



[The Nippon Foundation News] Event-Filled October

Greetings from The Nippon Foundation. October is an event-filled month in Japan this year. The pool stage of the Rugby World Cup began in late September and matches will be held around the country throughout October, with the final to be played on November 2 in Yokohama. On October 22, heads of state and other dignitaries from close to 200 countries will attend an enthronement ceremony for Emperor Naruhito, who ascended to the throne on May 1. The ceremony, to be held at the Imperial Palace, will be followed by a parade with the Emperor and Empress riding in a convertible sedan along a 4.6-kilometer route that is sure to be lined with well-wishers. October 1 was also the date that Japan's consumption tax rate was increased to 10% from 8% (see "Awareness Survey of 18-Year-Olds" below).

Taking a break from the hustle and bustle of life in Tokyo, a member of the team that produces The Nippon Foundation News recently traveled to the United States to visit family and friends in eastern Pennsylvania. When people in Japan return from a vacation or business trip, they often bring sweets or snacks as souvenirs from their trip, called *omiyage*, to share with their friends and coworkers. In this month's newsletter we are including two photographs as *omiyage* from that trip for our readers.



Pumpkins for sale (left) and a typical rural scene (right) in eastern Pennsylvania

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Teaming with Global Accelerator to Support Growth of Promising Social Startups

The Nippon Foundation Social Change Makers

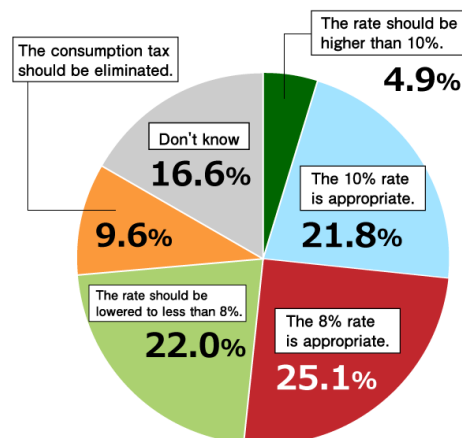


The Nippon Foundation and ImpacTech, a startup accelerator based in Singapore, recently held The Nippon Foundation Social Change Makers, a four-month program for Japanese startups looking to make a social impact. Founders Kineret Karin and Yoav Elgrichi sat down with Hayato Hanaoka of The Nippon Foundation to discuss the program and social startups in Japan

[Full Article](#)

Awareness Survey of 18-Year-Olds

Results of 17th and 18th installments announced



The 17th installment of the Awareness Survey of 18-Year-Olds, launched by The Nippon Foundation in October 2018, was carried out in late July on the theme of the "Consumption Tax." The results showed that more than one-fourth of respondents felt the new 10% rate was appropriate or that the rate should be higher, while close to half of the respondents felt the rate should be kept at 8% or lower, and roughly 10% thought the consumption tax should be eliminated entirely.

The results of the 18th installment, on the theme of "Work," were announced on September 17 and showed that more than half of respondents have decided on a field in which they want to work, with the top choices being civil servant, company employee, and IT-related. The survey also showed that roughly one-fourth of respondents want to work in a major city in Japan, roughly one-fourth want to work in a regional city in Japan, and slightly less than 5% want to work overseas.

[Full Article](#)

True Colors Festival

Growing beyond a festival for artists with disabilities

TRUE COLORS FESTIVAL

The Tokyo portion of the True Colors Festival, which exhibits the diverse abilities of artists with disabilities, began in September and will last through July 2020, to coincide with the Tokyo 2020 Paralympic Games. The first event was held in November 2006 in Vientiane, Laos, as a festival for artists with disabilities. Since then, it has grown in terms of both size and content, and for the upcoming series the term “disability” has been removed from the name. Under the banner of “True Colors,” the arts festival will emphasize the goal of an inclusive society in which everyone can participate, regardless of whether or not they have a disability, or their sexual orientation or gender identity, age, language, or nationality.

[Full Article](#)

Yohei Sasakawa Blog

Chairman of The Nippon Foundation



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