

2025



Overview of the Foundation for Ainu Culture

The Foundation for Ainu Culture

Message from the President



Building a Society Where the Ethnic Dignity of the Ainu People is Respected

TSUNEMOTO Teruki
President
The Foundation for Ainu Culture

Irankarapte. The Ainu are an indigenous people who have lived in the northern part of the Japanese Archipelago, especially in Hokkaido. They have their own language and have developed a rich, diverse culture that includes *Yukar* and many other forms of outstanding oral literature, Ainu patterns used to decorate clothes and craftworks, and the *Iyomante* ritual. In modern and contemporary history, however, Ainu society and culture have severely suffered and many Ainu people have been forced to live in poverty and have experienced discrimination.

Given such, the Act on the Promotion of Ainu Culture, and Dissemination and Enlightenment of Knowledge about Ainu Tradition, etc. was enacted in May 1997 with the aims of promoting Ainu culture and realizing a society in which the ethnic pride of the Ainu people is respected and of contributing to the development of diverse cultures in Japan. The Foundation was established in June of the same year with the support of the national government (the Ministry of Land, Infrastructure, Transport and Tourism and the Ministry of Education, Culture, Sports, Science and Technology) and the Hokkaido Government. The Foundation has since undertaken various projects throughout Japan to support steady progress in research on the Ainu, the promotion of Ainu culture / language and the dissemination of knowledge regarding Ainu traditions.

Both the House of Representatives and the House of Councilors unanimously adopted “the Resolution Seeking to Recognize the Ainu People as an Indigenous People” in 2008, and the Final Report of the Advisory Council for Future Ainu Policy was released in 2009, which advocated the establishment of a comprehensive Ainu policy based on the recognition of the Ainu as an indigenous people of Japan.

The Act on the Promotion of Measures to Achieve a Society in Which the Dignity of the Ainu People is Respected was enacted in April 2019, and in May of the same year the Foundation was designated as the sole corporation in the nation recognized to carry out the work stipulated in the act. In addition to Ainu cultural promotion projects that the Foundation had been involved in, the Foundation was put in charge of the operation and management of the National Ainu Museum and Park “Upopoy,” which opened in July 2020.

Amid such changes in circumstances surrounding Ainu policy, the Foundation intends to make further efforts to realize a society where the Ainu’s dignity is respected, while promoting coordination with the national and Hokkaido governments and related organizations. Therefore, we sincerely ask for the understanding and support of the many related parties.

This booklet gives an overview of the organization of the Foundation and its undertakings. It is our pleasure if the booklet helps you broaden your knowledge of Ainu culture and our efforts to promote it and deepen the understanding of the Foundation.

Iyairaiiker.

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History



May 1965

An Ainu settlement in Shirai known as Shirai Kotan is relocated to the shore of Lake Poroto and is named Poroto Kotan. Shirai Kanko Consultants Co., Ltd. begins operating Poroto Kotan.

June 1967

The Shirai Municipal Folk Museum opens at Poroto Kotan.

September 1976

Shirai Kanko Consultants Co., Ltd. is dissolved to establish the Shirai Foundation for the Transmission and Preservation of Ainu Culture.

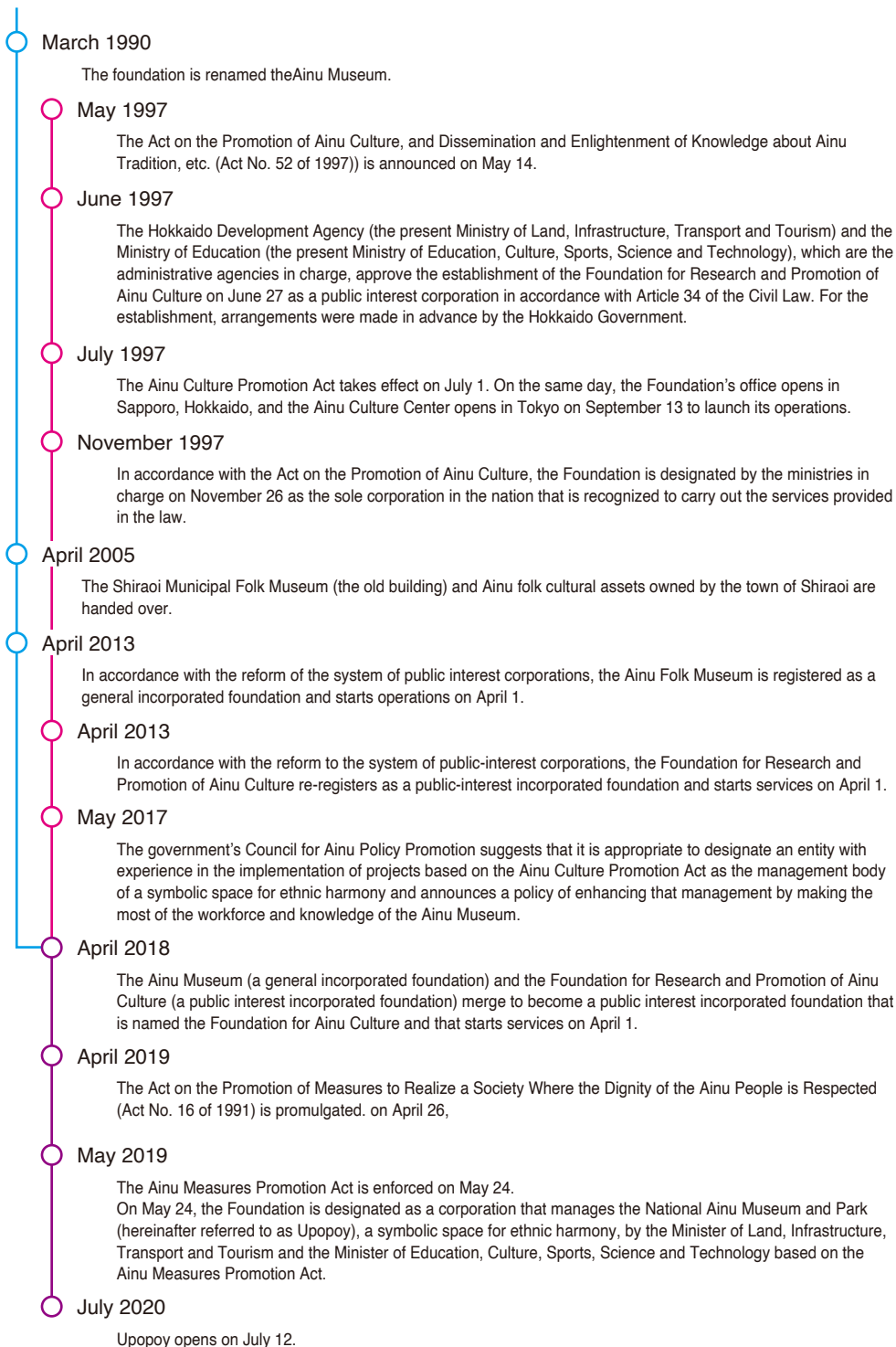
April 1984

The Ainu Museum, a new facility for the regular exhibition of Ainu folk arts and crafts, opens.

○ Former Ainu Museum

○ Former Foundation for Research and Promotion of Ainu Culture

○ The Foundation for Ainu Culture



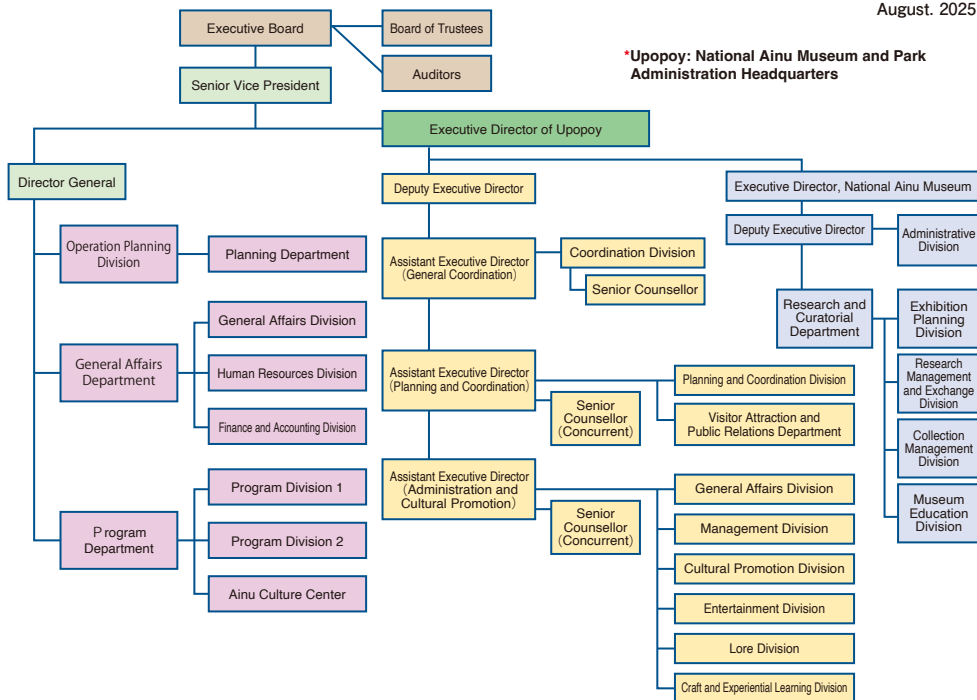
Organization



The Foundation for Ainu Culture Organizational Chart

August, 2025

*Upopoy: National Ainu Museum and Park Administration Headquarters



Offices

- Secretariat (Sapporo)
Puresuto 1.7 Bldg. 5F, Kita 1-jo Nishi 7-chome, Chuo-ku, Sapporo, Hokkaido, 060-0001, Japan
- Upopoy: National Ainu Museum and Park Administration Headquarters
2-3-2, Wakakusa-cho, Shiraoi Town, Shiraoi District, Hokkaido, 059-0902, Japan
- Ainu Culture Center (Tokyo)
Sumitomo Fudosan Ueno-okachimachi Bldg. 3F, Motoasakusa 3-chome 7-1, Taito-ku, Tokyo, 111-0041, Japan

Endowment

208,075,517 yen

Scope of activities

All prefectures of Japan

Operational fund

The operational fund is provided by subsidies and consignment fees from the national government (the Ministry of Land, Infrastructure, Transport and Tourism and the Ministry of Education, Culture, Sports, Science and Technology) and the Hokkaido Government.

List of trustees and officials of the Foundation for Ainu Culture

Trustees (19)

Post	Name	Status
Trustee	AKIBE Hideo	Executive Director of the Akan Ainu Industrial Arts Association
Trustee	DEI Hiroyoshi	Secretary-General of the Hokkaido Association of City Mayors
Trustee	DERIHA Koji	Former Deputy Director, Historical museum of Hokkaido
Trustee	FUJIWARA Kentatsu	Director of the Ainu Association of Hokkaido (President, Eniwa Ainu Association)
Trustee	HASEGAWA Hiroyuki	Vice President and Senior Director of the Hokkaido International Exchange and Cooperation Center
Trustee	ITO Koichi	Civil Rights Commissioner (Lawyer)
Trustee	KAWAGOE Toshiya	Director of the Ainu Association of Hokkaido (President, Niikappu Ainu Association)
Trustee	KAYANO Shiro	Director of the Kayano Shigeru Nibutani Ainu Museum
Trustee	MORI Shigekazu	Director, Hokkaido Federation of Town and Village Boards of Education
Trustee	SAITO Reiko	Associate Professor, Academic Resources Research and Development Center, National Museum of Ethnology
Trustee	SASAKI Kazuma	Vice President, NPO Shinhidaka Ainu Association
Trustee	SAKUTA Satoru	Auditor of the Ainu Association of Hokkaido (President, Tomakomai Ainu Association)
Trustee	SAODA Akihiro	Executive Officer and General Manager of Planning Office, the Hokkaido Shimbun press
Trustee	SHIBATA Tatsuo	Director of the Hokkaido Association of Towns and Villages
Trustee	SHIIKU Takeo	Director of the Ainu Association of Hokkaido (President, Yakumo Ainu Association)
Trustee	SHIRASAKI Koji	Former Deputy Mayor of Shiraoi Town
Trustee	SUGIYAMA Takashi	Managing Director of the Japan Folk Crafts Museum
Trustee	USA Megumi	President, pewre utani Association
Trustee	YAMADA Yuji	Auditor of the Shiraoi Folk Performing Arts Preservation Society

Board Members (22)

Post	Name	Status
President	TSUNEMOTO Teruki	Professor Emeritus at Hokkaido University
Senior Vice President	TSUSHIMA Kazunobu	Senior Vice President, the Foundation for Ainu Culture
Senior Vice President	MURAKI Miyuki	The Foundation for Ainu Culture / Executive Director of Upopoy
Senior Vice President	OGAWA Tetsuya	Vice President of the Ainu Association Hokkaido (President, Honbetsu Ainu Association)
Vice President	ABE Noriyuki	Director General of the Foundation for Ainu Culture
Vice President	NOMOTO Masahiro	Executive Director of National Ainu Museum / Deputy Executive Director of Upopoy
Vice President	TAKANO Masatoshi	Director, Program Department of the Foundation for Ainu Culture
Vice President	UCHIDA Yuuichi	Deputy Director of National Ainu Museum
Member	ISHINO Toshikazu	Executive Director, Kogakuin University
Member	KIMURA Hidehiko	Director of the Ainu Association of Hokkaido (President, Biratori Ainu Association)
Member	NAKAMURA Satoru	Executive Director, Hokkaido Tourism Organization
Member	OGAWA Yuuji	Director of the Ainu Association of Hokkaido (President, Shibetsu Ainu Association)
Member	SASAKI Toshikazu	Invited Faculty Member of the Center for Ainu & Indigenous Studies, Hokkaido University
Member	SATOU Hajime	Executive Managing Director, Hokkaido Construction Surety Co. Ltd.
Member	TONOSAKI Ikumi	Director of the Ainu Association of Hokkaido (Date City social worker)
Member	UCHIDA Junko	Deputy Executive Director of the National Museum of Japanese History, National Institutes for the Humanities
Member	UJI Yoshiyuki	Executive Director of the Ainu Association of Hokkaido (President, Toyoura Ainu Association)
Member	YAMAMARU Kazuyuki	Director of the Ainu Association of Hokkaido (President, Shiraoi Ainu Association)
Member	YUKI Koji	Director of the Ainu Association of Hokkaido (Co-president, Sapporo Ainu Association)
Member	WATANABE Akihiko	Former Director General for Department of Environment and Lifestyle of the Hokkaido Government
Auditor	KONDO Yuji	Managing Director of the Hokkaido Women's Association
Auditor	OHASHI Kiyoshi	Ohashi Kiyoshi Accounting Office (Certified Public Accountant)

Budget for FY 2025 (Initial)

(Unit: 1,000 yen)

Item	Budget	Previous year's budget
I. Changes in general net assets		
1. Ordinary profits		
Basic asset investment profits	40	40
Operating profits	415,099	417,378
Grants	4,728,551	4,629,677
Donations	500	500
Membership fees	500	500
Miscellaneous revenue	3	0
Total ordinary profits	5,144,693	5,048,095
2. Ordinary expenses		
Accounting of projects for public interest purposes	4,747,432	4,643,525
Profitable business accounting	42,845	54,963
Corporate accounting	343,969	344,651
Total ordinary expenses	5,134,246	5,043,139
Current changes in ordinary profits	10,447	4,956
3. Extraordinary profits	0	0
4. Extraordinary expenses	2,626	2,626
Current change in extraordinary profits	△2,626	△2,626
Current change in general net assets before taxes	7,821	2,330
Corporate tax, residence tax, and business tax	3,381	1,649
Current change in general net assets	4,440	681
General net assets at beginning of year	203,407	232,313
General net assets at end of year	207,847	232,994
II. Designated net assets at end of year	100,000	100,000
III. Net assets at end of year	307,847	332,994

Operational Policy



The Foundation for Ainu Culture FY 2025 Project Policy

Decisions by the Executive Board on March 4, 2025

1. Basic concept

(The mission of the Foundation)

The Foundation for Ainu Culture was designated under the 2019 Ainu Policy Promotion Act as the corporation entrusted with the appropriate and reliable implementation of initiatives aimed at preserving and promoting Ainu culture and enhancing public understanding of that culture.

The primary mission of the Foundation is to pass on to future generations the true value of Ainu culture, an irreplaceable asset for Japan, by fulfilling its mandated responsibilities with the aim of realizing a society where Ainu people can live with pride in their ethnicity and where that pride is respected by others, as well as a society where all citizens live together in mutual respect for each other's personalities and individualities.

(Promotion of the Foundation's projects)

Projects being implemented by the Foundation for Ainu Culture are built on two main pillars: (1) the promotion of Ainu culture, the dissemination of Ainu traditions, and awareness-raising (key activities that have been implemented since 1997), and (2) the operation and management of the Upopoy National Ainu Museum and Park, which opened in 2020 under a national government-commissioned project.

The Foundation implements these projects with respect for the intentions of Ainu people and those engaged in cultural transmission activities while working in collaboration with relevant institutions. In addition to proactively promoting each project, we place importance on evaluating implementation processes and outcomes and making necessary improvements to project content in order to further enhance their effectiveness.

Although these two main pillars differ in funding sources and implementation methods, it is important that they complement and reinforce each other in line with the mission of the Foundation, thereby enhancing the overall effectiveness of the projects.

(Human resource development and related efforts)

To fulfill our mission through sustained and autonomous project operations, the Foundation should cultivate talent by providing various opportunities and should foster an environment that encourages spontaneous ingenuity and proactive engagement.

2. Promotion of projects

(Projects for the promotion of Ainu culture, the dissemination of Ainu traditions, and awareness-raising)

Under a framework of five fundamental projects, the Foundation continues to implement initiatives such as those promoting Ainu language and culture, as well as pursuing awareness-raising.

To deepen public interest in and understanding of Ainu history and culture, the Foundation makes effective use of existing educational and audiovisual materials while working to further enhance its public communication.

In particular, in organizing various events, such as speech contests, cultural festivals, and crafts competitions, the Foundation proactively promotes Ainu language and culture by strengthening our public communication efforts aimed at increasing attendance. These efforts include sharing information through social media to reach a wider public and improving internal coordination to support effective pre-event promotion.

(Projects for the operation and management of the Upopoy National Ainu Museum and Park)

In operating and managing Upopoy, which functions as a national center for the revival of Ainu culture, the Foundation continues to proactively pursue a wide range of initiatives aimed at achieving two objectives: (1) to serve as a hub for promoting understanding of Ainu history and culture, and (2) to serve as a base for preserving traditional Ainu culture and for creating and developing new aspects of the culture.

To ensure that as many people as possible in Japan and beyond gain accurate knowledge and understanding of Ainu history and culture, the Foundation is working toward its goal of attracting one million visitors to Upopoy annually by providing attentive services tailored to their needs.

To enable Upopoy to fulfill its central role in preserving traditional Ainu culture and creating and developing new aspects of that culture, the Foundation works to build networks between Upopoy and organizations and cultural institutions in regions where Ainu cultural transmission activities are vibrant. With these networks as core platforms, we undertake a wide range of initiatives to promote Ainu culture.

To this end, the Foundation continues to advance initiatives that emphasize communication with visitors, such as expanding guided tours and hands-on programs. It also works to improve museum exhibits to ensure they are accessible and engaging even for first-time visitors. Furthermore, it enhances services and content from visitors' perspectives and, particularly for educational tours, develops content that allows schoolchildren and students to enjoy learning based on the needs of schools and other considerations.

In addition, the Foundation works to improve access to Upopoy and to strengthen networks with neighboring communities.

Capitalizing on the opportunity presented by the Osaka-Kansai Expo, to be held from April to October 2025, the Foundation also works to strengthen our dissemination of information on Ainu culture to international visitors. This will include dance performances and exhibits at the Expo venue as well as exhibitions from overseas at the museum.

Project Overview



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Chapter 1 Ainu Culture Promotion and Ainu Tradition Dissemination/Education Projects

I. Promotion of comprehensive and practical research on the Ainu

1. Ainu-related research Unit: 1,000 yen. Figures in parentheses are budgets for FY 2024. (The same applies below.) [14,212(17,000)]

Subsidies are given for projects involving comprehensive and practical research on the Ainu, as well as for the publication of research results, in order to support and foster researchers on Ainu and to facilitate the publication of research results and other findings.

- ◇ Research subsidies: Research subsidies are granted for projects involving comprehensive and practical research on Ainu society and culture.
- ◇ Publication subsidies: Publication subsidies are granted for projects involving the production of publications on Ainu society and culture that have not been published previously because they do not have commercial value or that are difficult for researchers to obtain because they were published privately and exist only in limited numbers.

II. Promotion of Ainu language

1. Ainu language education [15,860(15,734)]

① Training instructors [5,252(5,200)]

Learning opportunities are provided for those who intend to become Ainu language instructors, in which effective teaching methods are taught based on the basic grammar and linguistics of the Ainu language in cooperation with Ainu language researchers. It is thereby aimed to establish Ainu language teaching methods and to improve the foundation for Ainu language education.

- ◇ Review and creation of teaching material
- ◇ Schooling classes
- ◇ Follow-up classes

② Advanced language classes [4,814(4,786)]

Advanced intensive Ainu language classes are offered to train intermediate-level speakers to the level of advanced speakers who can become Ainu language instructors in the future.

③ Beginner language classes [5,794(5,748)]

(a) Ainu language learning for parents and children [3,126(3,104)]

This project is designed for Ainu parents and children to promote the Ainu language and preserve Ainu traditions and culture with the cooperation of Ainu language speakers and researchers.

(b) Introductory language class [2,668(2,644)]

An introductory Ainu language course for beginners is offered to those who are willing to learn and inherit the Ainu language in order to increase and broaden the base of Ainu language learners.

2. Dissemination of Ainu language

[31,774(31,512)]

① Courses for Ainu language transmission

[27,670(27,466)]

(a) Radio courses

[19,575(19,545)]

To foster a deeper understanding of Ainu language and culture, the Foundation will provide beginners' Ainu language courses via radio.

- ◇ Radio courses: 7:00 - 7:15 a.m. on Sundays
The radio broadcast is also available on the Internet (STV(Sapporo Television Broadcasting Co.Ltd.)'s website at [<https://www.stv.jp/radio/ainugo/index.html>])



Textbooks for FY 2024 radio lessons

(b) Video courses [8,095(7,921)]

To foster a deeper understanding of Ainu language and culture, the Foundation will provide beginners' Ainu language courses via internet video streaming.

- ◇ Video courses
The Foundation for Ainu Culture's website at [<https://www.ff-ainu.or.jp/web/learn/language/movie/>]

② Speech contests

[4,104(4,046)]

Ainu language speech contests are held to disseminate the Ainu language among the general public as well as improve the motivation of Ainu language learners.

- ◇ Scheduled date for FY 2025 Speech Contest
November 24 (Mon. National holiday)
Tomakomai Civic Hall (Tomakomai City, Hokkaido) *To be held concurrently with the Cultural Festival.

III. Promotion of Ainu culture

1. Transmission and revitalization of Ainu culture

[55,858(57,358)]

① Manual preparation

[6,958(8,360)]

To preserve and pass on traditional Ainu lifestyle and culture, the Foundation will create an archive of activities for Ainu cultural transmission. These resources will facilitate the comprehensive and multifaceted reproduction of Ainu lifeways and culture.

- ◇ Productions in FY 2025: "Archives of Ainu culture transmission Vol. 10)

② Practical advanced course

[37,384(37,206)]

(a) Training storytellers to pass down oral literature

[6,079(6,042)]

For the purpose of training storytellers of Ainu oral literature, including *Yukar*, elderly Ainu give direct instruction on storytelling to their successors.

(b) Training instructors to pass down traditional culture, including woodcarving and embroidery [31,305(31,164)]

Advanced classes for practicing Ainu culture are held in Hokkaido and the Kanto area, where many Ainu people live, to train instructors who will become leaders of Ainu culture, including Ainu music and traditional dancing, in an effort to disseminate and promote Ainu culture.

③ Subsidizing activities to produce replicas of traditional Ainu craftwork [10,274(10,302)]

To transmit skills of traditional Ainu craftwork, subsidies are provided to partially cover the expenses of individuals or groups involved in Ainu cultural activities in order to enhance their motivation for passing down Ainu culture, knowledge and skills.

④ Project for the Handing Down of Manners and Customs [1,242(1,490)]

As part of Ainu cultural promotion measures, subsidies are granted to partially cover project expenses required for measures on the passing down of Ainu manners and customs from well-experienced and well-informed *ekasi* and *fuci* (elder men and women) in order to facilitate the handing down of Ainu cultural activities.

2. Ainu cultural exchanges [64,424(64,384)]

① Ainu cultural exchanges [56,334(52,386)]

(a) Subsidizing domestic cultural exchanges [52,458(52,484)]

Subsidies are granted to cover part of the expenses paid by cultural organizations involved in exchange projects that provide people with opportunities for direct encounters with Ainu culture through the experience of Ainu language and culture and interactions with Ainu people in order to promote the understanding of Ainu culture and Ainu cultural transmission activities.

(b) Subsidizing international cultural exchanges [3,876(3,902)]

The Foundation provides grants to organizations and individuals engaged in Ainu cultural activities for their cultural exchange efforts abroad. This initiative aims to promote international engagement with Ainu culture, thereby fostering its preservation, promotion, and broader understanding.

◇ Sending of groups/individuals overseas: Project for groups or individuals involved in Ainu culture-related activities engaging in cultural exchange activities outside Japan.

◇ Invitation of groups/individuals from abroad: Project for inviting lecturers from abroad to seminars or other domestic events related to Ainu cultural activities.

② Youth intercultural study and exchange [8,090(7,998)]

Ainu youth who are interested in the handing-down and preservation of Ainu culture are provided with opportunities to interact with ethnic minorities and indigenous peoples in other countries and to learn directly from them about advanced activities in order to help Ainu youth develop a sense of responsibility as successors to Ainu culture, improve their motivation for involvement in activities to hand down and preserve Ainu culture, and enhance the foundation for cultural succession.

3. Dissemination of Ainu culture [112,764(111,978)]

① Subsidizing traditional craftwork exhibitions and releases [2,374(2,400)]

Subsidies are provided to partially cover expenses associated with the exhibitions and releases of Ainu traditional craftwork by groups or individuals involved in Ainu cultural activities in order to improve the motivation, knowledge and skills of passing on traditional art and promote activities for the transmission of Ainu traditional craftwork.

② Dispatch of advisors [29,746(29,204)]

The Foundation appoints individuals possessing specialized knowledge and experience across various aspects of Ainu culture and lifestyles as Cultural Activity Advisors. These advisors offer guidance and advice to organizations, upon request, to promote Ainu culture at the local level.

◇ Total number of registered advisors: 260 (as of April 2025)

③ Craftwork exhibitions

[53,324(53,136)]

Exhibitions on Ainu craftwork are held in which Ainu folk costumes, daily tools, ritual tools, craftwork are displayed to the public for the purpose of disseminating knowledge on Ainu culture and improving the motivation of Ainu to transmit their culture.

Exhibition schedule for FY 2025

The beauty of the Ainu - Colors and Radiance-

◇ Dates: November 1 (Sat.) – December 14 (Sun.)
at the Kushiro Art Museum. Hokkaido (Kushiro City, Hokkaido)

◇ Dates: January 31 (Sat.) – March 19 (Sun.)
at the Kyoto Museum of Kyoto (Kyoto City, Kyoto)



FY 2024 Craftwork exhibition
Attus and Tafu -Culture connected by the threads
(Tokushima Prefectural Museum)

④ Cultural festival

[27,320(27,238)]

The Ainu Cultural Festival is held to comprehensively introduce Ainu culture to the general public so as to disseminate knowledge about Ainu people and culture among the general public and promote their understanding.

Scheduled dates for FY 2025

◇ August 30 (Sat.): Chiba City Civic Hall (Chiba City, Chiba)

◇ August 4 (Sat.): Kobe culture Hall (Kobe City, Hyogo)

◇ November 24 (Mon. National holiday)
Tomakomai Civic Hall (Tomakomai City, Hokkaido)



Ainu Cultural Festival 2024

4. Recognition of Ainu cultural activities

[11,482(11,484)]

① Craftwork contests

[8,108(8,066)]

Contests of craft products as well as contemporary art works created using Ainu patterns or other traditional techniques are held in which excellent works are recognized with awards, so as to improve production skills and promote artistic and creative activities.

◇ Awards ceremony
August 5 (Mon.) at Kaderu 2・7 (Sapporo City, Hokkaido)

◇ Exhibition tour
・July 31(Thu.) – August 4 (Mon.)
at Kaderu 2・7 (Sapporo City, Hokkaido)
・September 4 (Thu.) – September 9 (Tue.)
at Obihiro Civic Gallery (Obihiro City, Hokkaido)
・October 7 (Tue.) – October 13 (Mon.)
at Ainu Culture Center, Tokyo (Taito-ku, Tokyo)



FY 2024 Craftwork Contest

② Ainu Cultural Award

[3,374(3,418)]

The Ainu Cultural Award recognizes individuals who have made significant long-term contributions to the preservation, transmission, and advancement of Ainu culture. By honoring their efforts, the award aims to stimulate other Ainu cultural activities and enhance the dissemination and promotion of Ainu culture.

FY 2025 Presentation Ceremony*

November 24 (Mon. National holiday)

Tomakomai Civic Hall (Tomakomai City, Hokkaido) *To be held concurrently with the Cultural Festival.

IV. Dissemination of knowledge about Ainu traditions

1. Promotion of public awareness [73,210(73,098)]

① Provision of public information [3,254(3,276)]

(a) Publishing leaflets and other materials [1,122(1,144)]

Leaflets and other materials that introduce Ainu traditions and culture are published so as to disseminate knowledge about Ainu traditions and culture and raise public awareness.

(b) Internet website [2,132(2,132)]

Information on the Ainu is provided domestically and internationally through the Internet website to disseminate knowledge on Ainu traditions and culture and raise public awareness.

◇ URL: <https://www.ff-ainu.or.jp>

② Preparation and distribution of supplementary textbooks for elementary school, junior high school and high school students [21,878 (21,800)]

Supplementary textbooks are renewed in response to changes in the circumstances surrounding the Ainu and Ainu policy, including the establishment of the Ainu Policy Act and the opening of Upopoy, as well as changes in the educational environment surrounding elementary school, junior high school and high school students, including the distribution of new textbooks based on the new educational guidelines, the expansion of remote learning and other factors.

To assist students in learning about the Ainu, the Foundation will continue distributing these textbooks to elementary and junior high school students and others in Hokkaido and will hold workshops on Ainu culture for the educators of these students.

③ Dissemination of knowledge about the Ainu for parents and children [4,584(4,524)]

A contest of original manuscripts and illustrations for young children's picture books themed on Ainu traditions and the like is held. Excellent works will be commended and distributed to libraries around the nation and to nursery schools and other facilities in Hokkaido in order to disseminate knowledge about Ainu traditions among young children.

④ Seminars [3,058(3,076)]

Seminars on advanced study subjects related to Ainu history and culture are held to provide opportunities for people involved in school and social education to promote the dissemination of in-depth knowledge.

Scheduled dates for FY 2025

◇ Sapporo

Eight times between July 29(Tue.) and August 1 (Fri.)

Twice on August 4 (Mon.) and 5 (Tue.)

Kaderu 2-7 (Sapporo City, Hokkaido)

◇ Tokyo

Eight times between August 19 (Tue.) and 22(Fri.)

Twice on August 26(Tue.) and 27(Wed.)

Ainu Culture Center, Tokyo (Taito-ku, Tokyo)

⑤ Lectures

[4,692(4,680)]

Knowledge on Ainu traditions and culture is disseminated through lectures on basic subjects themed on Ainu traditions and culture targeted widely at the general public throughout the nation in consideration of the social conditions of each region.

Scheduled dates for FY 2024 *All venues To be held concurrently with the Cultural Festival.

- ◇ August 30 (Sat.): Chiba City Civic Hall (Chiba City, Chiba)
- ◇ August 4 (Sat.): Kobe culture Hall (Kobe City, Hyogo)
- ◇ November 24 (Mon. National holiday) Tomakomai Civic Hall (Tomakomai City, Hokkaido)

⑥ *irankarapte* Campaign

[35,744(35,742)]

A campaign that uses "*irankarapte*" (an Ainu greeting) as a catchphrase is continuously developed and implemented on many occasions in cooperation with businesses, in order to provide opportunities to raise people's interest in and understanding of Ainu culture. Thus, measures to increase the familiarity with and empathy toward Ainu culture are implemented.

- ◇ Items from the Foundation's collection are displayed at airports
 - Kushiro Airport •Hakodate Airport
 - Obihiro Airport •Asahikawa Airport
- ◇ Information on museum and other facilities is available at Sapporo Station Ainu Culture Information Corner.
- ◇ Information is available on a dedicated website, and supporters will be registered.



2. Activities of the Ainu Culture Center

[41,142(41,228)]

The Ainu Culture Center is a multi-functional center that serves as a place to support cultural exchanges of Ainu people living in areas in and around Tokyo and to collect and provide information on Ainu culture to the general public.

- ◇ Ainu-related books and videos are available for public access.
- ◇ Holding of an extension course on Ainu culture (monthly) Hours
 - 10 a.m. – 6 p.m. on weekdays, Saturdays and national holidays
 - Closed on the days following national holidays, Sundays, Mondays (excluding national holidays) and year-end & new year holidays (Dec. 29 – Jan. 3)



V. Training of successors to Ainu culture

1. Training successors to Ainu culture

[40,704(39,270)]

We foster human resources who have acquired the Ainu language or a wide range of skills and techniques related to Ainu culture either comprehensively or in specific fields and who can transmit their knowledge to the next generation.

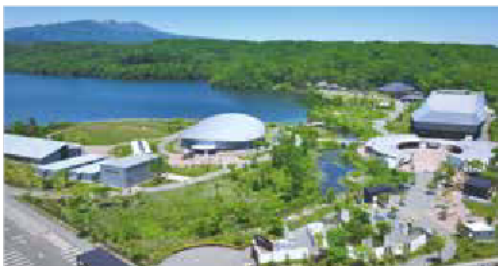


Training of successors to Ainu culture

Chapter 2 Administration of Symbolic Space for Ethnic Harmony and other activities

I. Administration of Symbolic Space for Ethnic Harmony

With the goal of encouraging many people to visit Upopoy and engage with Ainu history and culture, the Foundation aims to provide a safe, satisfying environment and high-quality services. Entrusted with such work by the Ministry of Land, Infrastructure, Transport and Tourism and the Agency for Cultural Affairs, the Foundation operates the Symbolic Space for Ethnic Harmony, also known as Upopoy National Ainu Museum and Park, in an integrated manner, implementing the tasks outlined below. Continuously seeking and implementing improvements as needed, it takes into consideration the feedback and reactions of visitors.



1. Administration of National Ainu Park and other activities

[1,893,165(1,877,250)]

The National Ainu Park honors Ainu culture that has coexisted with nature. The Park also helps to increase the understanding of Ainu culture among a wide array of visitors and to pass down Ainu culture and develop creative new Ainu culture by creating a relaxing space amidst natural splendor. To achieve the goal of one million annual visitors, the Foundation conducts tasks necessary to manage National Ainu Park, such as the provision of participatory programs, as entrusted by the Ministry of Land, Infrastructure, Transport and Tourism.



- ◇ Hands-on/exchange programs and traditional arts performances
- ◇ Provision of services to visitors
- ◇ PR and promotion of visitor numbers
- ◇ Assurance of safety and security for visitors
- ◇ Management of the Memorial Site
- ◇ Facility maintenance



2. Administration of National Ainu Museum

[1,556,133(1,557,946)]

The National Ainu Museum respects the dignity of the Ainu, an indigenous people, promotes the accurate recognition and understanding of Ainu history and culture among people at home and abroad and contributes to the development of creative new forms of Ainu culture. The Foundation carries out tasks necessary for the management and operation of the museum, as entrusted by the Agency for Cultural Affairs. These tasks include exhibition planning, investigative and research project planning, surveys of materials, and the promotion of educational programs.

- ◇ Surveys/research and exchange activities
- ◇ Education and outreach
- ◇ Planning of exhibitions
- ◇ Operation of the museum
- ◇ Collection and storage of data and other materials



3. Visitor attraction activities (carried over from the fiscal year 2024 supplementary budget) [923,046(0)]

To encourage more visitors to Upopoy, the Foundation implements strategic and effective visitor attraction measures, including the enhancement of experiential content and targeted promotional efforts.

- ◇ Onsite initiatives (program content)
- ◇ Facilities enhancements (reception and visitor environment)
- ◇ Co-creation and networking with stakeholders
- ◇ Visitor attraction, publicity, etc.

4. International dissemination of Ainu culture

[99,500(0)]

At the Osaka-Kansai Expo, the Foundation will install an exhibition booth to promote Ainu culture and raise awareness of Upopoy while also providing information about the National Ainu Museum to visitors from Japan and abroad.

- ◇ Installation of an exhibition and promotional booth at the Osaka-Kansai Expo
- ◇ Overseas exhibition (featuring the return of artifacts from Germany)
- ◇ Dissemination of information through international collaborations with Indigenous museums overseas

II. Profit making from Symbolic Space for Ethnic Harmony

[65,345(66,923)]

1. Tenant management

[30,739(32,422)]

The Foundation manages tenants that are attracted to Upopoy to serve traditional Ainu food and sell traditional craftwork to visitors and improves the environment for serving food and selling goods.

2. Parking space

[29,395(30,184)]

The Foundation maintains the visitors' parking area

3. Other businesses

[5,211(4,317)]

Coin lockers and vending machines are installed for visitors. Food trucks are brought to Upopoy to offer food and beverages.

Chapter 3 Independent initiatives

[1,040(1,040)]

The Foundation carries out independent initiatives using resources that include our basic asset investment profits and supporting members' membership fees in order to further promote the dissemination, awareness-raising, and understanding of Ainu culture, as well as the collection and dissemination of information on international Indigenous policies.

- ◇ Calendar production project



UPOPOY

NATIONAL AINU MUSEUM and PARK

National Ainu Museum

Japan's first national museum featuring the indigenous Ainu People



The exhibitions are designed to explore Ainu history and culture from an Ainu perspective.



itak

Our Language



upaskuma

Our History



inomi

Our Universe



nepki

Our Work



urespa

Our Lives



ukoapkas

Our Exchange

National Ainu Park

an Open-air center where you can experience the culture of the indigenous Ainu people.



1 Cultural Exchange Hall

Watch mukuri music and traditional Ainu dance together with other traditional Ainu performing arts.

3 Crafts Studio

Learn about Ainu crafts and witness demonstrations of techniques. Wood carving and embroidery workshops are also available.

5 Path to the Ainu Spirit

6 Gateway Square

7 Entrance Center

2 Workshop

In addition to a range of activities for school groups, this facility hosts workshops where visitors can try cooking and playing musical instruments.

4 Kotan (Traditional Ainu Village)

This area features a group of reconstructed Ainu houses, where you can experience a traditional Ainu living space.

8 Cikisani Square

This square welcomes visitors with displays of traditional clothing and dancing. Enjoy performances against the beautiful backdrop of Lake Poroto.

ADMISSION FEES

Adult (General)	1,200 yen
Adult (Group)	960 yen
High school student (General)	600 yen
High school student (Group)	480 yen
Junior high school student and under	Free

*Group rates apply for groups of 20 or larger.
*All prices shown include tax

ACCESS 2-3 Wakakusa-cho, Shirai Town, Shirai District, Hokkaido, Japan 059-0902



ainu-upopoy.jp

VISIT OUR WEBSITE FOR MORE INFORMATION.

Recruitment of New Supporting Members

Supporting members are invited.

Although the Foundation has been receiving financial support from the national and Hokkaido governments, it is essential to establish a management basis to promote diverse activities based on the purposes of the law.

We believe it is important to receive support from a wide range of individuals, organizations and corporations not only within Hokkaido but also in the rest of the nation. Therefore, we kindly ask you to understand our intention and join us as a supporting member.

Annual fees

■ Corporation/organization: ¥20,000 per share*

■ Individual: ¥5,000 per share

*At least one share per member

Membership benefits

■ Publications and newsletters issued by the Foundation will be delivered free of charge.
(Publications related to Upoppoy management are not included.)

■ Provision of information on exhibitions, lectures and other events organized by the Foundation

■ Provision of information on festivals and events related to Ainu culture.

■ Note: Delivery of publications and newsletters are available for only residents in Japan.

How to join

① Those who would like to pay the membership fee via bank transfer or postal transfer are required to proceed with the application process in advance.

② Those who prefer credit card payment can complete the application process and pay the fee online.

For details, please visit our website at

https://www.ff-ainu.or.jp/web/overview/details/post_9.html



Use of membership fees

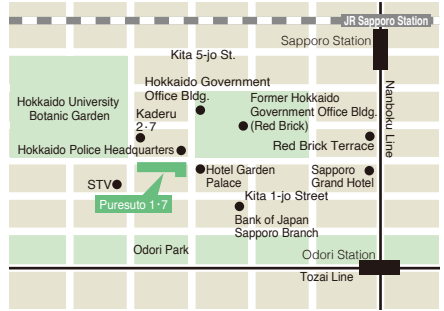
■ Membership fees are used to purchase Ainu culture-related books, photos and videos for our libraries, and to improve our other projects.

The Foundation for Ainu Culture

Puresuto 1.7 Bldg. 5F, Kita 1-jo Nishi 7-chome,
Chuo-ku, Sapporo, Hokkaido, 060-0001, Japan
TEL. (011)271-4171 FAX (011)271-4181

Website:

<https://www.ff-ainu.or.jp>



NATIONAL AINU MUSEUM and PARK

2-3-2, Wakakusa-cho, Shirai Town, Shirai District,
Hokkaido, 059-0902, Japan
TEL. (0144)82-3914 FAX (0144)82-3685

Website:

<https://ainu-upopoy.jp/>



Ainu Culture Center, Tokyo

Sumitomo Fudosan Ueno-okachimachi Bldg. 3F,
Motoasakusa 3-chome 7-1, Taito-ku, Tokyo,
111-0041, Japan
TEL. (03)5830-7547 FAX (03)5830-7548
e-mail: acc-tokyo@ff-ainu.or.jp

■ Hours: 10:00 - 18:00

■ Days closed in FY 2025

- (1) Sundays (2) Mondays (excluding national holidays)
- (3) Days following national holidays (excluding Saturdays)
- (4) Jan. 1 - 3 & Dec. 29 - 31

