

Hakuho Foundation

8th Fl. ATT New Tower, 2-11-7 Akasaka, Minato-ku, Tokyo 107-0052, Japan

TEL.+81-(0)3-5570-5508 FAX.+81-(0)3-5570-5016

<https://www.hakuhofoundation.or.jp/en/>

History

- 1895- Hakuho established
Published education journals including *Kyoiku shimbun* and *Gaku no tomo*
Contributed the establishment of Meiji Shimbun & Magazine Pocket Library in the Faculty of Law, Tokyo Imperial University.
- July 1970 Hakuho Foundation established as the Ministry of Education accredited incorporated foundation
- November 1970 1st Hakuho Awards presented
First awards given into three categories: Japanese as the National Language Education, Education for the visually impaired and Education for the Hearing Impaired
- February 2004 1st Hakuho Education Forum held
- September 2005 Hakuho Research Grant for Child Education initiated
- February 2006 Hakuho Japanese Research Fellowship initiated (formerly Hakuho Foundation Japanese Research Fellowship)
- March 2007 Hakuho Japanese Language Exchange Program initiated
(formerly Hakuho Scheme for a Global Children's Japanese Language Network)
- April 2011 Hakuho Foundation commenced operation as a public interest incorporated foundation
- June 2016 Survey Research Program initiated
- April 2017 Hakuho Foundation Child Research Institute established
- April 2018 Hakuho Teacher Development Scholarship launched

About Hakuho Inc.

Founded in 1895, Hakuho is known as a full-service advertising agency that has been in continuous operation since the dawn of advertising in Japan. With billings of 947.0 billion yen as of the year-ended March 31, 2018, the agency is Japan's second largest. In 2003, Hakuho integrated its business with those of Daiko Advertising Inc. and Yomiko Advertising Inc., establishing the holding company Hakuho DY Holdings Inc. Hakuho DY Holdings ranks No. 12 in the world in terms of worldwide revenue (Ad Age Agency Report 2018).

Hakuho Foundation Profile

The Hakuho Foundation was established in 1970, aiming at helping children grow and develop rich human qualities.

The significant pillar of our activities is based on supporting Japanese language education for children, and conducting research in this related area. It was certified as a public interest incorporated foundation in 2011.

Immediately after its establishment, the foundation established the Hakuho Award, which honors best practices in education. Since then, it has extended its activities to the Hakuho Research Grant for Child Education, the Hakuho Japanese Research Fellowship, and the Hakuho Scheme for a Global Children's Japanese Language Network.

The foundation established the Hakuho Foundation Child Research Institute in 2017, and launched the Hakuho Teacher Development Scholarship in 2018. Currently, it is undertaking projects that assist child and youth education as well as special needs education mainly in the field of language.

We believe in the power of language—the ability to listen to a story, read a sentence, and feel and think about it. We believe that there is combined power in producing and writing words to convey ideas.

Towards our 50th anniversary in 2020, at the axis of the power of language, we will connect with society through a future-oriented mindset and work on further activities, including the formation of places to create new value and support for human resource developments.

We look forward to your support.

The Hakuho Foundation's Six Key Activities

We provide various different types of support for activities carried out by teachers and researchers on the frontline of child and language education, including the Hakuho Award, which has been up and running for almost 50 years now.

We are also starting to work on initiatives with a keen eye on the future, including the Hakuho Foundation Child Research Institute, and the Hakuho Teacher Development Scholarship program.



Hakuho Award

The Hakuho Award recognizes schools, organizations and educators working tirelessly in education, and aims to share their achievements, in order to expand the scope of best education practice.



Hakuho Japanese Language Exchange Program

We provide opportunities for Japanese and overseas students to improve their understanding of one another and grow into internationally-minded individuals, through intercultural exchange and experiences in the Japanese language.



Hakuho Research Grant for Child Education

Aimed at those working in education, including universities and research institutions, grants provide support for outstanding research that has a fresh perspective to improve the quality of language power and child education in the classroom.



Survey Research Program

We listen to what children have to say, as the voice of the next generation, and carry out independent studies, research and practical activities with the aim of sharing our findings with people throughout the world of education.



Hakuho Japanese Research Fellowship

We extend invitations to researchers working in the fields of Japanese language, Japanese language education, Japanese literature and Japanese culture, offering them residential research fellowships in Japan, with the aim of improving international understanding of Japan.



Hakuho Teacher Development Scholarship

We established this new scholarship program with the aim of providing support for university and graduate students embarking on a career in teaching, and developing them into talented leaders who will play a key role in child education in the future.

