

INFORMATION NOTE

Sports development, intangible cultural heritage preservation and cultural software development in Japan

Table 1 – Sports development

Sports policies	
Relevant sports policy documents	<p><u>Basic Plan for the Promotion of Sports (2001-2010)</u></p> <ul style="list-style-type: none"> • <i>Aims and objectives</i> <ul style="list-style-type: none"> (a) bringing a happy, fulfilled and vigorous society to the 21st century through: <ul style="list-style-type: none"> (i) fostering both public and private entities in promoting and providing sports activities; and (ii) increasing participation of both athletes and the general public in sports activities; (b) stipulating the directions for the promotion of sports activities from a long-term and comprehensive perspective; and (c) serving as a guideline for regional public entities to develop individual sports promotion plans, taking into account the local needs. • <i>Sources of fund</i> <ul style="list-style-type: none"> (a) government appropriation; (b) provisions from the Fund for the Promotion of Sports¹; and (c) income from the Sports Promotion Lottery System². • The <i>Basic Plan for the Promotion of Sports (2001-2010)</i> provides direction for the promotion of sports in the following areas: <ul style="list-style-type: none"> (a) enhancing physical education in schools; (b) realizing a lifelong sports society; and (c) improving Japan's international competitiveness in sports.

¹ The Fund for the Promotion of Sports comprises a one-off injection of ¥25 billion (HK\$2.15 billion) from the central government and ¥4.4 billion (HK\$562 million) from the private sector for the enhancement of the Ministry of Education, Culture, Sports, Science and Technology's autonomy in long-term development of elite athletes activities.

² The Sports Promotion Lottery System (Soccer Lottery) was established to secure revenue sources for the following purposes: (a) building a "lifelong sports society" in which the public can engage in sports activities and lead a healthy and active life; (b) developing top-level athletes to perform in the world sports arena; and (c) establishing a sports-rich environment.

Table 1 – Sports development (cont'd)

Authorities responsible for sports promotion	
Major authorities involved in sports promotion	<p><u>Sports and Youth Bureau</u></p> <p>(a) under the purview of the Ministry of Education, Culture, Sports, Science and Technology (MEXT); and</p> <p>(b) responsibilities include formulating policies to encourage sports development and improve children's physical strength.</p> <p><u>Central Council for Education</u></p> <p>(a) carrying out research and deliberations on matters relating to the promotion of education, lifelong learning, sports and other matters in response to requests from MEXT; and</p> <p>(b) providing advice to the Minister of Education, Culture, Sports, Science and Technology.</p>

Table 1 – Sports development (cont'd)

Selected sports development/enhancement projects	
Sports development/enhancement projects	<p><u>Enhancing physical education in schools</u></p> <p>(a) enhancing school education and cultivating students' talents and abilities on sports;</p> <p>(b) recruiting qualified physical education instructors and upgrading sports facilities in schools; and</p> <p>(c) promoting sports club activities in schools.</p> <p><u>Realizing a lifelong sports society</u></p> <p>(a) establishing comprehensive community sports clubs with the following features in each municipality:</p> <p>(i) providing a wide range of sports activities;</p> <p>(ii) easily accessible by the public;</p> <p>(iii) containing sports facilities for regular sports activities;</p> <p>(iv) providing instructors' guidance in accordance with individual sports needs; and</p> <p>(v) operating by local communities;</p> <p>(b) establishing sports centres that provide the following support in each prefecture:</p> <p>(i) supporting the establishment and development of comprehensive community sports clubs;</p> <p>(ii) supporting the development of club managers and instructors for the comprehensive community sports clubs;</p> <p>(iii) collating and providing sports information on the municipality;</p> <p>(iv) holding sports and exchange of athletes events at municipal level;</p> <p>(v) supporting the development of top athletes in competitive sports at municipal level; and</p> <p>(vi) providing medical and scientific support to regional sports activities; and</p> <p>(c) encouraging children to get more involved in sports by implementing a national campaign on improving physical strength and publishing a "Sports and Health Handbook".</p> <p><u>Improving Japan's international competitiveness in sports</u></p> <p>(a) establishing training programmes for the development of top athletes in an organized and planned manner;</p> <p>(b) building training centres at national and regional levels;</p> <p>(c) recruiting and developing instructors and establishing a national coach academy; and</p> <p>(d) creating a safe environment for the exclusive use by athletes for training.</p>

Table 2 – Intangible cultural heritage preservation

Policies on intangible cultural heritage preservation	
Relevant intangible cultural heritage preservation documents	<p><u>Law for the Protection of Cultural Properties</u></p> <p>According to the <i>Law for the Protection of Cultural Properties</i>:</p> <p>(a) "Intangible Cultural Properties" refer to stage arts, music, craft techniques, and other intangible cultural assets that possess high historic or artistic value of Japan, consisting of human "technical artistry";</p> <p>(b) "Intangible Folk Cultural Properties" refer to manners and customs relating to food, clothing, annual events, folk performing arts and folk techniques which are indispensable for the understanding of transition in the modes of life of Japanese people; and</p> <p>(c) "Conservation Techniques for Conversation of Cultural Properties" refer to the traditional skills and crafts that are essential for the preservation of cultural properties.</p>

Table 2 – Intangible cultural heritage preservation (cont'd)

Authorities responsible for intangible cultural heritage preservation	
Major authorities involved in intangible cultural heritage preservation	<p><u>National government bodies</u></p> <ul style="list-style-type: none"> • <i>Cultural Properties Department under the purview of the Agency for Cultural Affairs (ACA)</i> <p>(a) ACA was established in 1968 through the merging of the Cultural Bureau of the Ministry of Education and the Cultural Properties Protection Commission; and</p> <p>(b) responsibilities of ACA include:</p> <ul style="list-style-type: none"> (i) cultivation of artists and support of creative artistic activities; (ii) maintenance and establishment of cultural facilities; (iii) support for culture-oriented communities; (iv) advancement of the Ainu culture; (v) promotion of international cultural exchange; (vi) designation of national treasures, important cultural properties, places of historic interest and places of scenic beauty and natural monuments; (vii) preservation and passing down of intangible cultural properties; (viii) maintenance and dissemination of copyright systems; (ix) improvement and dissemination of the Japanese language, and the teaching of the Japanese language as a foreign language; and (x) overseeing religious affairs.

Table 2 – Intangible cultural heritage preservation (cont'd)

Authorities responsible for intangible cultural heritage preservation (cont'd)	
Major authorities involved in intangible cultural heritage preservation (cont'd)	<ul style="list-style-type: none"> • <i>Department of Intangible Cultural Heritage</i> <ol style="list-style-type: none"> (a) under the purview of the Independent Administrative Institution - National Institutes for Cultural Heritage³; and (b) conducting research and documentation in relevant areas. • <i>Japan Arts Council</i> <ol style="list-style-type: none"> (a) an Independent Administrative Institution; and (b) preserving and promoting traditional performing arts, and fostering modern performing arts in Japan through: <ol style="list-style-type: none"> (i) leasing and operating national theatres in various regions; (ii) holding performances of traditional and modern performing arts; (iii) providing training for artists of traditional and modern performing arts; and (iv) carrying out surveys, research and other activities in related areas. <p><u>Local governments</u></p> <ol style="list-style-type: none"> (a) enacting relevant ordinances; (b) designating cultural properties which are of value to the region; and (c) developing measures to promote preservation and utilization of arts and culture.

³ The Independent Administrative Institution - National Institutes for Cultural Heritage was established by merging two Independent Administrative Institutions, namely the National Museum and the Independent Administrative Institution - National Research Institute for Cultural Properties. The former comprised the Tokyo National Museum, Kyoto National Museum, Nara National Museum and Kyushu National Museum, while the latter consisted of the National Research Institute for Cultural Properties, Tokyo and National Research Institute for Cultural Properties, Nara. The merging of these entities indicates the recognition of the sharing of the same purpose of conservation and utilization of cultural properties. An Independent Administrative Institution refers to the executive arm of a ministry in Japan.

Table 2 – Intangible cultural heritage preservation (cont'd)

Selected projects on intangible cultural heritage preservation	
Intangible cultural heritage preservation projects	<p><u>Measures for the protection of Important Intangible Cultural Properties</u></p> <p>(a) providing a special annual grant of ¥2 million (HK\$171,800)⁴ to individual recognized holders (commonly called "National Living Treasures") for the development of skills or art, and for training successors;</p> <p>(b) subsidizing successor training, public performances/programmes conducted by recognized group holders, local governments and other entities;</p> <p>(c) conducting exhibitions featuring works and related objects concerning the "technical artistry" of individual recognized holders of craft techniques and techniques for protecting cultural properties to facilitate understanding of the transmission of such techniques; and</p> <p>(d) the Japan Arts Council conducting training workshops and other activities at the National Theatre of Japan to train successors of traditional performing arts and traditional popular entertainment.</p> <p><u>Measures for the protection of Important Intangible Folk Cultural Properties</u></p> <p>(a) the national government subsidizing projects on training of successors, restoring or acquisition of relevant props and costumes, tools and other objects;</p> <p>(b) the national government subsidizing local governments and other entities on projects that involve:</p> <p style="padding-left: 20px;">(i) surveys and dissemination of tangible or intangible cultural properties;</p> <p style="padding-left: 20px;">(ii) training, exhibition and classes relating to this subject; and</p> <p style="padding-left: 20px;">(iii) production of audiovisual records of intangible folk cultural properties; and</p> <p>(c) the national government holding the International Folk Performing Arts Festival to deepen understanding of Japanese folk performing arts, preserve and transmit Folk Cultural Properties, and promote international cultural exchange.</p>

⁴ The average exchange rate of Hong Kong Dollar per Japanese Yen in October 2009 was 0.0859.

Table 3 – Cultural software development

Policies on cultural software development	
Relevant legislation and policy documents on cultural software development	<p><u>Fundamental Law for the Promotion of Culture and Arts (2001)</u></p> <p>(a) stipulating principles on culture and arts promotion;</p> <p>(b) listing items that form the foundation for policies on national cultural and arts promotion; and</p> <p>(c) defining responsibilities of both national and local governments for arts and cultural development.</p> <p><u>Basic Policy on the Promotion of Culture and Arts (2007)</u></p> <ul style="list-style-type: none"> aiming to develop comprehensive measures for the promotion of culture and arts between 2008 and 2012.
Authorities responsible for cultural software development	
Major authorities involved in cultural software development	<p><u>Agency for Cultural Affairs</u></p> <ul style="list-style-type: none"> responsibilities as listed in Table 2. <p><u>Council for Cultural Affairs</u></p> <p>(a) enhancing ACA in formulating policies on the administration of cultural affairs; and</p> <p>(b) researching and deliberating matters on the promotion of culture and international cultural exchange, in response to requests from the Minister of Education, Culture, Sports, Science and Technology or the Commissioner for Cultural Affairs.</p>

Table 3 – Cultural software development (cont'd)

Selected projects on cultural software development	
Cultural software development/enhancement projects	<p><u>Promoting cultural activities in local areas</u></p> <p>(a) developing activities to enable children to experience arts and culture, including:</p> <ul style="list-style-type: none"> (i) programmes for viewing authentic stage arts; (ii) traditional cultural classes for children; (iii) promotion of cultural activities in schools; (iv) programmes to support the concept of "Creative Towns", which creates an environment that fosters culture and arts; and (v) programmes to support cultural activities utilizing local talents; <p>(b) conducting education and training for arts managers;</p> <p>(c) encouraging dissemination and exchange of regional culture through public cultural facilities, including:</p> <ul style="list-style-type: none"> (i) developing programmes to disseminate information on arts and culture; (ii) organizing forums and events to connect public cultural facilities with universities, artistic organizations and other entities; (iii) conducting training on arts management for the management and operational personnel of public cultural facilities; and (iv) conducting training on knowledge and techniques essential for theatrical arts for technical staff of public cultural facilities; <p>(d) developing programmes on discovering the appeal of performing arts such as increasing opportunities to appreciate performing arts in rural areas;</p>

Table 3 – Cultural software development (cont'd)

Selected projects on cultural software development (cont'd)	
Cultural software development/enhancement projects (cont'd)	<p><u>Promoting cultural activities in local areas (cont'd)</u></p> <p>(e) encouraging local residents to participate in artistic and cultural activities such as the National Cultural Festival and the National Cultural Festivals for Senior High Schools;</p> <p>(f) promoting museums, including:</p> <p style="padding-left: 20px;">(i) promoting the system of art objects enrolment, giving the public more opportunities to appreciate outstanding arts by enabling individual or corporate owners of outstanding objects to enrol them for public display at museums; and</p> <p style="padding-left: 20px;">(ii) promoting activities at art galleries and museums, for example, introducing the Museum Town Plan which provides the public a gathering place at art galleries and museums and the children with opportunities to see genuine works of fine art and cultural properties;</p> <p>(g) training human resources to support artistic and cultural activities with a view to increasing the competence of persons working in the arts and cultural industry; and</p> <p>(h) supporting the transmission and development of traditional culture in regional areas, including the implementation of the Program to Revitalize Hometown Cultures, which promotes integrated and comprehensive preservation and utilization of traditional culture in regional communities.</p>

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