



## JENESYS2020 Japan-ASEAN Online Exchange (Sports: Football) Report

### 1. Program Overview

【Objective】 This program was conducted with the main objective of having players from ASEAN youth football teams attend lectures on Japan's contribution to the ASEAN football community and exchange programs on football and culture in their respective countries to promote goodwill between Japan and the participating countries, and to embody a legacy of Japan's international contribution through sports after the 2020 Tokyo Olympic and Paralympic Games.

【Participants】 Total: 207 high school students from ASEAN countries (10 countries) and Japan (5 participants)

\*10 ASEAN countries: Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Viet Nam

【Location】 Tokyo, Fukushima Pref.

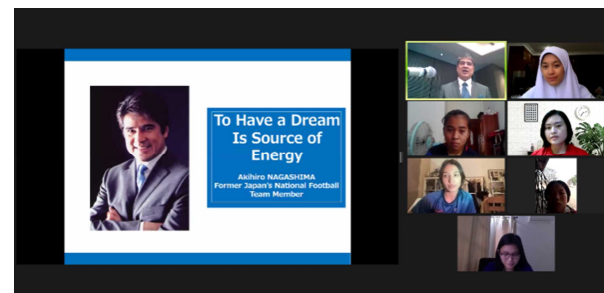
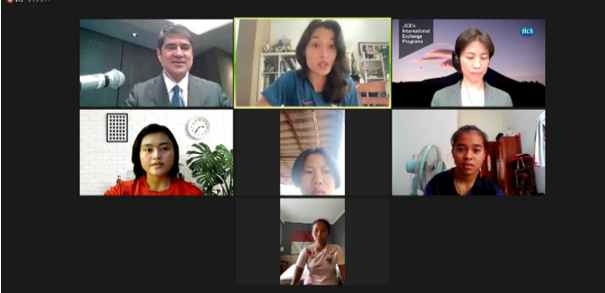




### 【Program Schedule】

| Date<br>Location                                                                                                                                                                         | Program contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Participants' questions and reactions                                                                                                                                                                                                                              |
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| Number of participants: 161 female football youth team players from 7 ASEAN countries*<br>*7 ASEAN countries: Indonesia, Cambodia, Singapore, the Philippines, Brunei, Malaysia, Lao PDR |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                    |
| March 29,<br>2021<br>Tokyo                                                                                                                                                               | 【Webinar, Q&A session】<br>*Lecture by a Teacher of Dreams<br>"Importance of having a dream and making the efforts to make that dream come true."<br>Lecturer : Mr. NAGASHIMA Akihiro<br>Member of the International Committee of the Japan Football Association (a former football athlete)<br>*Teachers of dreams: Former and current athletes from various sports serve as lecturers as part of the JFA Kokoro Project. In their lectures, they share the importance of having a dream and | There were questions such as what motivated the lecturer when playing football became hard, how to overcome failures, and how women's football could become a more attractive and popular sport from the perspective of a former world-class male football player. |

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|                                                                                                                             | making the efforts to make that dream come true, the importance of cooperating with friends and teammates, and so on.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| July 29, 2021<br>Tokyo                                                                                                      | <p><b>【Exchange】</b></p> <p>1. Team presentations by each country<br/>Presentations on the characteristic cultures of their countries and their football team practices.</p> <p>2. Exchanges in groups</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Participants were separated into 5 groups for them to interact beyond borders. Deepening their friendship, they actively talked about different topics, such as the new trends within the teams (favorite singers, etc.), how football practice changed due to COVID-19, and how the pandemic had affected their school life.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Number of participants: 41 football youth team players from 10 ASEAN countries and 5 football youth team players from Japan |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| March 26, 2022<br>Tokyo<br>Fukushima Pref.                                                                                  | <p><b>【Exchange, Observation, Webinar, Q&amp;A Session】</b></p> <p>1. Orientation</p> <p>2. Group exchange</p> <p>3. Presentation “My country”</p> <p>4. Observation, Q&amp;A session<br/>“J-Village Tour”</p> <ul style="list-style-type: none"> <li>▪ The Great East Japan Earthquake and football (Video)</li> <li>▪ Overview of the facilities</li> <li>▪ Live broadcast from the field, cafeteria, etc.</li> </ul> <p>5. Webinar, Panel discussion<br/>“Football Dream for Future”<br/>Lecturer:</p> <ul style="list-style-type: none"> <li>- Mr. ONO Takeshi, FIFA/AFC Instructor, JFA Deputy Technical Director</li> <li>- Mr. KAGEYAMA Masanaga, AFC Youth Panel, JFA Youth Director</li> <li>- Mr. FUNAKOSHI Yuzo, Japan U-19 National Team Assistant Coach, JFA Academy Fukushima Coach</li> </ul> <p>▪ Video</p> | <p>The group exchange began with self-introductions, and at first everyone seemed a bit reserved since they were meeting for the first time. By the end of the exchange however, they were enjoying themselves, talking about their back numbers and favorite teams.</p> <p>Each presentation was full of content. Participants listened with interest to the football situation in the other countries.</p> <p>During the tour of the J-Village facilities, the participants listened with great interest to the explanation of the facilities and fields, and asked questions such as "Is there a cafeteria?", "Can any sport be played there?", and "Have famous players visited?"</p> <p>During the lecture, the lecturers talked about the importance of having a dream, and each participant responded with his or her own dream. They talked about their dreams, such as to represent their countries, to become professional football players, and to be successful</p> |

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|  | <ul style="list-style-type: none"> <li>•Lecture, Panel discussion</li> <li>•Q&amp;A session</li> </ul> | <p>overseas. Through the comments from each participant about football and their dreams, as well as the panel discussion by the lecturers, the participants seemed to be inspired by each other's thoughts about the value and possibilities that can be gained from football. The youth from different countries, all of whom share a common interest in football, seemed to have fully enjoyed the exchange.</p> |
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**2. Program Photos**

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| <p>March 29, 2021 【Webinar, Q&amp;A Session】</p>                                     | <p>March 29, 2021 【Webinar, Q&amp;A Session】</p>                                       |
|   |    |
| <p>July 29, 2021 【Team presentations by each country】 Presentation by Team Japan</p> | <p>July 29, 2021 【Team presentations by each country】 Presentation by Team Lao PDR</p> |
|   |    |
| <p>July 29, 2021 【Exchange Session】</p>                                              | <p>July 29, 2021 【Exchange Session】</p>                                                |

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| <p>March 26, 2022 【Presentation】 Participants giving presentations on their countries</p> | <p>March 26, 2022 【Observation】 Introduction to the J-Village facilities</p>        |
|         |  |
| <p>March 26, 2022 【Webinar, Q&amp;A session】 Participants talking about their dreams</p>  | <p>March 26, 2022 Commemorative photo</p>                                           |

**3. Voices from Participants (excerpt)**

◆ **High school student (Lao PDR)**

Online meetings are useful because it allows me to get to know the culture of another country better, to know the sights, and the training of sports in another country.

◆ **High school student (Thailand)**

It was a great experience to have the opportunity to talk with other player from other countries. The interaction will allow us to get closer to other players and build stronger bonds.

◆ **High school student (Thailand)**

Great opportunity to talk with other players and interact with others. Better to make the presentation more interactive.

◆ **High school student (Singapore)**

The online program was useful as it allows young players to gain more knowledge on Japan’s football and the ASEAN countries. It also encourages us to chase our dreams and improve our skills to be

somewhere in the near future.



◆ **High school student (Malaysia)**

As it is my first time attending such an event, it has opened up my horizon to know that football isn't only about playing. We all should be proud to represent our countries and to be good role models in our countries.

◆ **High school student (Japan)**

It was the first time for me to participate in a program like this, and I am very grateful I did. I now know more about the teams of each country. I hope I get to participate in a program like this again.

**4. Dissemination by the participants.**

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| <p>July 29, 2021 (Instagram)<br/>It's a pleasure to be part of the #jenesys2020!</p> | <p>July 29, 2021 (Facebook)<br/>Thank you PFF (Philippine Football Federation) and JICE for allowing us to experience this</p>                                                                                                                |

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| <p>March 26, 2022 (Facebook)</p> <p>Congratulations Marcus Arias on being chosen to represent the Philippines in the JENESYS Japan ASEAN Youth Sports Exchange</p> | <p>March 26, 2022 (Instagram)</p> <p>Thanks @famalaysia (Football Association of Malaysia) and @japanfootballassociation (Japan Football Association) for this program. Good work Malaysian Team!</p> |

**5. Future plans of the participants**

◆ **High school student (Brunei)**

I will try to practice and train harder than ever so that I can chase my dream and win AFF (AFF Women's Championship) and AFC (AFC Champions League) with the Bruneian national game.

◆ **High school student (the Philippines)**

I will continue playing football to enhance my skills and develop more. I will definitely do it every day in Tuloy with my colleague for to achieve it. And one way to do that is keep on practicing and listening to what the coaches is telling us to.

◆ **High school student (Japan)**

I believe that sports have the power to bring peace to the world, and so I will continue to do my best on the field and hopefully one day be able to inspire others.

Implementation agency : Japan International Cooperation Center (JICE)