



# WHAT'S UP, OITA!

Bringing the latest from Oita, Japan to all those connected to Oita thriving all across the globe.

## Usuki has Joined the UNESCO Creative Cities Network!

In the September issue of *What's Up*, we reported on Usuki's efforts in joining the UNESCO Creative Cities Network and their nomination by the Japanese National Commission for UNESCO. Today, we are happy to report that on November 8, 2021, its addition to the network was formally announced by UNESCO. It has joined the network as a Creative City of Gastronomy, one of forty-nine worldwide, and will be the second City of Gastronomy in Japan, after Tsuruoka in Yamagata Prefecture.

Usuki has a rich traditional food culture, including, but not limited to, breweries, distilleries, and down-to-earth hometown cooking. They hope to continue promoting this food culture, along with organic farming, forest creation, and local production for local consumption, as well as contribute and cooperate on a global scale in order to stimulate sustainable urban and industrial development.

### What is the “Creative Cities Network”?

“The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development.” Once every two years, UNESCO calls for applications to join the network. It is split into seven different Creative Fields (Literature, Film, Music, Crafts and Folk Arts, Design, Media Arts, and Gastronomy) and has 295 member cities from over 90 different countries.

#### – Japanese Creative Cities –

No.	City	Creative Field	Year
1	Kobe	Design	2008
2	Nagoya	Design	2008
3	Kanazawa	Crafts and Folk Arts	2009
4	Sapporo	Media Arts	2013
5	Tsuruoka	Gastronomy	2014
6	Hamamatsu	Music	2014
7	Tamba-Sasayama	Crafts and Folk Arts	2015
8	Yamagata	Film	2017
9	Asahikawa	Design	2019
10	<b>Usuki</b>	<b>Gastronomy</b>	<b>2021</b>

#### – New Cities of Gastronomy (2021) –

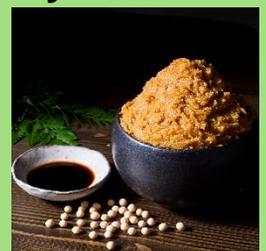
No.	City	Country
1	Bohicon	Benin
2	Buraidah	Saudi Arabia
3	Huai'an	China
4	Kermanshah	Iran
5	Kuching	Malaysia
6	Lankaran	Azerbaijan
7	Launceston	Australia
8	Phetchaburi	Thailand
9	Rouen	France
10	Saint Petersburg	Russia
11	Santa Maria da Feira	Portugal
12	Thessaloniki	Greece
13	<b>Usuki</b>	<b>Japan</b>

## The New Logo For “Usuki, UNESCO Creative City of Gastronomy”!



**USUKI**  
UNESCO CREATIVE CITY  
OF GASTRONOMY

After its addition to the Creative Cities Network, Usuki needed a symbol to promote its newfound status all over the world, and so it asked the public for suggestions. It received 110 submissions from both inside and outside of the city, and after much deliberation, a winner has been decided! (left) It will be used in posters, pamphlets, and other promotional materials for the city.





## The Resident and Student Reunion: Hosting of the 'One Beppu Dream Award'

All those with a love for Beppu – its residents, students, and student alumni alike – come together once a year to reminisce on their times in Beppu, exchange greetings and experiences, and welcome each other back. The Beppu Resident and Student reunion was first held in 2019 in response to enthusiasm for the exchange and sharing of memories and experiences of Beppu, and has been held annually ever since.

In a similar fashion to the previous year, the 'One Beppu Dream Award 2021' put a spotlight on entrepreneurs who chose Beppu to start up their businesses, and provided them with an outlet to share their stories and the background against which their business models were born. Further, they discussed how these business models aimed to both provide solutions to local challenges and create social value, thereby drumming up support within the local community.

This event gets more exciting each year it is held – see our coverage below for a roundup of the day's events.



## 54 entries; 10 finalists; 62 sponsor companies. And the Viewer's Choice Award goes to...

This year, 54 entries were received from university students and managers alike, with teenage participants to those in their 70s.

After progressing through countless workshops, the remaining 10 finalists gathered for the final stage of the competition at Kijimakogen Hotel. Participants brought businesses and projects they wanted to expand within Beppu with them, and a string of heated presentations unfolded in front of 62 companies in an online viewing.

In the end, an unprecedented number of connections between finalists and companies were established, by far exceeding that of the previous year. Through these connections, companies will assist finalists in following their dreams by helping them refine their business models and providing other tailored support.

Additionally, after audience voting on 252 presentation topics, the Viewer's Choice Award was awarded to Haruna Takabe, who presented the topic 'The Enhancement of Beppu City's Free Schools'.

We are thankful to all those who participated in and supported the contest.



Ms Haruna Takabe, mid-presentation

### ▼Finalists during their 5 minute heated recitals



## A town that can make dreams and visions come true

The 'One Beppu Dream Award' is one of the established mainstays of the Beppu Resident and Student Reunion. This event, which is now in its third year running, closed its curtains after great success, with the number of entries and newly established business connections at an all-time high.

In order to continue making Beppu City a city where entrepreneurship is encouraged and where dreams and visions can come true, local revitalisation strategies that have made good use of creative thinking and innovation are being planned. These include practical use of local resources and coordination with local business people. Those living outside Japan can also apply – we are waiting for your applications for the 2022 'One Beppu Dream Award' business plan contest!

Contact Information:

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Watch the event  
online via YouTube:

