We Are Tomodachi Spring 2019

<<< FEATURE

Empowering Women, Enhancing Society

Promoting a Sustainable World Where All Can Achieve Their Full Potential





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JapanGov, the official portal of the Government of Japan, provides a wealth of information regarding various issues that Japan is tackling, and also directs you to the sites of relevant ministries and agencies.

It introduces topics such as Abenomics, Japan's economic revitalization policy, and the attractive investment environment that it has created. In addition, it highlights Japan's contributions toward international development, including efforts to spread the fruits of innovation and quality infrastructure worldwide.

You'll also find the articles of all past issues of "We Are *Tomodachi*" (https://www.japan.go.jp/tomodachi).



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We Are *Tomodachi* Spring 2019

"We Are *Tomodachi*" is a magazine published with the aim of further deepening people's understanding of the initiatives of the Government of Japan and the charms of Japan. *Tomodachi* means "friend" in Japanese, and the magazine's title expresses that Japan is a friend of the countries of the world—and which will cooperate and grow together with them.

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COVER

The Prime Minister Shinzo Abe attended the World Economic Forum Annual Meeting 2019 and gave a keynote speech in the Swiss Confederation. He expressed that, as the host nation of G20 Osaka Summit to be held in June 2019, Japan will lead discussions on global issues. (See pp.4-5)

Speech of the Prime Minister

Toward a New Era of "Hope-Driven Economy": the Prime Minister's Keynote Speech at the World Economic Forum Annual Meeting,
January 23, 2019

Full text: https://japan.kantei.go.jp/98_abe/statement/201901/_00003.html



Osaka Track for Data Governance

Now, later this year, in June, in Osaka, Japan, we will be hosting this year's G20 Summit. Let us make it a chance to regain optimism for the future, providing reassurance that it is possible to achieve a hope-driven economy.

As always, at that summit, we are going to discuss a range of issues.

First off, I would like Osaka G20 to be long remembered as the summit that started world-wide data governance. Let Osaka G20 set in train a new track for looking at data governance — call it the Osaka Track — under the roof of the WTO.

The regime we must build is one for D.F.F.T., Data Free Flow with Trust — non-personal data, needless to say. It is not the big, capital intensive industries, but rather we individuals who will benefit from both the fourth industrial revolution and what we call "Society 5.0," which this fourth industrial revolution will bring about

In Society 5.0, it is no longer capital but data that connects and drives everything, helping to fill the gap between the rich and the less privileged. Services of medicine and education, from elementary to tertiary, will reach small villages in the Sub Saharan region. Girls who have given up going to school will see, beyond their own village, a wider horizon where the sky is the limit

Our task is obvious. We must make data a great gap buster

Through AI, IoT and robotics, the data-driven Society 5.0 will bring about a new reality for urbanity. Our cities will be made much more livable for all sorts of people from all walks of life.

Around 1995, we started to use the Internet on a massive scale, but it was almost 20 years into the 21st century that we found data driving our economy. Why not start the Osaka Track, and make it a very fast track? It will be great if every one of us, from the U.S., Europe, Japan, China, and India, to leap frogging countries in Africa, share our efforts and our successes in breathing fresh life into the WTO.

Disruptive Innovations for Climate Change

In Osaka, here comes my second point, ladies and gentlemen, I would very much like to highlight what innovation does and how much innovation counts in tackling climate change, because, and this is an important "because," we *NEED* disruptions.

We must invite more and still more disruptive innovations before it's too late. CO₂, ladies and gentlemen,

could well be the best and most affordable resource for multiple uses. There is artificial photosynthesis, for which a key discovery, one for photocatalysis, was made by Akira Fujishima, a Japanese scientist. An old technology of methanation is getting attention anew to remove CO₂. It's time now to think about CCU, carbon capture *AND* utilization. Hydrogen, as both a primary source, and more importantly, a carrier of energy, must become cheaper and more easily affordable. My government is aiming to reduce the production cost of hydrogen by at least 90 per cent by the year 2050, to make it cheaper than natural gas.

We will be inviting to Japan topmost experts in science and technology from G20 member countries to combine forces in accelerating innovations. I am also pleased to tell you that my government, first among others, published a guidance paper in December last year along with the TCFD, or Task Force on Climate-related Financial Disclosures. ESG investment world-wide has grown over the last five years by more than 9 trillion US dollars. That's a big amount, but we must channel even more into green innovation. And the guideline we put together will help motivate more companies to spend greater amounts on disruptive innovations.

I must say that spending money for a green earth and a blue ocean, once deemed costly, is now a growth generator. Decarbonation and profit making can happen in tandem. We policy makers must be held responsible to make it happen, as I will be stressing in Osaka this year.

At the deepest spot of the Pacific Ocean we now find something terrible going on. The bodies of small sea fleas down at the bottom of the ocean hold toxic PCB contaminants in very high density. Some say that microplastics are the cause. Again, in Osaka, I would like to build a shared sense that it takes a world-wide commitment not to increase but to reduce plastics flowing into the seas. There is absolutely no need to restrain our economic activities. Innovation, again, is what counts. Let us jump-start from Osaka toward world-wide action to that end.

International Order Japan Preserves

My third and last point is about Japan's commitment. Japan is determined to preserve and committed to

enhancing the free, open, and rules-based international order.

Ladies and gentlemen, I am so very much pleased and proud to tell you that on December 30, 2018, *WE FINALLY BROUGHT* TPP11 into effect. Now, I must say, I am just as pleased and just as proud to make another announcement. Effective the first of February, which is just around the corner, the EU-Japan Economic Partnership Agreement *WILL ENTER INTO FORCE*. The entire world should benefit from the economies of scale and efficiencies these two mega deals will bring about.

I call on all of you, ladies and gentlemen, to rebuild trust toward the system for international trade. That should be a system that is fair, transparent, and effective in protecting IPR and also in such areas as e-commerce and government procurement.

TPP11 and the EU-Japan EPA both aim at achieving those goals. Let us begin here. The U.S., Europe, and Japan must join forces to facilitate changes within the WTO, especially its rules for government subsidies. The Osaka Track, needless to say, will make the WTO more relevant in the age of the data-driven economy.

A New Era Coming to Japan

I said at the beginning, ladies and gentlemen, that hope matters more than anything when it comes to generating growth. Hope, is about looking forward to tomorrow, next year, the year after next, and 10 or 20 years down the road. Fortune has embraced my country.

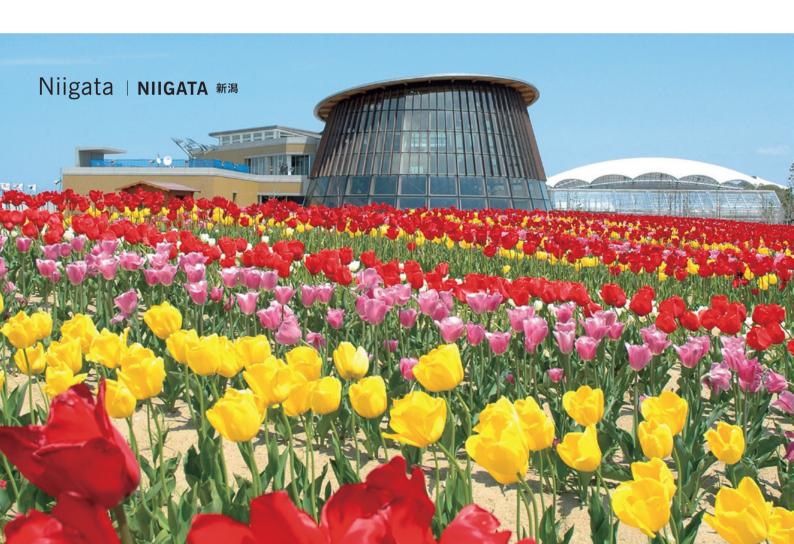
Events we are hosting over the next decade begin with this year's G20 and Rugby World Cup and extend to Tokyo 2020 for the Olympics and Paralympics and to World Expo 2025, Osaka-Kansai. Most importantly, this year, for the first time in as long as 200 years, His Majesty the Emperor of Japan will abdicate and a new Emperor will take the throne. It is the dawn of a new era. Japan, now reinvigorated and revitalized, with your embrace, will continue to be one of the foremost open, democratic, and law-abiding contributors to peace and growth in the world.





Awakening of the Flowers

Given its long vertical stretch from south to north, spring progresses gradually up the Japanese archipelago. The much-loved season of cherry blossoms is also when underground bulbs that have weathered the severe winter begin to stir themselves from their slumber.





Aesthetic harmony: a famous castle, and blossoms that symbolize Japan

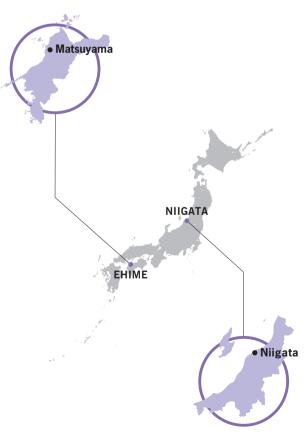
On the shore of the serenely beautiful Seto Inland Sea sits the city of Matsuyama in Ehime Prefecture. Matsuyama Castle, in the middle of the city, has 21 Important Cultural Properties, such as the main tower and other structures built more than 400 years ago, highly prized throughout Japan. Every April, the cherry trees all burst into bloom at the same time, making viewers feel that spring has truly arrived. Matsuyama will host the G20 Summit Labor and Employment Ministers' Meeting on September 1 and 2, 2019.

http://en.matsuyama-sightseeing.com/

Bulbs that have waited all winter long, now in joyous blossom

Niigata City in Niigata Prefecture, one of the largest cities on the Japan Sea coast, is a major agricultural producer. On May 11 and 12, 2019, it will host the Agriculture Ministers' Meeting of the G20 Summit. Japanese learned to cultivate tulip bulbs over a century ago from Holland. Today it has been adopted as the city's emblematic flower, with over 500 varieties of different shapes and colors that delight the eye.

https://www.nvcb.or.jp/travelguide/en/





Left: Prime Minister Shinzo Abe with participants at the reception of the Second WAW!, held in 2015. Below: The panel discussion, where a wide range of topics are covered (Fourth WAW!, 2017).

FEATURE >>> Empowering Women, Enhancing Society

Redoubling Efforts for





Women's Empowerment

Organized by the Japanese government as a forum for discussing initiatives for women's empowerment, the World Assembly for Women will hold its fifth meeting simultaneously with the Women 20 Assembly. Both events are expected to bring further depth to the discussion.

he World Assembly for Women (WAW!) is a Japanese-government-organized international symposium aims to create a "society where women shine," one of Japan's most important agendas. Held in Tokyo since 2014, WAW! welcomes female leaders from all over the world who are excelling in their respective diverse fields. They assemble to

discuss women's empowerment, both in Japan and in the world, and make recommendations to promote wider participation by women in society.

> Ayako Ohta, the leader and founder of "Sales Department Girls Section," cooperated with WAW! to establish her association in 2015 to provide career advice to its members. Since 2016, she has served as an advisor to WAW!





In October 2018, the W20 Argentina Summit was held in Buenos Aires. As one of the heads of delegation, Professor Emeritus Yoriko Meguro participated in the presentation of the W20 2018 Communique to the President of Argentina.

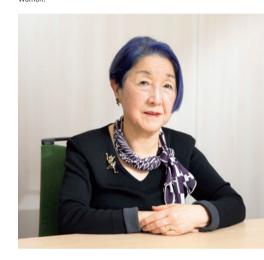
According to Ayako Ohta, who provides career support for women working in sales, and has served as an advisor to WAW! since 2016, "The great thing about WAW! is that not only does it create personal networks while expanding one's outlook, it has also been enabling participants, from ordinary citizens in a regional area to leaders of organizations, to overcome gender and role preconceptions and gain a strong sense of ownership that can lead to subsequent action." WAW! is making a real impact, with one inspired participant launching a femaleonly human resources development business in a regional city in Japan. In 2017, when putting together the "WAW! 2017 Tokyo Declaration," advice was sought from all areas of society in order to come up with action guidelines that could truly change attitudes and strengthen partnerships.

The Fifth WAW!, which is to be

held in Tokyo from March 23 to 24, 2019, will be staged simultaneously to Women 20 (W20), an engagement group of the G20 that recommends policies to promote women's empowerment and gender equality. When held last year in Argentina, the G20 Leaders' Declaration stated gender equality as crucial for economic growth.

Taking the W20 chair this year, Japan's major focus is establishing governance to act on the G20's commitment. While W20 is more focused on women in the economy, discussions at WAW! will be more extensive, covering various other subjects. With the events held simultaneously, tremendous synergy ought to result.

"An ever-increasing number of young women today are pursuing their careers with confidence, unhindered by gender stereotypes. Their self-images are definitely changing," says Yoriko Meguro, coYoriko Meguro, professor emeritus at Sophia University, will co-chair W20 Japan. A prominent influencer in gender studies in Japan, she has served as the representative of Japan to the UN Commission on the Status of Women



chair of the W20 Japan 2019 steering committee. "The moon is beautiful, but it cannot shine on its own. The sun, on the other hand, shines by itself. I take 'a society where all women shine' to mean, a society where all women can make their own decisions on their own lives," she asserts.

Attending this year will be Pakistani women's rights activist, Nobel Peace Prize winner and advocate for girls' education, Malala Yousafzai. As WAW! carries on encouraging more and more women and supporting their new endeavors, it is expected to contribute to the achievements of Sustainable Development Goals (SDGs) and facilitate progress toward economic growth in which no one will be left behind.

Women Lead the Future of Business

Participation by women in Japanese society is being boosted by both the public and private sectors. At a seminar for women regarded as candidates for next-generation leadership positions in businesses of various types and scales, Prime Minister Abe attended the closing reception in person and offered words of encouragement.



Prime Minister Abe attended the closing reception of the seminar, now in its third year.

His appearance inspired participants to "try even harder to succeed!"

Il the lecturers felt that 'the attendees were excellent—as good or better than those at Harvard Business School back home.' We hold you in great esteem, and feel confident that you will fully engage with the difficult issues that lie ahead."

Thus with pride in his voice, Prime Minister Abe delivered a closing address to the attendees of the Executive Program for Women Leaders, held in January of this year.

During the past several years, the participation rate by women in the Japanese workforce has rapidly increased. Under governmental guidance, policies have been implemented and laws enacted, such as improved access to nursery schools, beefing up paid maternity leave, and passing the Act on the

Promotion of Women's Participation and Advancement in the Workplace, accompanied by new attitudes. As a result, 2.01 million women have entered the workforce during the 5-year period from 2012 to 2017. Employment of women of childbearing age, at 74.3%, is the highest ever. [1] Yet room remains for improving the ratio of women active as executives. Compared to Europe and America, where the rate is close to 20 to 40%, recent data from Japan shows that the rate has stagnated at 4.1%. [2]

To address that issue, the Japanese government has supported the Executive Program for Women Leaders, featuring lecturers from Harvard Business School (HBS), as a way to assist the human resource development of women leaders across different business sectors. This year's seminar, the third in the series, was attended by 60 women executives, upon the recommendation of firms in various regions and business sectors.

There are many reasons for the shortage of women leaders in Japan, but when voices in the business world are heard, it is clear that, although the social advancement of women continues to improve, there is a need for more role models of women acting as executives. And they often express bewilderment about the best way of training women.

Accordingly, the seminar focused on three areas: Competitive Strategy, Leadership, and the Macroeconomics Environment, presented in the form of case studies, rather than ordinary lectures. All the participants stayed









The seminar, given by lecturers from Harvard Business School, impressed participants as "confronting us with a completely different set of values," and "broadening our perspective." Top left: David A. Moss in Macroeconomics Environment. Lower left: Joseph L. Badaracco, Jr. in Leadership. Above: Hirotaka Takeuchi in Competitive Strategy.

at a hotel near the program site and spent a full one week, under the guidance of three professors of HBS, learning through the case study method. The globally relevant and diverse cases were drawn from difficult issues that confront executives in this rapidly changing business environment and addressed situations the participants have not previously confronted in their careers. The participants were encouraged to look at the cases from a CEO's point of view, and trained to arrive at comprehensive solutions through speaking with the lecturers and other attendees.

The attendees expressed great satisfaction with the seminar, giving such comments as: "It made me aware that a leader must often make a decision even when there is no single correct answer," "When I saw all the different approaches to the same case, my own perspective expanded," and "We were able to deepen our networking with attendees from other businesses and regions." Professor Hirotaka Takeuchi, one of the lecturers, sees Japanese women as flexible thinkers who nevertheless, once committed to a course of action, rigorously carry it to completion: "The impression I received from these women is that they will give the Japanese economy a big boost."

When women are promoted to leadership positions, various new values take root in a company, opening up possibilities for human resource development and leading to a society that embraces rich diversity. As they listened to the speech, the women repeatedly nodded in agreement with Prime Minister Abe's words. Their faces showed a strong resolve to put the lessons into practice and change their organizations, so as to lead Japan into the future. *

COMMENTS FROM TWO PARTICIPANTS



>>> Tomiko Takeuchi Mazda Motor Corporation

The lessons taught by the three lecturers, each an expert in his field, were both inspiring and enlightening. I learned that in decision-making, a leader cannot expect to find a single correct solution,

and business cannot survive unless it is useful to society. I had never understood the macro economy, but now I clearly see how my work fits in the global context.



>>> Yuka Hirose

SCSK Corporation

From the case study approach, I learned to assume that there will always be a number of different views on any given issue. The dynamics of using dialogue to find the best possible strategy is a

valuable lesson. If women executives become more numerous and influential, more decisions will be made from woman's view points, and that will create greater diversity in society.

Female Social Entrepreneurs Changing Society

Lin Kobayashi is the founder of UWC ISAK Japan, which is gaining a reputation as a center of learning for change-makers. What is a "society where women shine" as imagined by her?

In the Karuizawa Plateau, Nagano Prefecture, against the backdrop of the beautifully undulating Mt. Asama, is the international boarding school UWC ISAK Japan, at which about 190 students from 73 countries attend. The school equips its students with the makings to become leaders who can shape our future world by instilling a mutual knowledge and understanding of each other, as their countries, cultures and economies vastly differ.

The educational philosophy of the school is to empower students to become "change-makers" who can bring positive change to society. That reflects the ideas of Lin Kobayashi, founder and chair of the board. Having traveled alone to Canada to study at a boarding high school, it was her dream to help make a better world beginning with education for the poor. After much effort, she began working with UNICEF in educational assistance for children

in poverty. Then, with an aim to help make even bigger changes to society, she realized that it was essential to not just provide education to people living in poverty but also to raise leaders and empower them to make positive changes in many areas of society. While working hard to establish the school, she encountered numerous difficulties. "An important lesson for any change-maker is that the power to overcome difficulties comes from learning to make your own future rather than blaming your environment or circumstances," advises Kobayashi.

Kobayashi, who is both a social entrepreneur and an internationally active leader, explains how an



Lin Kobayashi, chair of the board of UWC ISAK Japan. Graduated from Pearson College UWC in Canada in 1993 and from School of Economics, University of Tokyo in 1998. Obtained Master's in International Education Policy Analysis, Stanford Graduate School of Education in 2005. After working in a financial institution, and the Japan Bank for International Cooperation, she worked for UNICEF in the Philippines in 2006. In 2012, she was chosen as a Young Global Leader by the World Economic Forum.

organization with a woman at the top can establish a culture in which various people, both women and men, find it easy to work. "About 90% of the school staff and more than half of the teachers are women, many of who are working while raising children of their own. I myself am a mother of two children. After our staff saw me standing on stage in a TED talk with a pregnant belly, it became commonplace for a staff member to bring her child to work. We have even had a male teacher who juggled teaching a class, bottle-feeding a baby and pushing a stroller, all at once."

If female entrepreneurs increase, such a culture would spread throughout society. That phenomenon

may even contribute to achievements of the Sustainable Development Goals (SDGs), which are being carried out on a global scale. With such a powerful thought in mind, Kobayashi has launched a project for supporting female entrepreneurs. In the future, she aims to promote activities targeting junior-high and high school students. "I think our generation's role is to create the right environment to encourage female entrepreneurs. I envisage a future where 'entrepreneur' has become the most popular job among female junior-high and high school students," she says. Society may change in various positive ways when more and more women become entrepreneurs like her. *





The library/learning space was designed on the concept of "learning everywhere." All the classrooms encircle this central area. From the windows, students can gaze at a beautiful forest. Following Japanese custom, everyone removes their shoes before entering.



Young Global Leader Focuses on the Circular Economy

Akira Sakano, a "Zero Waste" proponent from a small mountain town, played the important role of co-chair at Davos 2019. What is her message to the world?

n January, the World Economic Forum (WEF) held its 2019 annual meeting, where leaders from around the world assemble to discuss global-scale problems, six of the seven co-chairs were young people aged in their 20s and 30s. Among them was the sole Japanese

co-chair selected, 29-year-old Akira Sakano. She currently serves as chair of the board of directors of the Zero Waste Academy, an NPO in the small mountain town of Kamikatsu (pop. about 1,500) in Tokushima Prefecture. The organization promotes the Zero

Waste movement, which aims to eliminate waste and focuses on resource recovery. Kamikatsu has achieved a town-wide recycling rate of 81%. Sakano belongs to the Osaka Global Shaper Hub, a branch of the WEF-founded Global Shaper Community comprising young



Akira Sakano

Born in 1989. She has been a founding member of Global Shapers Osaka Hub since 2012. She moved to Kamikatsu, Tokushima Prefecture, in 2014. Presently, she is chair of the board of directors of NPO Zero Waste Academy. "In the future, while still promoting zero waste, I want to be involved in social change focused on the circular economy."







"The primary role of co-chair is to share our generation's thoughts and initiatives and predict outcome probabilities regarding dialogue and solutions." Sakano says that brushing shoulders with business and political leaders left her feeling that change is afoot.

global leaders under 33 years old. She actively engages herself in various projects including visiting educational institutions, not only to evoke younger generations to be conscious of the issues of waste and environment, but also to present them with examples of careers that they can lead.

This year at Davos, all six of the young people chosen to co-chair the conference were members of the Global Shaper Community. With more than half the world's population under 28 years old, it was time for a fresh breeze of a youthful vibe to run through the Davos Conference. Against that backdrop, sustainability was the topic discussed from all points of view. "Initiatives for the circular economy are already gaining momentum globally as a growth strategy. Right now, we desperately need to fundamentally reform the systems of production and consumption, and our discussions led to some very practical ideas on how we can create new sustainable

business models," Sakano reports.

From her experience Kamikatsu, Sakano knows the limits of local action. She is now seeking for alternatives to promote social reform that incorporates government policy. "The gap between the young and older generations is particularly striking in the super-aging society of Japan. I want to come up with ways of delivering messages that all generations will understand," she explains. With numerous issues to be tackled, the dialogue among the co-chairs of the same generation at the conference was apparently invaluable. "Although our backgrounds varied vastly, but we instantly discovered common values. I began to recognize the issues of other countries which I have dismissed previously due to my unfamiliarity, and began to consider as my own. I hope for more similarly stimulating discussions in the future," she says, wishfully. Such striking actions by our young leaders will surely continue to impact the globe in the years ahead. *



The town has just one waste collection station. Local residents sort waste on their own into 45 categories. The system achieves a recycling rate of 81%.

Prime Minister in Action

Prime Minister Abe continues to actively engage in "Diplomacy That Takes a Panoramic Perspective of the World Map." From December 2018 through February 2019, he attended the World Economic Forum Annual Meeting and met with world leaders, visiting the Russian Federation, the United Kingdom, the Kingdom of the Netherlands, and the Swiss Confederation. In Japan, he held talks with numerous world leaders who visited Japan.

Europe

- United Kingdom
- Netherlands
- Germany
- Russia
- Russia ■ Austria

Middle East

■ Oata

Africa

- Ghana
- Rwanda
- Zambia





Met with the Rt Hon Theresa May MP, Prime Minister of the United Kingdom of Great Britain and Northern Ireland, in the United Kingdom. (January 2019)



Met Net

Met with H.E. Mr. Mark Rutte, Prime Minister of the Kingdom of the Netherlands, in the Kingdom of the Netherlands. (January 2019)



Met with H.E. Dr. Angela Merkel, Chancellor of the Federal Republic of Germany, at the Japanese Prime Minister's Office. (February 2019)



Met with H.E. Mr. Sebastian Kurz, Chancellor of the Republic of Austria, at the Japanese Prime Minister's Office. (February 2019)

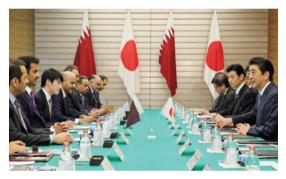


Met with H.E. Nana Addo Dankwa Akufo-Addo, President of the Republic of Ghana, at the Japanese Prime Minister's Office. (December 2018)

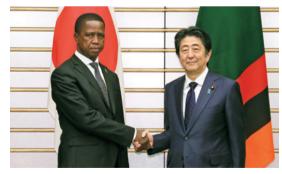


Met with H.E. Mr. Paul Kagame, President of the Republic of Rwanda, at the Japanese Prime Minister's Office. (January 2019)





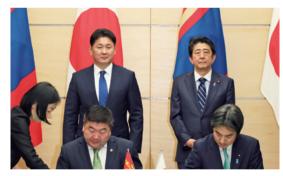
Met with H.H. Sheikh Tamim Bin Hamad Al-Thani, Amir of the State of Qatar, at the Japanese Prime Minister's Office. (January 2019)



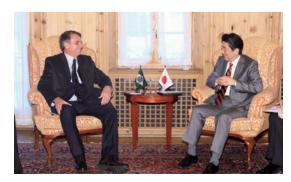
Met with H.E. Mr. Edgar Chagwa Lungu, President of the Republic of Zambia, at the Japanese Prime Minister's Office. (December 2018)



Met with H.E. Mr. Vladimir Vladimirovich Putin, President of the Russian Federation, in the Russian Federation. (January 2019)



Met with H.E. Mr. Ukhnaa Khurelsukh, Prime Minister of Mongolia, at the Japanese Prime Minister's Office. (December 2018)



Met with H.E. Mr. Jair Messias Bolsonaro, President of the Federative Republic of Brazil, in the Swiss Confederation. (January 2019)

"Sea of Japan," The One and Only Internationally Established Name

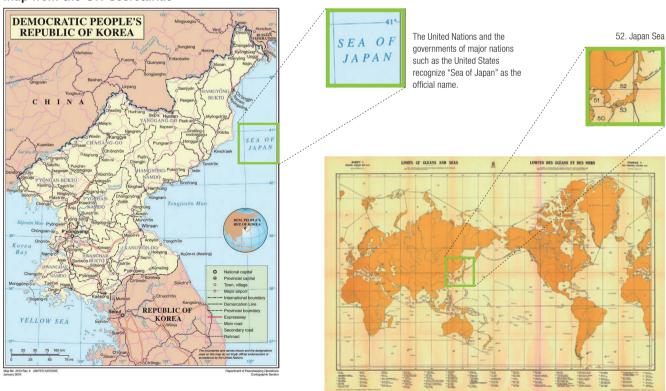
The name "Sea of Japan" is the only internationally established name for the sea area concerned. Japan strongly opposes unfounded arguments concerning the name "Sea of Japan," and is calling for a better understanding of the issue and support for Japan's position from the international community in order to maintain the sole use of the name, "Sea of Japan."

The Origins of the Name "Sea of Japan"

It is likely that the name "Sea of Japan" derives from the geographical factor that this sea area is mainly separated from the Pacific Ocean by the Japanese archipelago, and the name later became generally accepted worldwide.

There are many sea areas that have been named in a similar way, such as the Andaman Sea, separated from the Indian Ocean by the Andaman Islands, and the Gulf of California, separated from the Pacific Ocean by the California Peninsula.

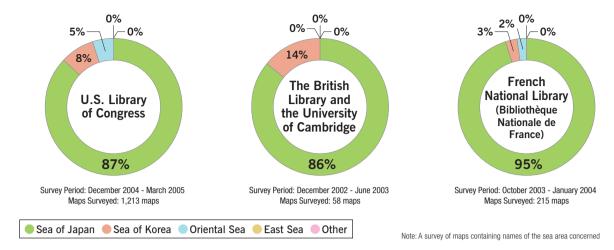
Map from the UN Secretariat



The IHO publication "Limits of Oceans and Seas" uses the name "Japan Sea" for the sea area concerned.

Results of the Ministry of Foreign Affairs' Survey of Historical Maps

(Percentages indicate the ratio of use of the various names for the sea area concerned)



Unfounded Arguments from the Republic of Korea

Despite these origins, at the Sixth United Nations Conference on the Standardization of Geographical Names in 1992, the Republic of Korea (ROK) began to claim that the name of the sea be changed to "East Sea," a name used only within the ROK. The ROK claimed that "the name 'Sea of Japan' became widespread as a result of Japanese colonial rule in the early twentieth century." Before this, the ROK had never made any objections to the term, either during bilateral talks or at international fora.

Japan has studied maps possessed by the U.S. Library of Congress, the British Library, the Bibliothèque Nationale de France, and other bodies and found that the name "Sea of Japan" was already used with overwhelming frequency in early 19th century maps. Japan during the Edo Period (1603–1867) had an isolationist policy, and was unable to exercise any influence to establish the name "Sea of Japan." It is clear that the name is not connected with Japanese colonial rule in the early twentieth century.

General Worldwide Acceptance of the Name "Sea of Japan"

Countries around the world, including the United States, the United Kingdom, France, and Germany, use the name "Sea of Japan." For example, the United States government has repeatedly stated that it uses the name, both on its website and through press conferences given by senior officials. The United Nations recognized "Sea of Japan" as the standard geographical term in 2004, and UN policy states that the standard geographical term be used in official UN publications. Furthermore,

the International Hydrographic Organization's Limits of Oceans and Seas, which includes names for the world's seas, uses the name "Japan Sea."

Protecting Legitimacy of the Name "Sea of Japan"

If all countries followed the ROK and started naming the seas to their east or west as "East Sea" or "West Sea," countless similar names would spread around the world causing unnecessary confusion. Japan will continue to oppose any attempts to change the only historically and internationally established name for the "Sea of Japan" to "East Sea," a name that is used only within the ROK.

For more information, see the Ministry of Foreign Affairs of Japan website: http://www.mofa.go.jp/policy/maritime/japan/index.html



"Sea of Japan" A globally established name https://www.youtube.com/watch?v=ac58ARaacAM

Reclaiming the Most Beautiful Bay in the World

A report on the situation of marine litter in coastal areas of the Sea of Japan, and the local community activities to protect the beautiful ocean



apan, completely surrounded by the ocean, has a beautiful coastline everywhere you go. But lately huge quantities of marine litter have been washing up on the beaches, affecting the coast of the

SEA OF JAPAN Toyama Bay Sea of Japan in particular. Situated in the approximate center of the Japanese archipelago, Toyama Bay is a member of the World's Most Beautiful Bays Club. It is also the site of the Northwest Pacific Region Environmental Cooperation Center (NPEC), a regional activities center for the Northwest Pacific Action Plan (NOWPAP; part of the United Nations Environment Program), with mission of surveying marine litter on the coast of the Sea of

The Sea of Japan is almost completely enclosed by the coastlines of the surrounding nations. Garbage dumped into the sea tends to be carried by currents moving from south to north, reaching the coastlines of many areas in Japan.

Left: About 120,000 people participated at various times in Toyama Prefecture's coastal cleanup campaign in 2015, recovering 91 tons of garbage. Many local residents readily participate in cleanup activities. Right: At a recent symposium, local high school students presented results of researching ocean acidification, as well as the absorption and fixation of blue carbon by seashells.

Japan, and fostering awareness of the marine litter problem.

The majority of marine litter comprises objects made of plastic and Styrofoam. Large amounts of medical waste and polyethylene containers float through the Sea of Japan; sometimes as many as 20 thousand of these containers may be washed ashore all at once. Junichi Nakayama, director of

the NPEC's Research & Studies Department, observes, "Considerable expense and labor are required to collect this kind of garbage and process it properly, which becomes a major burden for local government bodies." The Ministry of the Environment calculates that nationwide, the expense of marine litter countermeasures (including processing and awareness campaigns) costs Japan 4.1 billion yen (about \$37 million) annually. The overall amount of marine litter washing ashore is estimated to be about 190-360 thousand tons.

Toyama Prefecture's response has been to hold a campaign to clean the coast from summer to autumn every year, under prefectural leadership, and to organize cleanup activities integrated with the educational programs of local elementary schools. The Faculty of Art and Design of the University of Toyama, in cooperation with the NPEC, has developed a seminar in which students themselves collect garbage from beaches, and use salvaged items to make works of art. That is one way of raising consciousness about the actual situation in Toyama Bay, and the need for involvement by local residents to maintain the beauty that is part of the region's pride. Fortunately, a new awareness is spreading throughout the region,





Junichi Nakayama, director of the Research & Studies Department, and Misao Aibe, assistant director of the Planning & International Cooperation Division of the NPEC.



Toyama Bay is represented in the World's Most Beautiful Bays Club, an international NGO supported by UNESCO. The world congress of the club will be held in Toyama in October 2019.

and voluntary cleanup activities by residents are increasing. The environment of Toyama Bay is being maintained by continuous involvement from both the public and private sectors.

On January 20, 2019, a symposium was held on the theme of "Protection of the Marine Environment of the Japanese Sea Area, from the Perspective of Toyama." The program included a keynote presentation by a specialist in marine litter countermeasures, as well as research findings presented

by local high school students. Misao Aibe, assistant director of the Planning & International Cooperation Division of the NPEC, commented, "Having surveyed the coast and seen the actual situation for themselves, the high school students showed a deep understanding of the problems we face. We're hoping that more people will become aware of the importance of preserving the marine environment, and get involved in protecting the beauty of Toyama Bay." *



From Seawater to Drinking Water

A water treatment membrane developed by Toray, Japanese manufacturer of synthetic fibers, is benefiting desalinization facilities around the world. With fresh water in short supply globally, what contributions can be anticipated?

Because of population growth, droughts due to global warming, and water pollution due to industrialization, the shortage of fresh water is becoming a serious concern in many countries. Increasingly, people are looking at the oceans, which hold 97.5% of the water on our planet. Methods for converting seawater into fresh water have long relied on evaporation, in which seawater is first evaporated and the steam then condensed into fresh water, but that requires tremendous energy, with the additional problem

of carbon dioxide emissions.

Satoshi Shimoyama, general manager of Water Treatment Division of Toray Industries, Inc., takes a long-term view. "At the beginning of the 1960s, U.S. President Kennedy advocated research of desalinization as a national project, saying, 'If we could ever competitively, at a cheap rate, get fresh water from salt water, that it would be in the long-range interests of humanity.' Toray has directed attention to that idea, too. Putting our expertise in fibers to good use, we started researching the area

from an early date." Inspired by basic research started in the United States, Toray's young engineers began in 1968 to develop a membrane filter called a "reverse osmosis membrane" (RO membrane). The resulting membrane treatment method, using that membrane, separates the salt from seawater by passing it through a membrane filter having minute pores only 0.6-0.8 nm in diameter, thus providing fresh water. Being less expensive and less energy-intensive than the conventional evaporation method, the membrane treatment





Although the Earth is called the "Water Planet," only 2.5% is fresh water that can be used by humans, who have long dreamed of developing a practical desalinization technology.



method is environmentally friendly.

Toray's RO membrane has been introduced to 76 countries around the world. The cumulative amount of membranes shipped, if converted into water, is the equivalent of about 60 million tons of fresh water every day. That corresponds to the daily water requirements of 420 million people, making the technology particularly welcome to nations with dry climates in Africa and the Middle East, where it provides much-needed drinking water. Other versions of the same filtration technology are being used to reclaim sewage water and industrial wastewater, and to provide ultrapure water that is indispensable for manufacturing semiconductors. The company has developed other water treatment membranes in addition to the RO membrane, and offers suitable combinations tailored to local circumstances, such as the quality of the water source and

the intended use of the recycled water. With many regional centers to provide production, sales, and technical services around the world, Toray has capabilities for replacing filters, assessing local water quality, and providing valuable training for local technicians.

Having made major contributions to this vital area, Toray sees another factor as absolutely essential for developing technology, as Shimoyama explains. "Desalinization is not something that Toray can do by itself. We depend on feedback from the plant operators and engineering firms that use our membranes. All the players in the field conscientiously strive to perfect the technology at every opportunity. At Toray, we look beyond the business opportunities, because we want to contribute to society through improving water processing technology in cooperation with enterprises throughout the world."

By mobilizing leading-edge technology, perhaps the day will soon arrive when humans will no longer suffer from water shortages anywhere in the world.

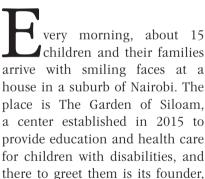


Satoshi Shimoyama, general manager of the Water Treatment Division. Upon entering Toray, he has served in global business activities, and since 2006 he has successfully expanded the water treatment membrane business around the world. He leads the Water Treatment Division since 2018.

Empowering Children with Special Needs

A Japanese pediatrician has founded a center of care and learning, to bring smiles to children with special needs in Kenya



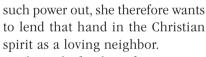




Seeing the natural smiles return to the faces of the children and their families gives Kumon her strength of purpose.

pediatrician Kazuko Kumon. Here, children with mental and physical disabilities such as cerebral palsy and autism receive classes and rehabilitation in a fun-filled environment.

Kumon first noticed that children with disabilities in Kenya were not receiving trained care and education when she was visiting the country in 2002 as a member of a Japan International Cooperation Agency (JICA) project involved in an initiative to reduce HIV infection. This absence of support suggests a need for greater societal awareness about people with disabilities in general, and it leaves many families struggling. "The spirit of helping shouldn't be based on pity for the weak or disadvantaged," explains Kumon. Believing that everyone is born with the power for living, and that children with disabilities just need a helping hand in bringing



Through funding from Japan, Kumon was able to establish the Garden. But when she began searching for staff, she suddenly hit a wall—there are very few people in Kenya who have received specialist training in caring for and educating children with disabilities. Kumon thereupon started training her own personnel from scratch.

"In Kenya, people believe pain is gain when it comes to rehabilitation. This widely held belief was also the norm in Japan in the past. But if crying and screaming and exposure to pain and fear is involved, that's entirely the wrong way to unleash the innate power of these children," says Kumon.

Hiring therapists, teachers, social workers and the like to make up the Garden's staff, Kumon requested that





Kazuko Kumon

Graduated from Hokkaido
University School of
Medicine. After working for
six years as a pediatrician,
she started medical
humanitarian assistance
in 2001 in Sierra Leone
and Cambodia, and Kenya
in 2002. In 2015, she
established The Garden of
Siloam ("Siloam" is the name
of the pool where Jesus
healed a man who was blind)
in a suburb of Nairobii

Above: A mother and a child enjoy horse riding while on an excursion organized by the Garden.

Below: The children smile with delight in a watermelon eating contest





they did not rely simply on classic therapy options, such as "cerebral palsy massage," but instead "observe and choose the care required by the children and their families." The staff, unfamiliar with such training, were initially at a loss. But looking back after two years of working at the Garden since it was founded, staff member Basilisa says, "I have finally realized that the way we do things here is far more effective."

Kumon reflects, "By receiving appropriate treatment and education early, many of the children are now able to utilize the potential they were born with. I think the one thing that I can do as someone who has come from Japan is to use tangible empirical images to convey to Kenyans what the children are actually capable of and what kind of society it is possible to create."

In Japan, families of children with disabilities came together in

solidarity to secure greater rights to receive welfare and education. "As there are still now many families who are expending all their energy simply looking after their children with disabilities, I think the first important step is to create places like The Garden of Siloam so that there can be a place where time can be shared together without stress. I also hope that the support we offer here

can help to empower the families, so that they, too, can join together and advocate for more social benefits."

Today, as she carries on her everyday efforts to encourage Kenya's welfare for children with special needs to take root, Kumon welcomes the children and their families to the Garden with a smile as broad and happy as the children's.



Recognizing the struggles many families face in raising children with disabilities, The Garden of Siloam cares for the families as well.

oday, I want you to learn a new word. That word is

Suzanne Ross always begins her overseas lectures this way. The word "urushi" refers to both the tree (Toxicodendron vernicifluum) and its sap, which is used as a coating material that becomes strong and glossy when hardened. Due to its adhesive, preservative and, of course, aesthetic qualities, it's been part of daily life in Japan since ancient times. Nowadays, urushi is also the generic name used to describe all wooden products coated with it. Some other Asian countries also use it, but with items made in Japan over



The sap is extruded one drop at a time by cutting grooves into the tree. Apparently, only trees grown in Japan produce *urushi* that can withstand its climate.

9,000 years ago being the oldest in the world, [1] Japan's use is special. Also used for restoration of national treasures, *urushi* is one of Japan's important traditional cultures.

While still an art-school student in London, 19-year-old Ross visited an exhibition at the Royal Academy of Arts and fell in love with a deep black and beautifully inlaid urushi inkstone box. "I want to study urushi!" an inspired Ross resolved. and she left for Japan on a one-way ticket. "I naively thought I would master it in about three months and return to England," she recalls, but the unfathomable depths of urushi have been captivating her for more than 35 years. Among Japan's *urushi* production regions, Wajima City, where Ross has studios and a gallery, has a reputation for the highest quality pieces, which are called the "Urushi no Jo-oh (Queen of Urushi)."

Wajima is home to Ishikawa Prefectural Wajima Institute of Lacquer Arts, where grand masters impart the art to the next generation. Ross, a four-time graduate of the school recalls, "It was amazing to learn from national living treasures, who not only taught techniques, but also motivated us." Due to *urushi*'s many complex processes, students normally choose to specialize, but Ross studied everything—an amazing feat for one person. This achievement empowered her to break out from stereotypical concepts of tradition and create original *urushi* of contemporary relevance.

"This *urushi* accessory is one of my contemporary works. Each bead expresses a different quality: matte, shiny, and textured." Other examples are a bowl decorated with lace soaked in *urushi*, and a plate appearing metallic because of silver powder sprinkled over the *urushi*, a technique called *maki-e*. "*Urushi*'s range of expression is infinite," says Ross.

"Urushi is translated as

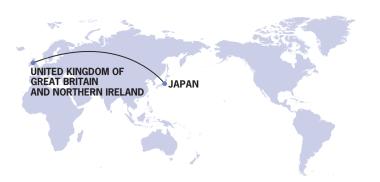
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Urushi: Preserving the Treasure for the World

Suzanne Ross is Japan's unofficial ambassador for *urushi*. Her beautiful works and strong message grab hearts both in Japan and overseas.



Ross's line of accessories allows the wearer to truly discover *urushi*'s virtues



lacquerware in English, but I disagree. *Urushi* is far superior to anything synthetic. It is light, strong and exudes elegance. Anyone who uses *urushi* tableware once, is instantly hooked. There is no going back to plastic tableware after that. Extracted from a single species of tree, *urushi* is all natural. So, instead of 'lacquerware,' I call it '*urushi*' to convey its uniqueness and to distinguish it from synthetic products."

For the sake of *urushi*, Ross channels all energies into her activities as an artist, and into her lectures and workshops both in Japan and abroad. This year, she and fellow *urushi* kindred spirits are launching an *urushi* NPO to link up all the production regions and present a unified "Japanese *urushi*" to the world. "Although it all comes from the same plant, it differs so much by region and by artist. I think "Japanese *urushi*"

would best be presented to the world as a combined force, and information on it should be shared in English worldwide." She also challenges issues currently facing *urushi* are a shortage of artists and toolmakers inheriting the traditions and a dwindling supply of trees and the skilled craftsmen to tap them. "I want to spread the virtues of *urushi* to the world, so people buy it, use it, support it and want to study it. We must first protect the trees—if there is no sap, it's all over."

Ross believes in telling others about the good things in life. "*Urushi* is beautiful and versatile. If it disappears, the world loses a great treasure, forever." *Urushi* lured her from London to faraway Japan. We cannot allow its shine to fade into history. *





Suzanne Ross

Born in London, United Kingdom, she arrived in Japan in 1984.
As an *urushi* artist, she departs from traditional styles to create original pieces inspired by Japan's natural beauty.
At Wajima Kobo Nagaya, in central Wajima, one can view her pieces and some of her work processes.

For an Enjoyable Stay in Shizuoka

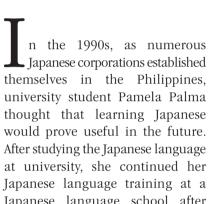
Pamela Palma uses her career experience to support visitors and residents in Shizuoka, a prefecture located at the base of Mt. Fuji, long revered as symbol of material and spiritual richness

Many foreign tourists visit the hot-spring resort town of Shuzenji in Izu Peninsula, Shizuoka. There is a pleasant walking course through a bamboo grove along the river.



Pamela Palma

Born in Surigao del Sur, Philippines, Palma majored in business management at the Ateneo de Manila University. She worked at the Embassy of the United States of America in the Philippines, a subsidiary of Deutsche Bank, and University of Asia and the Pacific in the Philippines. She has worked as a CIR since 2015.



REPUBLIC OF

THE PHILIPPINES

Her first visit to Japan was in 1996. "Japan was so clean and the trains were so punctual! The streets hardly had any litter and the trains were rarely even a minute late," she recalls. After that, she worked at the Embassy of the United States of America in the Philippines and at a subsidiary of Deutsche Bank where she used her Japanese skills to work with Japanese clients. "When I was 41 years old, I applied for the JET Programme, as I thought it would suit my growing passion for Japan," she explains.

The JET Programme assigned Palma to the Shizuoka prefectural government, a place she knew little about at the time. "To me, Shizuoka was just a place you passed through on the shinkansen when travelling between Tokyo and Kyoto. But after four years of living here, I have



Dogashima and other sightseeing spots in western Izu offer spectacular views of Mt. Fuji over Suruga Bay.

learned that this place is far more charming than I ever could have imagined," states Palma. Mt. Fuji, a UNESCO World Heritage site can easily be seen from Shizuoka. In fact, the southern half of the mountain is located in Shizuoka prefecture. The mountain's conical profile is especially beautiful when viewed across the water. "It is wonderful to see Mt. Fuji on a sightseeing boat at Dogashima or Miho-no-Matsubara. When my family visited from the Philippines, they were also deeply moved by its beauty," she says.

Palma has also discovered that Shizuoka is a treasure trove of food. "Shizuoka's traditional wasabi cultivation is registered as a Globally Important Agricultural Heritage System. The green tea produced here is also famous. Its rich flavor is used to make the world's most intense green tea gelato. The seafood is also delicious here. One of Shizuoka's fishing ports has the highest tuna catch in Japan. For foreigners who are not fond of sashimi, there is also a deep-fried dish called kakiage made with sakura shrimp that is really nice!" Palma is full of food recommendations.

Working as a coordinator for international relations (CIR) in the Shizuoka Prefectural Government's Multicultural Affairs Division, Palma makes full use of her career experience to provide interpretation and translation, as well as support the prefectural government in its meeting with foreign visitors. In addition, she introduces Philippine culture during school visits and multicultural events. According to Palma, "Family ties are strong, and the neighborhood spirit of helping each other out is alive and well in the Philippines. When I talk about this, people tell me, 'that's how Japan used to be,' and it makes me happy that Japanese people can have warm feelings for the Philippines." Palma also contributes to keeping the local foreign residents of Shizuoka, including roughly 16,000 Filipinos, abreast of vital information, using both English and Tagalog. As this includes important life-saving information such as disaster preparedness, Palma plays an important role. She has also assisted at the local police college as part of a case-study program that teaches police cadets how to help foreigners who do not understand Japanese. "Sometimes, when I think the cadet understands my English a little too well, I switch to speaking Tagalog to make it more difficult," she chuckles.

"The job of a CIR is wide-ranging, but I find it rewarding. I would like to continue doing helpful work by



Pamela recommends this delicious deep-fried dish with crispy texture called sakura shrimp $\it kakiage.$

strengthening ties between Japan and the Philippines, and between Shizuoka and its foreign visitors." *



Palma dresses in traditional Philippine costume and shares with Japanese students the life and culture in the Philippines.

About the Japan Exchange and Teaching (JET) Programme

The JET Programme began in 1987 with the goal of promoting grassroots international exchange between Japan and other nations, and is now one of the world's largest international exchange programs. JET participants are placed in every region of Japan and work in one of three positions: assistant language teachers (ALTs), coordinators for international relations (CIRs), or sports exchange advisors (SEAs). In 2018, the JET Programme welcomed 5,528 participants, and currently there are more than 68,000 alumni from 73 countries living in all parts of the world.



The JET Programme official website http://jetprogramme.org/en/

We Are *Tomodachi*Spring 2019

Published by



Edited by Public Relations Office, Cabinet Office and Office of Global Communications, Cabinet Secretariat

1-6-1 Nagatacho, Chiyoda-ku, Tokyo 100-8914, Japan

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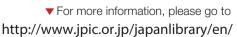
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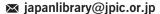
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