## To Activate both Mountains and Cities

Hayakawa Town, Tabayama Village and Doshi Village are components of a water source. Yamanashi Water Source Brand Promotion Council sends and shows various issues faced by the water source and their solutions.

Through these activities, the council maximizes the current situation of the water source and brings it into the next level. "Sublimation" is the concept of the brand.

Yamanashi

**Water Source** 

**Brand** 

**Promotion** 

Council

**Sublimation** 

**Hot-selling Products** 

Safe to Use Products

**Products with Messages** 

**Activate Mountains** 

**Activate Cities** 

- •Create a shape circulating system including local forests by using forest resources actively in furniture.
- Bring back vitality into forests by developing products which can create the system.
- Taking cues from the products, increase companies related to the town and two villages as a water source.
- If more companies support forests, interest level to the water source and chances to sell products will increase.

Mountain Issues

City Issues

Unpopular Products

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Status Quo