

# Hakuhodo Foundation

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## History

1895-	○	Hakuhodo established Began publishing educational journals including <i>Kyoiku shimbun</i> and <i>Gaku no tomo</i> Contributed to the establishment of Meiji Shimbun & Magazine Pocket Library in the Faculty of Law, Tokyo Imperial University.
July 1970	○	Hakuho Foundation established as a Ministry of Education accredited incorporated foundation
November 1970	○	1st Hakuho Awards presented First awards given in three categories:Japanese as the Nation language Education, Education for the visually impaired and Education for the Hearing Impaired
February 2004	○	1st Hakuho Education Forum held
September 2005	○	Initiated the Hakuho Language and Culture / Education Research Grant (currently the Research Grant for Child Education)
February 2006	○	Initiated the Hakuho Foundation Japanese Research Fellowship (currently the Japanese Research Fellowship)
March 2007	○	Initiated the Scheme for a Global Children’s Japanese Language Network (currently the Japanese Language Exchange Program)
April 2011	○	Hakuho Foundation made a new start as a public interest incorporated foundation
June 2016	○	Initiated the Survey Research Program
April 2017	○	Established the Hakuho Foundation Child Research Institute(currently the Hakuhodo Foundation Child Research Institute)
April 2018	○	Launched the Teacher Development Scholarship
January 2020	○	Changed its name to Hakuhodo Foundation
April 2020	○	Social Enlightenment Program "expansion of reading opportunities for children" launched.

### About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. is a full-service advertising agency that has been active since the dawn of the Japanese advertising industry. With sales of approximately 998.9 billion yen (fiscal year ended March 31, 2019), the company is ranked second in the Japanese advertising industry. In 2003, it merged with Daiko Advertising Inc. and Yomiko Advertising Inc. to establish Hakuhodo DY Holdings Inc. which is ranked twelfth globally in gross margin.\*  
(\* Ad Age Agency Report 2019).

# Hakuhodo Foundation Profile

### Harnessing the power of language to give children a zest for life.

Since our founding in 1970, Hakuhodo Foundation has worked tirelessly to help children grow and develop rich human qualities through Japanese language education, educational support for deaf-blind children, and research on related activities. We were certified as a public interest incorporated foundation in 2011.

Celebrating our 50th anniversary, we look upon children, language, and education as our areas of activity, in which we run programs designed to harness the power of language to give children a zest for life.

Our core activities center on the Hakuho Award, which was initiated immediately after our establishment to recognize exceptional educational achievements, and include the Research Grant for Child Education and the Teacher Development Scholarship together forming a continuing base for our programs.

In the fields of children, language, and education, important areas required to respond to the changing times, we expedite responses to ever-evolving challenges through activities such as the Japanese Research Fellowship, the Japanese Language Exchange Program, and the Social Enlightenment Program/Expanding Reading Opportunities for Children.

At the Child Research Institute, we positively perceive the growth and potential of children and work to gain complete insight into them through our large-scale, long-term research, ensuring the results will become socially shared assets.

We appreciate your continued patronage and trust in our activities.

# The Haku hodo Founda tion's Six Key Activities

At the core of our activities is the power of language—that is, not just the ability to read or listen but also the ability to feel strongly, think deeply, and richly express ideas through language and the culture behind it. We believe that the comprehensive ability to do so contributes to human development and represents the power of language. Based on this belief, we are currently engaged in six programs in the areas of children, language, and education.



## Hakuho Award

The Hakuho Award was established together with the Foundation itself with the purpose of invigorating and supporting children's education. It recognizes grassroots activities and contributions that are expected to have a ripple effect on schools, organizations, and educational practitioners. We also share the results and support the continuation and expansion of their activities.



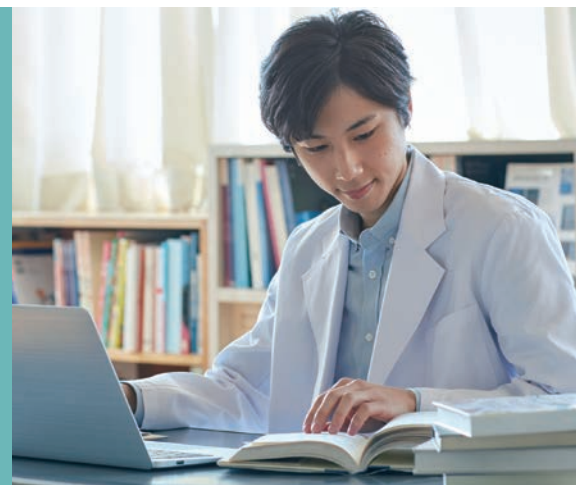
## Japanese Research Fellowship

With the purpose of promoting understanding of Japan and building and developing research bases around the world, the Japanese Research Fellowship invites and provides long-term research opportunities for senior researchers who are studying Japanese language, Japanese language education, and Japanese literature and culture overseas. The aim is to give researchers research opportunities at high-level institutions to build and advance the Japanese research infrastructure on a global scale.



## Research Grant for Child Education

With the purpose of improving the quality of research and practices within child education that foster the power of language, the Research Grant for Child Education provides support for the high quality research of universities, research institutions, and those involved in the practice of education. The aim is to enhance the foundations of child education by reflecting research results in new perspectives for practice.



## Japanese Language Exchange Program

The Japanese Language Exchange Program provides a place for awareness of intercultural coexistence with the aim of helping Japanese junior high school students grow as international citizens through Japanese exchange with students of the same generation from other countries.



## Teacher Development Scholarship

The Teacher Development Scholarship supports university and graduate students aiming to become teachers, with the purpose of developing future educational leaders who will support child education and producing human resources who will support children. It offers scholarships and training for prospective teachers who have been recommended by universities (that had been requested to offer candidates) and expands the network of learning and mutual support for them.



## Survey Research Program

With the aim of contributing to the evolution of children's education, the Survey Research Program engages in unique surveys, research, and practices that positively perceive the growth and potential of children and work to give complete insight into them. The program aims to ensure that the findings and results from large-scale, long-term research, are widely shared with the education community and serve as socially shared assets.

