

Partnership Concluded for “Kansai Odekake Tax” System with Kyoto City, as the First City among Government Ordinance Cities

December 13, 2023
Osaka Gas Co., Ltd.

Osaka Gas Co., Ltd. (Representative Director and President: Masataka Fujiwara, hereinafter “Osaka Gas”) aims to contribute to regional revitalization by starting a new partnership with Kyoto City, Kyoto Prefecture, for the Hometown-Tax Collection System “Kansai Odekake Tax” that Osaka Gas offers in collaboration with giftee Inc., which operates the “e-machi Platform®” service. This is the first time that we have partnered with a city designated by government ordinance.

In response to the stagnation of the local economy due to the COVID-19 pandemic and other factors, Osaka Gas began offering a new digital gift ticket service named “Ittoku Pass” in December 2022 that connects its household customers with local restaurants. In addition, by utilizing the same digital infrastructure, we started proposing to local governments the “Kansai Odekake Tax,” an on-site-consumption-type hometown-tax collection system, which enables local governments in the Kansai region to collect hometown tax (donations from non-residents). Up to today, the system has been adopted in Takarazuka City^{*1} and Miki City^{*2} in Hyogo Prefecture. Now, Kyoto City has become the third municipality to engage in the partnership with us.

The Kansai Odekake Tax is a new hometown-tax collection system that enables users to pay a hometown tax (donation) to a local government in the Kansai region on a dedicated website before or during their visit to the relevant area. Immediately after donations are made online, digital gift vouchers are sent to the donors’ smartphones as a return gift that can be used at designated businesses in the relevant area. We support the revitalization of the area by encouraging the donors to use the vouchers for local “experience consumption” (e.g. eating, drinking, lodging and activities).

Kyoto is an ancient city where a rich food culture has taken root, including Kyoto cuisine, which has been refined over a long history, reflecting the changes in nature in each season; *Obanzai* (Kyoto’s home-cooking dishes), which uses seasonal vegetables; and *Osechi*, a gorgeous New Year’s meal. As a first step to further communicate the city’s appeal to more people, we are making effort to increase the number of designated businesses, focusing on restaurants, cafes, and bars in the city^{*3}. Digital gift vouchers can be issued starting today for use at these businesses. After this, we will continue to expand the number of designated businesses to help deliver the city’s diverse attractions, not only food but also traditional culture and industry.

Furthermore, we will expand the use of the operational platform built for the Kansai Odekake Tax system to other projects in Kyoto City that utilize digital gift vouchers.

In the future, we will continuously work to further popularize the Kansai Odekake Tax system so that we can help revitalize the restaurant and tourism businesses and local governments in the Kansai region.

The Daigas Group will utilize digital technology to provide services and solutions optimal to each customer with the aim of realizing lifestyles and businesses that fit with the new normal in the changing times and revitalizing the regional economy.

*1: Takarazuka City in Hyogo Prefecture started using the Kansai Odekake Tax system in March 2023.

https://www.osakagas.co.jp/en/whatsnew/_icsFiles/afiedfile/2023/01/27/230119.pdf

*2: Miki City in Hyogo Prefecture started using the Kansai Odekake Tax system on December 1, 2023.

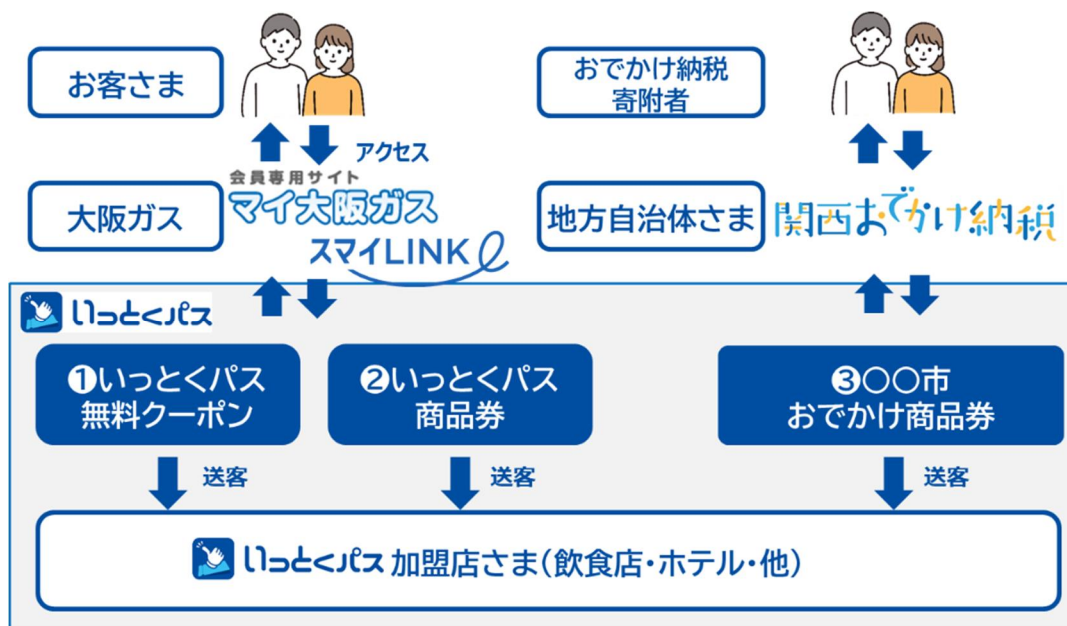
https://www.osakagas.co.jp/en/whatsnew/_icsFiles/afiedfile/2024/01/05/231201_1.pdf

*3: For the Ittoku Pass service, there are 130 designated businesses in Kyoto City and more than 2,000 designated businesses throughout the Kansai region (as of December 13, 2023).

Click [here](#) for details on the businesses and facilities accepting the vouchers.

1. Ittoku Pass Service

“Ittoku Pass” is a digital gift ticket service operated by Osaka Gas that connects its household customers to local restaurants. We use the “e-machi Platform®” (operated by giftee Inc.) as its operational platform. The registered members can enjoy great deals on food and drinks at designated businesses by using free coupons provided through emails and digital gift vouchers that can be received in exchange for loyalty points. Moreover, Osaka Gas and giftee are utilizing the digital platform used for the abovementioned service to enable local governments in the Kansai region to collect hometown tax (donations from non-residents) through the on-site-consumption-type hometown-tax collection system “Kansai Odekake Tax” and to reward those donors with digital gift vouchers named “Odekake Gift Vouchers,” which are acceptable at local businesses, including the food and beverage service industry.



Type	Businesses that accept the ticket	Eligible customers	Service description
① Ittoku Pass Service Free coupon	✓ Designated businesses (Restaurants, bars, cafes, hotels, etc.)	My Osaka Gas members	<ul style="list-style-type: none"> ✓ Free coupons are regularly emailed to eligible customers. ✓ The customers can receive relevant food or beverage services for free by presenting these coupons.
		Sumai LINK TV Stick members	<ul style="list-style-type: none"> ✓ Free coupons are available on an unlimited basis for eligible customers from a dedicated website. ✓ The customers can receive relevant food or beverage services for free by presenting these coupons.
② Ittoku Pass Service Gift Voucher		All customers	<ul style="list-style-type: none"> ✓ Digital gift vouchers for food and beverage services at designated businesses are provided in exchange for Sumai LINK Bonuses. ✓ Customers who apply for various services provided by Osaka Gas are granted the privilege of using these vouchers.
③ ③ Odekake Gift Voucher		All customers	<ul style="list-style-type: none"> ✓ Digital gift vouchers acceptable at designated restaurants, bars, cafes, hotels, etc. are offered as a reward to those who make a donation through the Kansai Odekake Tax system.

- [Click here](#) for details on the Ittoku Pass service.
- [Click here](#) for details on the Kansai Odekake Tax system.