



**Impact Report**  
**Nippon Foundation**  
01 May 2022 – 31st March 2023

in partnership with

一般社団法人  
**根浜**  
**MIND**



# Introduction

Atlantic Pacific Japan (APJ) has a vision where everyone can enjoy the sea in a safe environment and learn how to protect the sea and the creatures that live in it. Kamaishi was devastated by the Tsunami of 2011, and since then they have been working hard towards rebuilding and recovering from the disaster. However, the beaches are empty, with young people spending time in the city centre, away from the ocean. People are also moving away from Kamaishi to the bigger in-land cities. There is very little connection between the sea and the local young people and so local sea-related industries and traditions are dying. APJ, with Nebama MIND and other local partners have a vision to restore the connection to, and enjoyment of, the ocean in Kamaishi.

Over the last year, working together with our local partners, APJ has been offering fun, interesting and educational activities for everyone in Kamaishi and Tokyo as well as online. This work is designed to regenerate Kamaishi's coastal regions and restore people's confidence in spending time near water and encourage their interest in protecting our amazing oceans. The final objective for this project is to create a sea centre in Nebama Bay where we can run activity all year round to encourage the regeneration of the beach, ocean and local area.



## Achievements

With funding from the Nippon Foundation, APJ has delivered an ambitious programme this past year. Still heavily impacted by the pandemic, lots of the activities have had to be changed or shifted to online delivery and remote learning. However, we have still engaged in a meaningful way with hundreds of young people about being safe in the ocean and caring for our environment.

## This year APJ has:

- # This year APJ has:
- Increased network of national and international schools who are willing to send students to Kamaishi to partake in APJ courses, which improves our ability to sustain activity
  - Employed a local Kamaishi resident to help consolidate and grow the project locally
  - Reinforced our relationship with the Board of Education, so next year APJ will be included in all the schools curriculum (Elementary and Junior High) in Kamaishi.
  - Reinforced our relationship with Kamaishi High School and have their commitment to continue to develop the Ocean Revival Programme.
  - Received an offer to expand the programme of Search and Rescue training into Ofuanto (next coastal town down from Kamaishi)





# Global Leadership Programme

Global Leadership Programme : Summer  
1st - 5th August 2022

Global Leadership Programme : Spring  
25th - 29th March 2023

For our two Global Leadership Programmes (GLPs) delivered in Summer 2022 and Spring 2023, we had a total of 91 applications and 71 participants. Of these 71 participants we had students visiting from all over Japan (Chiba, Tokyo, Saga, Fukuoka, Hokkaido, Okinawa, Saitama, Hyogo, Miyagi, Iwate, Osaka, Kanagawa and Shizuoka) as well as students travelling from both the UK and New Zealand to join the programme. Students were a mix of Japanese and other nationalities including French, Spanish, Dutch, British and a New Zealander. The feedback from both GLPs has been unanimously positive from both participants and parents.

## Feedback

*'The reason is that I felt that the experience of spending time with friends from all over the country and the world who have the same goal, even if it was a short period of 4 nights and 5 days, was a very valuable experience that will affect the future.'*

**64** students from

**13** Japanese prefectures

**04** countries



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It was great to meet you all!



## Feedback

*My son told me he had a lot of fun making friends, he wanted to know more about safety at sea, he was moved to hear that the people of Kamaishi worked together as a team to recover from the danger and damage caused by the tsunami.*

*Besides that, I think that his perspective has changed a little because he was able to learn and discuss how to save lives,, and how to consider the environment to connect to a sustainable society.*

*From now on, he would like to find out what he can do little by little and contribute so that he and the people who come after him can live happily in the future.*









## GLP: Ocean Revival Competition

**30th March 2022**

Online via Zoom

2 categories: 17 and under, 18-25

As part of the GLP we launched the Ocean Revival Competition, which asked any young person under 25 to propose ideas and solutions to the plastic pollution problem. We asked for imaginative ideas that could become real workable solutions and put them to a panel of experts to select two winners, one from each category. Our Ocean Revival project marks the beginning of a series of projects that Atlantic Pacific are planning; by bringing young people from around the world together and challenging them to find solutions.

### Our Judges:

Vicky Maki Honda, Senior Officer Nippon Foundation

Hideki Fukuda, Associate professor at The University of Tokyo

Ogata-san, Pluceeds

Robin Lewis, Co-founder at MyMizu & Award-winning social entrepreneur

Angela Ortiz Pettas, SDG Activation and Marketing Strategist

Guy Perryman, Radio DJ

Tove Kinooka, Director & Co-founder at Global Perspectives Japan

**221** views on our  
competition page

**50** applications

**6** finalists



## **Koharu Inahashi**

### **WINNER: 17 years old and under**

Using a favourite Japanese Curry Dish, Koharu Inahashi proposed to promote information about microplastics in the ocean by shaping the rice as a fish and placing the small vegetables in its tummy, so when you break open the rice the vegetables would appear like the microplastics in their stomach. The judges found such a marketing campaign a great idea and impactful in explaining the problem with plastics in the ocean.

## **Xinyao Liu and Abobakar Sediq Miakhel**

### **WINNERS: 18 – 25 year olds**

Using the Precious Plastic process of collecting used plastic, shredding it and reforming it, they had the proposal to create a life saving device for people swimming in the ocean. This device can be made easily from used plastic and can be recycled again once the user has finished with it. The mould can be sent to developing countries for them to follow the same process of forming the life saving devices.

**APJ believes that the future lies in the hands of the planets young people, those who will inherit the results of our terrible habits and be most effective in finding solutions to the damage we have done, however, to compensate them for our ignorance we must do our part: Atlantic Pacific is now planning on helping provide the tools and guidance to make change, we are creating the platforms and support to face the challenges that will undoubtedly dominate the future of our planet.**





# Summer Camps

Atlantic Pacific Japan's Summer Camps were aimed at national and local students designed to attract them back to the coastal regions of Japan and more specifically Kamaishi. Owing to the COVID-19 pandemic the Summer Camps had to be changed to a mixture of online delivery and the in person delivery was moved to Tokyo to restrict participants bringing COVID into the elderly community in Kamaishi.

The programme highlighted Kamaishi as a city recovering from the Tsunami and how tourism and visitors are needed for coastal cities to survive. The programme also focused on sea safety and ocean pollution, specifically plastics, asking our young people to think about how to raise awareness to reduce Japan's reliance on plastic. This programme was delivered in Japanese and English.

## Summer Camp 1: 26 – 29th July 2021

Online via Zoom and in person. Location: Tokyo, Bunkyo  
Gakuin University: 46 Students

## Summer Camp 2: 5th – 6th August 2021

Location: Online via Zoom: 10 students

## Summer Camp 3: 16th – 17th August 2021

Location: Online via Zoom: 10 students

**66** total participants

## Feedback

*"Learning about the world's actions toward reducing plastics, the fact that we humans are eating plastics, and the impacts of plastics on animals, I was shocked and thought that I need to study more about it."*

*"I was able experience different things such as trying lifejackets on and doing knots."*

*"Through Robin's talk, I learnt not only the dangers of water, but also how to protect myself around water. I would like to share this with my family."*









# Family Days

07th May, 26th June, 23rd October  
2022

27th February, 23-24th March  
2023

Kamaishi and Ofanatu, Iwate

The family days have been challenging given the social distancing restrictions that have been in place for most of 2022. APJ has found new and creative ways to deliver the programme, including visiting day care centres to deliver sessions on sea safety, ocean awareness and search and rescue skills and attending already organised events that have not been cancelled owing to COVID restrictions.

**202** total participants



# Sea Cadet Programme

Our Sea Cadet programme has gone from strength to strength in terms of our outreach to young people. We have reached 205 young people over the last year, however we have had to be creative in the way that we have engaged with them owing to fluctuating COVID restrictions. This year, we have been able to deliver more in-person activities, including a sailing session, a fishing session and lifeguard session, as well as 4 in-person ocean awareness programmes, but we have had to deliver several of the sessions online also.

**205** total participants

## 24 UWC Atlantic Students participated across the 7 school sessions

### 08th July 2022

In person, Kasshi Junior High School, 80 Students

### 13th August 2022

In person  
Morioka Technical High School, 20 Students

### 07th November 2022

In person, Touni Junior High School, 5 Students

### 25th March 2023

In person,  
Kamaishi Civic Hall, 10 Students

### 20th January 2023

Online via Zoom,  
Kasshi Junior High School, 26 Students

### 03rd February 2023

Online via Zoom,  
Kasshi Junior High School, 24 Students

### 24th February 2023

Online via Zoom,  
Touni Junior High School, 14 Students

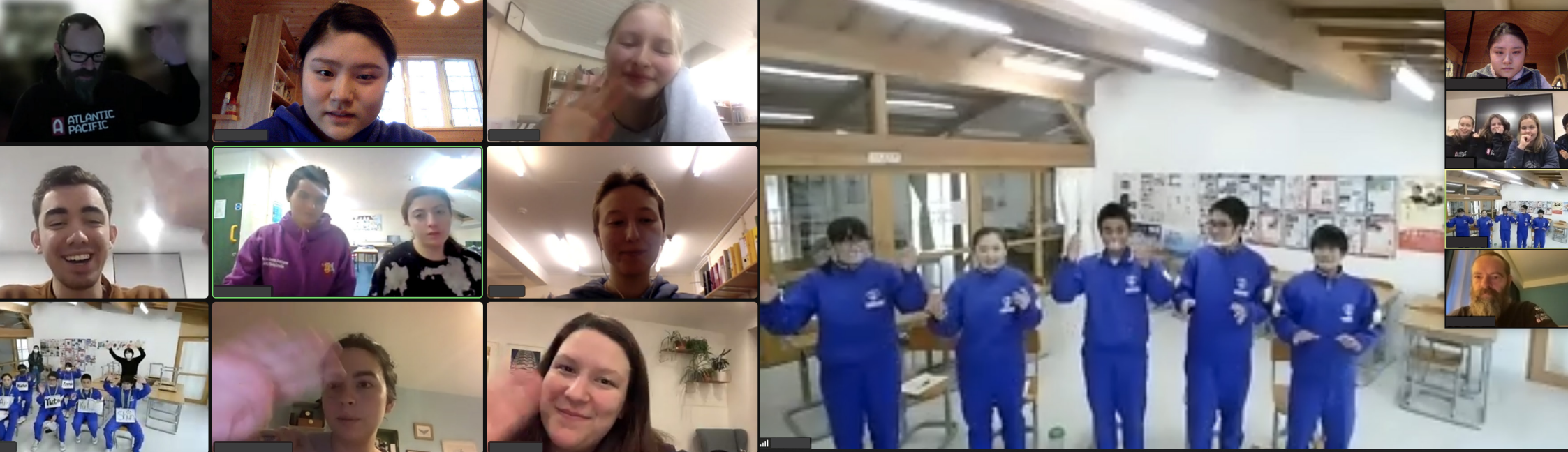
## Feedback

*"I had only been thinking about picking up plastics near the sea, but through the talk by the high school students from the UK, I learnt that if you could recycle trash, it helps not only reduce the amount of trash but also reduce the cost of buying new things."*

*"I understood that in order to have a safe relationship with the sea, we need to stop and think, stay together, float, and wave and call for help."*









# Big Plastic Pledge

As part of all of our programmes APJ encouraged all of our participants to reduce the use of their plastic consumption in order to protect our oceans and the marine life in it. All of the presentations in our Global Leadership Programme, Summer Camp, Spring Camp and Sea Cadets had a focus on the impact of plastics on our oceans, the wildlife that live in the ocean and also everything that feeds off/from the Ocean. At the end of each course we asked our participants to commit to reducing their use of plastic, of which everyone agreed to.

APJ also delivered a public information session to 18 people from Kamaishi City who were interested in the Big Plastic Pledge Programme on the 28th March. Most of the participants wanted to get involved in the future projects, including the Precious Plastic Project.

20th November, 22nd January, 26th February, 19th March

4 monthly group sessions with Kamaishi and UWC Atlantic Students

Testing with the precious plastic machines

Online via Zoom, WhatsApp and our online Blog (<https://www.apj-preciousplastic-kamaishi.com/>)

45 UWC Atlantic Students, 20 Kamaishi High School Students

Presentation by UWC Atlantic Students to 8 Touni Junior High Students

## Precious Plastic Project

**20th November - 31st March 2022**

As part of our big plastic pledge we ran a Precious Plastic programme with Kamaishi High School and UWC Atlantic.

This programme was an ambitious project where we tasked the students from both schools to arrange the construction of several machines that would melt and reform plastic, communicate with their local community on arranging the collection of used plastic, and research the properties of plastic to ensure that the correct type of plastic was being collected and used.

We held monthly meetings between the two groups of students via Zoom as well as establishing WhatsApp groups for the students to communicate on a day to day basis. The students experimented with various plastics and melting methods (under supervision) and started to create new products.

The project was completed with the students being able to test their ideas on the 3 new machines that were constructed by a local craftsperson in Kamaishi. A blog was created on the project to allow the next set of students to understand and continue the project where the first group ended.





# Feedback from Kamaishi High School

**We have received extensive feedback from Ogisho-Sensei about the Precious Plastic Programme:**

## **The Value of Precious Plastic in Kamaishi**

Before this project, students only knew of environmental problems that they see or hear in the news. They somehow felt away from these problems and expected adults to fix them. Through this project, students are required to think for themselves and discuss a lot, which helped them to understand the seriousness of these problems and most of all realised that these problems can be tackled by themselves. This project is both challenging for students and that certainly has a great power to create future change-makers.

## **Interaction with Atlantic Pacific and UWC students**

The experience of learning in a western-style was really fresh for students. Students are required to think and discuss a lot. In the beginning, they were slightly confused and even scared to express their opinion but as they started to get used to it, they were very excited and I could see some improvement in them. I think what they are learning in this project can be a great motivation for them to learn in the regular lessons in our school.

Also, working with students in UWC had a great influence on them. Students exchanged their ideas and opinions in a chat and monthly meetings. The fact that students from both schools are in a similar age group, everything they do has a great impact on students in both schools. I could see a little competition between the two schools that definitely improved the quality of the project.



## English Learning

For our students, learning English is one of the biggest goals that they look for in this project. The system that AP created in this project has a great balance for students. Thanks to the interpretation, students could understand what they should do and feel secure to deliver their message. At the moment, students are relying on interpretation, but the immersiveness of English and opportunities to express their opinions in English are great motivations for students. Even now, students are finding the courage to try to communicate in English without interpretation. I am hoping to see students exchanging ideas without interpretation someday and I am sure that they feel the same way.

## The development in students through the project

Although we have only started this project, I have seen significant developments in students. First of all, they started to have ownership of this project. In school, it is not common to see students given almost full control of the project, so they tend to wait and ask for adults to help them out. In the beginning, I could see students waiting for instructions to be told. But in the course of this project, they understood the gravity of the project and realised that they have to think by themselves and have their own opinions, not what they are taught.

Also, they started to have a mindset of a change-maker. They now realised that they can actually recycle plastics by themselves and include the local community. These findings and experiences gave them huge confidence. So now they are thinking on a bigger scale to actually find a solution to this problem.

## Prospect from April

With a few more students joining in, students are now able to officially engage in this project in our curriculum, so they have more time to develop their ideas and take action. Machines to recycle plastics are ready to be used, so students will be making actual changes in the community. First, they will decide on the final product (goal) toward the end of March and then they will plan the schedule backwards. Now, they have to research the properties of plastics in more detail because they are actually going to melt and reshape them. And also, they need to think about some valuable product that is needed in the world and potentially can save lives. So, there are lots of challenges that they have to take on, but as the test-run showed, they are capable of overcoming these challenges and the collaboration between Kamaishi students and UWC students is always helpful in this project. Plus, new 1st year students are to join this project in summer to autumn to carry on this.









# APJ Mascots, Colouring Books and Cartoons

As part of our commitment to continue to educate young people we continued to distribute our sea safety colouring books this year.



## Feedback

*“The colouring books are a great way to explain complicated ideas and rules to young children in a fun and engaging way”*



**50** colouring books distributed to

**Children at Inagawa  
Elementary School  
Ofunato**







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# Press

Given the limitations on reaching young people physically, APJ has been working on promoting our work with the Nippon Foundation through our social media channels and other media outlets. APJ has been featured in Japan Today and on the BCCJ. The following media were also contacted for covering the stories from APJ this year:

English-language Newspapers in Japan (Print & Digital): 4

Press Service for English-language News in Japan: 1

English-language News in Japan (Websites): 3

English-language Magazines in Japan: 7

Japanese Newspapers (Print & Digital): 37

Japanese TV Outlets: 11

Japanese Radio Stations: 4

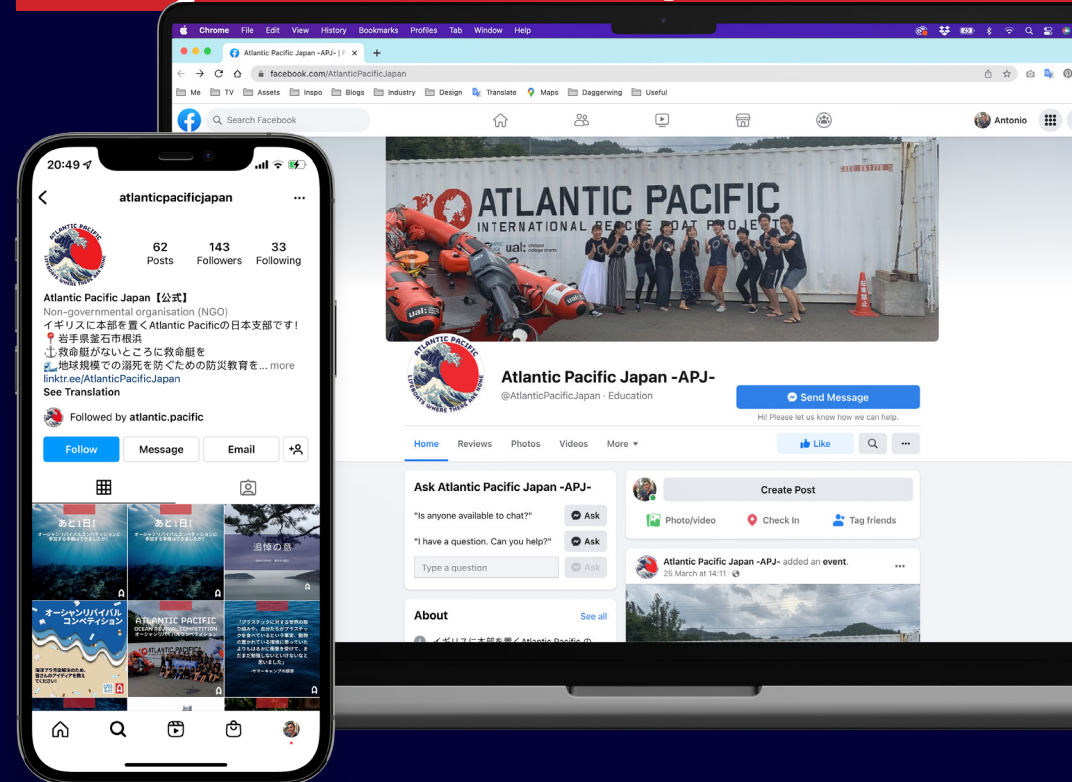
Japanese Press Services: 3

Individual Journalists based in Japan: 36

**4,905** total Facebook impressions

**3,638** total Instagram impressions

**4,027** total Twitter impressions





# Atlantic Pacific Ocean Revival Competition

**Tell us your ideas to combat plastic pollution for a chance to win!**

## Win fantastic prizes:

- Tickets to Atlantic Pacific Summer Camp
- Sea Activities & Powerboat Experience
- Cash Prizes
- Exclusive Merchandise

## Two age categories:

- 17 year olds & under
- 18-25 year olds

Please visit [www.atlanticpacific.org.uk/ocean-revival-competition](http://www.atlanticpacific.org.uk/ocean-revival-competition) for more details, or scan the QR codes below



LIFEBOATS WHERE THERE ARE NONE



Kate Sedwell, co-founder of Atlantic Pacific International | Photo: Nick Jaussi

## Environment

# Tackling ocean plastic, with Atlantic Pacific

Apr. 6 | 06:00 am JST | 2 Comments

By Kathryn Wortley

**TOKYO** — Young people across Japan joined forces in March to combat plastic in the world's oceans with Japanese non-profit lifeboat organization Atlantic Pacific.

Funded by The Nippon Foundation and part of the Umi-to-Nippon Project (The Ocean and Japan Project), the international program encompasses a Spring Camp for junior and senior high school students and an Ocean Revival Competition for under 25-year-olds. Participants have been generating ideas on how to reduce and prevent marine pollution, in a bid to support a more sustainable future.

Kate Sedwell, co-founder of Atlantic Pacific International, tells us more.

## What is Atlantic Pacific?

Atlantic Pacific is the brainchild of Robin Jenkins, a designer and volunteer with the Royal National Lifeboat Institute on the River Thames, England. He was inspired to set up the organization following a visit to Kamaishi, Iwate Prefecture, in 2014. He heard stories of people calling out for help from the ocean after having been swept away in the 3.11 tsunami, and learned that nothing could be done because there was no lifeboat service to rescue them.

## Environment



Apr. 10 | 06:13 am JST | 2 Comments

**Storms batter aging U.S. power grid as climate disasters spread**



Apr. 9 | 06:23 am JST | 4 Comments

**Compact, green and car-free. Can city living beat climate change?**



Apr. 8 | 05:21 am JST | 4 Comments

**'Green steel' heating up in Sweden's frozen north**

[View all](#)

## Popular

**1** More flee as Ukraine warns of stepped-up Russian attacks

69 COMMENTS

**2** Missile kills at least 52 at crowded Ukrainian train station

76 COMMENTS

**3** 62.9% of people with foreign roots in Japan questioned by police: survey

56 COMMENTS

**4** Hayashi returns from Poland with 20 Ukrainians

124 COMMENTS

**5** Tokyo cancels Sumida River fireworks festival for 3rd straight year

39 COMMENTS

## Digital Activity

Since April 2021, interest and engagement in our activities has increased across all our digital touchpoints:

### Website

The Japanese homepage of the Atlantic Pacific website has received 1,234 views, from 535 users, of which 496 are new website users since last year.

### Email

We have an active and growing database of 188 subscribers which has increased by 20% since this time last year. We have emailed them to keep them updated about our activities and encourage them to get involved.

Our most recent email promoting the Ocean Revival Competition had an open rate of over 60% and a click rate of over 8%.

The industry benchmark for non-profit emails is just 26.6% and 2.7% respectively, so our rates show that our audience is highly engaged with our activity.

### Social Media

Our social media followers across Twitter, Instagram and Facebook have increased by over 16% since last year.

The majority of our followers are on Facebook where our average engagement rate is 8%.

This is encouraging as it is significantly higher than Facebook's overall average rate of just 0.27%

We have also started to experiment with the social media app Line, accumulating a small following of 27 young people, which we aim to grow over time.





# Acknowledgements

This year's programme has cemented relationships with our partners in Kamaishi, who have all agreed to support the APJ project in Kamaishi. Letters of support have been signed by the following organisations:

Kamaishi Swimming Association, Sea Bird Kamaishi, Kamaishi Lifesaving Club, Kamaishi Triathlon Association, United Green, Kamaishi Yacht Club, Kamaishi tourism and products Association, Nebama MIND, Beach Academy, Ohakozaki Shimin Kaigi, SanrikuBlue Adventure, Nebama shinkou-kai, and Kamaishi East Fisheries Cooperative

## **We have also cemented and expanded our collaborative partners to include:**

The Houraikan Hotel, Kamaishi Mayor's Office (Regeneration Department), Kamaishi Mayor's Office (Board of Education) International Coastal Research Centre, UWC Atlantic, UWC ISAK, My Mizu, Kanako Sato Beach Academy, Yuji's Air BnB, Helly Hansen, Kansai University, Bunkyo Gakuin, Karatsu Precious Plastic Project, Nagoya International School

APJ would like to thank all of our partners for their time, energy and commitment this year for what has been a great programme. Special thanks go to the Nippon Foundation for their generous support, our core partner Nebama MIND for their steadfast energy and encouragement and our amazing APJ team; Shota Inoue, Nishimura-San, Jez Booker and Sarah Haberl managed by Lin Nishitani who has brought everyone together to make this project such a success.



Atlantic Pacific Japan and our friends in Nebama have shared a phrase since the beginning of our project: “We are people from the sea” which has connected us like family despite the thousands of miles between our origins. The sea is our soul, the sea is our love, the sea is our life and we will always be; People From The Sea... now we must do the work to ensure that our home and all its inhabitants do not die as a result of our indifference and now our inactivity. We pass this responsibility to the youth now, but we must help them on their way.







[www.atlanticpacific.org.uk/ja/](http://www.atlanticpacific.org.uk/ja/)

