

Generation of Consumer Demand and Financial Support for Shops/Restaurants within the Prefecture Utilising the Purchase-type Crowd Funding System (Reference: Project Title “Project Supporting Shops/Restaurants That Are Working Hard”)

Yamaguchi Prefecture



Electronic voucher screen for inputting amount to be used



Paper voucher

Situation (Background/Aims)

The impact of the spread of the COVID-19 virus lengthened, and because of the further support required by medium/small businesses in Yamaguchi Prefecture, the prefectural government decided to expand the scale of and re-implement the “Project Supporting Shops/Restaurants that Are Working Hard”, a support measure utilising crowd funding that had initially been implemented in 2020 and met with a favourable response.

Content (Project Outline)

- Through the Secretariat (outsourced to crowd-funding operators), supporters (consumers) pay support funds to participating shops/restaurants, and in return for their support receive *Genki-ni Yamaguchi-ken* vouchers with 50% premiums added that can be used at the shops they supported (the premium portion is borne by Yamaguchi Prefecture).
- In addition to being able to participate with no cost to themselves, the shops/restaurants receive the support funds before the vouchers are issued, enabling them to secure future sales in advance.
- In addition to conducting advertising to recruit participant shops/restaurants and supporters, the Secretariat also assists the shops/restaurants recruit supporters for themselves.

Results (Features and Innovation, Future Developments, etc.)

- A total of 2,516 shops/restaurants participated in the project, including not only restaurants but a wide range of business types such as barber shops, hair salons, and retailers.
- Altogether, 19, 932 supporters provided a total of 702, 742 yen in funding support to 85% of the participating shops/restaurants.