

Mitsui & Co., Ltd. Environment Fund 2012

Activity Grant / Progress Report

Date : April 26, 2014

Please check the appropriate period :

1st year		2nd year		3rd year	
Oct'12-Mar'13	Apr'13-Sept'13	<input checked="" type="checkbox"/> Oct'13-Mar'14	<input checked="" type="checkbox"/> Apr'14-Sept'14	Oct'14-Mar'15	Apr'15-Oct'15

Please fill in the term of activity :

From	10 - 01 - 13	To	03 - 31 - 14
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Contract No.	K12-G-704		
Name of Organization	Japanese Association of Northeast Ohio		
Representative	Dr. Fukuo Hashimoto		
Person in Charge	Chiaki Nakayama	Tel.:440-684-0860	E-Mail : chiaki_n@hotmail.com
Project Name	Japanese Cherry Tree Plantation in City Parks of Northeast Ohio		
Implementation of Activities for the report period			
Implementation Schedule mentioned on the Application		Actual Implementation	

	<p>Oct. 2013 - "Progress Report Apr.-Sept. 2013" submitted</p> <p>Nov. 2013 - Official "Sakura for the Earth" logo developed by a local designer - T-shirts, bumper stickers, and post-it with the new logo ordered - Campaign posters ordered</p> <p>Dec. 2013 - Campaign activity at JLSC cancelled due to snow storm - Campaign holiday card with new logo sent to JANO members, affiliate organizations, & local supporters</p> <p>Jan. 2014 - Activities supported by the Mitsui Fund reported at the New Year's Party - Core team meeting held</p> <p>Mar. 2014 - The program goals & activities presented at the JLSC graduation ceremony. Pens with the campaign logo given to the graduating classes - Cherry trees for this year's plantation ordered - "Progress Report: Oct. 2013 – Mar. 2014" prepared</p>
Degree of Accomplishment in this period (when activities to be done until the end of this period is 100%)	95 %
Accomplishment / Result of Activities (Please describe the result of activities and attach the documents supporting the result)	
<p>Most activities were implemented as planned. Unfortunately, one of the activities had to be cancelled due to snow storm.</p> <ul style="list-style-type: none"> ▪ The official logo for cherry tree plantation program, "Sakura for the Earth", was created by a local designer, Ms. Eri Hashimoto. ▪ The program T-shirts, posters, bumper stickers, sticky notes with the new logo were developed for campaign activities for JANO members as well as non-members in the community. ▪ The Holiday cards with a focus on the program goals were sent out to JANO members, affiliate organizations and local supporters. ▪ The progress as well as future plans of the "Sakura for the Earth" was presented and the new logo was introduced to JANO members at the New Year's Party. ▪ As a publicity campaign for the Japanese community in Northeast Ohio, the program goals and activities were described at the graduation ceremony of Japanese Language School of Cleveland. 	

(Name of the attached documents):

1. Jan. 2014 Core Team Meeting Minutes (Attachment 1)
2. New logos of the "Sakura for the Earth" (Attachment 2-(1) & (2))
3. Photos of the campaign goodies (Attachment 3-(1) & (2))
4. "Sakura for the Earth" Brochure with new logo (Attachment 4)
5. "Sakura for the Earth" 2013 Holiday card (Attachment 5)
6. Annual New Year's Party photos (Attachment 6)

For more photos, please visit JANO's website: <http://www.janosakura.org/home/shashin-shuu>

Evaluation of activities implemented during the report period
(Please describe self evaluation of activities and/or issues to be solved.)

As an official logo for "Sakura for the Earth" was created, we expanded the focus of our PR activities from JANO members to the Japanese community as well as local supporters in Northeast Ohio. It is with great pleasure to report that the new logo was well received not only by the JANO members but also people in the community. The logo has helped strengthen cohesion among those who love cherry blossom and care about global environment. It also helped us reaffirm why we are planting cherry trees, enabling those who live in Northeast Ohio to work together to plant cherry trees as a symbol of friendship as well as for environmental conservation.

One of the uniquenesses of JANO's cherry tree plantation is that we have been planting only Somei yoshino variety (Yoshino cherry). However, it has been difficult to acquire Somei yoshino. It is likely to be the case for coming years as it is not a native plant here in Cleveland. Thanks to Mr. John Cardwell, the Landscape architect, Cleveland Metroparks Brookside Reservation, who understands our love of Somei yoshino and works hard to find the variety, we were able to get the variety this year. We are planning to research on the variety and take an action to secure Yoshino cherry trees for future plantation.

Activities to be implemented next 6 months

- Implement publicity campaigns for children, their families and the community at 1) the Mitsui Distinguished Lecture Series (4/8/2014) at John Carroll University, 2) the Passport Services in Cleveland, 3) local events (festivals or community walks) and 4) any other appropriate opportunities.
- Plant cherry trees at the public parks in Cleveland and Akron
- Provide timely "Bloom Watch" on JANO's website
- Organize *Hanami* events in Cleveland and Akron
- Host the Annual Sakura Picnic (6/8/2014)
- Hold Core Team meetings

If you have any additional comments, please fill them in here.