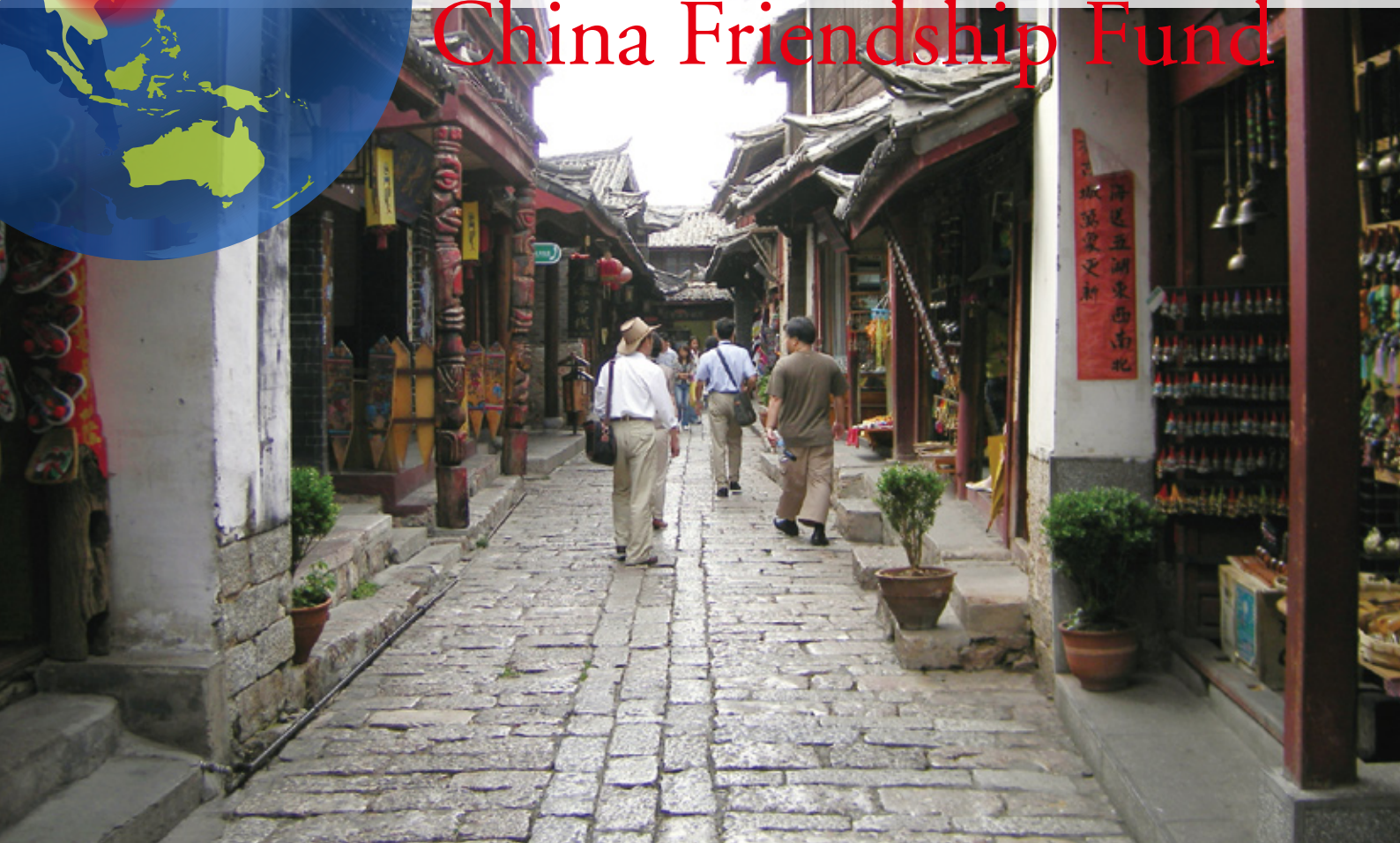




# The Sasakawa Japan-China Friendship Fund



SPF promotes peace and mutual development between Japan and China, following the fundamental principle of “from friendship to cooperation.” This is the largest private fund for Japan-China relations.

## Guidelines (1995–)

Program Policy	Project Name
<b>1. Fostering Human Resources for 21st-Century Japan-China Relations</b>	<ul style="list-style-type: none"> <li>Development of Materials to Teach the Japanese Language</li> <li>Healthy Community Construction Project</li> <li>Creating an Emergency Manual for Local Governments in Sichuan Prefecture</li> <li>Training Program for Japanese Language Learners from Regional Universities</li> </ul>
<b>2. Deepening Mutual Understanding in the 21st Century</b>	<ul style="list-style-type: none"> <li>Program for Promoting Japan-China Exchange in the Field of Security—Phase II</li> <li>Book Translation and Publication Project for Understanding Contemporary Japan</li> <li>Facilitating Dialogue between Future Leaders</li> <li>Chinese Young Journalist Interchange Program</li> </ul>
<b>3. Activities to Promote Japan-China Relations in the 21st Century</b>	<ul style="list-style-type: none"> <li>Forty Years of Japan-China Relations in Review (1972–2012)</li> </ul>
<b>4. Activities to Advance the Fund's International Role</b>	<ul style="list-style-type: none"> <li>Expanding the Public Relations Activities of the Japan-China Friendship Fund</li> </ul>

## Development of Materials to Teach the Japanese Language

- ① Implementing Agency: Beijing Center for Japanese Studies (China)
- ② Project Classification: Grant
- ③ Project Expenditure for Fiscal 2010: ¥7,235,210
- ④ Implementation Year: 3rd year of 4-year project

### Promoting advanced Japanese language teaching methods and development of materials leading to a better understanding of Japan

This project works to develop comprehensive teaching materials for Japanese-language majors at the university level, providing funding for collaborative work between those involved in developing teaching materials in China and specialists in Japan. In fiscal 2010, the project funded the participation of Japanese

specialists in collaborative editing conferences held in Beijing and Luoyang, as well as the cost of bringing Chinese textbook authors to Japan for a similar conference held in Tokyo. SJCF also provided support for Japanese instructors sent to China to observe use of the teaching materials in monitored lectures, in order to provide regular feedback to the authors on their effectiveness.



Some of the teaching materials developed to date

## Creating an Emergency Manual for Local Governments in Sichuan Prefecture

- Implementing Agency: The Sasakawa Peace Foundation, Japan-China-Asia Economic Strategy Forum (Japan), School of Public Administration of Renmin University of China (China)
- Project Classification: Self-Operated/Commissioned/Grant
- Project Expenditure for Fiscal 2010: ¥13,952,966\*  
\* This amount includes ¥4,551,777 as the fiscal 2010 component of a grant for "Training Program for Creating an Emergency Manual for Local Governments in Sichuan Prefecture."
- Implementation Year: Final year of 2-year project

### Contributing to regional disaster prevention and recovery by promoting preparation and use of an emergency manual

This project was implemented across two years in fiscal 2009 and 2010, and intended to share Japan's extensive expertise in disaster prevention and reduction with officials in regions affected by the Sichuan Earthquake, and with disaster prevention workers nationwide. The results would then be shared across China and the rest of Asia. In fiscal 2009, with the cooperation of the School of Public Administration at Renmin University of China and the administration of Sichuan Province, a group of disaster recovery officials from regions affected by

the Sichuan Earthquake were invited to Japan for training. In fiscal 2010, specialists from Japan and China cooperated in the development of a training program, and together with experts in disaster prevention from both countries, provided instruction. The subsidized project utilized materials accumulated in the course of the seminars to set up a disaster prevention information website, the China and Japan Disaster Info and Action International Network (<http://www.asiabosai.net>), which was then used to disseminate the results of the project.



The study team visiting Japan

## Healthy Community Construction Project

- Implementing Agency: Kumamoto University (Japan)
- Project Classification: Grant
- Project Expenditure for Fiscal 2010: ¥4,344,422
- Implementation Year: 2nd year of 3-year project

### Helping support healthy lifestyles in rural areas

Based on a collaborative Japan-China concept, this project works to train health promotion volunteers in farming communities in Guilin City, the Guangxi Zhuang Autonomous Region. In the current fiscal year, the project worked with doctors to conduct baseline surveys, hold volunteer training seminars, and to interact with local farmers. Seminars were used to provide instruction in improving diets

among farming families and in health and hygiene. Lectures were also held on forming volunteer groups. Volunteer groups from Guilin who had received training from specialists were also sent to attend the East Asian Congress of Health Promotion held in Shanghai in November, 2010, as part of efforts to support participation in such exchange activities.



Participants in the East Asian Congress of Health Promotion

## Training Program for Japanese Language Learners from Regional Universities

- Implementing Agency: China Education Association for International Exchange (China)
- Project Classification: Grant
- Project Expenditure for Fiscal 2010: ¥16,639,139
- Implementation Year: 2nd year of 5-year project

### Supporting the development of human resources for the future by providing equal access to Japanese language education

The goal of this project is to select successful Japanese language students at regional universities, who may have few opportunities for interaction with Japan, and provide them with the chance to study in Japan. The objective is to encourage students who are studying Japanese at regional universities, giving them motivation to acquire Japanese language and contribute to the development of human resources who can support cooperation between Japan and China in the future. In fiscal 2010, the China Education Association for International Exchange, the implementing agency, selected 21 participants from eight universities in the Xinjiang Uighur Autonomous Region, the Inner Mongolia Autonomous Region, the Ningxia Hui Autonomous Region, and Qinghai, Guizhou, Yunnan, and Sichuan

provinces, along with a teacher to lead the group. The students subsequently received training for about one month at the Waseda University Center for International Education.



Japanese language students from regional Chinese universities participating in the training program





## Program for Promoting Japan-China Exchange in the Field of Security—Phase II

- Implementing Agency: The Sasakawa Peace Foundation, China Institute for International Strategic Studies (China)
- Project Classification: Self-Operated/Commissioned
- Project Expenditure for Fiscal 2010: ¥18,419,552
- Implementation Year: Final year of 5-year project

### Building a better partnership by promoting Japan-China exchange in the field of security

For the past 10 years, this project has aimed to build trust in the field of Japan-China security by providing opportunities for uniformed field officers from Japan and China to visit each other's countries, and to enhance mutual dialogue, under the cooperation of the defense departments of both countries. To date, 116 Japanese Self-Defense Force (SDF) field officers have visited China under the project, while 187 Chinese People's Liberation Army (PLA) officers have visited Japan. In fiscal 2010, the final year of Phase II of the project, 14 SDF

field officers visited China as part of the 10th such group, which numbered 30 people in total, including 4 people from past groups, advisors, and staff related to the project.



Chinese PLA officers visiting Japan.

## Book Translation and Publication Project for Understanding Contemporary Japan

- Implementing Agency: The Sasakawa Peace Foundation, Editorial Committee for the Books for Understanding Contemporary Japan Project (China)
- Project Classification: Self-Operated/Commissioned
- Project Expenditure for Fiscal 2010: ¥16,118,420
- Implementation Year: 2nd year of 5-year project

### Resolving the current shortage in China of information about contemporary Japan

This project aims to provide information contributing to a better understanding of Japan among the Chinese people, by identifying books introducing contemporary Japan, carefully selected by specialists in Japan and China, for translation and publication in Chinese. In fiscal 2010, the Screening Committee, established the previous year, consisting of 10 specialists from Japan and China, continued working to draw up a recommended reading list, while a new framework for recommendations was set up by Chinese publishers and

began making selections. A total of 10 volumes were translated and published in China in fiscal 2010, including *Time and Space in Japanese Culture* and *The History of the Tea Ceremony*.



Some of the books translated and published under this project

## Facilitating Dialogue between Future Leaders

- Implementing Agency: The Sasakawa Peace Foundation, China Association for International Friendly Contact (China)
- Project Classification: Self-Operated/Commissioned
- Project Expenditure for Fiscal 2010: ¥7,475,946
- Implementation Year: 2nd year of 5-year project

### Building an even stronger relationship between Japan and China

To address issues arising from the increasingly interdependent relationship between Japan and China in sectors such as the economy, agriculture, finance, security, banking, the environment, and food safety, this project is designed to support a multifaceted, multilayered exchange and dialogue at both the official and private-sector level. In fiscal 2010, project themes focused on finance and banking. A Chinese delegation consisting of mid-tier working-level representatives were invited to Japan, including representatives from the Capital Account Management Department of the State Administration of Foreign Exchange, the Institute of International Economy of the National Development and Reform Commission, the Ministry of Finance, the People's Bank of China, the Securities Supervisory Commission, and others involved in

international finance. In Japan, exchanges were conducted with their Japanese counterparts and other specialists.



International symposium in progress

## Chinese Young Journalist Interchange Program

- 1 Implementing Agency: The Sasakawa Peace Foundation, Tsinghua-Nikkei Institute of Media Studies, Tsinghua University (China)
- 2 Project Classification: Self-Operated/Commissioned
- 3 Project Expenditure for Fiscal 2010: ¥7,229,214
- 4 Implementation Year: Final year of 3-year project

### Using Chinese media to promote understanding of Japan

This project encourages a deeper understanding of Japan, and the building of a life-size portrait of Japan for the Chinese people. In the three years since fiscal 2008, 37 young Chinese journalists have been invited to Japan to participate in training designed to promote a better understanding of Japan. In the first year, 11 individuals visited Tokyo, Hiroshima, Kyoto, Kobe, and Osaka, with a focus on the theme of Japanese culture. The second year saw a group of 14 individuals visit Tokyo and Hokkaido to learn about the politics and the economy in Japan. In fiscal 2010, the final year of the project, 12 participants were invited, and traveled to Tokyo, Okinawa, and Hiroshima.



Journalists on a guided tour in front of the Hiroshima Peace Memorial Museum

## Forty Years of Japan-China Relations in Review (1972–2012)

- 1 Implementing Agency: The Sasakawa Peace Foundation
- 2 Project Classification: Self-Operated
- 3 Project Expenditure for Fiscal 2010: ¥7,033,309
- 4 Implementation Year: 2nd year of 4-year project

### Presenting a general portrait of 40 years of Japan-China relations to the peoples of Japan and China

For this project, experts in Japan are summarizing Japan-China relations in the 40 years between 1972 and 2012, with the goal of presenting a general portrait of Japan-China relations up to the present to the peoples of both countries. In fiscal 2010, editing work was begun on the project, tentatively titled *Forty Years of Japan-China Relations in Review (1972–2012)*. Specifically, authors were selected, a chapter structure for the publication finalized, and a general outline developed for the content to be incorporated. A total of 60 authors were selected for the project, including 16 for the section on politics, 33 in economics, and 11 for the section on culture and society.



Project members attend an editing meeting

## Expanding the Public Relations Activities of the Japan-China Friendship Fund

- 1 Implementing Agency: The Sasakawa Peace Foundation, People's Daily Online Japan Co., Ltd. (Japan)
- 2 Project Classification: Self-Operated/Commissioned
- 3 Project Expenditure for Fiscal 2010: ¥7,277,948
- 4 Implementation Year: 2nd year of 5-year project

### Sharing activities of the Fund in Chinese using the internet

This project aims for ongoing use of the Internet to introduce current SJCF projects and to follow up on projects that have been completed to date. The purpose of this project is to enhance sharing of information about the activities of the Fund throughout China. The website was built in fiscal 2009, and it has been posting information in Chinese on fiscal 2010 projects and their results. New content was also created introducing China-related projects conducted by The Nippon Foundation and affiliates.



The SJCF Chinese-language Website