

JET Furusato Vision Plan

Name of Applicant : Former Contracting Organisation : ABC-machi, \*\* Prefecture

<p><b>Preferred Term of Participation</b></p> <p><input type="checkbox"/> Term A : Thursday, 25 October, 2018 – Tuesday, 30 October, 2018</p> <p><input checked="" type="checkbox"/> Term B : Monday, 5 November, 2018 – Saturday, 11 November, 2018</p>	
<p><b>Furusato Vision Theme</b></p> <p><input type="checkbox"/> Tourism Promotion</p> <p><input type="checkbox"/> Economic Exchange</p> <p><input type="checkbox"/> Educational Exchange</p>	<p><input checked="" type="checkbox"/> Culture &amp; Arts Exchange</p> <p><input type="checkbox"/> Grassroots Exchange</p> <p><input type="checkbox"/> Current JET Participant Support</p> <p><input type="checkbox"/> Other ( )</p>
<p><b>タイトル : Promoting the Beauty of Japanese Ceramics to the World</b></p>	
<p><b>Vision Plan</b> (In 400 words or less) :</p> <p>※Please explain concisely your purpose, the expected results of your project, necessary preparations and expenses, and your plans for follow-up after the project has ended.</p> <p>I was a JET in ABC-machi, which is famous for its ceramics culture and has about 110 pottery manufacturers, each selling their own unique style of pottery. The handmade wares in ABC-machi have an earthen feel, natural subdued colours and are often used for Japanese tea ceremony. This kind of pottery cannot be found in Europe, and unfortunately it is hardly known outside of Japan. Furthermore, I have heard that many manufacturers have closed down in recent years, because their sales have declined drastically in Japan due to an increasingly competitive market. Therefore, I would love to participate in the “Furusato Vision Project” to help make ABC-machi’s pottery known in my country and thus also support the local manufacturers.</p> <p>The owner of a café in my home town that I frequently visit (Café Ambiente) agreed to help me with my <i>furusato</i> project (including financial support). The plan is to display and promote ABC-machi’s pottery at the café, by offering a cake set with Japanese <i>macha</i> / coffee, using table ware from ABC-machi, and in addition exhibiting photos of the manufacturers in the café, and displaying pamphlets of ABC-machi. Through this, the café’s customers would not only be able to experience the beauty of Japanese-style pottery, but also learn about ABC-town and its sights. In case this concept is successful and the customers like the pottery, we might also start selling some of the products later.</p> <p>To realize this project, while in Japan I would like to meet 2-3 local manufacturers that are interested in such a collaboration, visit their factories, talk to the potters, take photos and explain my ideas. My Japanese is not very</p>	

# Sample

fluent, so I would like to get in touch with manufacturers who are able to communicate in English. Maybe the town hall or Chamber of Commerce could provide information about this and arrange the meetings beforehand.

Possible expenses that might incur during my stay in ABC-machi could include printing costs for information materials for the project, and entrance fees for the pottery museum and other sightseeing spots.

For follow-up afterwards, it would be great if CLAIR and any Japanese associations nearby would help publicise the project (through newspaper articles, mail magazines, etc.). I will also use the café's SNS channels (Instagram, FB) to promote the project on my own.

(385 words)

## **Primary Agenda and Planned Activities** (In 250 words or less, bullet-point format.)

(Day 1) Arrival in Japan and Domestic Travel

(Day 2) AM : Courtesy call to the mayor (if possible)

PM : Meeting with Chamber of Commerce members; presentation of my project to all relevant parties\*, Q&A

(\*If possible, meet the local CIR and have them also attend the presentation.)

(Day 3) AM : Visiting the pottery museum in ABC-machi, as well as a few of the town's sightseeing spots (temple, etc.), for promotional photos

PM : Visiting pottery manufacturer (1): project presentation, manufactory tour, photos and negotiations

Evening: Meeting with the local JETs and my former JTE at my favorite Izakaya (if possible), for networking

(Day 4) AM: Visiting pottery manufacturer (2): project presentation, manufactory tour, photos and negotiations

PM : Visiting pottery manufacturer (3): project presentation, manufactory tour, photos and negotiations

Evening: Travel to Tokyo

(Day 5) Project Report and Debriefing Session

(144 words)