



## [The Nippon Foundation News] New Year's Greetings

Happy New Year from The Nippon Foundation. Although not officially beginning until the Lunar New Year next month, 2021 is the Year of the Ox under the Chinese zodiac cycle represented by 12 animals, which is also used in Japan. The ox is seen as having the positive characteristics of being hard-working, honest, and loyal. It is also associated with Sugawara no Michizane, a leading poet and scholar in ninth century Japan. He was born in 845, the Year of the Ox, and was known for being fond of using oxen for transport, including when he fell out of favor with the imperial court and was exiled from the capital. According to legend, the ox carrying his remains in his funeral procession stopped at a certain point and refused to move further. This was taken as a sign, and he was buried at that spot and a shrine built in his honor. After his death, a series of disasters struck the capital, and these were seen as his vengeance for having been exiled. To pacify his spirit, Michizane was deified as Tenjin, the god of scholarship, and today Tenman-gu shrines honoring Tenjin can be found across Japan.



*Ox-themed New Year's greetings for 2021 - a banner in a Tokyo shopping arcade (left); a poster on a shuttered storefront wishing customers a Happy New Year and informing them that the store will reopen on January 6, together with a traditional 'shimekazari' straw rope decoration (right)*

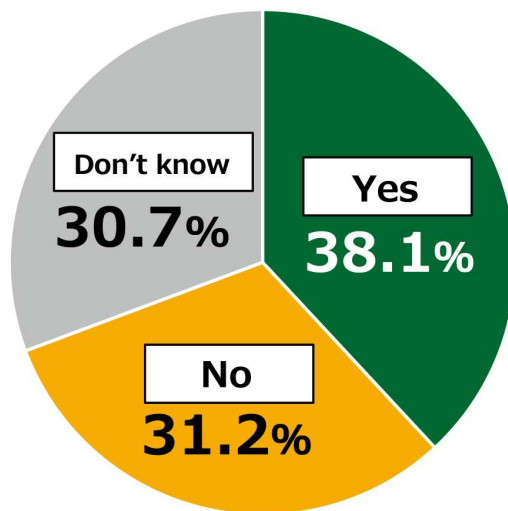
### INDEX – January 14, 2021

#### News

- Awareness Survey of 18-Year-Olds (2020.12.24)
- Distributing Toys to Seriously Ill Children (2020.12.18)
- 2nd Awareness Survey of 10,000 Women (2020.12.16)
- Manga Edutainment! Adds 50 Titles for 2020 (2020.12.02)

## Awareness Survey of 18-Year-Olds

## Digitalization



With the new coronavirus crisis accelerating the use of digital technologies, the 32nd installment of the Awareness Survey of 18-Year-Olds was carried out on the subject of "Digitalization." Opinions regarding Japan's pace of digitalization were divided, with roughly 38% calling it "lagging" and roughly 31% saying that it was not. More than 60% of respondents considered government efforts to promote digitalization as "necessary," while less than 6% felt they were "not necessary."

[Full Article](#)

## Distributing Toys to Seriously Ill Children

**Christmas ceremony held to mark distribution to roughly 100 locations nationwide**

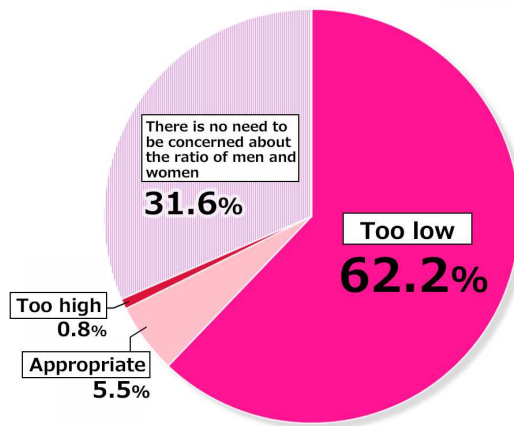


Support for seriously ill children is one of the elements of The Nippon Foundation Kids Support Project, and since 2019 this has included a project to select and distribute toys to these children. Recently, toys were distributed to roughly 100 hospitals and other facilities nationwide, and on December 17 a ceremony was held at the Tokyo Toy Museum with some of the recipients.

[Full Article](#)

# 2nd Awareness Survey of 10,000 Women

## Women and Politics



Noting that participation by women in politics in Japan is said to lag that of other countries, The Nippon Foundation conducted its 2nd Awareness Survey of 10,000 Women on the topic of “Women and Politics.” The survey found that more than 60% of respondents consider the percentage of female legislators in the national Diet and prefectural assemblies in Japan to be “too low” and “needs to be increased.”

[Full Article](#)

## Manga Edutainment! Adds 50 Titles for 2020

Selected for being fun to read, easy to understand, and empathy creating



The Nippon Foundation launched the Manga Edutainment Project to Open New Worlds in 2015, to identify *manga* (Japanese comic books) that are published as general works but can also open new worlds and lead to learning. A selection committee recently met to choose 50 new titles to be added to the list. English versions are available for eight of the titles, including one that is the Japanese translation of a graphic novel originally published in English.

[Full Article](#)

# Yohei Sasakawa Blog

Chairman of The Nippon Foundation



[Sakura \(Cherry Blossom\) Tree I Planted in India Blooms](#)

[2021/01/08]

[60% of Japanese Women Want More Female Lawmakers, But It Might Take Years to Achieve](#)

[2021/01/05]

[Sasakawa Health Foundation Holds Seminar on Hansen's Disease Medical Care in Brazil](#)

[2020/12/24]

[\[Yohei Sasakawa Around the World\] \(6\) Visit to Nepal in 2010](#)

[2020/12/22]

[60% of Young Japanese See Japan's Low Food Self-sufficiency Rate as a Problem](#)

[2020/12/16]

[The Nippon Foundation Launches Ocean and Lighthouse Project](#)

[2020/12/11]

[Yohei Sasakawa Blog Top Page](#)

Please send your comments or suggestions by e-mail to  
The Nippon Foundation Public Relations Team  
email : [pr@ps.nippon-foundation.or.jp](mailto:pr@ps.nippon-foundation.or.jp)  
TEL.+81-3-6229-5131 / FAX.+81-3-6229-5130 .



[Remove an existing address](#) | [Add a new address](#)

To change an existing address, [remove the existing address](#), then [add a new address](#).