Gathering attention in Japan as a new concept encouraging actions that consider people and the environment, “ethical” initiatives are now developing in unique ways across different fields. At the basis of this movement is the concept of helping each other in times of need. Otera Oyatsu Club thus works actively as a platform to connect people asking for “help” with those saying “I want to help.” Through this activity, Noda says that he was again made aware of the deeply rooted Japanese spirit of mutual support. “Somewhere, in the back of my mind, I had a sense of superiority about helping others. But I was able to renew my understanding that we’re all equals, and of the importance of being there for each other in times of need.” One of the most troubling aspects of poverty is the isolation of people in need. Otera Oyatsu Club thus works actively as a platform to connect people asking for “help” with those saying “I want to help” by awakening the spirit of mutual support.

Anyone can start their own ethical initiatives from something easily accessible, based on their traditional values and culture. If these actions continue to stimulate empathy and new ideas, we might see the birth of new forms of international contribution, not only in Japan but around the world as well.