



California - Japan Sister Cities Network

Fall 2020 Workshop

Bridging the Pacific Creatively: Sister City Relationships Under the 'New Normal'

November 13, 2020 | Zoom

Connecting Creatively during COVID-19

- Sadly, this year saw the cancellation of almost all in-person exchange activities
- As a result, many sister city organizations are struggling to maintain connections with their sister city during these difficult times
- This has created the need to approach sister city relationships more creatively
- CJSCN would like to present some of the many ideas that today's attendees have shared with us for connecting creatively

Written & Virtual Communications

- Approximately half of all represented sister city organizations reported that they are using written and/or virtual communications to connect with their sister city
 - Includes informal and formal communications
 - Written = email, snail mail, newsletters, etc.
 - Virtual = video calls for regular meetings, special invitations, 2021 event planning, etc.
- Also, around 10 organizations reported using social media posts to interact with their sister cities

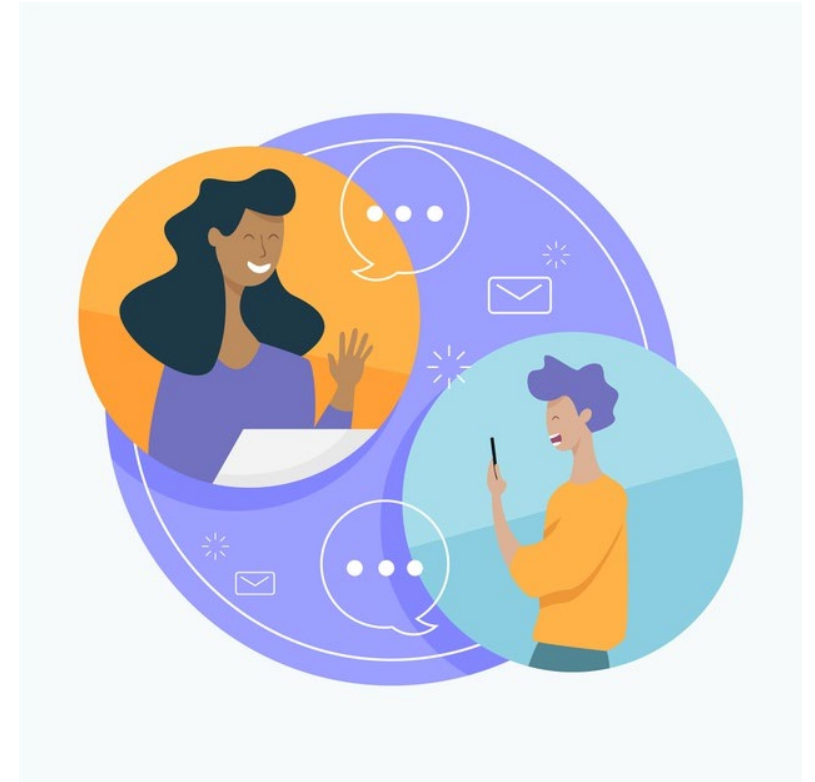


Image: [Freepik.com](https://www.freepik.com)

Remote Events – Virtual Workshops

- Oakland-Fukuoka:
 - Hosted online Japanese culture workshop series with grant from Japan Foundation covering various topics, ranging from Japanese gardening to carpentry
- San Diego-Yokohama:
 - Weekly online cultural exchanges for students from San Diego and Yokohama since May 2020
 - Four Zoom conferences for educators, policy makers, and administrators in San Diego and Yokohama focused on best practices and challenges of online/distance learning and Covid-19/return to school strategies.

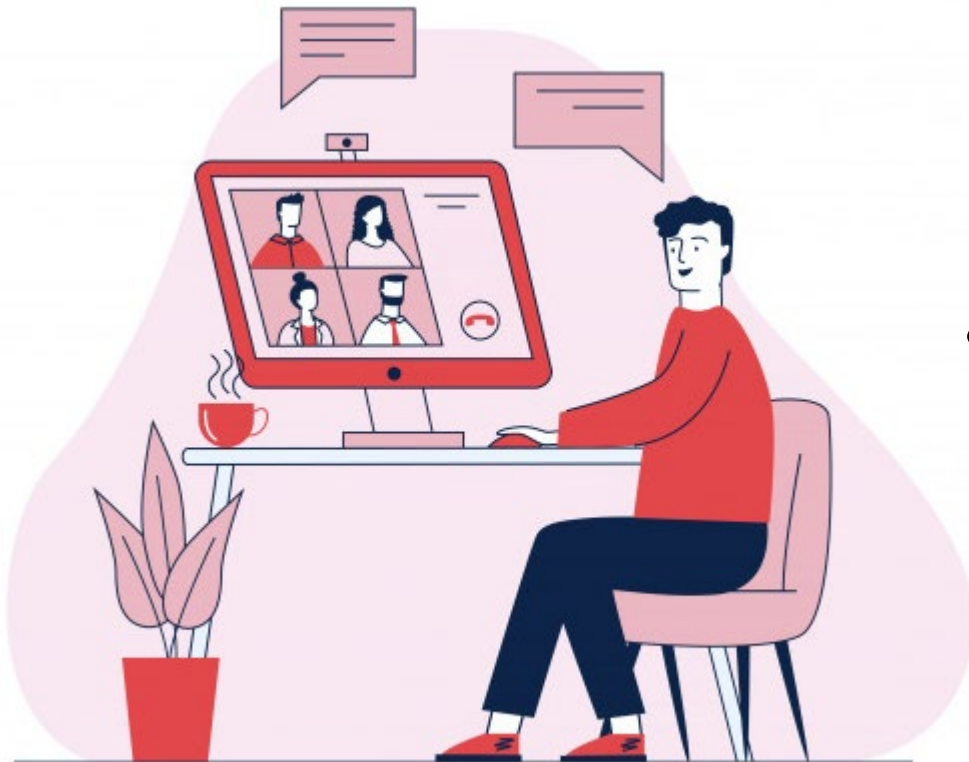


Image: [Freepik.com](https://www.freepik.com)

Remote Events – Special Events

- **Huntington Beach-Anjo:** Appreciation Award presentation to 3 pioneer board members from the Mayor
- **Sebastopol-Takeo:** Online talent show
- **Culver City-Kaizuka:** World Kindness Day; Online celebration of all sister city relationships
- **San Carlos-Omura:** Dedicated new “Sister City Lane” in downtown
- **Berkeley-Sakai:** Fundraiser online film screening of *The Harimaya Bridge*
- **San Jose-Okayama:** Young Professionals Forum (KIF-Japan, JCI Okayama)
- **Los Angeles-Nagoya:** Created a video greeting from board members for Nagoya Sister Cities Friendship Association reception
- **San Francisco-Osaka:** Virtual Osaka Matsuri
- **Torrance-Kashiwa:** Online Olympic Games event for high school students
- **Richmond-Shimada:** Currently planning online cultural event
- Additionally, ~25 organizations participated in memorial ceremonies recognizing the 75th anniversary of the atomic bombing of Hiroshima and Nagasaki in August 2020

Creative Projects

- **Cupertino-Toyokawa:** Origami crafts; iNaturalist.org biodiversity projects to make and share nature observations in CA and Japan
- **Riverside-Sendai:** Online work with Sendai landscape specialists for Riverside's Japanese garden "Yuishin Tei"
- **Millbrae-Hanyu:** 1000 Cranes Project (origami)
- **San Carlos-Omura:** Planning mural wall with local artists in San Carlos and Omura City
- **Berkeley-Sakai:** Artist exchange
- **Menlo Park-Bizen:** Setting up pen pal and book exchanges
- **Kerman-Kannami:** Setting up pen pal exchange
- **Sausalito-Sakaide:** Youtube video exchanges of favorite local areas
- **Sunnyvale-Iizuka:** Student Art Exchange Program through Facebook
- **Los Angeles-Nagoya:** In discussions to continue student art exchange via virtual media
- **Yuba City-Toride:** Art gift exchange



Virtual Student Exchanges

- **Palo Alto-Tsuchiura:**
 - 2021 Virtual Exchange Program between public middle school Japanese language classes and sister city English classes.
 - Providing virtual tours of each sister city.
- **Berkeley-Sakai:** Working with Berkeley schools (and hoping to engage JETAA) to develop new virtual middle school exchange program
- **San Jose-Okayama:** Student Virtual Exchange 2020-21 for high school and middle school (San Jose / Okayama / Guam)
- **Sunnyvale-Iizuka:** Free student-led middle school and high school connections program that links the students to each other virtually using Instagram
- **Carlsbad-Futtsu:** Virtual exchanges currently in development

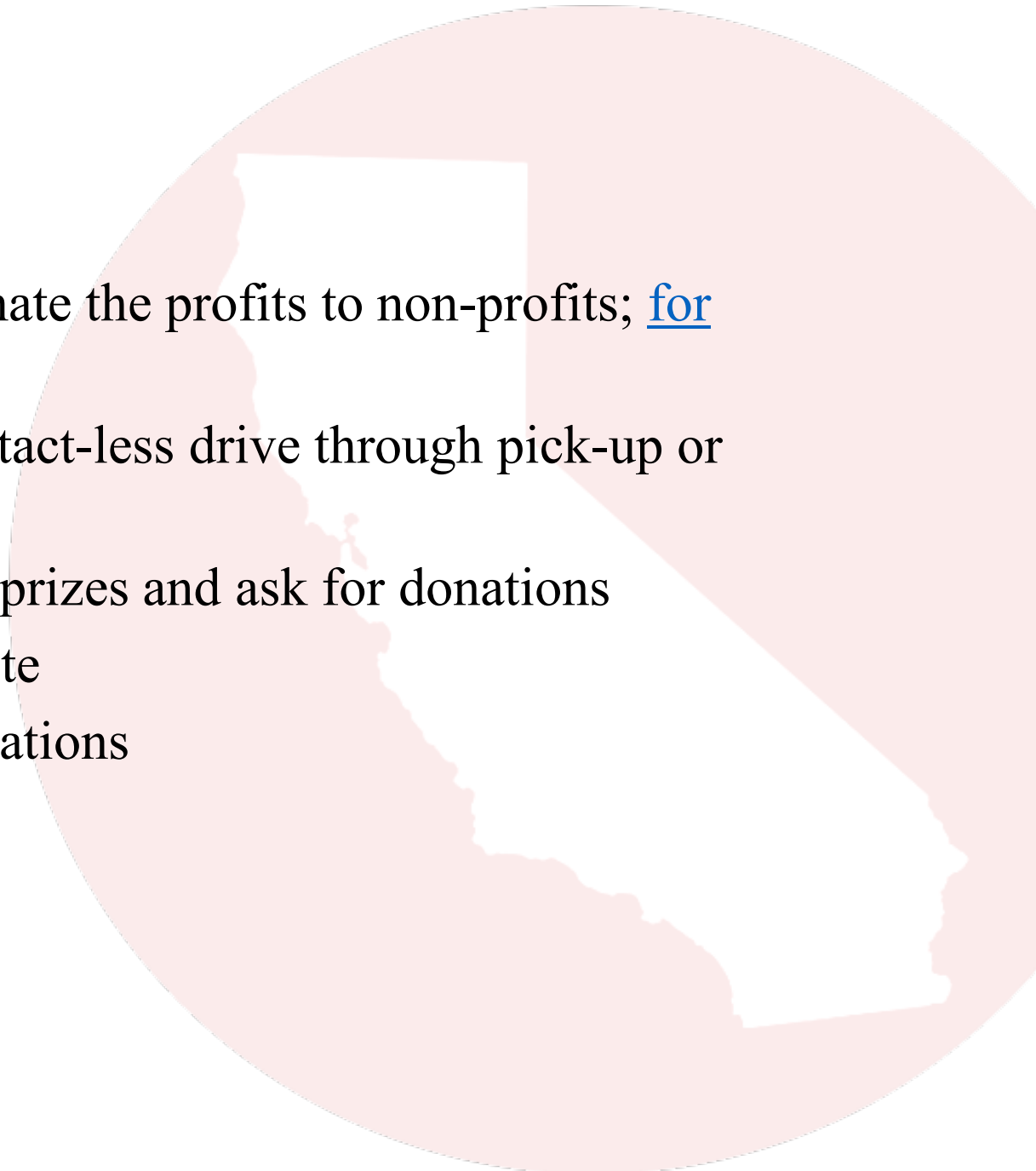
Fundraising Ideas

- From **Palo Alto-Tsuchiura:**

- Restaurant Night at restaurants that donate the profits to non-profits; [for example, view locations near Palo Alto](#)
- Frozen pie or other food sales with contact-less drive through pick-up or delivery
- Virtual bingo or other game night with prizes and ask for donations
- Silent auctions run on an auction website
- Talent show on Youtube asking for donations

- From **Berkeley-Sakai:**

- Online film screening



Other Thoughts



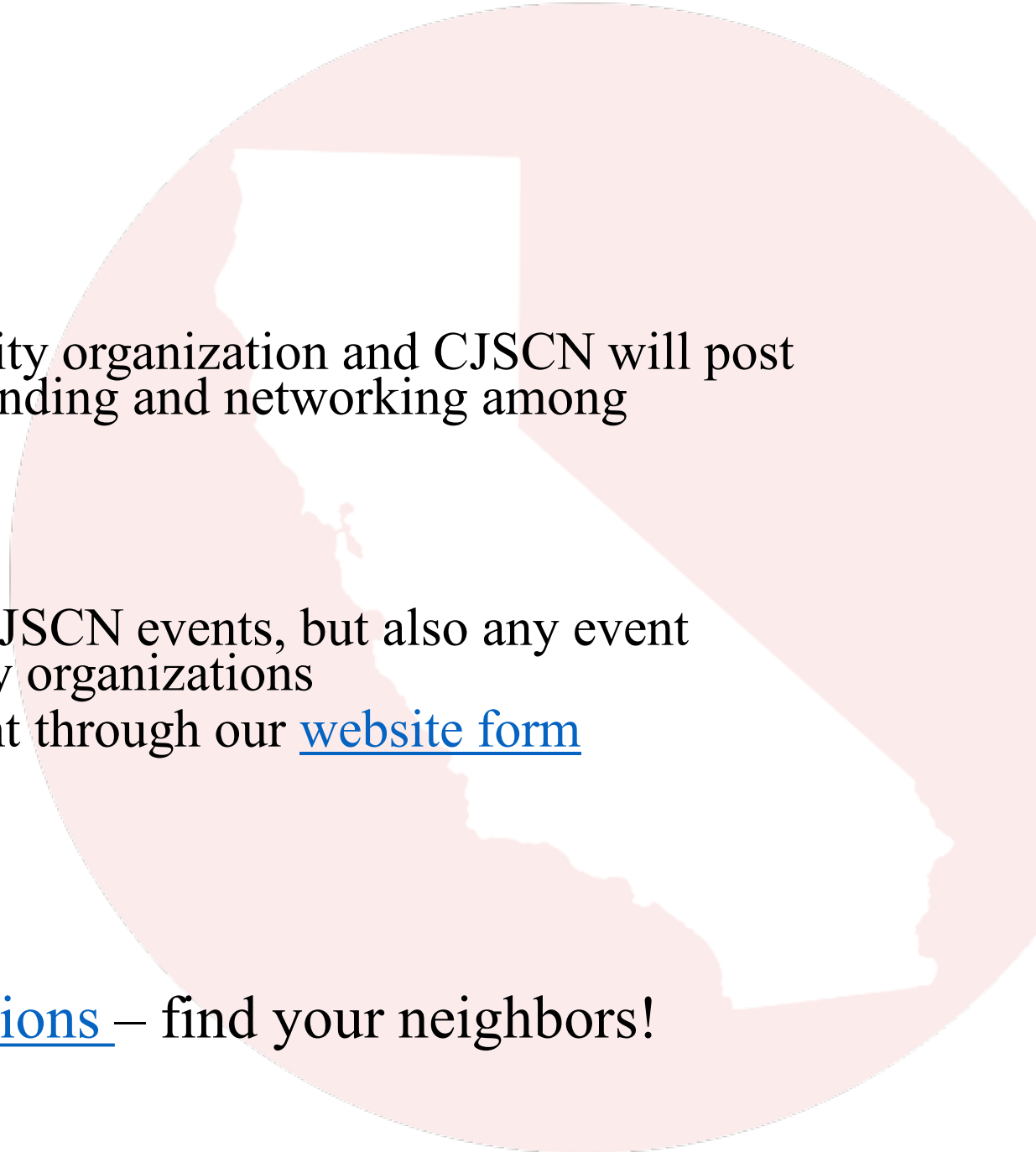
- Even if students can't visit each other this year, try to bring the experience to them
 - Example (*left*): **Cupertino-Toyokawa** 2020 Student Delegation enjoying a Japanese food and dining etiquette lesson with Sensei Hiroko Frederick
- Use this “down time” to rethink your organization’s priorities and activities
 - Example: **Menlo Park** has realized its current organization structure tied to city government does not allow for flexible program changes during a pandemic, and is working to create a separate 501(c)3 to improve this situation

CJSCN Resources to Help You



CJSCN Website

- [Sister City Directory](#)
 - Please share details about your sister city organization and CJSCN will post them on this page to facilitate understanding and networking among organizations
- [CJSCN Event Calendar](#)
 - The event calendar features not only CJSCN events, but also any event announcements submitted by sister city organizations
 - You can submit an event announcement through our [website form](#)
- [CJSCN Programs/Events](#)
- [Maps of all CA-Japan sister city locations](#) – find your neighbors!



CJSCN Newsletter

- CJSCN publishes a monthly e-newsletter that goes out the 1st of each month
- Newsletter highlights news from CJSCN and any sister city organizations in CA or Japan that submits an item
- We are now using MailerLite for our newsletter
- Submissions for the newsletter should be done through the CJSCN [website form](#)
 - Instructions for submissions are listed on the website.
 - Newsletter articles should focus on news stories, not upcoming event announcements (use Event Calendar instead). Past event overview articles are allowed.

CJSCN Regions

To make organizing and collaborating with the many CA-Japan sister city groups easier, [CJSCN has divided organizations up by region](#). We currently use the following six regions:

- I. North Bay** (North of Golden Gate Bridge up to Oregon border): Sebastopol, Mendocino, Crescent City, Rohnert Park...
- II. East Bay**: Hercules, Berkeley, Oakland, Livermore...
- III. Central Valley**: El Dorado, Lodi, Fresno, Bakersfield...
- IV. Peninsula**: San Francisco, Half Moon Bay, Millbrae, San Carlos...
- V. Silicon Valley and South**: Cupertino, Palo Alto, San Jose, Watsonville...
- VI. Southern California***: Los Angeles, Culver City, Gardena, Carlsbad...

**The Southern California region is new and will be divided into smaller regions in the future.*

Most regions have a regional liaison representative to facilitate regional communications and meetings.

CJSCN Facebook

- CJSCN maintains both a Facebook Page and Group, and you are welcome to join both platforms
- [On our Page:](#)
 - We list significant announcements, website changes, new resources, upcoming CJSCN event information, and more.
- [In our Group:](#)
 - We provide a private space for admin-approved members who have sister city connections, for discussing common issues and sharing resources such as uploaded documents
 - Documents might include sample student applications, sample liability waivers, event programs, etc.

We will never share your personal information publicly on Facebook!



Thank you for listening!

Now we will do a quick Zoom poll