
A Project Utilizing University and Local Tacit Knowledge to Develop a Branding Strategy to Expand the Positive Impacts of Biochar

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Outline

- ▣ Project Background
 - ▣ *Satoyama* Participation
 - ▣ Actions Taken to Date
 - ▣ Future Direction and Goals
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Background

- Design Strategy Project Goal: Creative Ideas, Practical Application, and Local Community Participation
- Project Goal: Supporting the Local Economy and Nature





Satoyama Action in Itoshima



Actions Taken

- ▣ Networking
 - ▣ SWOT Analysis
 - ▣ Bamboo Biochar Production
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Benchmarking

Strengths

- Low production cost
- Sustainable supply of bamboo
- Supports *Satoyama* volunteers goals
- Improves hills and fields ecosystems

Weaknesses

- No standards for biochar
- Poor understanding
- Branding and PR issues

Opportunities

- Few competitors
- Potential local economic benefits
- Expand university & local community network

Threats

- Abuse through easy market access
 - Farmer & consumer distrust
 - Brand failure
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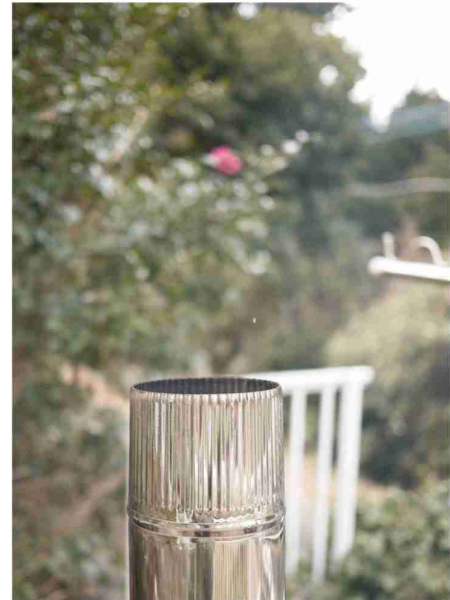
Bamboo Production Initial Test



Initial Result



Bamboo Chip Biochar Second Trial



Future Direction and Goals

- ❑ Improve communication between locals and university members
 - ❑ Customized market strategy
 - ❑ User and consumer survey
 - ❑ Develop effective low cost product
 - ❑ Short-term goal: Increase understanding, production, and application of bamboo biochar
 - ❑ Long-term goal: Improve local environment and economy
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