

2026

The background is a vibrant, abstract composition of overlapping organic shapes in a palette of ochre, terracotta, navy blue, and olive green. Stylized motifs are integrated into the design: a large bird with a long, curved beak in the upper right; a blue figure holding a staff with radiating lines on the left; a golden, lattice-like structure resembling a traditional Ainu basket or net on the lower left; and a golden, bowl-shaped object with a horizontal bar in the center. The overall style is modern and graphic, reflecting Ainu cultural elements.

Overview of the Foundation for Ainu Culture

The Foundation for Ainu Culture

Message from the President



TSUNEMOTO Teruki
President
The Foundation for Ainu Culture

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

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. In July 2025, Upopoy marked the major milestone of its fifth anniversary, by which time it had come to be widely recognized, both in Japan and abroad, as a national center for the revival of Ainu culture and for the creation and development of new aspects of that culture.

Building on the experience and achievements it has accumulated to date, the Foundation will continue to take on new challenges in order to further the understanding and transmission of Ainu culture and to deepen the ideal of ethnic harmony.

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.
Iyairaikei.

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History



May 1965

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

June 1967

The Shiraoi Municipal Folk Museum opens at Poroto Kotan.

September 1976

Shiraoi Kanko Consultants Co., Ltd. is dissolved to establish the Shiraoi 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

March 1990

The foundation is renamed the Ainu Museum.

May 1997

The Act on the Promotion of Ainu Culture, and Dissemination and Enlightenment of Knowledge about Ainu Tradition, etc. (Act No. 52 of 1997) is announced on May 14.

June 1997

The Hokkaido Development Agency (the present Ministry of Land, Infrastructure, Transport and Tourism) and the Ministry of Education (the present Ministry of Education, Culture, Sports, Science and Technology), which are the administrative agencies in charge, approve the establishment of the Foundation for Research and Promotion of Ainu Culture on June 27 as a public interest corporation in accordance with Article 34 of the Civil Law. For the establishment, arrangements were made in advance by the Hokkaido Government.

July 1997

The Ainu Culture Promotion Act takes effect on July 1. On the same day, the Foundation's office opens in Sapporo, Hokkaido, and the Ainu Culture Center opens in Tokyo on September 13 to launch its operations.

November 1997

In accordance with the Act on the Promotion of Ainu Culture, the Foundation is designated by the ministries in charge on November 26 as the sole corporation in the nation that is recognized to carry out the services provided in the law.

April 2005

The Shiraoi Municipal Folk Museum (the old building) and Ainu folk cultural assets owned by the town of Shiraoi are handed over.

April 2013

In accordance with the reform of the system of public interest corporations, the Ainu Folk Museum is registered as a general incorporated foundation and starts operations on April 1.

April 2013

In accordance with the reform to the system of public-interest corporations, the Foundation for Research and Promotion of Ainu Culture re-registers as a public-interest incorporated foundation and starts services on April 1.

May 2017

The government's Council for Ainu Policy Promotion suggests that it is appropriate to designate an entity with experience in the implementation of projects based on the Ainu Culture Promotion Act as the management body of a symbolic space for ethnic harmony and announces a policy of enhancing that management by making the most of the workforce and knowledge of the Ainu Museum.

April 2018

The Ainu Museum (a general incorporated foundation) and the Foundation for Research and Promotion of Ainu Culture (a public interest incorporated foundation) merge to become a public interest incorporated foundation that is named the Foundation for Ainu Culture and that starts services on April 1.

April 2019

The Act on the Promotion of Measures to Realize a Society Where the Dignity of the Ainu People is Respected (Act No. 16 of 1991) is promulgated. on April 26,

May 2019

The Ainu Measures Promotion Act is enforced on May 24.

On May 24, the Foundation is designated as a corporation that manages the National Ainu Museum and Park (hereinafter referred to as Upopoy), a symbolic space for ethnic harmony, by the Minister of Land, Infrastructure, Transport and Tourism and the Minister of Education, Culture, Sports, Science and Technology based on the Ainu Measures Promotion Act.

July 2020

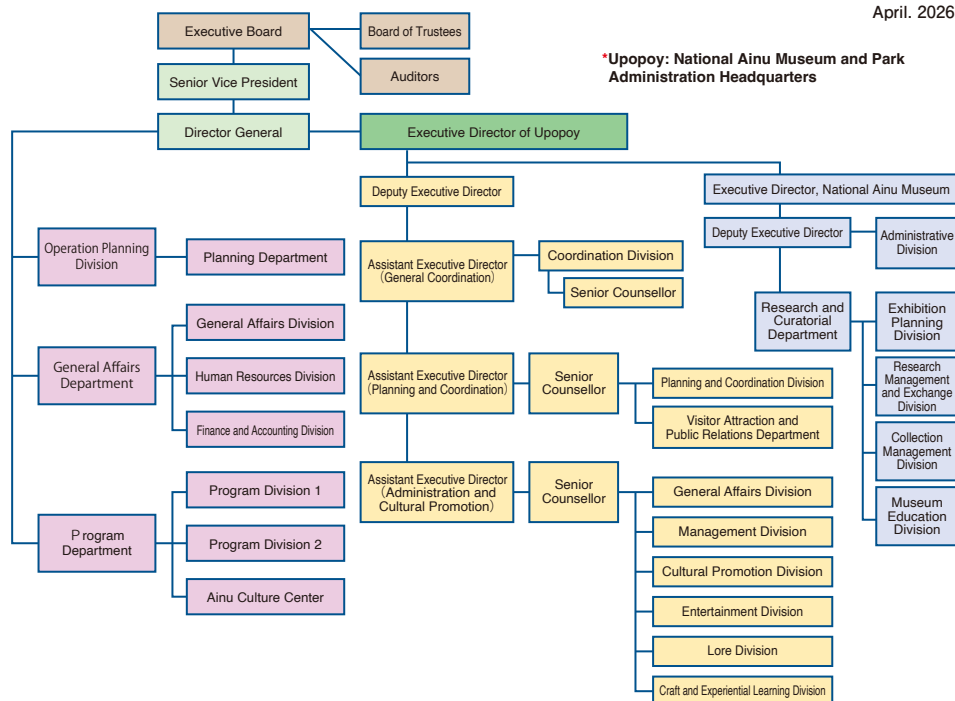
Upopoy opens on July 12.

Organization



The Foundation for Ainu Culture Organizational Chart

April, 2026



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

210,442,568 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 (17)

Post	Name	Status
Trustee	AKIBE Hideo	Representative Director and Chairman of the Akan Ainu Craft Cooperative
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	OKUMURA Toshifumi	Secretary-General of the Hokkaido Association of City Mayors
Trustee	SAITO Reiko	Associate Professor, Academic Resources Research and Development Center, National Museum of Ethnology
Trustee	SAKUTA Satoru	Director 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	SASAKI Kazuma	Vice President, NPO Shinhidaka Ainu Association
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	SUGIYAMA Takashi	Managing Director of the Japan Folk Crafts Museum
Trustee	USA Megumi	President, pewre utari Association

Board Members (21)

Post	Name	Status
President	TSUNEMOTO Teruki	Professor Emeritus at Hokkaido University
Senior Vice President	TSUSHIMA Kazunobu	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 Headquarters
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	Vice President of the Ainu Association Hokkaido (President, Biratori Ainu Association)
Member	OGAWA Yuuji	Director of the Ainu Association of Hokkaido (President, Shibetsu Ainu Association)
Member	SASAKI Toshikazu	Director of the Ainu Culture Research Center, Hokkaido Museum
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	UII Yoshiyuki	Executive Director of the Ainu Association of Hokkaido (President, Toyoura Ainu Association)
Member	WATANABE Akihiko	Former Director General for Department of Environment and Lifestyle of the Hokkaido Government
Member	YAMAMARU Kazuyuki	Director of the Ainu Association of Hokkaido (President, Shiraoi Ainu Association)
Member	YUKI Koji	Executive Director of the Ainu Association of Hokkaido (Co-president, Sapporo Ainu Association)
Member	KONDO Yuji	Managing Director and Secretary-General of the Hokkaido Women's Association Foundation
Auditor	OHASHI Kiyoshi	Ohashi Kiyoshi Accounting Office (Certified Public Accountant)

Budget for FY 2026 (Initial)

(Unit: 1,000 yen)

Item	Budget	Previous year's budget
I. Changes in general net assets		
1. Ordinary profits		
Basic asset investment profits	1,107	40
Operating profits	401,551	415,099
Grants	4,663,997	4,728,551
Donations	1,975	500
Membership fees	1,000	500
Miscellaneous revenue	29	3
Total ordinary profits	5,069,659	5,144,693
2. Ordinary expenses		
Accounting of projects for public interest purposes	4,676,155	4,747,432
Profitable business accounting	40,071	42,845
Corporate accounting	354,294	343,969
Total ordinary expenses	5,070,520	5,134,246
Current changes in ordinary profits	△861	10,447
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	△3,487	7,821
Corporate tax, residence tax, and business tax	1,127	3,381
Current change in general net assets	△4,614	4,440
General net assets at beginning of year	483,635	203,407
General net assets at end of year	479,021	207,847
II. Designated net assets at end of year	105,000	100,000
III. Net assets at end of year	584,021	307,847

Operational Policy



The Foundation for Ainu Culture FY 2026 Project Policy

Decisions by the Executive Board on March 5, 2026

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 the Ainu people and for those engaged in the transmission of Ainu culture 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 tailoring publicity to the circumstances of each host region 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 revitalize Ainu culture.

Furthermore, the Foundation promotes initiatives that enable visitors to deepen their understanding of Ainu culture while enjoying their experience, such as developing content that uses digital technology and expanding hands-on programs. We also work to improve and enrich the museum's exhibitions to make them accessible even to first-time visitors.

In addition, the Foundation is strengthening its efforts to attract a broad range of visitors from within and beyond Hokkaido, including from overseas, through collaborations with influencers and effective publicity. With regard to educational travel, we develop learning content that encourages students to take an active role in their own learning, based on schools' needs and data analysis, and we promote the use of inquiry-based learning programs.

Project Overview



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Chapter 3 Independent project

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 2025. (The same applies below.) [14,212(14,212)]

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 [15,630(15,860)]

① Training instructors [5,562(5,252)]

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 [4,942(4,814)]

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 [5,126(5,794)]

(a) Ainu language learning for parents and children [2,822(3,126)]

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 [2,304(2,668)]

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

[32,010(31,774)]

① Courses for Ainu language transmission

[28,052(27,670)]

(a) Radio courses

[19,775(19,575)]

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 2025 radio lessons

(b) Video courses

[8,277(8,095)]

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

[3,958(4,104)]

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 2026 Speech Contest

December 5 (Saturday)
Tomakomai Civic Cultural Hall ART CUBES (Tomakomai City, Hokkaido)
* To be held concurrently with the Cultural Festival.

III. Promotion of Ainu culture

1. Transmission and revitalization of Ainu culture

[55,886(55,858)]

① Creating archives

[6,978(6,958)]

To preserve and pass on Ainu culture, the Foundation will create archives of craftwork and other production activities by tradition bearers who express the diversity of Ainu culture with creative freedom while drawing on inherited traditions. These archives will be made available for relevant parties to use.

◇ Productions in FY 2026: "Archives of Ainu culture transmission Vol. 11)

② Practical advanced course

[37,382(37,384)]

(a) Training storytellers to pass down oral literature

[6,105(6,079)]

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 [31,277(31,305)]

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(10,274)]

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 [1,252(1,242)]

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 [65,300(64,424)]

① Ainu cultural exchanges [56,298(56,334)]

(a) Subsidizing domestic cultural exchanges [52,420(52,458)]

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 [3,878(3,876)]

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 from abroad individuals engaged in the preservation and transmission of their own cultures, so that groups or individuals involved in Ainu culture-related activities can engage in cultural exchange activities in Japan.

② Youth intercultural study and exchange [9,002(8,090)]

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 [112,482(112,764)]

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

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 [29,726(29,746)]

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: 276 (as of April 2026)

③ Craftwork exhibitions

[53,090(53,324)]

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 2026

Nupursar kotan ta: sinrit orwano tan te pakno

◇ Dates: July 11 (Sat.) – September 6 (Sun.)

at the Hokkaido Museum (Sapporo City, Hokkaido)

◇ Dates: September 25 (Fri.) – December 15 (Tue.)

at the at the National Museum of Ethnology (Suita City, Osaka)



FY 2025 Craftwork exhibition
The beauty of the Ainu - Colors and Radiance
(The Museum of Kyoto)

④ Cultural festival

[27,292(27,320)]

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 2026

◇ September 12 (Sat.): Tokyo Electron Hall Miyagi (Sendai City, Miyagi)

◇ October 31 (Sat.): J:COM Kitakyushu Performing Arts Center (Kitakyushu City, Fukuoka)

◇ December 5 (Sat.): Tomakomai Civic Cultural Hall ART CUBES (Tomakomai City, Hokkaido)



Ainu Cultural Festival 2025

4. Recognition of Ainu cultural activities

[11,398(11,482)]

① Craftwork contests

[8,104(8,108)]

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 2 (Sun.) at Sapporo Citizens Gallery (Sapporo City, Hokkaido)

◇ Exhibition tour

• July 30 (Thu.) – August 2 (Sun.)

at Sapporo Citizens Gallery (Sapporo City, Hokkaido)

• September 12 (Sat.) – September 17 (Thu.)

at Hakodate Performing Arts Center Harmony Goryokaku
(Hakodate City, Hokkaido)

• November 10 (Tue.) – November 14 (Sat.)

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



FY 2025 Craftwork Contest

② Ainu Cultural Award

[3,294(3,374)]

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 2026 Presentation Ceremony*

December 5 (Sat.)

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

IV. Dissemination of knowledge about Ainu traditions

1. Promotion of public awareness [68,564(73,210)]

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

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

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 [21,898 (21,878)]

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 materials 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 existing materials 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 [4,590(4,584)]

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 [3,100(3,058)]

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 2026

◇ Sapporo

Eight times between July 28(Tue.) and July 31 (Fri.)

Twice on August 3 (Mon.) and 4 (Tue.)

Kaderu 2・7 (Sapporo City, Hokkaido)

◇ Tokyo

Eight times between August 18 (Tue.) and 21(Fri.)

Twice on August 25(Tue.) and 26(Wed.)

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

⑤ Lectures

[4,668(4,692)]

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 2026 *All venues To be held concurrently with the Cultural Festival.

- ◇ September 12 (Sat.): Tokyo Electron Hall Miyagi (Sendai City, Miyagi)
- ◇ October 31 (Sat.): J:COM Kitakyushu Performing Arts Center (Kitakyushu City, Fukuoka)
- ◇ December 5 (Sat.): Tomakomai Civic Cultural Hall ART CUBES (Tomakomai City, Hokkaido)

⑥ *irankarapte* Campaign

[31,054(35,744)]

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

[46,274(41,142)]

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. 27 – Jan. 4)



V. Training of successors to Ainu culture

1. Training successors to Ainu culture

[40,674(40,704)]

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 the National Ainu Museum and Park and other activities

I. Administration of the National Ainu Museum and Park

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

[1,882,782(1,893,165)]

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
- ◇ Facility maintenance
- ◇ Management of the Memorial Site



2. Administration of National Ainu Museum

[1,554,715(1,556,133)]

To respect the dignity of the Ainu, who are an indigenous people, to promote the accurate recognition and understanding of Ainu history and culture in Japan and abroad, and to contribute to the creation and development of new aspects 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.

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



3. Visitor attraction activities (carried over from the fiscal year 2025 supplementary budget) [806,775(0)]

To promote regional revitalization by attracting visitors to Upopoy, the Foundation implements projects based on the Upopoy Visitor Attraction Strategy.

- ◇ Holding seasonal and other events
- ◇ Promoting visitor attraction through influencers and other channels
- ◇ Creating digital content
- ◇ Creating hands-on content
- ◇ Conducting effective publicity targeting residents of Hokkaido and other parts of Japan, as well as visitors from overseas
- ◇ Creating international exchange programs
- ◇ Enhancing performances of traditional performing arts and other presentations
- ◇ Strengthening visitor attraction for educational travel
- ◇ Collaborating with regions where Ainu cultural transmission and related activities are vibrant

4. Promotion of Ainu-related measures (carried over from the fiscal year 2025 supplementary budget) [155,000(0)]

In addition to initiatives to increase visitor numbers, the Foundation improves the permanent exhibition and strengthens collection storage functions, among other measures, to enhance the museum's functions.

- ◇ Conducting coordinated publicity with external events, etc.
- ◇ Improving and enriching the permanent exhibition
- ◇ Strengthening collection storage functions

II. Profit making from the National Ainu Museum and Park

[58,194(65,345)]

1. Tenant management

[26,004(30,739)]

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

[27,586(29,395)]

The Foundation maintains the visitors' parking area

3. Other businesses

[4,604(5,211)]

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 publication and dissemination initiative



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



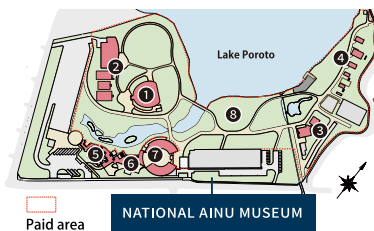
urespa
Our Lives



ukoapkas
Our Exchange

National Ainu Park

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



Upopoy PR Mascot
Tureppon

1 Cultural Exchange Hall

Watch *mukkuri* 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.

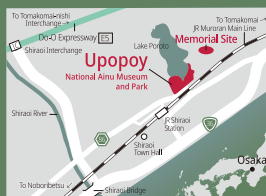
ADMISSION FEES

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 10 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

- Free subscription to publications and newsletters issued by the Foundation (excluding those related to the operation of Upopoy)
- Receipt of information on exhibitions, lectures, and other events hosted by the Foundation
- Receipt of information on events related to Ainu culture
- Upopoy Complimentary Admission Ticket

How to join

A membership information leaflet is available upon request. Please refer to the leaflet to apply for membership, and pay the annual membership fee (payable by postal transfer using a payment slip). You can also apply for membership and pay the annual membership fee on the Foundation's website (with a choice of payment by credit card, bank transfer, or postal transfer).

For details, please visit our website at
https://www.ff-ainu.or.jp/web/overview/details/post_9.html



Use of membership fees

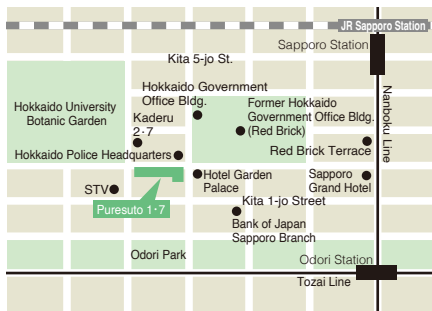
- Membership fees are used to purchase Ainu culture-related books, photos and videos for our libraries, and to improve our other projects.

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.go.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 2026

(1) Sundays (2) Mondays (excluding national holidays)

(3) Days following national holidays (excluding Saturdays)

(4) Jan. 1 - 4 & Dec. 27 -31

