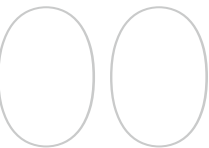


World Loves Hokkaido

Invitation for Application

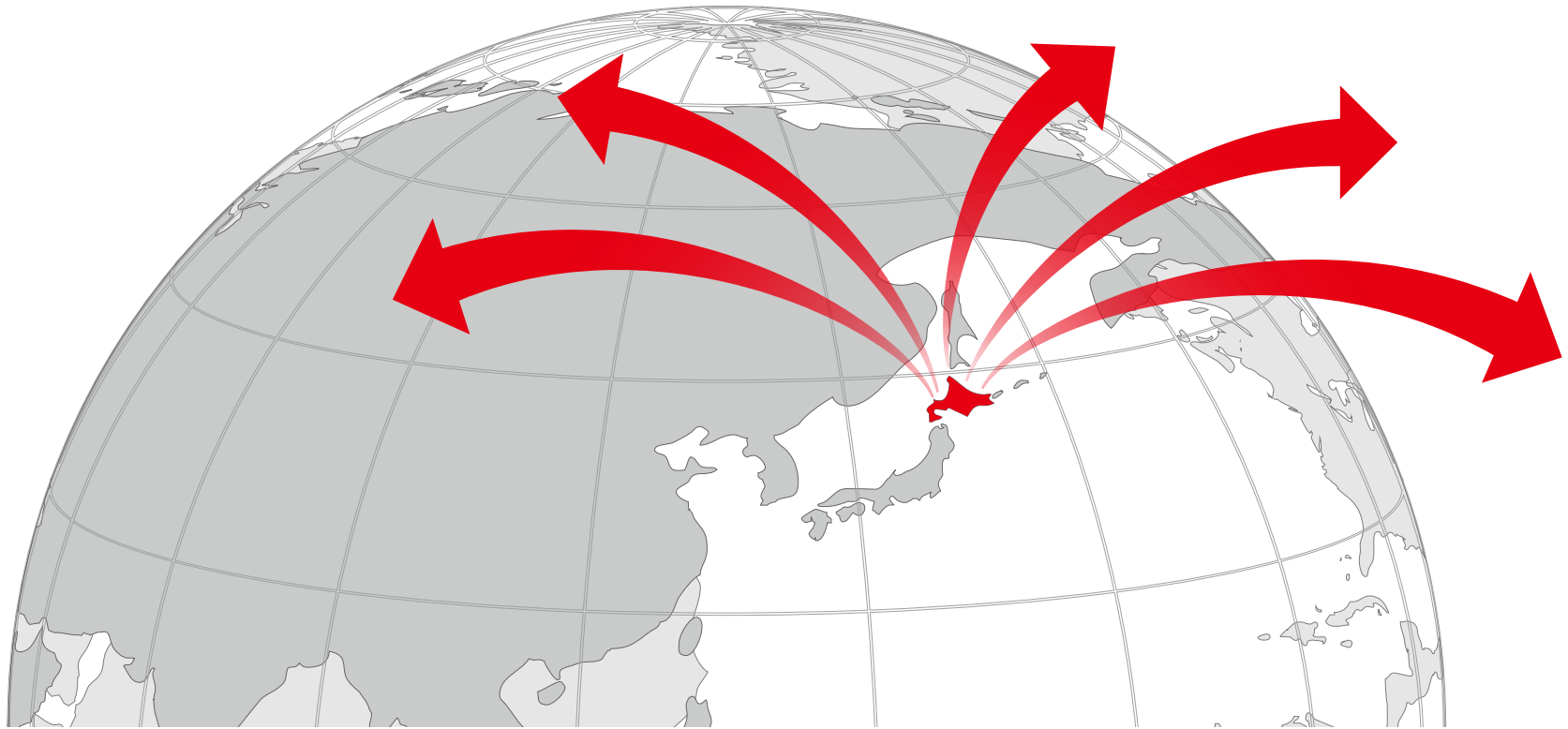


“World Loves Hokkaido” (WLH) is a website that serves to introduce the charm of Hokkaido to people outside of Japan.

For many years, Hokkaido has welcomed mainly Japanese tourists.

Recently, many people from abroad are beginning to visit Hokkaido as well.

WLH will introduce the charm of Hokkaido to the potential visitors from around the globe and aim to make them fans of Hokkaido.



Essentially, non-Japanese people will be introducing the charm of Hokkaido in their own language.

Exactly what people find charming about Hokkaido may not be the same across all nationalities and cultures.

What foreign visitors find charming about Hokkaido may also be somehow different to what the Japanese people find charming.

WLH, therefore, invites international students of Hokkaido University to express what they find charming about Hokkaido through submitting a photo and some comments (*P&C*).



“World Loves Hokkaido” is made of your **P&C**.

Outline of “World Loves Hokkaido”

The website will be structured so that it will be easy to find the P&C the viewer wants to read.

The viewer will be able to extract the **P&C** by selecting “their ‘nationality or region’,
“theme of **P&C**” and ‘City or region of Hokkaido’.





The theme you choose to write about is totally up to you!

The theme is your choice. Sushi, ramen, snow, flowers, traditional events, onsen, University life, helpful information for visitors and so on.

The website will show the **P&C** in the following categories,

“Food”, “Activity”, “Nature”, “Culture”, “Event”, “History”, University Life”, “Helpful Info.”, “others.”

* For details please refer to attached WLH Initial Stage Publishing Guideline.

Photo



WLH template

Application Template	
Administrative Information	
Confirmation	Please check to check the status of publishing <input type="checkbox"/> None is Publishing (Status of all World Lines has been)
Photo	<input type="checkbox"/> None <input type="checkbox"/> Attach
Publishing Information	
Category	Please check one of the below <input type="checkbox"/> Novel <input type="checkbox"/> Drama <input type="checkbox"/> Manga <input type="checkbox"/> Light <input type="checkbox"/> Game <input type="checkbox"/> Essay
IP title	
Photo	<input type="checkbox"/> None <input type="checkbox"/> Attach Please check one of the below <input type="checkbox"/> Novel <input type="checkbox"/> Drama <input type="checkbox"/> Manga <input type="checkbox"/> Light <input type="checkbox"/> Game <input type="checkbox"/> Essay <input type="checkbox"/> Novel <input type="checkbox"/> Drama <input type="checkbox"/> Manga <input type="checkbox"/> Light <input type="checkbox"/> Game <input type="checkbox"/> Essay <input type="checkbox"/> Novel <input type="checkbox"/> Drama <input type="checkbox"/> Manga <input type="checkbox"/> Light <input type="checkbox"/> Game <input type="checkbox"/> Essay <input type="checkbox"/> Novel <input type="checkbox"/> Drama <input type="checkbox"/> Manga <input type="checkbox"/> Light <input type="checkbox"/> Game <input type="checkbox"/> Essay
Other	<input type="checkbox"/> None <input type="checkbox"/> Attach
English	<input type="checkbox"/> Yes <input type="checkbox"/> No
Comment	
File	
English	
Comment	
Year Name	Year Country
Release	<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Release
Publishing of Your Photo	<input type="checkbox"/> No <input type="checkbox"/> Yes Please check to check the status of publishing The status of your photo publishing possibility is set.

AND

Please use the WLH template.
AND
Please attach one photo that matches your text.

* For details please refer to attached *WLH Initial Stage Publishing Guideline*.



WLH template

Application Template

Administrative information

Confirmation: I am a Publishing Contributor of World's Best Technology

Phone: 000-000-0000 Email: xyz@xyz.com

Publishing information

Please check one of the boxes:

Category: Food Drink Travel Entertainment Education Health

Platform: Web Mobile Print

Media: Text Audio Video Image Animation

Phase: Planning Production Distribution Post-launch

Other: Other Other

Comment

English

In English

Native Language

In Native language

AND

Please use the WLH template.
 AND
 Please write your comment for your photo in your native language and in English.

Thus the viewer can understand the charm in his/her own language.

Additionally, viewers who understand English can read your your message as well.

If your native language is English, then only write your comment in English.

* For details please refer to attached *WLH Initial Stage Publishing Guideline*.



Publishing of “World Loves Hokkaido”



The payment for EACH published P&C is in the form of a WLH original designed Quocard to the value of 1,000 yen.

If you get multiple published **P&C's**, you receive multiple WLH Quocards.

WLH will select which items to publish according to World Loves Hokkaido Initial Stage Publishing Guidelines.

It is OK to write friendly comments similar to what you may write in Facebook or Twitter

Interesting or Impressive **P&C** have a higher possibility to get published.

You can write and send in as many as **P&C's** as you want.

* For details please refer to attached **WLH Initial Stage Publishing Guideline**.

WLH wants to publish under as many nationalities and themes as possible.

We have the below quotas to meet.

Numbers have been based on the number of foreign visitors to Hokkaido in 2014.

	Taiwan HongKong	Korea	China	Singapore Malaysia	Thailand	North and South America	Australia and Oceania	Russia and Europe	Others
The number of foreign visitors to Hokkaido in 2014	353,400	123,600	102,200	45,500	37,000	32,100	29,400	11,100	-
The max number of P&C to be published	15	15	15	10	10	10	10	5	10

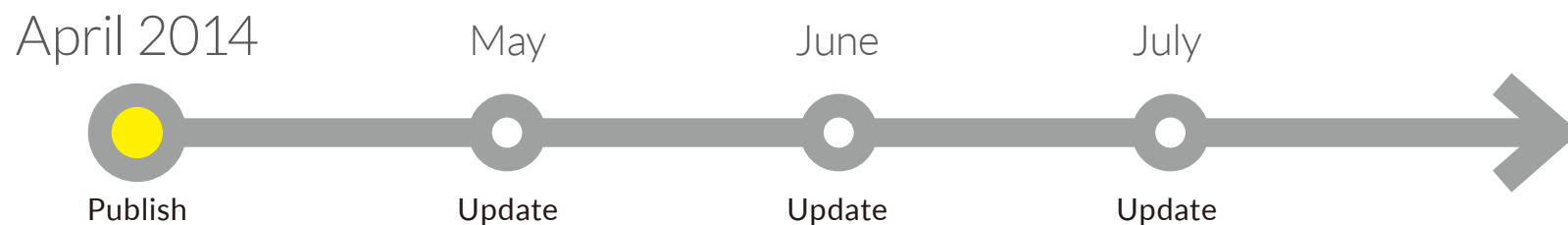
When the number of submitted *P&C* exceeds the quota,

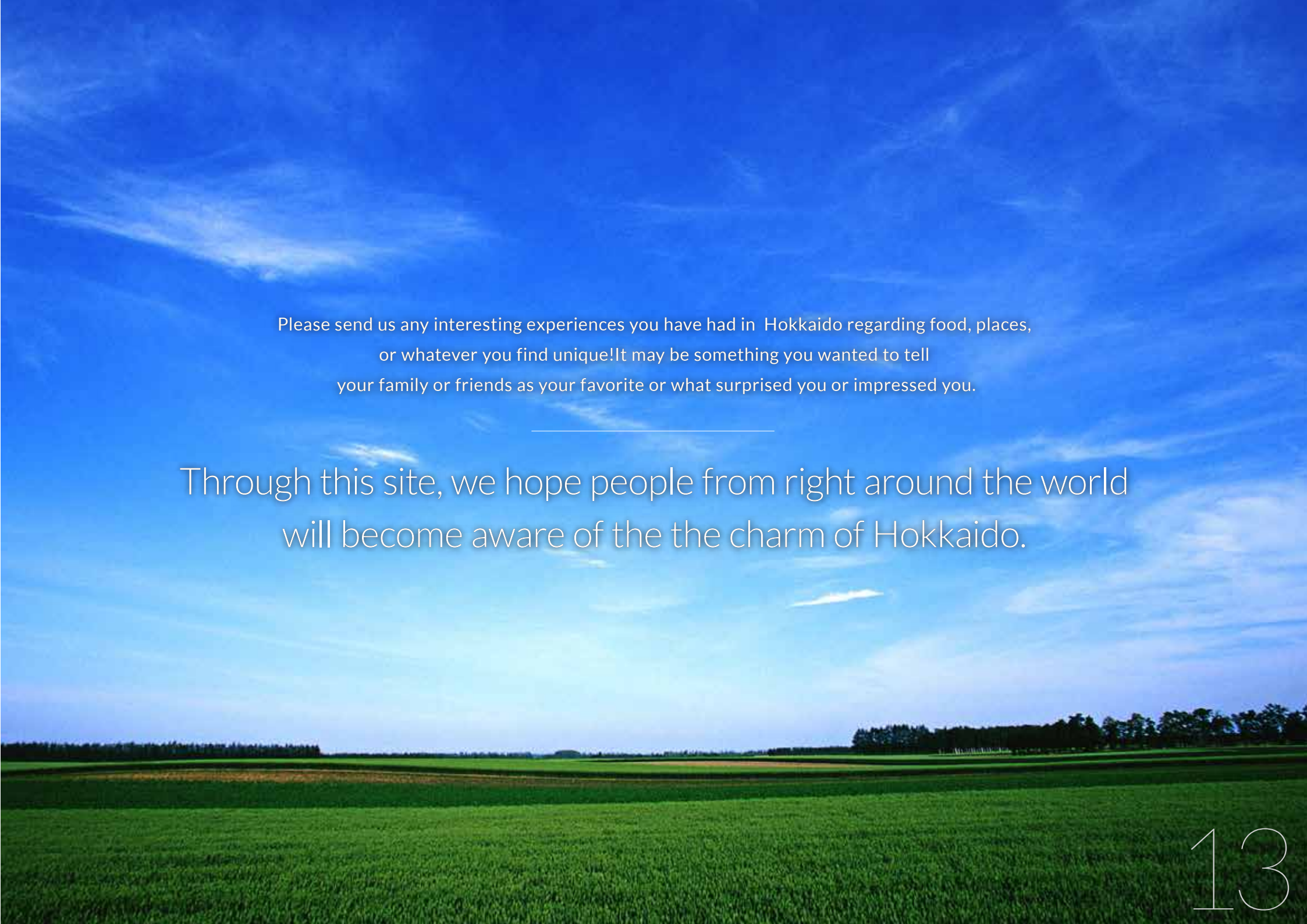
WLH selects the *P&C* to be published based on their relative effectiveness to introduce the charm of Hokkaido.

This invitation is only for the first publishing deadline of April 2014.

We plan to update the WLH site every month as from May 2014.

There will be many more opportunities to apply after this initial one if you do not get published in this first round.





Please send us any interesting experiences you have had in Hokkaido regarding food, places,
or whatever you find unique! It may be something you wanted to tell
your family or friends as your favorite or what surprised you or impressed you.

Through this site, we hope people from right around the world
will become aware of the the charm of Hokkaido.