



# Bulletin

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MINATO UNESCO ASSOCIATION NEWS & CALENDAR

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## “Three Ps and Three Minds”

Hiroshi Matsumoto, Vice President, Minato UNESCO Association

The year 2011 falls on the 30<sup>th</sup> anniversary of the Minato UNESCO Association. In the UNESCO Constitution, there is a mention of “It is in the minds of men that the defenses of peace must be constructed”. To me it sounds a little seclusive perhaps because I have acted a little more openly- myself. For ten years I travelled around 58 developing countries looking into Japan’s ODA operation and I believe I have always dealt with local people on an equal footing.

Looking back on my life, “3 Ps” and “3 minds” seem to be the basis of my thinking as well as my action as a promoter. The last of the three Chinese characters, used to mean ‘the promoter in Japanese’ is pronounced “shi” meaning “the teacher.” However, I like another character pronounced also “shi.” This character consists of two parts; the upper half means +(plus) and the lower half is – (minus), .+ can also be read ‘ten’ in Japanese and the symbol “– “, means one. We have an expression in Japanese” from one to ten” meaning ‘everything.’ International contribution also needs to be backed by this spirit which I gained from my experience.

The said “3 Ps” and “3 minds” can be translated into Public Mind, Produce Mind, and Play Mind according to my own terminology. To be public-minded is the important first step for those who want to involve themselves in international contribution It is a mental attitude required of as a matter of course. What we do is realization of altruistic objectives and that realization is our ultimate pleasure. I would call those who can make clear distinction in their thinking and action between what is private and what is public a truly public-minded people.

In Japan when we speak of “the public” we often think of “government” or bureaucracy and tend to do away with it saying “That is to be taken care of by the government. It doesn’t concern private individuals.” Today the concept of “citizenship” has taken root in Japan but it’s only recent that the term came to be used by many people.

“Public mind” is a concept that we Japanese are also familiar with. The question is whether we can widen it globally. That is the reason I say “Think local and act global.” What can I or can we do for the benefit of the public, not for private interests? In order for us to be conscious of the concept “public,” not “government or “bureaucracy, the existence of sound individuals is prerequisite and is vey important.

By “Produce Mind” I mean to be conscious about generating projects. Those who start projects must have originality. Hopefully they should be talented enough and be willing to make people pleased and happy. To be persistent and patient are also required of them. Once a decision is made, they must follow through to the end. They must also see to it that the project will bring about at least one new value that is recognized by the people as a contribution to the world. For that, it will be important for them to have a broad and long-range perspective.

(To be continued on Page 5)

## The 2010 Kanto Bloc UNESCO Convention

Date: Weekend of Sept 4 & 5, 2010

Place: Aoyama Gakuin Univ. campus  
(Shibuya-ku, Tokyo)

Member organizations of the National Federation of UNESCO Associations in Japan are divided into nine regional blocs throughout the country. They hold an annual convention in each bloc in an effort to invigorate the grassroots UNESCO activities. The Kanto bloc accommodates UNESCO associations located in Tokyo and five neighboring prefectures. This year Tokyo was the host prefecture of the Kanto bloc convention after six years. A total of 320 UNESCans attended the two-day event for sharing information and networking to mutual benefit, despite an extremely hot and steamy weather.



The plenary theme in Day 1 was “UNESCO in 2010 Addressing a New Century – Let’s invigorate regional activities from environmental & scientific viewpoints.” Dr. Mikiko Kainuma, Chief, Climate Policy Assessment Research Section, Center for Global Environmental Research, the National Institute for Environmental Studies, gave a keynote speech on “The Future Scenario to Enable 70% Reduction in CO2 Emission by 2050.”

Following her speech, a panel discussion was held with the attendance of Dr. Kainuma, joined by Professor Hiroshi Nagano (National Graduate Institute for Policy Studies), Associate Professor Hiroshi Onoda (Waseda University Environmental Research Center), and Mr. Kantaro Suzuki (Youth Dept, Ichikawa UNESCO Association). They presented and discussed different ideas on how to realize a sustainable society by 2050, and on what are the desirable activities which local communities and regional UNESCO associations should pursue toward the goal.

There was also a presentation planned and delivered by young UNESCans. They did a comprehensive review of UNESCO activities in the past and at present, and came up with their own analyses of “Why are we engaged in UNESCO activities?” and “What significance can we derive from the fact that UNESCO activities have survived to date?”

In Day 2, three concurrent sessions were held, focusing on three themes: “Environment & Science: What changes will we see in the global environment?”, “Education: How should we develop education to promote people’s awareness of a sustainable society?” and “Culture: Successful models in invigorating regional UNESCO activities.”

This time, under the leadership of the Tokyo UNESCO Association Council, a steering committee was organized, comprising representatives from member organizations. The committee planned and managed the two-day programs. The convention turned out to be a rewarding opportunity for all attendees to promote friendship networks and share useful ideas & information.

*(Written by M. Takai, President, and translated by S. Tanahashi, Vice President, the PR, Bulletin & Internet Committee)*

## We are Minato UNESCans!

This is a new column where MUA wishes to introduce people who work with us in a variety of UNESCO programs. To kick off this column, we asked essay contributions from two non-Japanese students who currently study at Mita High School, and who are members of the school's UNESCO committee. The photo below shows them; Ms. Nele Kummer from Germany and Mr. Jaime Hitoshi Oest Shirai from Mexico.



### Essay from Nele-san:

My name is Nele. I'm from Germany. I've been in Japan almost a year as an exchange student. Before I came to Japan, I wanted to know Japan a lot. Japanese culture is quite different from my own. I find Japanese culture is more interesting. It is great fun being in Japan.

German schools are also much different from Mita High School: there are no club activities at German schools nor do they wear school uniforms. I enjoy club activities at Mita High School, so it's a pity that we don't have club activities in Germany. But I like both Japanese and German school life.

A week ago, I went to Kyoto, Nara and Osaka on a school trip. I found these cities very interesting. Kyoto and Nara are full of temples and shrines. I saw many old temples. They are wonderful! This school trip will be one of my best memories in Japan.

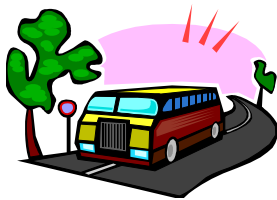
### Essay from Jaime-kun:

There are many reasons why I wanted to come to Japan. Here are three of them.

- (1) I am a Japanese descendant. I wanted to know about my grandpa's and grand-ma's country.
- (2) I'm very interested in Japanese cuisine, which is much different from Mexican. I want to be a chef in the future, so I'd like to know and learn about Japanese food.
- (3) Japan is a very attractive country where infrastructure is well developed and both old and new things can go in harmony with each other.

As for school life, there are many different points between Japanese and Mexican school life. In Japan, we have to take off our shoes when we enter houses or school buildings. There are a lot of club activities in Japanese high schools but we don't have any in Mexican schools.

*(Essays written & translated by Ms. Nele Kummer and Mr. Jaime Hitoshi Oest Shirai)*



## one-day Bus Tour to Ashikaga Gakko and Ashikaga Flower park

Date: Sunday, September 26, 2010

Place: Ashikaga, Tochigi Prefecture

More people than expected applied for this annual bus tour event organized by MUA. The rainy weather on the previous day turned into a bright sunny day by the morning of this event date. After departing from Shimbashi at 8:45am on time, the bus could move along smoothly on the highway although there was a forecast of heavy Sunday traffic.

The first stop was at Ashikaga Flower Park where a wide variety of colorful flowers were in full bloom. They included seasonal flowers such as hush clover, water lily and amethyst. We could have a leisurely time to relax our mind and forge the tears & wears of busy days. Before long it was time to enjoy lunch at a restaurant inside the park. The cuisine course featured seasonal mushroom dishes with palatable taste and in good volume.

Then our bus headed for Ashikaga Gakko. This oldest school in Japan was established sometime during early Heian to Kamakura Periods as a high-level educational institution. It was respected as practically the most advanced learning center in Kanto Area throughout Muromachi to War-lords Periods. Major focus was placed on Confucianism and other Chinese studies but military and medical subjects were also taught.



It is said that war lords often recruited graduates from Ashikaga Gakko because they had acquired practical knowledge. It was a tuition-free school and students were automatically enrolled into a Buddhist career course once they were admitted to the institution. Because there was not any dormitory for students, they stayed at the homes of commoners who lived in the neighborhood. Students grew vegetables to feed themselves at farms cultivated within the school premises. They also grew herbs and used them as medicine.

Around 1530, the school fell into a temporary dysfunction due to devastation by fire. However, the 7<sup>th</sup> principal rebuilt the school with the support of a lord named Hojo Ujimasa, and the number of students steadily increased up to as many as 3,000. A Christian missionary named Francisco de Xavier stayed in Japan around this period



and described Ashikaga Gakko as the largest and most famous university. Therefore the name of the institution traveled even overseas.

Once I walked through the school gate, I felt as if I had stepped into a different world. The school building and the garden were restored very close to the original. To our surprise, we found that the school did not provide any curriculum, and that the basic policy was to force self-teaching to students. It was fortunate that we had a volunteer guide who gave necessary explanations and answered to our questions.

On our way back from the most enjoyable one-day tour, our bus stopped at a service area along the highway. Our members bought fresh vegetables and other souvenirs for their families. Last but not least, we would like to extend our hearty thanks to the bus driver and the bus guide for providing safe and comfortable transportation.

*(Written by Jun Miyoshi, Vice Chairman, the Membership Committee, and translated by S. Tanahashi, VP, the PR, Bulletin & Internet Committee)*

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(Continued from Page 1): **Three Ps and Three Minds**

As time goes, judgment criterion also changes. Accordingly the assessment of a project can also be fluid. The evaluation of an aid project tends to be stereotypical in Japan. We must realize that there is no project that is a 100% success or a 100% failure. A project is not always complete with the completion of the construction work. So, once a project is over and its operation begins there is no need for the project to be bound by its original specifications. If things do not work as planned, all they have to do is for the parties concerned; aid giving country, aid receiving country and onsite benefit receiver to get together, rack their brains and change the plan as needed.

If you have such an outlook and have secured the confidence of the people concerned, the conviction that you are not working for yourself but for general good will support your action even when you feel like giving it up. With such a state of mind, your action will grow further. To give birth to a project and grow it is what I want to call "Production Mind." Excellent production capability is sometimes synonymous with meaningful involvement of citizens

By "Play Mind" I mean literally "Play Mind." I understand there is no such expression in English as "Play Mind" and Mr. Masumi Muramatsu, a master of English, kindly corrected it as "Playful Mind." But allow me to stick to my Japanized English.

When you are thinking of doing something for international cooperation, you should not feel tensed up. Japanese people, as a rule, get too serious about it and tend to feel an excessive sense of mission for it. Instead, I would like to advise that you should feel at ease and fun-minded. This is not just for you to enjoy and have fun. If you are often merry and receptive, people around you will be affected in an desirable way leading to a better human relationship. That way, you will last longer and be able to get more people involved in your project. The government's budget is limited and the relationship between the government and NGOs can fluctuate. No matter how good a project you have, if there is no room for relaxation, you can burn out fast. This can be said not only of international cooperation but of many activities of human beings.

Our UNESCO activities need to be strengthened by the spirit of three Ps and three minds in addition to the feeling of obligation and self-satisfaction. How would you feel about this?

# “Salp’uri, Chum” - Korean Traditional Music and Dance Performance

Date: Friday, November 15, 2010

Place: Sogetsu Hall in Akasaka, Minato City

This time around, I enjoyed watching the Korean traditional stage performance, “Salpuri, Chum.” Though it was not the introduction of Japanese culture but was of the traditional music and dance of Korea, it is the typical art passed down for generations in our neighboring country we have been closely related with since the Asuka era.

According to the comment given in the program, “Sal” the first part of “Salpuri” denotes the bad luck bred in the bone, while “puri” the latter part of it means to shake off. I was very excited, as it was my first experience to see it.

Five music players were all from Korea. Mr. Kim Cheong-man is the drum player and is a human national treasure in the area of Korean drum which is designated as the 5<sup>th</sup> important intangible cultural heritage. Mr. Lee Sae-hwan, a player of Korean harp, Mr. Won Jang-hyun, Korean flute, Mr. Han Sae-hyun, Korean horn, and Mr. Lee Tae-buek, Korean strings instrument. In addition to these five players, two Korean players residing in Japan joined. They were Ms. Cho Soo-ok, a dancer and Mr. Chang Ri-hyan, a player of Korean flute.



Photo by Toshiharu Sasaki

I am pleased to show you the overview of the performance below:

## 1. 1<sup>st</sup> and 2<sup>nd</sup> Movements

Harp played by Lee Sae-hwan

It was originally a vocal music derived from Buddhism. Through the passage of time as the Buddhism tinge faded, it changed to an instrumental music and became a gracious meditation music played by penmen. This music composition is mostly played by strings instruments at an easy pace. Repetitive rhythm creates very slow and comfortable streams of music.

## 2. Ensemble - Played by all the performers

It is the traditional instrumental solo music created back in the 19<sup>th</sup> century. It became a new genre of music combining extemporaneous music of Sinawi and vocal music Pansori. It was first played by Korean harp but gradually expanded to be played by other musical instruments. It started as a solo music composition, but is now played in concert. You can enjoy both individual sound as well as the harmonious sounds played by each individual performer.

## 3. Priest’s Dance of Lee Maebang Style

Drum by Kim Cheong-man, horn by Han Sae-hyun, flute by Won Jang-hyun, string instrument by Lee Tae-buek, percussion by Lee Sae-hyun, and dance by Cho Soo-ok

It was originally a priests’ dance but shared an artistic form. It has now developed as a folk dance representing Korean dances. The way the performer hits the drum is elegant but powerful as well. As the musical instruments are added, it raises the artistic quality. It is designated as the 27<sup>th</sup> important intangible cultural heritage. It was a very powerful dance.

## 4. “Songs of sorrows; If teardrops were pearls”, a medley of folk songs of Gyanggi Province (Farewell song and others)

Gayageum by Chang Ri-hyang, drum by Kim Cheong-man, horn by Han Sae-hyun, flute by Won Jang-hyun, and string instrument by Lee Tae-buek

These folk songs were configured and played in honor of two masters in this field. Farewell song and others are all Gyeonggi folk songs. Each one of them was played in a highly lyrical and mild way, and made the audience feel comfortable.

## 5. Salp'uri of a Lee Maebang Style Dance by Cho Soo-ok

It originally accompanied propitiatory rites to drive away evil spirits presided over by a female attendant. During the Korea period, it was established as the theatrical art. A dancer performs along the melody of Sinawi waving a white piece of cloth.

Salpuri of a Lee Maebang Style spread all over the Jeolla Province. Overall pacing of the performer's movement wearing white traditional costume with a white piece of cloth creates the utmost elegance.



Photo by Toshiharu Sasaki

Ms. Takai, President of MUA, Mr. Matsumoto, Vice-president of MUA who served as the Advisor to the Planning Committee, and many MUA members were present at the venue. It was really a wonderful world of art. Someone said it relates back to jazz. It somewhat brought us back the sweet memories of the distant ages. We all enjoyed the exotic performance and basked in the afterglow of the show.

*(Written by K. Matsuzaki, Vice Chairperson of the Science and Culture Committee, and translated by Y. Suda, Chairman of the PR, Bulletin & Internet Committee)*

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## The 10<sup>th</sup> Festi-Balloon

Date: Friday, November 5, 2010

Place: Minato City Lifelong Learning Center

The "Festi-Balloon", a popular annual event of the Minato City Lifelong Learning Center, was held on Friday, November 5 under the sunny sky. It was again a typical Indian summer day like last year. In the opening ceremony, Mr. R. Takahashi, Superintendent of the Minato City Education Board, and Mr. G. Shimizu, Chairman of the steering committee of the festival as well as MUA Vice-Chairman, delivered opening addresses, followed by a series of "30-second PR presentations" given by representatives of all of the 50 participating groups.



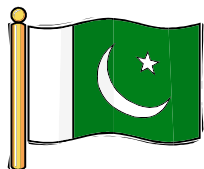
This festival is a good occasion for various groups and circles, which share Balloon, to get together regularly and present or exhibit the fruits of their activities. Major attractions included displays/exhibits of paintings, calligraphies, photos, flower arrangements, sales of chinaware, handicraft and other items, and performing arts such as dancing, singing, and concert. Also, a PC workshop was arranged. We at MUA, regularly participate in the event to introduce our wide range of activities by displaying publicity panels on the wall in front of the secretariat office.



On the playground of Balloon, crab miso-soup was served and agricultural and marine products were sold by the staff from Iwaki City, Fukushima Prefecture, which is a sister city of Minato City's. It was a short but enjoyable afternoon event where passersby casually participated.

Note: "Festi-Balloon" is a coined word, combining Festival and Balloon. Balloon is a nickname of the Minato City Lifelong Learning Center.

*(Written and translated by T. Mizuno, Secretary-General)*



## Visit to Pakistan Embassy

Date: Monday, November 22, 2010

Place: Minami Azabu, Minato City

We, 18 members of MUA, visited the Pakistan Embassy located at 4 Chome, Minami-Azabu, Minato-ku for about 2 hours from 2pm on November 22<sup>nd</sup> (Mon) when leaves of trees in Arisugawa Park began to turn red beautifully. They moved to this location two and half year ago as the embassy that had been in Moto-Azabu had gotten old. Minister Imtiaz Ahmad guided us inside the large building of the Embassy in Japanese. (As many of you may remember, we asked Minister Imtiaz Ahmad to lecture at the Lecture Meeting for International Understanding on August 5<sup>th</sup> sponsored by the MUA and he kindly accepted our visit to the Pakistan Embassy this time.)

Upon entering the building, we saw a big map of South Asia and Japan which we found very impressive. Pakistan borders Iran, Afghanistan, China and India. The country is 2 times as large as Japan in space. 1st and 2<sup>nd</sup> floor are occupied by the Embassy, and upper floors are used as living space of 24 staff members. The Minister showed us the office of the Ambassador, conference rooms, application offices of visa & passport and media officers, and so on. On the wall was a carpet of staid color displayed.

Minister Imtiaz Ahmad explained about the history, culture, and life of Pakistan using a Power Point in a large conference room. First, he talked about the national flag. Green represents the color of Islam and white represents peace. Then he went on to spell out stories such that Pakistan has a history as the birthplace of Indus Civilization, it won its independence from Great Britain in 1947, and population is 170 million. As for the climate, the Minister Imtiaz Ahmad too expressed a concern about global warming. He also showed us, using slides, appearance of Islamabad, the capital city, the River Indus (2890km long) flowing along the border with China, five lofty mountains of 8000m height class in the northern territory, and a number of glaciers.

The slides showing festivals, wedding ceremonies and a street car many people crowded around making it not seeable, gave us a glimpse of the national background of Pakistan.( Minister Imtiaz Ahmad noted “ I wonder if speed of the street car is 20km/hour.” . Surprisingly, temperature ranges from 35°C to 55°C as the difference between low and high temperature is large.

After his presentation, snacks were served. They were “pakora”, vegetables rolled up in bean flour and fried, and cookies. We had them with rich milk tea. At the end, he answered questions from us. Answers for the questions were;

- Moon and stars on the national flag represent Muslim religion and its development.
- There is no such insurance system as that of Japan as medical system. However, there are government-run hospitals for disadvantaged people.
- For a question about education, Minister Imtiaz Ahmad mentioned that he enrolled in an elementary school at the age of 3 and half but children enrolls at the age of 6 today.
- 4 provinces got seriously damaged by a massive flood this year and it became an economical problem. (He expressed a sincere gratitude for the support provided by Japan.)
- As for the life in old age, there are no elder-care facilities. But, the family lives together and support the elderly in cooperation since young people account for half of population. In Pakistan, the first child is responsible for caring parents. When Minister Imtiaz Ahmad was little, he had a big family of 40 people.



- Regarding language, Urdu is the national language, but languages used vary by region. Official language is English.
- Karate is a popular sport. In Pakistan, there is a traditional wrestling which resembles Sumo.
- As for imported goods, 95% of cars are made in Japan and many of home appliances including TVs are also from Japan.

As aforementioned, we were pleased that we could learn a lot about Pakistan which is deeply concerned with our country. We were told that staff members were all male, but we felt that the office was of a very homey atmosphere. We wish to thank all staff members of the Embassy who attended us very kindly.

*(Written by Fumiko Iguchi, Vice Chairperson, the Member Development Committee, and translated by A. Shimizu, an associate, the PR, Bulletin & Internet Committee)*

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## 2010 Minato Citizens Festival

Date: Weekend of October 9 & 10, 2010  
Place: Plaza for All Citizens, Shiba Park

Minato-ku Citizens Festival was conducted successfully with participation of a good number of citizens this year too. Minato UNESCO Association operated a booth under the heading of “Bring Back Forest to Borneo” in concert with members of the UNESCO Committee of Tokyo Municipal Mita High School and the MG Pearl of Meiji Gakuin University’s Volunteer Center. We wish to thank all for their cooperation.



Unfortunately, it was rainy on the day of event this year. However, we could propagate the activities of each committee to many citizens of Minato-ku through panel displays and mini-bazaars, and the project in Borneo. Though we could not distribute many flyers due to rain, we wish we will be able to distribute many flyers to publicize the activities of each committee next year. So, we sincerely request again continuous cooperation of each committee next year as well.

We would like to introduce below major impressions expressed by some members of the UNESCO Committee of Mita High School, a Tokyo municipal school located in Minato City:

- I enjoyed very much talking with people engaging in the activities of UNESCO. I learned a lot from them. (Kitahara-san, 1<sup>st</sup> year grade student)
- I would like to apply what I gained through the talks with members of UNESCO at a big event such as the Minato-ku Citizens Festival, to my future activities of the UNESCO Committee. (Toriyama-san, 1<sup>st</sup> year grade student)
- It was really a fun. The work of UNESCO is great. UNESCO is helping the world. I wish to help, too. (Nele-san from Germany)
- I could understand the activities of UNESCO very well. Helping was not a hard work. But, it was hard to speak Japanese. (Hitoshi-san, International student from Mexico)

*(Written by O. Kitaura, Chairman of the Minato Citizens Festival Committee, and translated by A. Shimizu, an associate, the PR, Bulletin & Internet Committee)*

# UNESCO Director-General expresses shock and distress following massive earthquake and tsunami in the Pacific



© Xinhua News Agency - An earthquake measuring 8.9 on the Richter Scale struck Japan.

**The Director-General of UNESCO Irina Bokova issued the following statement concerning today's earthquake off Japan and the ensuing Pacific-wide tsunami:**

"My heart goes out to the people of Japan and all those peoples of the Pacific caught in the terrifying and destructive sweep of the tsunami provoked by the massive earthquake that struck off the north-east coast of Honshu today.

"The images being broadcast around the world are truly distressing.

"UNESCO, through its Intergovernmental Oceanographic Commission, is closely monitoring the situation. The progress of the tsunami across the Pacific is being followed by the Pacific Tsunami Warning System, created by UNESCO in conjunction with Pacific rim countries almost 50 years ago. This System has been issuing regular bulletins alerting authorities across the Pacific since the earthquake hit earlier today.

"Our long experience in this domain has shown us that timely and accurate information can save lives.

UNESCO will do everything possible within its areas of competence to help the victims of this latest catastrophe to recover and rebuild their lives."

(11.03.2011, Source: UNESCOPRESS)

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## Coming MUA Event at a Glance

- MUA Annual General Assembly on Wednesday, April 27, 2011 from 19:00 at the Minato City Lifelong Learning Center,
- Welcome Party for new MUA members on Thursday, May 19 from 18:30 at the Minato City Lifelong Learning Center,
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## Donations

Our whole-hearted thanks go to the following donors;

- Participants in the Cross-cultural Awareness Workshop on Africa, held on November 17, 2010.

A total of ¥5,680 was donated to the Mindanao Children's Library through MUA's co-action activity.

Minato UNESCO Association is a citizens' voluntary membership organization that promotes Japanese traditional culture, holds cross-cultural workshops and presents multicultural events and international symposia for world peace. For any questions or comments about our articles, please contact our secretariat office at:

Tel: (03) 3434-2300, Fax: (03) 3434-2233, E-mail: [minato-unesco@nifty.com](mailto:minato-unesco@nifty.com)

URL: <http://minato-unesco.jp/>