Promoting the Library's Business Services with Manga Comics !
Tottori Prefectural Library（JAPAN）

THE LIBRARY HELPED MY DREAM COME TRUE — Grand Prize
Support from the library opens the way!
Support from the library — a kitchen waste disposal — makes a world debut.
Tottori City — Narao Shinya (Earthway Co., Ltd.)
The library — Tottori Prefectural Library
©Tottori Prefectural Library /Japan Business Library Association (JBLA) — Comic created by LaComic Co. Ltd. / Translated by Charles T. Whipple

It's a Manga
about a citizen who made his dream come true with the support from the library .

There're more, too, such as—
- Starting up a business
- Inventing a new product
- Developing a better technology
- Vitalizing the local community
- Improving sales, and more!

It's a Tool
The library places this manga on its website, in the lobby, and at events, to promote how it provides business support**.**

The person featured in the manga disseminates the manga to share the story of his struggle and how it bore fruit, and to promote his business to potential customers.

It's an Agent
which changes a library user into a salesperson for library services!

About the Tottori Prefectural Library
- Mission: To contribute to our prefecture, and be a library that is useful to our citizens.
- Over a million reference books.
- Providing not only Business Support, but also
  . Medical & healthcare information services,
  . Legal information services,
  . Services for the elderly,
  . Services to help nurture children, etc. etc..

Challenges to overcome:
Tottori Prefecture

- Declining employment opportunities led to a dwindling population
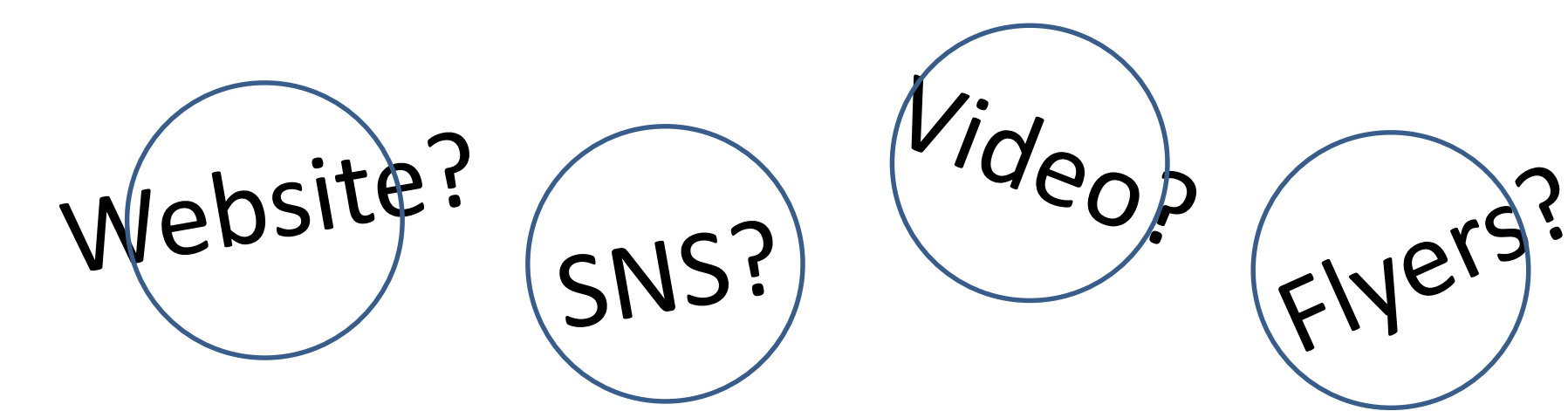- The population declined by 30,000 (5%) over 10 years.

What can the library do?

The library launched **Business Support Services**, which aimed to help revitalize local business and industry.

But...

New services need to be publicized. What's the best way to do that?

Website?   SNS?   Video?   Flyers?

Why not Manga?

POINT!
The library is not the hero, it's the citizens. Focus on how they make good use of their libraries!

Tottori
Tokyo

The-Library-Helped-My-Dream-Come-True Prize

- A competition that invites people to share stories highlighting the role the library played in realizing their dreams.
- Winners receive a manga of their story as a prize.

The-Library-Helped-My-Dream-Come-True Prize Award Ceremony 2015

EFFECT!

Award winners become effective promoters of library services!

Library gains more new users and new requests!

Mangas help the library collect good stories about users!

Generates a good cycle