



The Coca-Cola Educational & Environmental Foundation

Activity Report 2018

Message from the Chairman

Aiming to Foster the Youth Who Will Lead the Next Generation

This Foundation was established in June 2007 under the basic philosophy of “Healthy Active Life” to mark the 50th anniversary of the start of the Coca-Cola business in Japan, with the integration of the Coca-Cola Bottlers’ Scholarship Society (established in 1970) and the Coca-Cola Educational & Environmental Foundation (established in 1994), as a base for centrally operating and promoting various social contribution activities. After five years, the Coca-Cola Educational & Environmental Foundation applied to become a public interest corporation, received authorization from the Prime Minister on September 27, 2011, and embarked on a new journey. Since its establishment, we have focused on educational initiatives with the purpose of fostering both youth who will lead the next generation and those who will serve their local communities.

Coca-Cola’s scholarship support for aspiring university students dates back to 1966 and has continued for over 50 years. We have supported 2,326 graduates on the path to becoming valuable members of society thus far.

The Coca-Cola Environmental Education Awards was established in 1994 and over the last 25 years, we have received applications from more than 2,000 groups. We have contributed greatly to the promotion of environmental education in Japan through support of environmental education and environmental conservation activities.

The Uenbetsu Elementary School Coca-Cola Environment House, the foundation’s flagship lodging facility for hands-on education, has hosted over 60,000 people from all over Japan since its opening in 2010.

The Coca-Cola Japan Reconstruction Fund has supported reconstruction in areas that were affected by the Great East Japan Earthquake eight years ago and the Kumamoto Earthquakes three years ago. The second stage began in 2017 with the implementation of the English Communication Skills Training Program for high school students of Iwate, Miyagi, and Fukushima Prefectures, in order to foster youth who will play an active role in international society and serve their local communities. In 2018, we began the same program for high school students in Kumamoto and Oita Prefectures, which were affected by the Kumamoto Earthquakes. For the areas affected by the Hokkaido Eastern Iburi Earthquake on September 6, 2018, we will join forces with the local municipalities that suffered extensive damage to implement appropriate educational support activities.

The Coca-Cola Educational & Environmental Foundation hopes to continue fostering youth who will contribute to the global society as well as those who will support their local communities by proposing and implementing initiatives in accordance with changes in society and values.



Yasuyuki Sasaki
Chairman
The Coca-Cola Educational &
Environmental Foundation

佐々木 康行

<Basic Philosophy> **Healthy Active Life**

Over 300,000 participants

Environmental Education

Fostering talented people to become leaders of the next generation in their local communities, as well as the global community.

- The Coca-Cola Environmental Education Awards received applications from 2,258 groups over 25 years from 1994
- Uenbetsu Elementary School Coca-Cola Environment House hosted approximately 60,000 people over 9 years from 2010

Sports Education

Fostering youth to become leaders of the next generation.

- Coca-Cola Running Academy/Traveling Sports School had 7,363 participants over 9 years from 2009

Scholarship Support

Providing scholarship support to enable high school students to attend university and become leaders of the next generation.

- Supported 2,326 graduates over 52 years from 1966

Reconstruction Support

Established the Coca-Cola Japan Reconstruction Fund to support areas affected by the Great East Japan Earthquake, Kumamoto Earthquakes, and Hokkaido Eastern Iburi Earthquake, through which various initiatives are implemented.

- Funded installation of solar power and power storage stations in 55 schools
- Sponsored the Young Americans Tohoku Tour with over 3,100 participants
- Donated 5 school buses
- Implemented homestay programs in America and England for 333 participants
- Implemented English Communication Skills Training Programs for 910 participants

Fiscal 2018 Activities

Fiscal 2018 Foundation Activities Across Japan

2018

April 1 : Scholarship support - 51 students received scholarships during fiscal 2018

April 18 : Application submission period opened for the 25th Coca-Cola Environmental Education Awards

June 20 : Coca-Cola Fun Day held at Coca-Cola Environment House for physically disabled children from Hokkaido

June 22 : ILOHAS Water Source Preservation Project grants for the first half of the year given to 23 organizations

June 28 : Activity Report 2018 and settlement of accounts submitted to the Cabinet Office

June 30 – July 1 : English Communication Skills Training Program began at Iwate Prefectural Takata High School

July 11 : 15 groups selected in the preliminary round of nominations for the 25th Coca-Cola Environmental Education Awards

July 11 - 12 : English Communication Skills Training Program began at Fukushima Prefectural Fukushima Minami High School

July 18 : Scholarship Support - Scholarship application posters and information sent to high schools and boards of education nationwide

July 21 - 22 : English Communication Skills Training Program began at Fukushima Prefectural Iwaki Sakuragaoka High School

July 28 - 29 : English Communication Skills Training Program began at Iwate Prefectural Hanamaki Minami Senior High School

August 2 - 3 : English Communication Skills Training Program began at Iwate Prefectural Ofunato High School

August 29-30 : Coca-Cola Environment House hosted a Waterside Learnings Design Project research camp for students of the Field Studies Institute for Environmental Education, Tokyo Gakugei University

August 31 - September 1 : English Communication Skills Training Program began at Fukushima Prefectural Shirakawa Asahi High School

September 1 : Scholarship Support - Application submission period opened for scholarships

September 3 - 4 : English Communication Skills Training Program began at Miyagi Prefecture Ishinomaki Koubunkan High School

September 8 - 9 : English Communication Skills Training Program began at Fukushima Prefectural Iwaki High School

September 11 - 12 : Waterside Learnings Design Project research camp (Group 2) for students of the Field Studies Institute for Environmental Education, Tokyo Gakugei University cancelled due to the Hokkaido Eastern Iburi Earthquake

September 14 - 15 : English Communication Skills Training Program began at Iwate Prefectural Fukuoka High School

September 26 - 27 : English Communication Skills Training Program began at Miyagi Prefecture Kesenuma High School

October 7 - 8 : English Communication Skills Training Program began at Miyagi Prefecture Sendai Minami High School

October 20 - 21 : English Communication Skills Training Program began at Miyagi Prefecture Kakuda High School

Through December : Scholarship Support- Conducted first screenings (application materials) and second screenings (interviews). Selected scholarship recipients and backup recipients

November 23 - 25 : English Camp @ Hokkaido held at Coca-Cola Environment House for junior high and high school students of Kawamata, Fukushima Prefecture and Kuriyama Town, Hokkaido

November 28 : ILOHAS Water Source Preservation Project grants for the second half of the year given to 23 organizations

December 15-16 : English Communication Skills Training Program began at Kumamoto Prefectural Daini High School

December 22-24 : Coca-Cola Environmental Forum held at Coca-Cola Environment House. Grand Prize and Excellence Award winners selected in the final selections of the 25th Coca-Cola Environmental Education Awards, followed by an awards ceremony

2019

February 12 - 16 : Coca-Cola Environment House hosted Tokai University’s Winter Environmental Conservation Course

March 6 - 7 : English Communication Skills Training Program began at Oita Prefectural Beppu Shosei High School

ILOHAS Water Source Preservation Project

With donations from the entire Coca-Cola System, foundation chapters collaborate to provide grants to organizations that conduct water resource protection activities across Japan.

2017 : Supported activities of 22 organizations nationwide

2018 : Supported activities of 23 organizations nationwide

For 25 years, the Coca-Cola Environmental Education Awards has continued to make contributions to the promotion of environmental education in Japan.

Established in 1994, the Coca-Cola Environmental Education Awards marks its 25th anniversary this year. It has made large contributions to promoting environmental education in Japan through grants and other support for environmental volunteer activities. Applications were received from 77 groups in fiscal 2018, from which Grand Prize and Excellence Award winners were selected.

A total of 2,258 groups participated in the Coca-Cola Environmental Education Awards over 25 years



25th Coca-Cola Environmental Education Awards

Organizer: The Coca-Cola Educational & Environmental Foundation
Cooperation: The Yomiuri Shimbun
Support: Ministry of Education, Culture, Sports, Science and Technology, and Ministry of the Environment

Applications Accepted in Two Categories

Activity Awards Category

Recognizing the achievements of local community-based environmental education and environmental conservation activities conducted by elementary and junior high school students and their leaders.

Next-Generation Support Category

Assessing new proposals that contribute to environmental conservation and environmental awareness created by high school, technical college, and university students, and providing support to realize those projects.

Schedule

April 18
Application submission period opened



July 11
15 groups nominated



December 23 & 24
Final selections and awards ceremony

Originally scheduled for August, it was postponed until December due to typhoons

An exciting competition for final selections worthy of commemorating 25 years was held at the Coca-Cola Environment House.

Speeches

Greetings by members of the Foundation and congratulatory speeches by guests

Preceding the final presentations by the nominated groups, Yasuyuki Sasaki, Chairman of the Coca-Cola Educational & Environmental Foundation gave opening remarks on behalf of the organizers. Yasuhiro Hirakawa, Director of Youth Education, Regional Learning Promotion Division, General Education Policy Bureau, Ministry of Education, Culture, Sports, Science and Technology and Manabu Sasaki, Mayor of Kuriyama Town, followed with congratulatory speeches to commemorate the 25th anniversary.



Yasuyuki Sasaki,
Chairman of the Foundation



Kazuo Komatsuzaki,
Director of the Foundation



Yasuhiro Hirakawa,
Ministry of Education, Culture, Sports,
Science and Technology



Manabu Sasaki,
Mayor of Kuriyama Town

Awards Ceremony

Following the congratulatory speech by Michiharu Kono, Director of the Office for Promotion of Environmental Education, Environment and Economy Division, Minister's Secretariat, Ministry of the Environment, the Grand Prize and Excellence Award winners were announced for both categories. After careful consideration by the Selection Committee, the Grand Prize for the Activity Awards Category was awarded to the Fukushima City Watari Junior High School Science Club, and the Grand Prize for the Next-Generation Support Category was awarded to the Okinawa Prefectural Nambu Agricultural High School Bioresources Department Biotechnology Club.



Kimiko Kozawa,
Chairperson of the Selection Committee



Michiharu Kono,
Ministry of the Environment



Final Selections

Presentations by participating groups and Q&A sessions

10 groups were nominated in the Activity Awards Category and 5 groups were nominated in the Next-Generation Support Category. Representatives from each group gave presentations on the proposal, achievements, and results of their environmental activities followed by Q&A sessions. It was an exciting event for all.



Participant presentations



Q&A sessions



Final selections



Activity Awards Category Grand Prize Winners

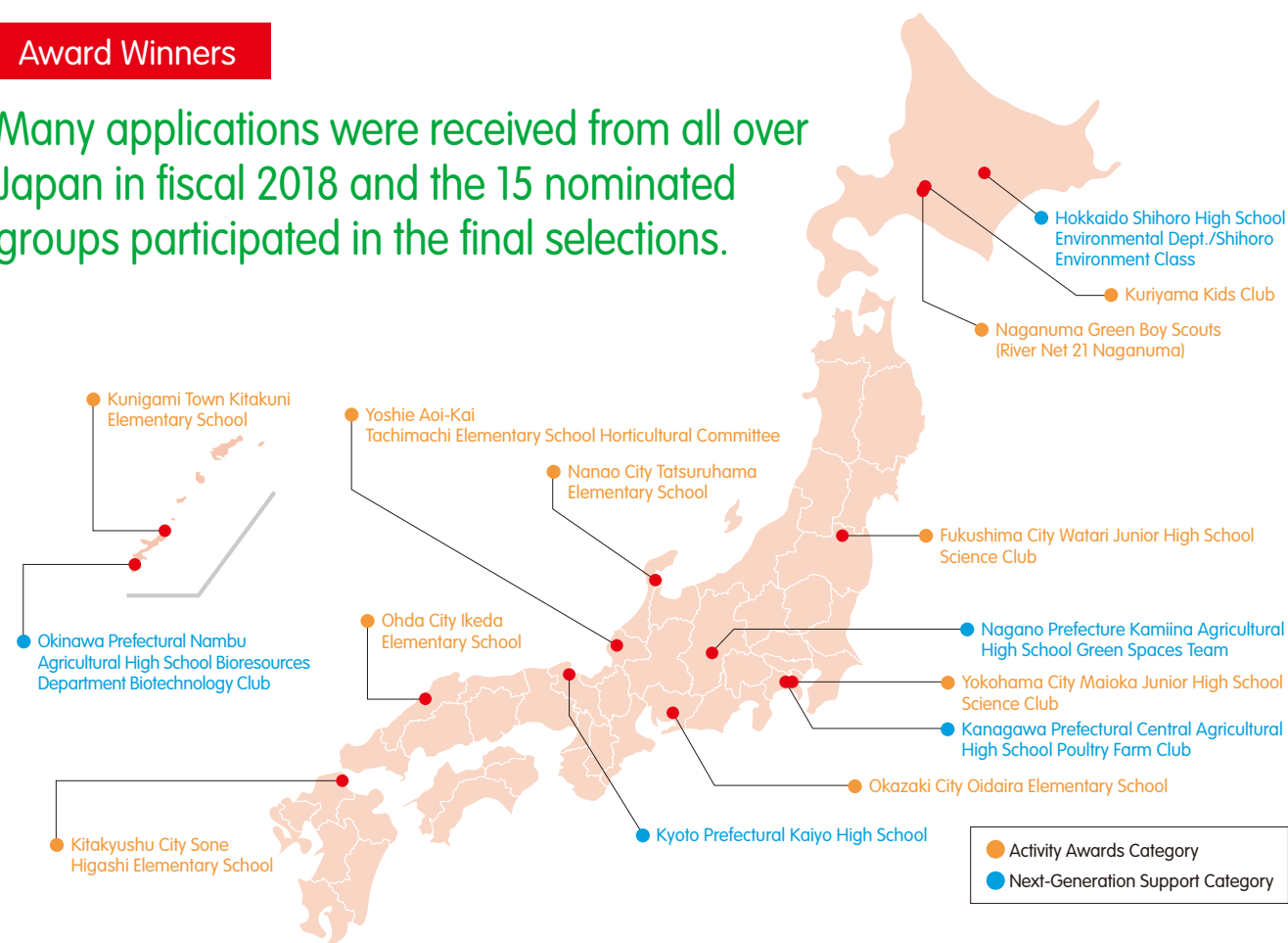


Next-Generation Support Category Grand Prize Winners

25th Coca-Cola Environmental Education Awards

Award Winners

Many applications were received from all over Japan in fiscal 2018 and the 15 nominated groups participated in the final selections.



Grand Prize Winners

Activity Awards Category

Fukushima City Watari Junior High School Science Club

Location: Fukushima, Fukushima Prefecture
Representative: Toshiyuki Kanno
Main Activity: Conduct research on utilizing plants to treat sodic soil

Also conduct research on utilizing these plants in biodegradable plastic which is decomposed by microorganisms and develop functional vegetables that are low in potassium and nitric acid. Present results at cultural festivals and various conferences, and hold experimental lectures for local residents.



Next-Generation Support Category

Okinawa Prefectural Nambu Agricultural High School Bioresources Department Biotechnology Club

Location: Tomigusuku, Okinawa
Representative: Ryuya Kanemoto
Main Activity: Cultivate highly productive seedlings and promote the *Churamaru* sweet potato

Conduct experiments for creating new breeds of bio-seedlings as well as comparative cultivation testing with conventional seedlings. To promote the *Churamaru*, a new sweet potato variety from Okinawa, conduct sampling, offer recipes, and distribute posters at events. Also create proposals to teach classes at elementary and junior high schools from the perspective of dietary education.



Excellence Award Winners

Activity Awards Category

Kuriyama Kids Club

Location: Yubari District, Hokkaido
Representative: Hiroshi Nanjo
Main Activity: Survey paddy fields and present findings on the existence of various organisms and non-native species

Survey paddy fields of the city's kid's farms where kids learn about the relationship between food and the environment. Present findings on the existence of various organisms and concerning proliferation of non-native species.

Yokohama City Maioka Junior High School Science Club

Location: Yokohama, Kanagawa Prefecture
Representative: Hiroaki Miyazaki
Main Activity: Conduct ecological surveys on damselflies which drastically decreased at one point

Conduct scientific tests on the relationship between damselflies that inhabit rivers in clean natural environments and improved sewerage system, and present findings for a project at the Ministry of Land, Infrastructure, Transport and Tourism.

Okazaki City Oidaira Elementary School

Location: Okazaki, Aichi Prefecture
Representative: Hiroko Nagasaka
Main Activity: Conduct wild bird conservation activities as a model school for bird conservation

Learn about wild birds through observation and learn about nature through conservation activities, and foster children who strive to coexist with nature through *satoyama* conservation activities.

Nanao City Tatsuruhamma Elementary School

Location: Nanao, Ishikawa Prefecture
Representative: Yoshiaki Watanabe
Main Activity: Learn about the environment by protecting wild birds and regeneration of the local *satoyama*

As a model school for bird conservation, clean wild bird parks and install resting places for wild birds on school grounds. Work on regeneration of the neighboring *satoyama*.

Ohda City Ikeda Elementary School

Location: Ohda, Shimane Prefecture
Representative: Hirofumi Okazaki
Main Activity: Grow and increase perennials that are endangered

Continue efforts to grow *Potentilla nipponica*, an endangered species of the family Rosaceae designated by the prefecture, and transplant them in the meadows of Mt. Sanbe. Also interact with the local community.

Next-Generation Support Category

Hokkaido Shihoro High School Environmental Dept./Shihoro Environment Class

Location: Kato District, Hokkaido
Representative: Ayako Nakajima
Main Activity: Conduct activities for the regeneration and recovery of the remaining oak forests in the city

Implement surveys for the regeneration and recovery of oak forests to emphasize the preciousness of nature. Collaborate with government agencies and utilize survey results for developing nature conservation plans for community development.

Kanagawa Prefectural Central Agricultural High School Poultry Farm Club

Location: Ebina, Kanagawa Prefecture
Representative: Shiho Oki
Main Activity: Implement pesticide-free farming of *Harumi*, a recommended rice variety of Kanagawa Prefecture

Cultivate the rice using the historical rice-duck farming method using call ducks and domestic ducks and constantly aim for improvement. Continue conducting awareness-raising activities on the theme of food and agriculture.

Naganuma Green Boy Scouts (River Net 21 Naganuma)

Location: Yubari District, Hokkaido
Representative: Takayuki Yamamoto
Main Activity: Conduct forest development and community contribution activities
Develop local forests by planting as well as collecting seeds and cultivating seedlings. Also conduct fundraising and community clean-up activities.

Yoshie Aoi-Kai Tachimachi Elementary School Horticultural Committee

Location: Sabae, Fukui Prefecture
Representative: Koji Tsukada
Main Activity: Cultivate *Asarum caulescens Maxim* (Japanese wild ginger) for dedication at the Aoi Festival in Kyoto

Receive cuttings of *Asarum caulescens Maxim*, whose yield has been decreasing, from Kamigamo Shrine, and cultivate for dedication. Conduct activities while learning about environmental issues and love for the hometown.

Kitakyushu City Sone Higashi Elementary School

Location: Kitakyushu, Fukuoka Prefecture
Representative: Ritsuko Furusawa
Main Activity: Conduct environmental studies and conservation activities of the Sone tidal flats within the school district

Conduct clean-up activities of the tidal flats with local residents twice a year. Grow *Suaeda japonica*, an endangered species, which used to grow naturally near the tidal flats.

Kunigami Town Kitakuni Elementary School

Location: Kunigami, Okinawa Prefecture
Representative: Akemi Kinjo
Main Activity: Conduct conservation activities for the Okinawa rail (*Yanbaru kuina*), an endangered species

Raise awareness for coexisting with the environment through conservation activities of the Okinawa rail which only live in the Yanbaru region of northern Okinawa.

Nagano Prefecture Kamiina Agricultural High School Green Spaces Team

Location: Kamiina District, Nagano Prefecture
Representative: Masahide Yamashita
Main Activity: Research effective uses of Japanese red pine, a local resource

Developed a "mixed fermented compost" made from Japanese red pine chip ashes and Japanese red pine mill ends to utilize the many neglected Japanese red pine forests of the region.

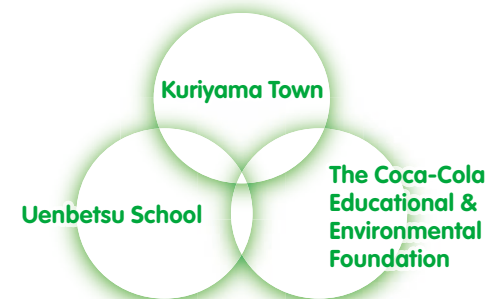
Kyoto Prefectural Kaiyo High School

Location: Miyazu, Kyoto Prefecture
Representative: Seisaku Yano
Main Activity: Solve issues surrounding the Aso Sea and aim for its registration as a World Heritage Site.

Conduct awareness-building activities for the regeneration of the cove that has become completely separated from Miyazu Bay. Successfully exterminated and commercialized the composting of starfish which prey on abalone.

Uenbetsu Elementary School Coca-Cola Environment House

It has been nine years since the town of Kuriyama in the Yubari District of Hokkaido collaborated with the Uenbetsu School, a local non-profit organization, and the Coca-Cola Educational & Environmental Foundation to create and operate the Uenbetsu Elementary School Coca-Cola Environment House, an unused school building that was restored into a facility with accommodations to provide educational opportunities. We have designed and implemented hands-on environmental education programs utilizing the natural and agricultural environment, as we aspire to make it a site that fosters the nation's future leaders.



Since its grand opening, over 60,000 people have come, not just from Japan but from all over the world.



It is utilized by many companies, groups, and schools as a base for hands-on environmental programs.

Activity ①

Coca-Cola Fun Day @ Hokkaido

June 20 (Wed.), 2018

A total of 80 handicapped children and families from Sapporo, Chitose, and other areas, and volunteer staff participated. The participants got to know each other through a buffet-style lunch on the terrace. They also enjoyed craft activities with paper clay.



Craft activities



Group photo

Activity ②

English Camp @ Hokkaido

November 23 (Fri.) – 25 (Sun.), 2018

A three-day training program for improving English communication skills was held for 24 junior high and high school students from Kawamata, Fukushima Prefecture, which was affected by the Great East Japan Earthquake, and Kuriyama Town.



Conversations with foreign instructors



Group photo

Fostering leaders of the next generation and providing a base for interactions

Manabu Sasaki
Mayor, Kuriyama Town

This facility, which was restored with the support of the Coca-Cola Educational & Environmental Foundation, is a valuable asset for Kuriyama Town that promotes the development of a community where people coexist with nature. It serves as a base for educational activities of elementary and junior high schools as well as for urban-rural exchange in a wide range of fields such as nature, culture, and sports.

Through events such as the Coca-Cola Environmental Forum, I hope that the youth who gather from all over Japan learn from nature and *satoyama* regeneration activities conducted through collaboration of the town's public and private sectors, interact with each other, and grow to become the future leaders of their region.



Fostering youth who contribute to society

Hiroshi Nanjo, Superintendent
Kuriyama Town Board of Education

The Uenbetsu Elementary School Coca-Cola Environment House, which celebrates its 10th anniversary since its restoration, is a hands-on accommodation facility where children from not only the town but from all over Japan come to utilize various programs that focus on activities in the natural environment. It has also become an invaluable facility that serves as the base for "hometown education" promoted by Kuriyama Town. I hope that through the activities of this facility, the youth who will lead the next generation will learn to be tough as they face challenges, and that through interactions with people from all over Japan and the world, they will become adults who contribute to society.



Activity ③

Coca-Cola Environmental Forum

December 22 (Sat.) – 24 (Mon./Holiday), 2018

The winners and leaders of the 25th Coca-Cola Environmental Education Awards and citizens of Kuriyama Town and Sapporo participated in hands-on nature programs. With the cooperation of the Kuriyama Town Board of Education, eight university students supported the operation as volunteer staff.

December 22 Orientation

Self-introduction in front of posters

The participants used posters they prepared in advance to introduce themselves and their group's activities.



Group interactions at dinner

The groups got to know each other through a buffet-style dinner. Relationships were strengthened through the exchange of business cards that were prepared for each participant.



December 23 Hands-on learning

Hands-on learning in Hasanbetsu and Omurasaki Hall

Participants learned about environmental conservation activities as well as flora and fauna while walking through the Hasanbetsu *Satoyama* in Kuriyama Town. Since there was snow accumulation, they also tried walking on the snow. Afterwards, there was an introduction of living things at Omurasaki Hall.



Water Journey program

A class to learn about water was held by university students. Participants learned about water resource conservation conducted by Hokkaido Coca-Cola Bottling and compared the taste of hard and soft water.



Final selections for the Coca-Cola Environmental Education Awards were also made on this day.

December 24 Presentation of results

Wrap-up of the three days

The winners gave presentations on their three-day experience at the Forum, what they learned from other groups, and how they hope to utilize this experience once back in their hometowns.

The awards ceremony for the Coca-Cola Environmental Education Awards was also held on this day.



University Networks

Using the Coca-Cola Environment House as a base, we implement support activities for environmental and educational programs centered on field work of universities such as Tokyo Gakugei University, Tokai University, Tokyo University, and Keio University, in hopes of fostering next-generation leaders who are conscious about the environment.



Tokyo Gakugei University Field Studies Institute for Environmental Education

Name of Program **Waterside Learnings Design Project**

August 29 (Wed.)–30 (Thu.), 2018

Students of Tokyo Gakugei University held a Waterside Learnings Design Project research camp. Centered on the theme of water neutrality, hands-on learning activities on the regeneration of the Yubari River and wetlands, and creation of fishways were conducted at Hasanbetsu *Satoyama*.



Tokai University

Name of Program

Winter Environmental Conservation Course

February 12 (Tue.)–16 (Sat.), 2019

Students of Tokai University held a course on the theme of utilizing snow. Through a tour of the Hokkaido Coca-Cola Bottling Sapporo Factory, workshops at the Coca-Cola Environment House, and agricultural experiences, the participants learned and thought about sustainable community development.



University students provided operational support as volunteer staff

Coca-Cola Environmental Education Awards

Eight university students offered a wide range of support such as acting as MCs at the awards ceremony and assisting in the proceedings.



Coca-Cola Environmental Forum

Students acted as MCs and assisted in the proceedings of the hands-on environmental programs and reception.



Educational Support for Youth

Coca-Cola's scholarship support began in 1966. It had been 11 years since Coca-Cola began operating in Japan, and at the time, the average rate of matriculation from high school to university in Japan was below 25%. Every year from 1970 onward, Coca-Cola (Japan) Company, Ltd. and its bottling partners have jointly provided scholarships to high school students across Japan nominated for their excellent performance. The scholarships are provided for the enrollment period at university with no obligations such as repayment or future employment. This initiative has been providing educational opportunities to ambitious students for over 50 years. Going forward, the foundation will continue to support high school students who excel and are highly motivated but lack the financial resources to attend university, with the goal of fostering youth who contribute to the global society as well as the local community.

A total of 2,326 graduates have been supported over 52 years.

51 students were accepted for scholarships in fiscal 2018 and announcements were sent to the recipients, directors of the universities of which the students will attend, and principals of their current high schools. Applications for the following fiscal year will be advertised on posters and received through foundation chapters. In addition, the *Homei* newsletter was created as a public relations activity and distributed to foundation directors, scholarship recipients, graduates, and foundation chapters.



Comments from Scholarship Recipients

"Doing my best at the task of the moment" at university while always remembering to have pride and appreciation

Ryuma Teruya
(Department of Sports Science, Fukuoka University)

Because of the scholarship support, I was able to experience an invaluable four years. This spring, I was able to acquire a teaching certification for physical education of junior high and high school students and was hired as a full-time teacher at a special education school in Fukuoka.

My motto is "do your best at the task of the moment." This is different to just doing your best. It's doing your best in whatever is in front of you at that moment. I am here today because of the four years I spent doing my best at the task of the moment. It won't all be fun and there will be many hardships, but I would like everyone to have pride in being a scholarship student and hold the greatest appreciation for the support as they move forward into the future with a positive attitude.

Pursue anything that holds or interest

Nana Ebi
(Faculty of Medicine, University of the Ryukyus)

This spring, I will become a junior resident at a hospital in Osaka. I would like to share my thoughts from my fulfilling experience over the six years of being a scholarship student. When you find something that you find even a little interesting, pursue it. As a university student, you have the freedom to do more than you realize. If you feel something is not for you, it's OK to stop, but when you pursue something, you may encounter teachers, colleagues, and friends that you can look up to. Enjoy and treasure those encounters. I believe that this will help you to find what you enjoy doing and get a job that you want to do.

Look for things you want to do or study, and act on it.

Ayumi Nikawadori
(Faculty of Law and Letters, University of the Ryukyus)

I studied at both the University of the Ryukyus and a correspondence university in order to become a teacher. I acquired a teaching certification and passed the employment exam for elementary schools in Okinawa Prefecture. In the end, I decided to not become a teacher and joined a company instead. However, I plan to continue participating in matters that held my interest at university. Because I was not able to rely on my parents for financial support, receiving the scholarship was very encouraging. I never forgot my feeling of appreciation as I continued to look for things I wanted to do or learn and follow through on them. As a result, I was able to spend a fulfilling university life. For those who are heading off to university, I hope that you will find an environment where you can enjoy learning and meet wonderful friends.

English Communication Skills Training Program

The Coca-Cola Japan Reconstruction Fund which was established within the Foundation in 2011 implements various reconstruction support activities in areas affected by disasters. To foster youth who can relay the appeal of their hometowns to foreigners, we implemented a program in fiscal 2017 for high school students of affected areas to raise their English communication skills with the support of foreign staff and international students studying in Japan. The second stage in fiscal 2018 was held at 14 schools in Iwate, Miyagi, Fukushima Prefectures as well as Kumamoto and Oita Prefectures, with participation by 576 high school students.

Program Overview

1 Hands-on program with facilitators and international students (2 days)

- Implement programs in groups of five or six
- Communicate in English and address the challenges
- Feedback via survey

2 Self-learning program using original teaching materials (3-6 months)

- Provide teaching materials as a tool for continued self-learning
- Learn to introduce oneself, the school, the community, and prefectural tourist sites, etc., in English
- Organizers score their efforts and provide feedback
- Hold preparation classes (led by the schools) a fixed period before the hands-on training

3 Hands-on English tour-guide training at a local tourist spot or in Tokyo (1 day)

- Through the hands-on program, offer students the chance to demonstrate the results of their self-learning

Present of certificate of completion

Activities of 12 schools in 3 prefectures of the Tohoku region

[Support] Iwate Prefecture, Iwate Prefecture Board of Education / Miyagi Prefecture, Miyagi Prefecture Board of Education / Fukushima Prefecture, Fukushima Prefecture Board of Education

● Participant Comments

This was a productive program that could never be done in a regular class. Through this valuable experience, the students not only improved their English skills but also gained motivation and confidence to learn English, which is a great achievement (teacher).

I was very interested in English, but I hadn't been able to interact with English speakers. Because of this program, I was able to interact using English and realized that I could do this.

Since we are not allowed to speak Japanese, I had to think extra hard. By listening to others, I realized what I needed to work on. By assisting someone when he or she was stuck and vice versa, I think we helped each other improve.

- 12 schools where program was implemented in 2018
- 6 schools where program was implemented in 2017

Iwate

Iwate Prefectural Hanamaki Minami High School

July 2018–February 2019 / 38 first-year students participated



Iwate Prefectural Ofunato High School

August 2018–February 2019 / 35 first & second-year students participated



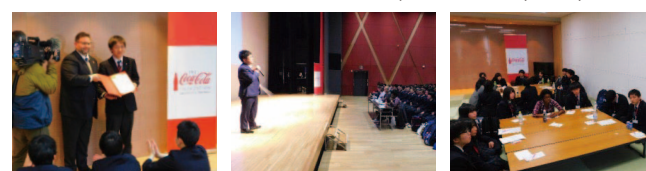
Iwate Prefectural Fukuoka High School

September 2018–February 2019 / 39 first & second-year students participated



Iwate Prefectural Takata High School

June 2018–March 2019 / 39 first & second-year students participated



Miyagi

Miyagi Prefecture Kesenuma High School

September 2018–April 2019 (planned) / 47 first & second-year students participated



Miyagi Prefecture Sendai Minami High School

October 2018–February 2019 / 64 first & second-year students participated



Miyagi Prefecture Ishinomaki Koubunkan High School

September 2018–March 2019 / 40 first & second-year students participated



Miyagi Prefecture Kakuda High School

October 2018–February 2019 / 36 first & second-year students participated



Fukushima

Fukushima Prefectural Fukushima Minami High School

July 2018–February 2019 / 43 first-year students participated



Fukushima Prefectural Iwaki High School

September 2018 – March 2019 / 40 first & second-year students participated



Fukushima Prefectural Shirakawa Asahi High School

August 2018–February 2019 / 45 first & second-year students participated



Fukushima Prefectural Iwaki Sakuragaoka High School

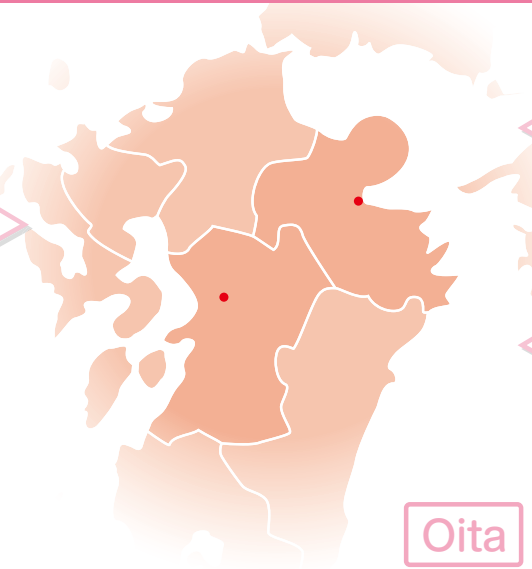
July 2018–March 2019 / 35 first & second-year students participated



English Communication Skills Training Program

Activities of 2 schools in Kumamoto and Oita Prefectures

I think it was a very good experience to learn about different cultures on a global scale and hear from native English speakers of their experiences and of their country (teacher).



Participant Comments

Because I was speaking in English with the international students the entire time, I think I improved my English skills. I also realized that although skill is important, it is also important to be assertive when trying to communicate.

I felt that it is attractive to be able to relay the wonderful things of your hometown or country. I learned anew the good qualities of Kumamoto and I was happy that I could present that to the foreigners. I also learned to proactively speak in English.

Kumamoto

Kumamoto Prefectural Daini High School

December 15-16, 2018 (2 days) / 43 first & second-year students participated



Oita

Oita Prefectural Beppu Shosei High School

March 6-7, 2019 (2 days) / 32 first-year students participated



Coca-Cola Japan Reconstruction Fund Activities Thus Far

Connecting Happiness



The Coca-Cola Japan Reconstruction Fund was established within the Foundation on March 24, 2011 to support reconstruction in areas affected by the Great East Japan Earthquake, Kumamoto Earthquakes, and Hokkaido Eastern Iburi Earthquake through various activities such as providing programs and supplies necessary for educational support and restoring the livelihood of youth. From fiscal 2017, the English Communication Skills Training Program was started for high school students in areas affected by the Great East Japan Earthquake. In fiscal 2018, the program was also held in Kumamoto and Oita Prefectures. In response to the areas that suffered significant damage in the Hokkaido Eastern Iburi Earthquake, assistance for youth development and educational activities has been confirmed.

Main reconstruction support activities thus far (2011 – 2018)

Over 21,000 participants

Installation support for solar power and power storage stations

Implemented in public elementary and junior high schools of Iwate, Miyagi, and Fukushima Prefectures. This was coupled with environmental education on clean energy and support of disaster response facilities for regional emergency evacuation areas.



Homestay programs in America and England

As one effort to foster talented youth with a global perspective and provide educational support, overseas homestay programs were implemented for high school and junior high school students of Iwate, Miyagi, and Fukushima Prefectures.



English Communication Skills Training Program

This program has been implemented since fiscal 2017, through collaboration with partners such as the local government and boards of education, local NPOs and universities, and companies. The first stage was held at six high schools in Iwate, Miyagi, and Fukushima Prefectures with participation by 294 students.



- We also donated school buses and supported the Young Americans Tohoku Tour.
- A new three-day training program to improve English communication skills, English Camp @ Hokkaido, was held for junior high and high school students of Kawamata, Fukushima Prefecture, an area affected by the Great East Japan Earthquake.

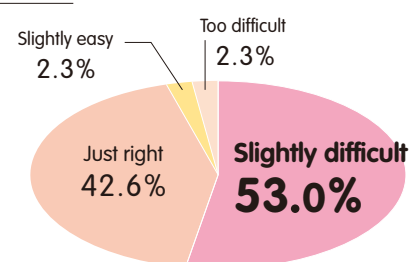
Assistance is confirmed for youth development and educational activities for areas affected by the Hokkaido Eastern Iburi Earthquake.

Participant Survey

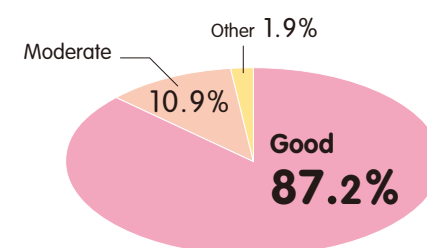
Regarding the hands-on, two-day program

※487 respondents

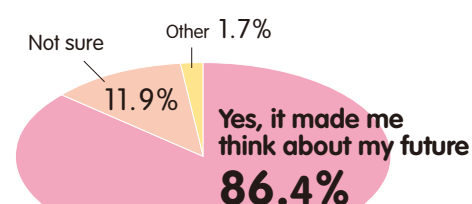
Q.1 Difficulty



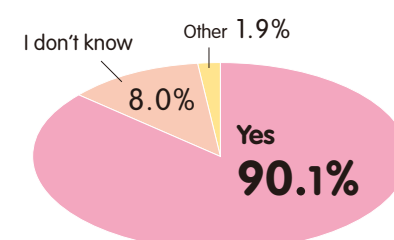
Q.2 Group work with international students

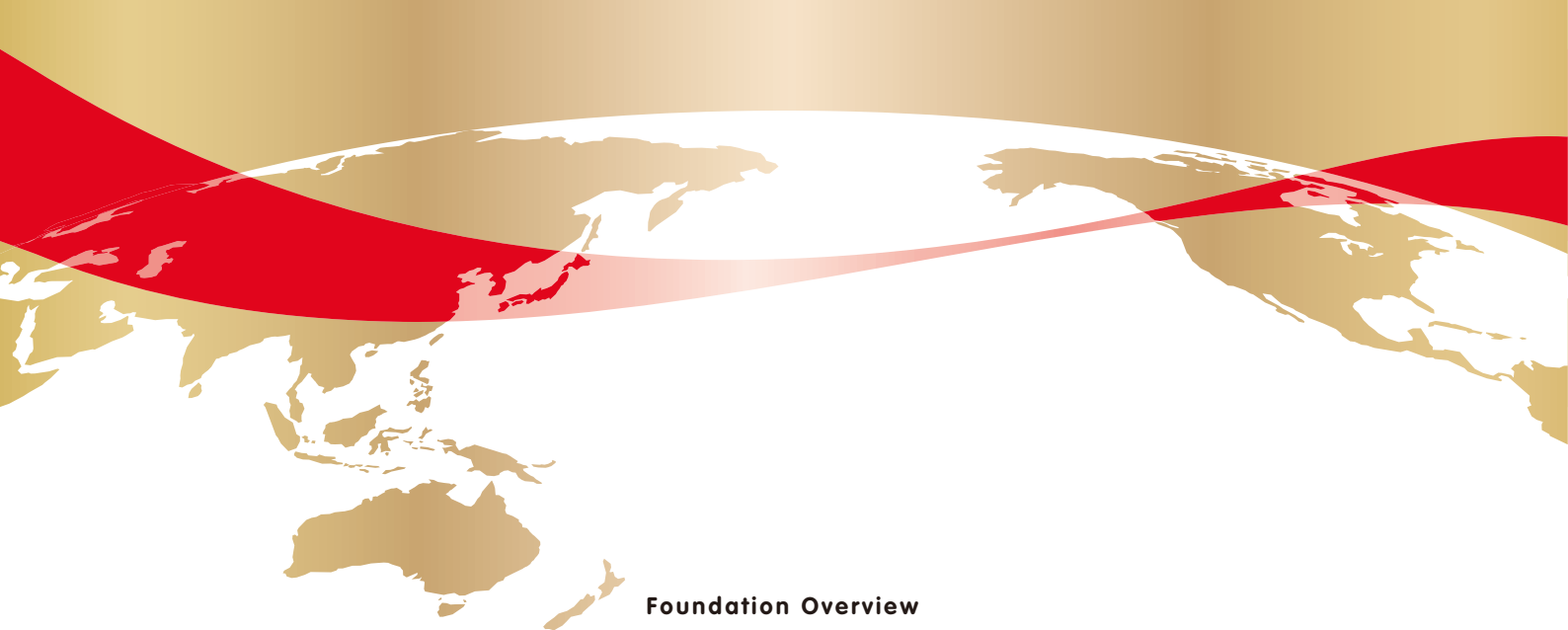


Q.3 Did it offer an opportunity to think about your future?



Q.4 Would you like to participate again?





Foundation Overview

Name: The Coca-Cola Educational & Environmental Foundation

Established: June 25, 2007

**Date of authorization as
a public interest corporation:** September 27, 2011

Competent government agency: Cabinet Office

Representative at incorporation: Hideaki Nawa

Address: 6-2-31 Roppongi, Minato-ku, Tokyo
106-0032, Japan

Executives: Chairman Yasuyuki Sasaki
Managing Director Shinichiro Kitajima
Director Yozo Aoki
Director Yasunori Koga
Director Kimiko Kozawa
Director Kazuo Komatsuzaki
Director Koji Sugano
Director Keiji Takanashi
Director Kumao Baba
Director Kunihisa Yamura
Auditor Hitoshi Terao
Auditor Yoichi Yamada
Trustee Nobuyuki Ikeda
Trustee Haruhiko Inagaki
Trustee Shigeki Okamoto
Trustee Toshio Takahashi
Trustee Shigeo Namiki
Trustee Mikihiro Hara
Trustee Iwao Hiiragi
Trustee Sadao Horibe
Trustee Shigeyuki Miyabayashi
Trustee Chiyoko Mochizuki
Trustee Itaru Yasui
Trustee Yoichi Yonemura
(As of April 1, 2019)

<https://www.cocacola-zaidan.jp/>



This Activity Report covers activities of The Coca-Cola Educational & Environmental Foundation conducted from April 2018 through March 2019.

The Activity Report 2018 can be accessed from the following URL: <https://www.cocacola-zaidan.jp/summary/pdf/ActivityReport2018.pdf>

