

Tottori Prefecture

Tottori-to Project: Join us from overseas!



Situation

Many SMEs in Tottori have tried to develop new products, aiming to achieve business expansion and continuity, but more than a few SMEs have had problems, such as “lower-than-expected new product sales.”



Action

In order to solve this problem, Tottori Prefecture is making efforts to help local SMEs create products which are exciting to all the people involved by borrowing ideas from consumers all across Japan who want to “contribute to local vitalization” and to be “engaged in Monozukuri (manufacturing things) and Kotozukuri (creating events)”.

Impact

Tottori was the first prefecture in Japan to start this kind of project in 2014, then in 2015, the project received the “Good Design Award (from the Japan Institute of Design Promotion)” with its system being highly evaluated. The project also received the “Progressive Policy Award (from the National Governors’ Association).”

More than 4,000 ideas have come from consumers all across Japan to 17 local SMEs that have participated in the project and several new products have been generated. Moreover, this project has been mentioned many times in the media, which has led to great publicity for Tottori Prefecture as well as for the project and the participating SMEs.