



# **KAKEHASHI 2015 Outbound Program 2<sup>nd</sup> Slot (United States / University and Graduate School Students) Program Report**

## **1. Program Overview**

Under “Japan’s Friendship Ties Programs”, 212 Japanese university and graduate school students who are interested in introducing an attractive Japan overseas visited the United States of America. During the 5 days program from March 8 to March 15, 2016, the participants introduced various attractive points about Japan to Americans and also learned lots of things about the U.S. The participants aimed to promote Japan through mediums such as SNS.

## **2. School Names and Number of Participants**

### **San Francisco**

Waseda University (23 students and 2 chaperones)  
Doshisha University (24 students and 2 chaperones)  
Keio university (12 students and 1 chaperone)  
Sophia University (13 students and 1 chaperone)  
Ritsumeikan University (13 students and 1 chaperone)  
Tsukuba University (13 students and 1 chaperone)

### **Seattle**

Toyohashi University of Technology (24 students and 2 chaperones)  
Tohoku University (24 students and 2 chaperones)  
Shimane University (12 students and 1 chaperone)  
Yasuda Women’s University (12 students and 1 chaperone)  
Akita University (13 students and 1 chaperone)  
Kochi University (13 students and 1 chaperone)

## **3. Destination**

The United States of America (106 participants to San Francisco, and 106 to Seattle).

## **4. Program Schedule**

### **A. San Francisco**

March 8 (Tue) Depart International Airport to San Francisco

【City Observation】 Lincoln Park / Golden Gate Bridge / Ghirardelli Square

March 9 (Wed) 【Visit】 Consulate General in San Francisco

【Visit and lecture in Japanese company in SF】

NEW PEOPLE / SMART NEWS/ SALAD COSMO

【School visit and exchange】 University of San Francisco

/ University of California Davis

March 10 (Thu) **【Visit】** Computer History Museum / Tanimura & Antle (Group 1)  
**【School Exchange ①】** San Jose State University  
/ California State University Monterey Bay

March 11 (Fri) **【Visit】** Computer History Museum、 Tanimura & Antle (Group 2)  
**【School Exchange②】** North Salinas High School/ Alisal High School  
/Stanford University

March 12 (Sat) **【Historical and Cultural site visit】** Murals in Mission district / Farmer's Market  
**【Workshop】**

March 13 (Sun) **【City Observation】** Retail shops in SF (Wholefoods, Safeway) Pier39

March 14 (Mon) Depart San Francisco

March 15 (Tue) Arrive at Narita International Airport

## **B. Seattle**

March 8 (Tue) Depart International Airport to Seattle  
**【City Observation】** Government Lock, Pike Place Market & 1<sup>st</sup> Starbucks  
store, Safeco Field and team store

March 9 (Wed) **【Visit】** Consulate General in Seattle  
**【Historical and Cultural visit】** Wing Luke Museum  
**【Visit Social Welfare organization】**  
Bill and Melinda Gates Foundation

March 10 (Thu) **【Visit】** Capitol of Washington State  
**【School Exchange ①】** Evergreen State University /  
University of Washington

March 11 (Fri) **【School Exchange ①】** Wing Luke Elementary School/  
South Puget Sound Community College/ Griffin School

March 12 (Sat) **【Company Visit】** Boeing Factory Tour (Group 1)  
**【Ceremony participation】**  
The Great East Japan Earthquake Memorial Ceremony by  
Japan-America Society of the State of Washington (Group 2)  
**【Lecture】** History of Japanese immigrants to the U.S.  
Lectured by Densho  
**【Workshop】**

March 13 (Sun) **【Report Meeting】**  
**【Company Visit】** Boeing Factory Tour (Group 2)

【City observation】 A Japanese retailer in Seattle “Uwajimaya”

March 14 (Mon) Depart Seattle Tacoma Airport

March 15 (Tue) Arrive at Narita International Airport

## 5. Program Photos

### Group San Francisco



3/9 【Courtesy call】 Consulate General of Japan



3/9 【Visit】 Salad Cosmo



3/9 【Visit】 The University of California, Davis campus



3/11 【School Exchange Program】 North Salinas High School



3/11 【School Exchange Program】 Stanford University



3/13 【Report Meeting】

## Group Seattle



3/8 【City Observation】 Visit to Seattle



3/9 【Courtesy Call】 Consulate-General of Japan in Seattle



3/9 【Visit】 Wing Luke Museum



3/9 【Visit Social Welfare organization】 Bill & Melinda Gates Foundation Tour



3/10 【Visit】 Washington State Capitol



3/10 【School Exchange Program】 Univ. of Washington



	
3/11 【School Exchange Program 】 South Puget Sound Community College	3/12 【Company Visit】 Boeing Factory Tour

## 6. Voice from Participants

### ◆University Students (San Francisco)

I found out that the people I met in S.F. have completely different ideas about Japan compared to what I am proud of about my country. Typical Japanese culture such as Samurai, the Edo period and the spirit of “Wa” or harmony were not as well known as the so-called sub-culture (Harajuku fashion, Anime, Manga) and Japanese cuisine (Sushi, Donburi, Onigiri, Ra-men). These were considered typical Japan and was a major interest for the Americans. Through this trip, I recognized the gap in notion of Japan, between Japanese people and foreigners (in this case, Americans). There is a need to take this gap (actual needs) into consideration when we communicate with people throughout the world and we should find effective ways to appeal our country to others.

### ◆University Students (San Francisco)

I realized that there are people in other countries who appreciate Japan very much. That is, when I had a discussion with a student from Taiwan about Japan, post the Great East Japan Earthquake. She expressed gratitude towards Japan, as the people in Taiwan had received a great deal of aid from us at the time a big earthquake had hit her country. I understand that Japan has earned support from other countries through this kind of cooperative effort.

After returning to Japan, I am going to talk about Japan's place/role in the world. With the correct recognition, we should try to learn and understand our country more, which can result in discovering its strength and attractiveness. And eventually, we will be able to promote our country better, worldwide. By analyzing ourselves we might find our weakness. In that case, we will then seek assistance from and cooperate with other countries.

### ◆University Students(San Francisco)

The historical background between Japan and California was very impressive. Japanese immigrants, who crossed the ocean due to the then Japanese government agricultural

reform, strived to be successful before WWII. With their contribution and the tolerance for diversity in California, They could help nurture a pro-Japan culture and produce people who became interested in Japan in America. After this trip, I think that we should try to provide different levels of information about Japan which aim at different kinds of people. One is specific information for those already pro-Japan and the other, for the general public who need basic information such as Japanese food. By doing this, we can earn and promote their interest in Japan step by step. I found that California already has a strong relationship with Japan, and we can utilize this background for our mission. For a further effective action to appeal Japan in other states, we need to find out how Japan is received in each region or state.

#### ◆University Students (Seattle)

I was most impressed by the fact there are a lot of people who want to know about Japan. They are interested in our presentation by slide very much. And many of the people regardless of age (child, grownups and students) are more interested in the workshops of Kendama and Kimono wearing as it is a experience type of workshop and not a mere one way presentation. I will transmit information about the differences of the size of the Washington University and my college, state congress building, political system and others after goes back to Japan. I also would like to participate in the action plan positively.

#### ◆University Students (Seattle)

I prepared for this visit carefully in various ways to tell American people the real form and attractions of Japan and Akita.

I think I could have told them the good points of Japan with a presentation at the University exchange program. However at the Reporting Session I was given a comment which impressed me strongly. One of the audience said that "I can understand your intention to put emphasis on telling us the good points and the real life of Japan. (As the Japanese food, for instance, served in America is quite different from the ones in Japan.) However you should give a thought why the Japanese food(or culture) is appreciated and why they are reformed by the American (local) people." His word made me realize that my view was rather narrow that I regarded their understanding of Japanese culture was wrong and was the one to be corrected. It was the kind of the act of denial to their interests and familiarity to Japan and its culture. I learned from the incident that the real exchange and mutual understanding of the different culture should start from knowing the facts first. And it should not start from the denial. Now I am eager to know more about U.S. and Japan through the friendship with the people I met and carrying out an action plan.

#### ◆University Students (Seattle)

Our college has been focusing on the introduction of Japan by telling the attraction of the local city and new aspects of Japan which is not widely known yet. It is a variable


experience for me that many of the students and teachers seemed to have interested in our presentations.

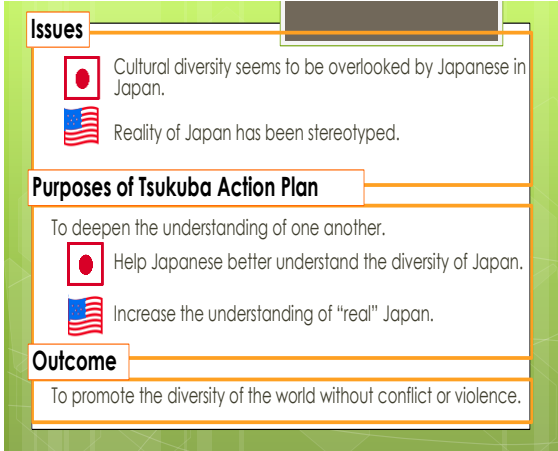
What was most impressive for me was that American people taught me more of the attractions and good points of Japan which have never been come upon me before. I recognized that both way inter action makes the exchange more fruitful than a one way communication.

I would like to dispatch local information and the responses of the students of Seattle continuously to the Japanese students after going back to Japan.

And I would like to focus on the city of Seattle and send the information which Japanese people are yet to know just like what we had done for our presentation.

## 7. Action Plan Presented at the Reporting Session by Participants

<p><b>What We Aim for</b></p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px; width: 45%;"> <p><b>Action Plan 1</b></p> <p>Visiting lectures to high schools in Japan</p> </div> <div style="border: 1px solid black; padding: 5px; width: 45%;"> <p><b>Action Plan 2</b></p> <p>Introduction of Japanese people outside of Japan</p> </div> </div> <p style="text-align: center;">↓</p> <p style="text-align: center;"><b>Increase the chances for students in Japan to consider the world as their possible stage</b></p> <p style="text-align: center;">↓</p> <p style="text-align: center;"><b>Understanding of charms of Japanese culture will be more wide spread</b></p>	<p style="text-align: center;"><b>Our Action Plans</b></p> <div style="text-align: center;"> <p>Watching Anime or Japanese Movies</p> <p>↓</p> <p>Live performances of Traditional Japanese Culture</p> <p>↓</p> <p>Spread the Information on the Japanese Culture through SNS</p> </div>
<p>Action Plan for understanding Japan</p>	<p>Action Plan for broader understanding of Japanese culture</p>
<p><b>Background</b></p> <ul style="list-style-type: none"> <li>What we found through exchange programs             <ol style="list-style-type: none"> <li>Difference in foreign language education between Japan and America ex) times the classes are held, practical English</li> <li>necessity of globalization for all schools (from elementary schools to universities.)</li> </ol> </li> </ul> 	<p><b>2. Action</b></p> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 5px; width: 45%;"> <p><b>For Japanese students</b></p> <ul style="list-style-type: none"> <li>Encourage high school students studying abroad</li> <li>Addressing what the foreign students like about Japan</li> </ul> </div> <div style="border: 1px solid black; padding: 5px; width: 45%;"> <p><b>For exchange students</b></p> <ul style="list-style-type: none"> <li>Giving the presentation about Japanese attractive points</li> <li>Translating to various languages</li> </ul> </div> </div> <p style="text-align: center;"><b>In Sophia</b></p> <p style="text-align: center;">• Establish an organization to enhance the activity of <b>KAKEHASHI</b></p>
<p>Background of Action Plan</p>	<p>Action Plan to approach in multi languages</p>

<p><b>Conclusion</b></p> <div> <div>Gender equality</div> <div>Seminar with foreign students</div> </div> <div> <div>Honorific expression</div> <div>Making movies</div> </div> <div> <div>Japanese Technologies</div> <div>Introducing to the world</div> </div> <div> <div>Food</div> <div>More “food and nutrition education”</div> </div>	<p><b>JJF license</b></p> <p>We are going to make Japanese-Japanese Food license.</p> <p><small>*Japanese-Japanese as opposed to American-Japanese, or other non-traditional interpretations of Japanese cuisine</small></p> <p>JJF license is the certification traditional Japanese food.</p> <p>↓</p> <p>Traditional Japanese Foods (Washoku) are accurately Established!!</p> <p>We are going to contact with restaurants, Japanese hotels, the Ministry of Agriculture and so on.</p>
<p>Findings about Japan / Rediscovery the charms of Japan</p>	<p>Enhance understanding of Japanese Food / Understanding Japanese food in Seattle</p>
 <p><b>Issues</b></p> <ul style="list-style-type: none"> <li>Cultural diversity seems to be overlooked by Japanese in Japan.</li> <li>Reality of Japan has been stereotyped.</li> </ul> <p><b>Purposes of Tsukuba Action Plan</b></p> <ul style="list-style-type: none"> <li>To deepen the understanding of one another.</li> <li>Help Japanese better understand the diversity of Japan.</li> <li>Increase the understanding of “real” Japan.</li> </ul> <p><b>Outcome</b></p> <ul style="list-style-type: none"> <li>To promote the diversity of the world without conflict or violence.</li> </ul>	<p><b>Why?</b></p> <p>San Francisco here we come!</p> <p>but few people in the U.S. even know annual Japanese events and food</p> <p><b>To Whom?</b></p> <p>People who are not interested in Japanese cultures</p>
<p>Action Plan “Stay in Tsukuba”</p>	<p>Why &amp; to Whom do we take action?</p>