

# "Hon-Ani" project

- Make Honbetsu famous with anime-

## Overview

A project to liven up Honbetsu town with animation and solve the problems of Honbetsu at the same time

### 1. Introduction

I have always loved anime and manga, and I thought it would be interesting to hold a comic market in Honbetsu someday.

As for why Comiket, I've never actually been to Comiket. I was planning to go last year, but it was canceled due to corona. At that time, I was presented with a subject for creation studies, and I came up with this project.

### 2. About the problem

What we can do to revitalize Honbetsu Town

### 3. About the current situation analysis

As an analysis of the current situation, it is conceivable that the outflow of the younger generation to the outside of the town will not stop. There are various problems in Honbetsu Town now, and the number of establishments is decreasing year by year. Less than 40% of students go on to local high schools, and the outflow of younger generations to the outside of the town continues, such as leaving Honbetsu for employment.

Also, regarding the population decrease, it has decreased by 25.5% from 15 years ago, and it can be said that the current problem facing Honbetsu Town is that the decrease in the number of companies in particular is remarkable. Under these circumstances, I believe that the current situation in Honbetsu Town is that there is no charm that will lead to problem solving.

### 4. About the hypothesis

I thought that by making Honbetsu Town famous as a mecca for anime, it would help solve the problems

I mentioned earlier. The sacred place here means that the sacred place of the manga "Silver Spoon" is Obihiro.

In this way, it is not only a partial sense that the town or place is set in that place, but the sacred place of anime that I speak of is not related to where Honbetsu is located in Japan, but is from Honbetsu. Information about anime and anime is disseminated, anime fans all over Japan and around the world recognize that "the town of anime is Honbetsu", and becoming famous leads to the revitalization of the town, and in the true sense I think it will become a sacred place.

From this, I thought that if an anime was made in Honbetsu, it would be one step closer to becoming an anime town, and I wondered if it would be possible to attract anime production companies.

### 5. About the solution

By holding a small-scale mini-comiket that can be tackled by ourselves, creating an opportunity to raise awareness in the town, and further disseminating it to Hokkaido and the whole country, the effect of raising the name recognition of each book I wondered if I should aim for .

Also, due to the corona crisis, remote work is becoming more popular, and the anime production industry is gradually adopting it. , I thought about incorporating the topic of "Workation".

Regarding workation, Honbetsu Town does not currently have a workspace with an internet environment, and the current situation is that it is not well developed compared to other municipalities. In order to promote workcation in the future, it will be necessary to expand the facility with a complete internet environment.

As for lodging facilities, in addition to "the Honbetsu-

cho Work Experience Exchange Center” and “the Imperial Palace”, I have heard that a small house run by a local company, “Koyarabo,” is also working on a workation. As long as the internet environment is in place, I think that through workation, people will learn about the charm of Honbetsu Town, which will lead to telework later, and will lead to attracting companies.

## **6. Achievements and challenges**

### **[Outcome]**

- I was able to learn about the current situation in Honbetsu and how far a high school student can go to solve the problem.
- Through this activity, I was able to learn more about my favorite field.

### **[Task]**

- I think that if I had interviewed animation companies and companies that are already working on workation earlier, I would have had more data to use in our presentations.

## **7. Conclusion**

I think that this activity was at its limit in the lack of time until the announcement, such as reassembling from the beginning due to the course correction in the middle. Surveys on companies became a big fact in the announcement and became very important data, so I felt that there was no loss in taking the first step and taking action.

Mr. Fujii, Mr. Kawanishi, who consulted me for this presentation, the teachers who allowed me to present alone, and Koyarabo, who cooperated in providing the photos, responded to my questions by email. I would like to express my gratitude to the people of the animation production company who received i

