

Hakuhodo Foundation

14th Floor Hibiya Kokusai Building,
2-2-3 Uchisaiwaicho, Chiyoda-ku, Tokyo 100-0011, Japan
Phone. +81-(0)3-6206-6266 FAX. +81-(0)3-6206-6582
<https://www.hakuhodofoundation.or.jp/en/>

History

- 1895- Hakuodo established
Began publishing educational journals including *Kyoiku shimbun* and *Gaku no tomo*
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 Launched the Hakuho Language and Culture / Education Research Grant (currently the Research Grant for Child Education)
- February 2006 Launched the Hakuho Foundation Japanese Research Fellowship
- March 2007 Launched 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 Launched 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 Launched Social Enlightenment Program "expansion of reading opportunities for children"
- April 2021 Launched Japanese Language Education Program

About Hakuhodo Inc.

Founded in 1895, Hakuhodo is today a global top ten integrated marketing and innovation company. Through our network linking over 150 offices in 20 countries and regions, we work in partnership with more than 3,000 clients. Leveraging our world-class research and big data and digital expertise, we develop innovative creative solutions for each client we partner with.

Ad Age's "Agency Report 2022" ranks Hakuhodo the second largest advertising agency in the world.

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 Language Exchange Program, the Social Enlightenment Program/Expanding Reading Opportunities for Children, and Japanese Language Education Program.

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 Hakuhodo Foundation's 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 following 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.



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.



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.



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.



Social Enlightenment Programs

As of 2020, we have implemented new social enlightenment programs. To start off, we are holding an essay writing contest titled "My Favorite Book, For You". The intention is to promote reading opportunities for children and foster their abilities to express their thoughts and feelings.



Japanese Language Education Program

With the aim of promoting Japanese language education for the children overseas, this program is consisted of the three pillars of projects. Firstly, it provides the local Japanese language teacher with a series of intensive trainings. Secondly, annual donations are made to those selected universities and graduate schools majoring in Japanese. Thirdly, awards are presented to the individual and organizations that have made a significant contribution, in the areas of "Japanese language education" and "Culture and entertainment". The program was launched in Thailand in 2021.



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.

