

# YOKOHAMA INTERNATIONAL DIGEST

October 11, 2018  
Civic Activity Projects Digest  
Published by Yokohama International  
Affairs Bureau, General Division  
Editor's Desk: 045-671-4710  
ki-somu@city.yokohama.jp



[Class for mothers and children at Sharing Caring CULTURE]

### Introducing civic activity projects promoting a multicultural society!

As part of its efforts to promote the development of a multicultural society and in anticipation of the upcoming Rugby World Cup 2019™ and Tokyo 2020 Olympic Games, the City of Yokohama has announced its support of five civic activity projects for fiscal 2018. These projects, by citizen's groups and NPOs, were selected for advocating hospitality towards visitors to Japan, raising awareness of diversity, and promoting the involvement of foreign residents. This edition will introduce the work of each group.

Details available here:  
<http://www.city.yokohama.lg.jp/kokusai/multiculture/tabunkahojokin.html>



### International Exchange Yokohama Madoka Group

The International Exchange Yokohama Madoka Group, founded in 1983 in Naka Ward, engages in four pillars of activity: volunteer projects to help foreign residents, international exchange activities, educational programs, and charity work.



In particular, Madoka Group presents seminars and workshops on improving English-language skills for guides or citizens interested in working as guides

to Yokohama or introducing Japanese culture. It has also held an annual international cherry-blossom viewing event in Sankeien Garden for over 30 years. Additionally, the Group is committed to introducing Japanese culture through programs on topics such as Japanese cuisine, traditional dress, and tea ceremony.

It received a grant for presenting workshops on providing English-language training for guides.



### Sharing Caring CULTURE

For its program to empower mothers to lead classes to introduce different cultures, Sharing Caring CULTURE, based in Tsuzuki Ward, is a private organization founded by three resident Filipino, Korean, and Japanese citizens of Yokohama in 2014. The organization started with the idea to create opportunities for foreign residents to engage with their communities. Rather than language lessons, it involves families in cooking, art, dance, and other cultural activities so that Japanese and foreign residents are not separated into "supporter" and "supported," but instead connect and create communities in their areas together as part of the same cooperative society.

Main activities:

- 1) Multicultural classes by foreign mothers
- 2) English playgroup for parents and children "Mirai Kids"
- 3) Family weekend events



Activity Locations: Artforum Azamino and Aoba International Lounge



### Yokohama Furusato History Foundation

The Yokohama Furusato History Foundation, located in Tsuzuki Ward, was founded in 1992 with the goals of collecting and examining documents and cultural property from Japan and abroad to aid understanding of Yokohama's place in history, sharing its findings with the public, and contributing to civic cultural development. To that end, the Foundation oversees the operations of the Yokohama History Museum, the Yokohama Archives of History, the Museum of Yokohama Urban History, and the Yokohama Museum of EurAsian Cultures, and other facilities.

# YOKOHAMA INTERNATIONAL DIGEST

## Civic Activity Projects Promoting Multiculturalism



By compiling the history and culture surrounding Yokohama shaped by people of many different back-grounds over the last 30 thousand years and sharing it with both native and foreign residents alike, the Foundation aims to promote the growth of a community that embraces multiculturalism and passes on knowledge to the next generation.



The Foundation is receiving a grant for publishing the English-language version of the Yokohama History Museum Guide, a guidebook for the Yokohama History Museum and the Otsuka/Saikachido Relics Park.



### Ōkurayama Shōten-gai Shinkō Kumiai

Ōkurayama Shōten-gai Shinkō Kumiai, an association promoting the shopping districts of Okurayama. Located in Kohoku Ward at the Okurayama Station on the Tokyu Toyoko Line and comprising about 250 local businesses, it distributes English-language pamphlets to encourage foreign visitors and residents to take part in annual events like Tanabata, Halloween, and the Okurayama Plum Blossom Festival.



At the Plum Blossom Festival, culture booths to welcome and guide visitors are set up in front of the prominent Okurayama Memorial Hall. At one booth run by local middle school students, visitors can experience Japanese culture by taking part in a traditional ceremony for preparing matcha, or green tea, while other booths offer kimono rentals for taking a stroll through the groves of plum trees and other activities. The association also offers suggestions on local sightseeing spots for foreign tourists visiting the Shin-Yokohama area.



The association is receiving a grant for publishing maps for the benefit of international visitors and foreign residents, as well as designing and issuing badges for business owners to wear to describe their services, languages spoken, and so on to help visitors feel welcome.



### Connection of the Children

Located in Nishi Ward, Connection of the Children (below, CoC) is an NPO that endeavors to help create “a society where children have a broad perspective and anyone can realize their dreams” by offering educational programs based on travelers’ or residents actual experiences as well as international exchange programs.

#### ● Education programs

• Custom classes and workshops focusing on delivering authentic

experiences from travelers to the country or its exchange students

• Study tours to cooperating educational institutions both inside and outside Japan



#### ● International Exchange Programs

• Cultural exchange at CASACO in Nishi Ward’s Azumagaoka

• Projects to revitalize the area around the west exit of Yokohama Station for inbound tourism



As the city receives more visitors, marketing, and attention ahead of the 2019 Rugby World Cup™ and the 2020 Tokyo Olympic and Paralympic Games, the CoC is positioning itself to not only promote Yokohama and encourage exchange opportunities between international visitors and Japanese citizens, but is also aspiring to provide a place for both to learn from each other.

CoC is receiving a grant for launching a project to create a foreign language guidebook that foreign citizens and visitors will want to recommend to others.

