

March 29, 2018

Dear all

Coca-Cola Bottlers Japan Inc.

**A 4-day event organized by and for the youth to think about the future of Tochigi, of oneself, and of work**

## **“Mirai×Campus”**

**- Rio Olympics Japan national rugby captain Kuwazuru shares his experiences -**

“Mirai×Campus” (hereinafter, “the project”), planned and run by the youth to offer a place of learning and of meeting people in the community, was launched by Coca-Cola Bottlers Japan (HQ: Minato-ku, Tokyo, Representative Director and President: Tamio Yoshimatsu) and NPO Tochigi Youth Supporters Network (address: Utsunomiya City, Tochigi, representative: Toshimune Iwai).

The project was held for 4 days from March 24 (Sat) to 27 (Tue) and included programs such as “Meeting of Tochigi students,” an opportunity to get a glimpse into the values of different youths of the same generation who are actively involved in the prefecture, as well as “Fun study of jobs in Tochigi” and “Lessons learned from failures” which allowed the group to interact with the working generation who are actively involved in Tochigi. The final program held on March 27 (Tue), “Coca-Cola Bottlers Japan TALK!” was attended by 20 high school and university students. As lecturer, Japan national rugby team captain at the Rio de Janeiro Olympics, Yusaku Kuwazuru (of Coca-Cola Red Sparks), spoke about the experiences he gained as captain of the national team and delivered stories of his experiences as a working individual. Many questions were raised from the group, and it was a meaningful meeting that probed into the future of the young people.

Coca-Cola Bottlers Japan Inc. will continue to operate under “community-based” and “customer-focused” business principles.



Athlete Kuwazuru responding to questions during the “Coca-Cola Bottlers Japan TALK!” session



### 【What is Mirai×Campus?】

A youth support project that offers opportunities for youths 30 or under (mainly high school and university students) living in Tochigi prefecture, to be inspired by one another across affiliated organizations and to create ties with the local community, in order to support youths to take challenges and to nurture young talent that contributes to the local community. The concept of the project identified by the youth is, “a campus on which to draw the future”. This signifies not only buildings and space but the activities, the atmosphere and ambiance of the youths that gather in the space, as well as a venue of learning and meeting new people in which the young can pass on and overcome various challenges.

A pre-event was held last September, and this was the official launch of the project.

### 【Program】

#### March 24 (Sat)

13:00~	Opening
13:30~	Self-study
15:00~	Break
15:15~	Join a club for a day
16:00~	Free time
17:00~	Closing

#### March 25 (Sun)

13:00~	Opening
13:30~	Lessons learned from failures (1 <sup>st</sup> session)
15:00~	Break
15:15~	Meeting of Tochigi students
17:00~	Closing

#### March 26 (Mon)

13:00~	Opening
13:30~	Fun study of jobs in Tochigi <ul style="list-style-type: none"> <li>• Learning from Tochigi's organizer of fun</li> <li>• Regional Mirai strategy meeting</li> </ul>
16:00~	Free time
17:00~	Closing

#### March 27 (Tue)

13:00~	Opening
13:30~	Lessons learned from failures (2 <sup>nd</sup> session)
15:00~	Break
15:15~	Coca-Cola Bottlers Japan TALK With athlete Yusaku Kawazuru
16:10~	Business card exchange, photos, etc.
17:00~	Closing

## **[Coca-Cola Bottlers Japan TALK Lecturer's Profile]**



Yusaku Kuwazuru

(Born in Kagoshima City, Oct. 23, 1985)

- Affiliation: Coca-Cola Red Sparks
- Position: lock/flanker (rugby union)
- Height: 188cm Weight: 102kg
- History: Kagoshima Prefectural Technical High School⇒  
Fukuoka University

⇒Joined Coca-Cola West Co., Ltd. in 2008

(now Coca-Cola Bottlers Japan Inc.)

2005 Japan national rugby sevens team chosen for the first time at Sri Lanka Sevens.

2016 Competed in the Rio de Janeiro Olympics as the captain of the Japanese rugby sevens team, in the year that rugby sevens was officially adopted as an Olympics event. Beat New Zealand and came in 4<sup>th</sup> place. Otherwise known as "Mr. Sevens".

## **[NPO Tochigi Youth Supporters Network]**

NPO Tochigi Youth Supporters Network is an NPO established on July 1, 2008, whose mission is to accelerate the resolution of community issues and to invigorate the community by leveraging the skills and talents of the youth.

Involved in programs such as the on-the-job internship "GENBA CHALLENGE" and the startup program "iDEA→NEXT" in which youths work to make a better society, it works with municipalities, universities, corporations, and NPOs to create opportunities that allow youths to take on new challenges. As a result of 5 years of operation from 2012 – 2016, 38 new projects were kicked off, involving 10,738 (cumulative) youths who took on the challenges, and 1,854 (cumulative) people who cooperated in the endeavors, creating a new movement by the young and supporters who assist in the process.

Please see the website for more details. <https://www.tochigi-ysn.net/>