

# **Region Link#002 Project Closed Report**

## **Project Close Report**

### **Region Link Initiative**

#### **Project Catalyst – Fund 12**

**Project ID: 1200063**

**Challenge: F12: Cardano Open: Ecosystem**

#### **A. Project Overview**

**Project Name: Region Link**

**Project ID: 1200063**

**Challenge: F12: Cardano Open: Ecosystem**

**GitHub Repository: [https://github.com/Jack-DAOInc/ProjectCatalyst\\_ProjectID1200063\\_Cardano-SPT-Special-Promo-Taskforce-](https://github.com/Jack-DAOInc/ProjectCatalyst_ProjectID1200063_Cardano-SPT-Special-Promo-Taskforce-)**

#### **Objective:**

**The Region Link aimed to connect Japanese municipalities with the Cardano ecosystem, fostering collaboration between local governments, Web3 builders, and educational institutions. The project sought to demonstrate practical Web3 use cases in regional revitalization and ecosystem expansion.**

#### **B. Project Manager**

**Toshitaka Ueda**

**C. Project Start Date**

**Sep 2024**

**D. Project Completion Date**

**Dec 2025**

**E. Challenge KPIs & Results**

Challenge KPI	Target	Result	Status
Participating Municipalities	15+	19 municipalities + 1 region	Achieved
Event Participation	1500	1850	Achieved
Online Reach / Engagement	10000	10000	Achieved

**How the Project Addressed the Challenge:**

- Created an EXPOstyle hybrid event model
- Facilitated dialogue between municipalities and Web3 projects
- Integrated Cardanobased ecosystem messaging
- Conducted live streaming and online dissemination

## **F. Project KPIs & Execution**

### **Milestones Achieved:**

**Milestone 1: Planning & ecosystem coordination**

**Milestone 2: Region Link 002 (EXPO & Business Contest)**

**Milestone 3: Region Link 003 and ecosystem expansion**

**Final reporting and public documentation**

### **Execution Highlights:**

**Hosted largescale hybrid event at iU University**

**Engaged 19 municipalities (11 confirmed + 8 observers)**

**Organized panel discussions and keynote sessions**

**Conducted booth exhibitions and workshops**

**Broadcast event via Zoom & social channels**

## **G. Key Achievements**

- 1. Participation of 19 municipalities and 1 regional entity**
- 2. Strong industry–government–academia collaboration**
- 3. Execution of EXPO and Business Contest formats**
- 4. Increased awareness of Cardano within local government circles**
- 5. Established replicable Web3 regional collaboration model**

## **H. Key Learnings**

**Need for educational bridging between Web2 governance and Web3**

**Importance of continuous ecosystem engagement beyond events**

**Regional differences in Web3 readiness**

**Value of structured KPI measurement for public accountability**

## **I. Next Steps**

**Expand Region Link model to additional regions**

**Develop DAOoriented governance experiments**

**Explore commercialization and sponsorship sustainability**

**Consider future Catalyst participation depending on ecosystem needs**

## **J. Final Thoughts**

**Catalyst funding enabled meaningful expansion of Cardano's ecosystem into regional Japan.**

**The Region Link Initiative demonstrated that structured collaboration between municipalities and Web3 projects is feasible and scalable.**

**The project laid the foundation for a sustainable regional Web3 collaboration framework.**

## **K. Relevant Links & Video**

**YouTube Final Project Video: <https://www.youtube.com/watch?v=IJ4Dew2-lrk&t=18917s>**

**Official Website: <https://www.rwca.or.jp/project/region-link>**



**Venue:** Professional University of Information and Management for Innovation (iU)

**Address:** 1-18-13 Bunka, Sumida-ku, Tokyo 131-0044, Japan

**Date:** Sunday, December 1, 2024 | 9:30 AM – 6:30 PM

**Networking Event:** Same day | 6:30 PM – 8:30 PM

## < Program Content >



**X Banners (3 locations)**



**Booth Panels (all locations)**



**Large Back Panel (Main venue)**



**Logo Placement on Staff Jackets**



**Keynote Speech by a Member of Parliament**



**Panel Discussions (7 sessions)**



**Special Guests**  
Address: Junko Sakurai, Business Leader: Seichiro Sakata (Reiwa no Tora), Talent: Momo Shindo, Idol: Yuna Yuna, Talent: Ai Aida



**Zoom Live Broadcast**



**Exhibitor Booths & Workshops**

**Other Attractions:** Food trucks, Live talk event with the idol group “Aioke”

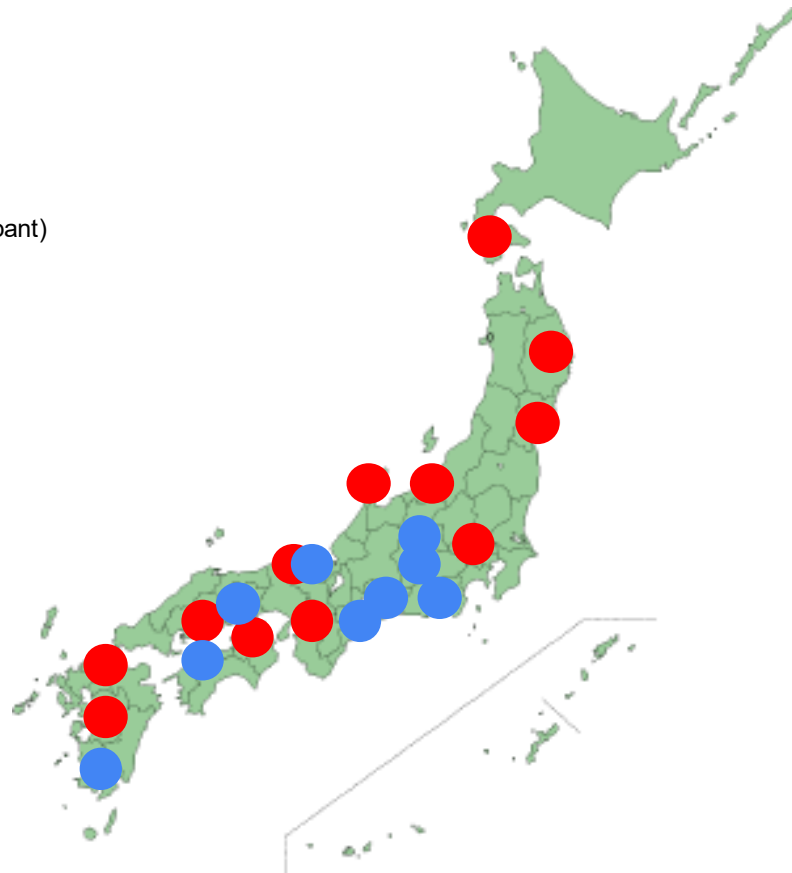
Organizer: General Incorporated Association Regional WEB3 Cooperation Association (RX-DAO)  
Co-organizer: Professional University of Information and Management for Innovation (iU)

## EXPO Participating Municipalities

- Hokkaido Orobe Town (First-time participant)
- Miyagi Prefecture Sendai City (Second-time participant)
- Iwate Prefecture Iwaizumi Town (Second-time participant)
- Tokyo Metropolis Shibuya Ward (First-time participant)
- Niigata Prefecture Joetsu City (First-time participant)
- Ishikawa Prefecture Wajima City (Monzen Town area) (First-time participant)
- Hyogo Prefecture Tajima Region (First-time participant)
- Osaka Prefecture Hannan City (First-time participant) *Online participation*
- Hiroshima Prefecture Jinseki Kogen Town (Second-time participant)
- Kagawa Prefecture Kotohira Town (Second-time participant)
- Fukuoka Prefecture Asakura Town (First-time participant)
- Kumamoto Prefecture Kumamoto City (Second-time participant)

## Observer Participating Municipalities

- Nagano Prefecture *Booth exhibition included*
- Aichi Prefecture
- Shizuoka Prefecture Hamamatsu City
- Okayama Prefecture Tsuyama City
- Kyoto Prefecture Kasagi Town
- Ehime Prefecture Imabari City
- Hyogo Prefecture Kobe City
- Kagoshima Prefecture Satsumasendai City



Confirmed: 11 municipalities + 1 region  
Observers: 8 municipalities  
Total: 19 municipalities + 1 region

# **Event Highlights**











# Web & Advertising Initiatives

Total site pageviews

10,170



Number of page views per page

Page list

Region Link	/region-link	7,776
TOP	/	623
CMS	RegionLink#002 Floor map is finally released! /BPCbaVCi/R6VDDTOi	433
CMS	RegionLink#002 Timetable by venue released! /BPCbaVCi/pEdoTThq	356
CMS	RegionLink#002 Speaker information released! /BPCbaVCi/yxf8kiQ9	190

Insights for 2024/11/01 - 2024/12/03

The number of pageviews across the site has increased

10,170 ↑ 747.5%

The average number of pageviews per day on the entire site has decreased since the update on December 2nd.

318/day ↓ 44.6%

Region Link is of particular interest

7,776 ↑ 1398.3%



Region Link /region-link	7,776	↑ 1398.3%
TOP /	623	↑ 5.1%
<b>CMS</b> RegionLink#002 Floor map is finally released! /BPCbaVCI/R6VDDTOI	433	-
<b>CMS</b> RegionLink#002 Timetable by venue released! /BPCbaVCI/pEdoTThq	356	-
<b>CMS</b> RegionLink#002 Speaker information released! /BPCbaVCI/yxf8kiQ9	190	-
<b>CMS</b> December 1st "Ioke x Rula Co., Ltd." Talk live event to be held! /BPCbaVCI/sudw4F-h	157	-
<b>CMS</b> A lineup of impressive hosts for the RegionLink event has been decided! /BPCbaVCI/5QZcLIHt	110	-
<b>CMS</b> Actress Atsuko Sakurai will be appearing on the panel discussion at RegionLink #002! /BPCbaVCI/FrG0JBuZ	82	-
<b>CMS</b> RegionLink Special Interview No.1! Interview with Mr. Goto, CEO of Digital Promotion Co., Ltd./BPCbaVCI/EIQTP-3Y	64	-

Total number of visitors on the site ▾

9,743



Number of visitors per page ▾

Page list >

Region Link /region-link	7,447
TOP /	610
CMS RegionLink#002 Floor map is finally released! /BPCbaVCi/R6VDDTOi	419
CMS RegionLink#002 Timetable by venue released! /BPCbaVCi/pEdoTThq	339
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Region Link /region-link	7,447	↑ 1351.7%
TOP /	610	↑ 4.3%
CMS RegionLink#002 Floor map is finally released! /BPCbaVCI/R6VDDTOI	419	-
CMS RegionLink#002 Timetable by venue released! /BPCbaVCI/pEdoTThq	339	-
CMS RegionLink#002 Speaker information released! /BPCbaVCI/yxf8kiQ9	187	-
CMS December 1st "Ioke x Rula Co., Ltd." Talk live event to be held! /BPCbaVCI/sudw4F-h	151	-
CMS A lineup of impressive hosts for the RegionLink event has been decided! /BPCbaVCI/5QZcLIHt	98	-
CMS Actress Atsuko Sakurai will be appearing on the panel discussion at RegionLink #002! /BPCbaVCI/FrG0JBuZ	80	-
CMS RegionLink Special Interview No.1! Interview with Mr. Goto, CEO of Digital Promotion Co., Ltd./BPCbaVCI/EIQTP-3Y	61	-



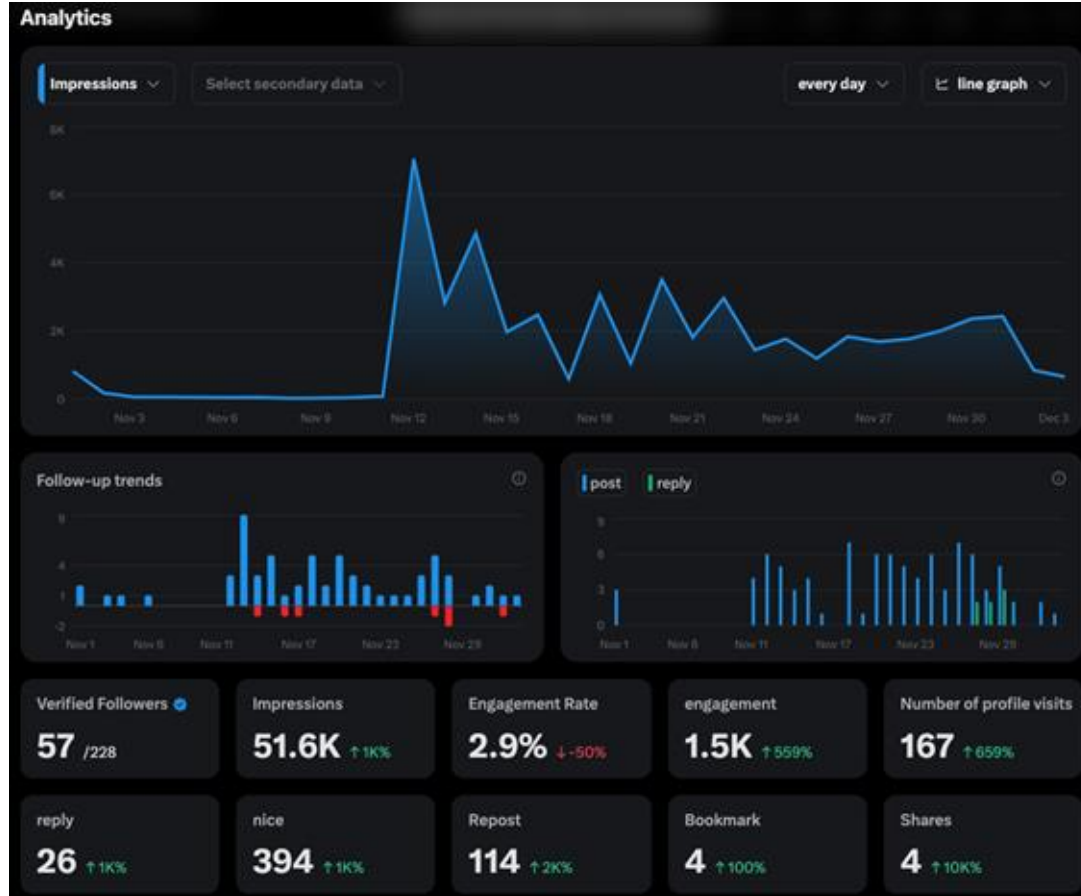


@RegionLink\_JP





@webzero\_rxdao





@webzero\_rxdao





@webzero\_rxdao



PVの合計

2024-11-18~2024-11-27の合計

トップページ 35

[イベントレポートのダウンロード](#)



発見

🌐 投稿のリーチ	921
👤 投稿へのエンゲージメント	539
👍 ページへの新規「いいね！」	3
🔔 ページの新規フォロワー	8

インタラクション

😊 リアクション	249
💬 コメント	4
➦ シェア	40
🖼️ 写真ビュー	71
🖱️ リンクのクリック数	49

その他

🔌 すべての投稿を非表示にする	0
🔕 フォローをやめた数	0

コンテンツ ベスト5

	📢 【NEWS】 RegionLink#002 登壇者情報を公開！ 📢 2024年12月1日（日）開催の「RegionLink#002」の登壇者情報が速に公開されました！ 自治体や企業、教育機関から集まったリーダーたちが、地方創生や地域課題解決の新たなビジョンを発信します... 11月29日（金）	投稿のリーチ 599	エンゲージメント 63	投稿を宣伝
	📢 【第二回 Region Link Rivals Expo にご参加いただき、ありがとうございました！】 📢 2024年12月1日、東京都墨田区のIU情報経営イノベーション専門職大学にて開催された Region Link Rivals Expo #002 は、無事に終了いたしました！ 全国の自治体、... 12月2日（月）	投稿のリーチ 328	エンゲージメント 126	投稿を宣伝
	📢 【RegionLink#002 特別ゲストのお知らせ】 📢 12月1日（日）にIU大学（東京）で開催される RegionLink#002 に、女優の 櫻井淳子さんが登壇します！ 📢 櫻井さんはパネルディスカッション「教育連携と次世代リーダー育成」にて、母親や女優としての視点... 11月27日（水）	投稿のリーチ 287	エンゲージメント 27	投稿を宣伝
	📢 【NEWS】 RegionLink#002 イベントスケジュール速に公開！ 📢 12月1日（日）開催のRegionLink Rivals Expo #002の会場別タイムスケジュールが速に公開されました！ メインステージでの講演、ワークショップ、ビジネスコンテスト、リラックスできるコ... 11月27日（水）	投稿のリーチ 219	エンゲージメント 51	投稿を宣伝
	📢 【RegionLink EXPO #002 注目情報】 📢 12月1日、特別トークライブが決定！ 📢 地方創生とエンターテインメントをテーマに、音楽と地域活性化の融合について語ります！ 📢 日時：2024年12月1日（日）18:30～ 📢 会場：IU情報経営イノベーション専門職大学... 11月27日（水）	投稿のリーチ 178	エンゲージメント 21	投稿を宣伝

## メッセージ通数

送信

166

過去30日間と比較



## 友だち

友だち追加

28 ▲28

30日前と比較



ターゲットリーチ ⑦

28 ▲28

30日前と比較



ブロック

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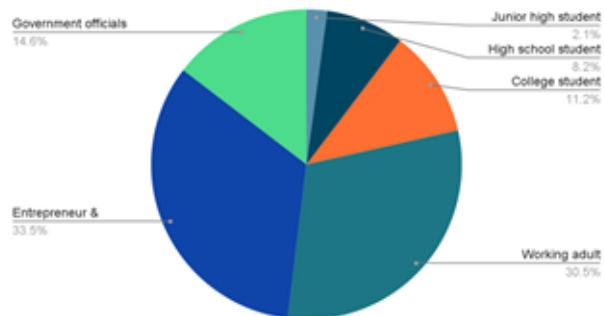
30日前と比較



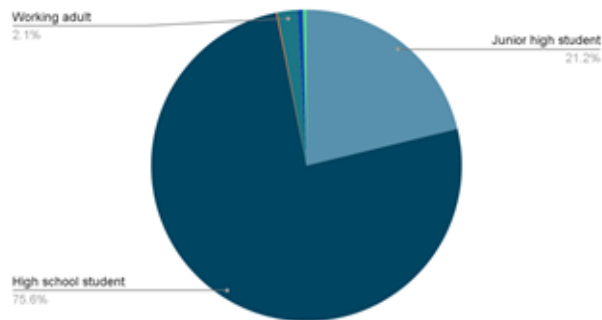
# Audience Analytics



On-site venue (233 people)



Online venue (1,617 people)



Total (1,850 people)

