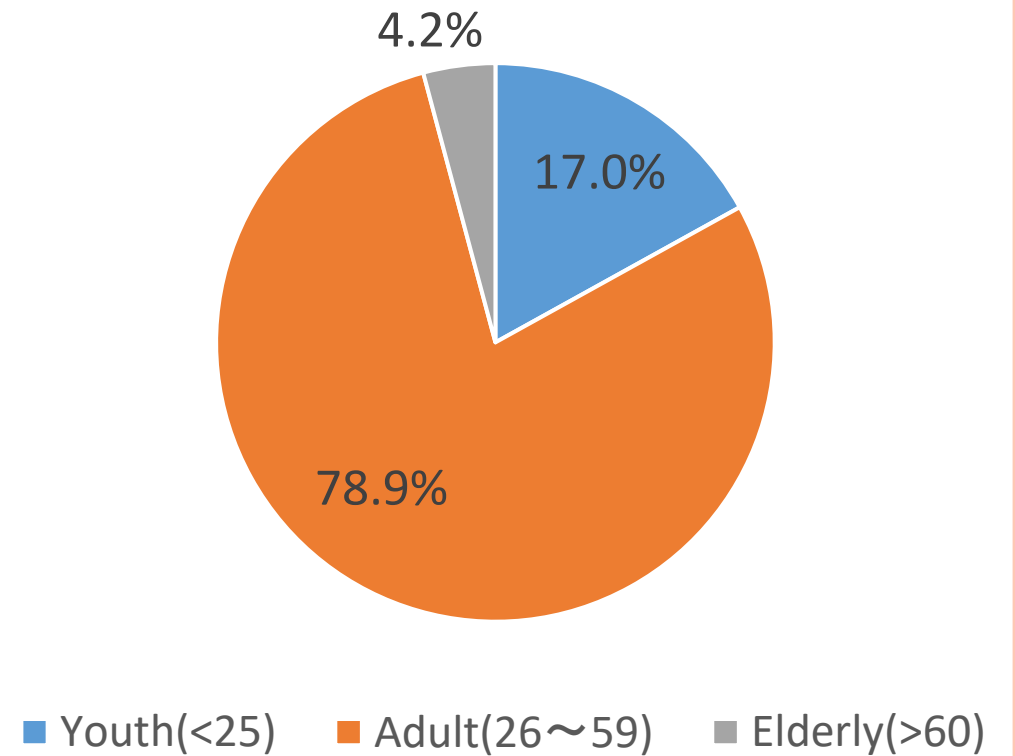
SOCIAL IMPACT THROUGH OVOP IN EL SALVADOR(2)



Youth and Elderly Inclusion (%)



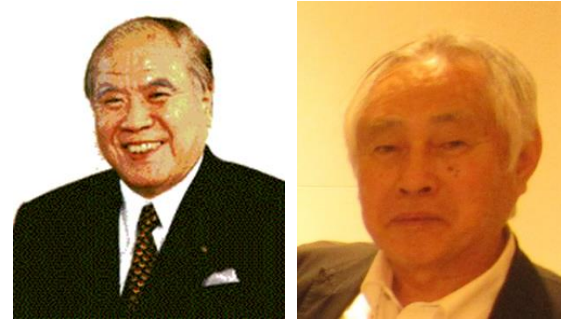
Balance of Generación (2016-19)



OTHER IMPACT: TRANSFORMATION OF GENERATION THROUGH OVOP

- 1st. Generación (OVOP)

Main Actor: Politicians & Govt. Officers



- 2nd. Generation (OVOP)

Native Residents Employers in community



- 3rd. Generation (ONPAKU)

Entrepreneurs Emigrated to urban area but returned to community because of OVOP's Achievement



- 4th. Generation (Creators & Followers of Local Brands)

Immigrant from other area mostly young
With passion and dynamics to empower
the Community.





MESSAGE FROM OVOP



“People in Community sometimes are accustomed to receive External Resources (including Financial Resources). OVOP does not give it but will generate Income.” (Representant of OVOP Committee, El Salvador)



END OF PRESENTATION
THANK YOU FOR THE ATTENTION
AND WELCOME TO THE OVOP WORLD

