



For Social Innovation

[The Nippon Foundation News] Demons Out, Good Fortune In!

Greetings from The Nippon Foundation. Although not a national holiday, *setsubun* is a popular festival that marks the end of winter and beginning of spring on the traditional Japanese lunar calendar. This year *setsubun*, which literally translates as “seasonal division,” fell on February 3. The tradition most associated with this festival is called *mamemaki* (bean-scattering), where dried *daizu* (soybeans) are thrown outside the home, temple or shrine, and sometimes at a person dressed as an *oni* (demon), while shouting *oni wa soto, fuku wa uchi* (demons out, good fortune in). The beans are intended to banish evil spirits and allow good fortune to enter for the new year. A particularly popular *setsubun* festival is held at Naritasan Shinshoji temple in the city of Narita, where sumo wrestlers, kabuki actors, and other celebrities throw beans from a stage erected in front of the temple. Another *setsubun* custom is the *ehomaki* (lucky direction roll), a thick sushi roll made with seven ingredients to represent the seven gods of happiness and traditionally eaten on *setsubun* facing the direction considered auspicious for the coming year. The *ehomaki* tradition began in the Kansai region, but the rolls can now be purchased at convenience stores and supermarkets across Japan.



Dried daizu and a miniature oni mask (left); A person dressed as an oni at a setsubun festival (right)

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Overnight Stay at a World Heritage Site

Unique experience to enjoy and pass on traditional Japanese culture



Kyoto was the capital of Japan from the 8th to 19th centuries. The Nippon Foundation launched the Iroha Nihon project in 2016 in this modern city that is preserving ancient traditions. Targeting visitors from overseas, the project provides an overnight cultural experience at temples that are normally closed to the public. One of the participating temples is Ninna-ji, located in Omuro in western Kyoto. Originally built in 888, the temple has a history of more than 1,000 years and is part of the Historic Monuments of Ancient Kyoto UNESCO World Heritage Site.

[Full Article](#)

Global Appeal 2020

To end stigma and discrimination against persons affected by leprosy



The Nippon Foundation, with the endorsement of the International Paralympic Committee, held a ceremony on Monday, January 27, in Tokyo to launch the 15th Global Appeal to end stigma and discrimination against persons affected by leprosy. The Global Appeal has been held each year since 2006 to coincide with World Leprosy Day, observed on the last Sunday in January, and has been made with the endorsement of world leaders in a variety of fields including government, business, academia, and religion.

[Full Article](#)

Establishment of The Nippon Foundation Disaster Recovery Support Center in Marumori Town

Assisting recovery work by persons who experienced damage from Typhoon Hagibis



A ceremony was held on December 27, 2019, to mark the opening of The Nippon Foundation Disaster Recovery Support Center in the town of Marumori in Miyagi Prefecture. The center, which opened in Marumori's volunteer center, will support recovery work being done by Marumori residents who experienced major damage from Typhoon Hagibis, which caused widespread flooding and other damage across a large section of central and northeastern Japan in October 2019.

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Yohei Sasakawa Blog

Chairman of The Nippon Foundation



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