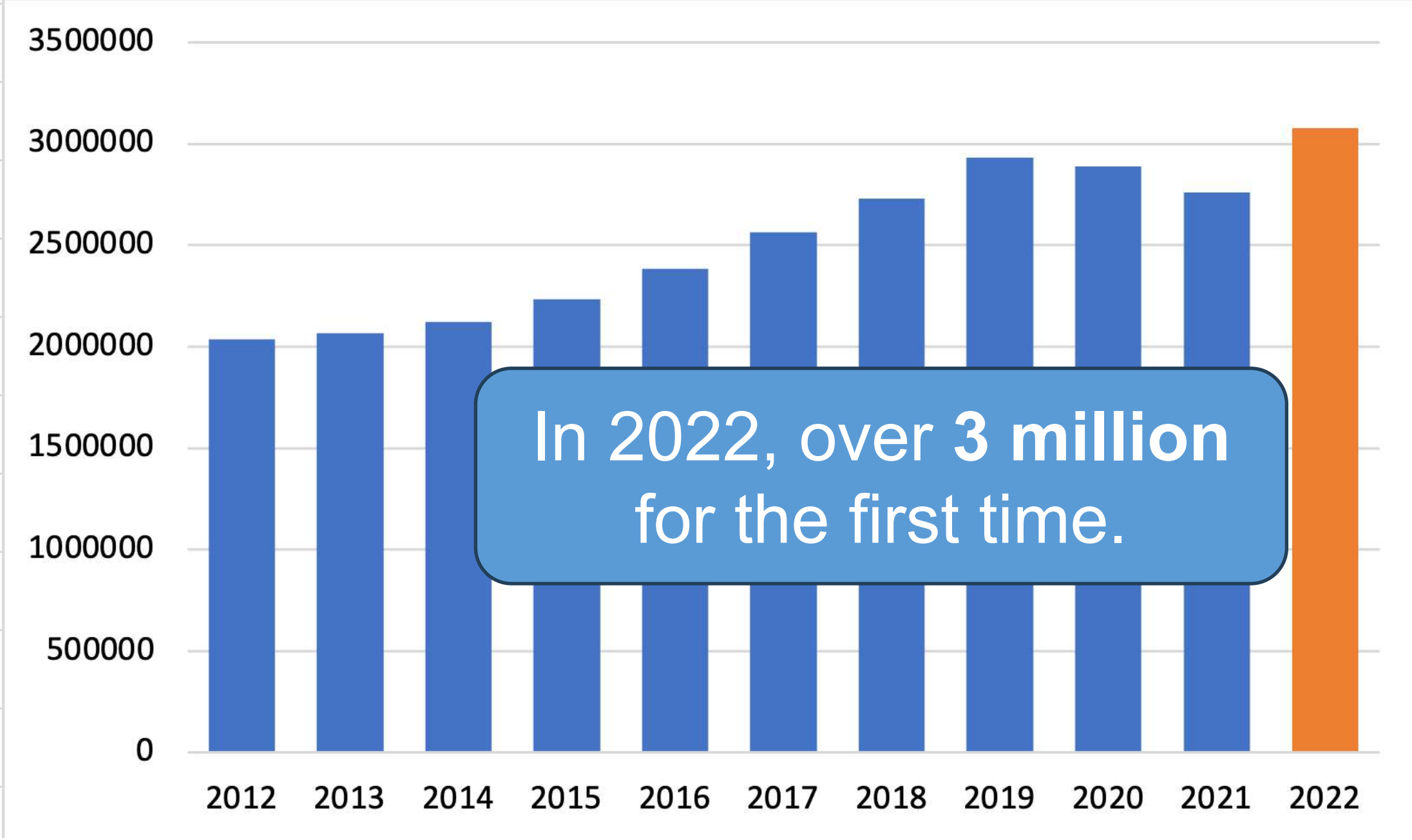


# Helping people from abroad by using "Plain Japanese"

## Multiculturalism in Japan

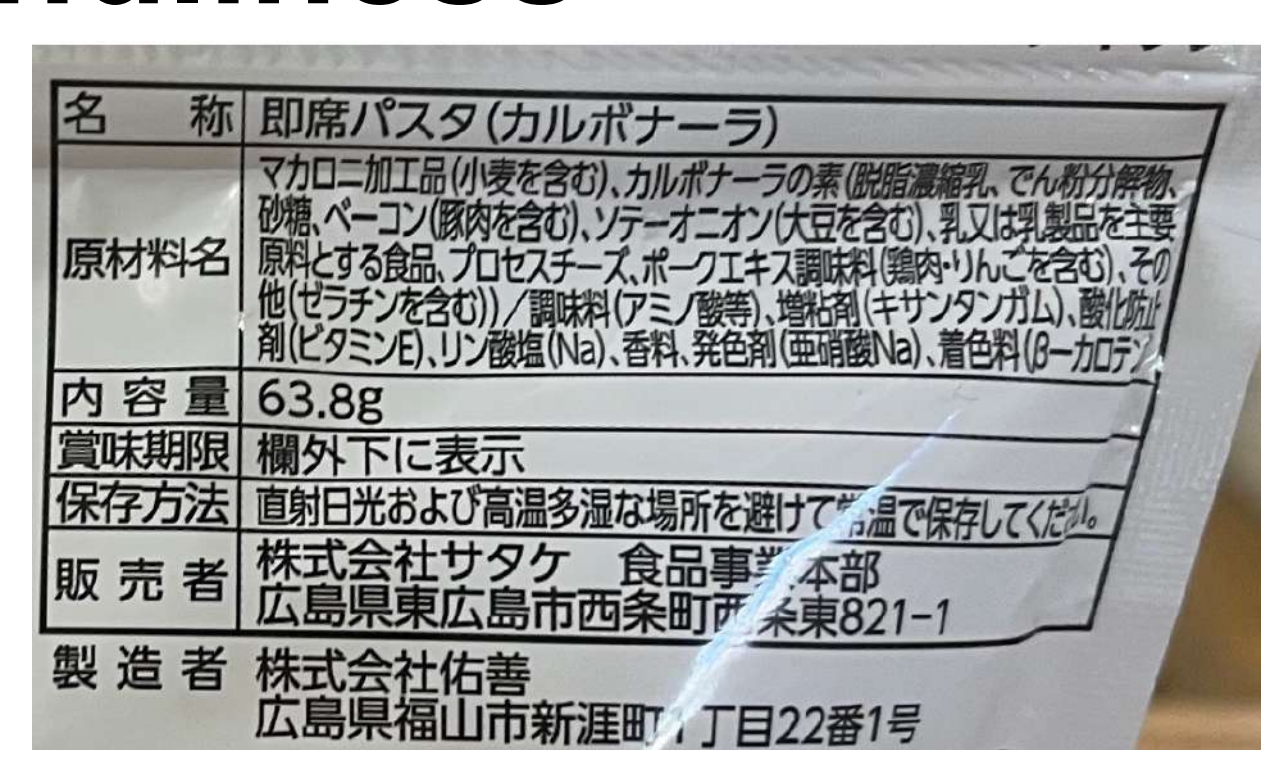
The number of residents from abroad in Japan.



## Japan's Problems with Multicultural Friendliness

Japan has many disasters. However...

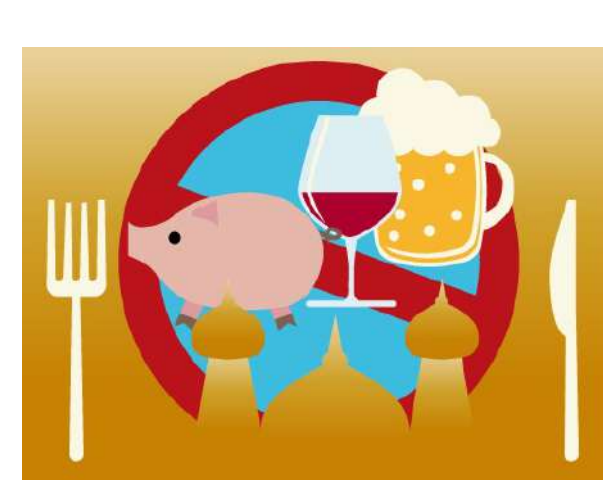
Person icon: Description of emergency food in evacuation sites is written in **Japanese**.  
→ Difficult Japanese is difficult to read.



They cannot eat some foods due to religious issues or allergies. I know which emergency foods they can eat.

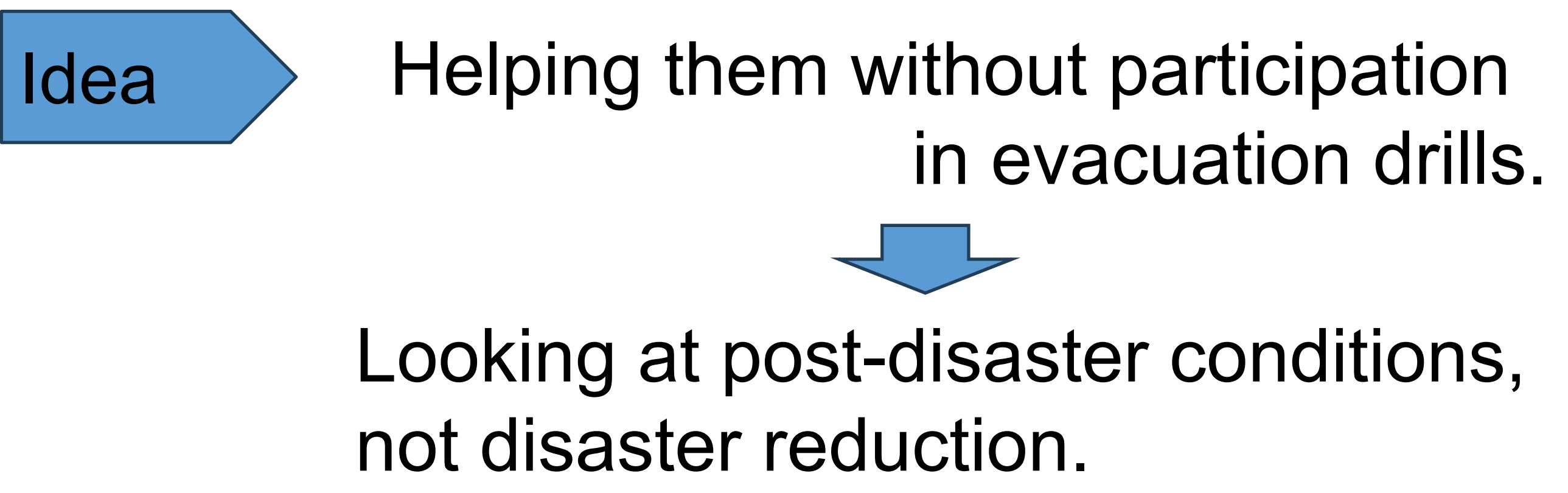
→ They probably feel uneasy.

We would like to create an environment where people can eat foods with peace even in a disaster.



## How can we help them?

Solution: Involving them in evacuation drills  
They are very busy.  
They may not come to them.



### Emergency Foods

Interview: According to Matsumoto City Hall Crisis Management Division, Emergency food stockpiled in Matsumoto;

- Dried-rice
  - Biscuit
  - Bread
  - Fat flour
  - Shellfish (extract)
  - Dairy products
- include

## Making "Plain Japanese Stickers"

Prototype 1  
Labeling of ingredients



- <Problems>
- Labels may not be understandable.
  - Red is not a good background color.
  - Should we also include English?

Prototype 2  
Easier to understand



- <Points>
- Introducing more understandable illustrations
  - Black and White

Auxiliary English used. Some people cannot read English, but living in Japan, they can understand Plain Japanese.

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## Reviews from people from abroad #1

Excellent!  
It is easy to read if it is written in English as well as "Plain Japanese".  
※Her native language is English.



Stickers are too big!  
Wheat, not flour.

Prototype 3  
Further improvements



- <Points>
- Reduced size
- Can be affixed to emergency food

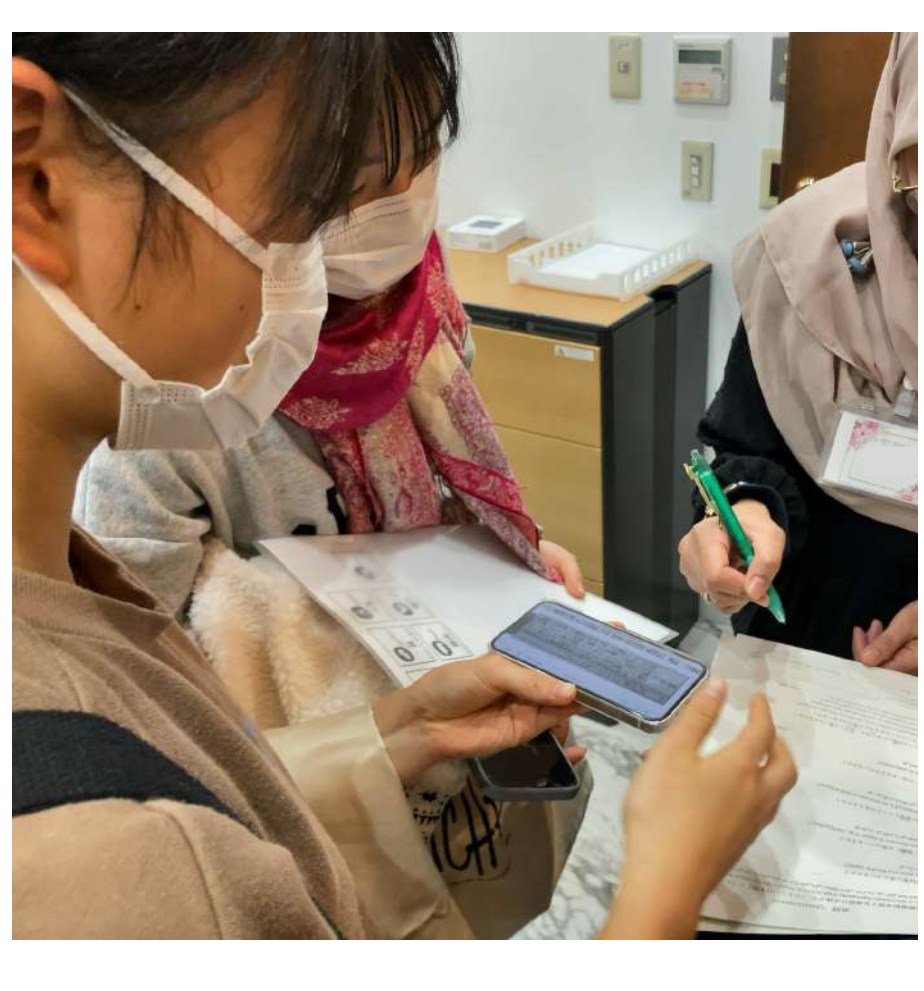
Images: FOODPICT © INTERNASHOKUNAL & NDC Graphics

## Reviews from people from abroad #2

Yesterday...



Tokyo Jamie at Shibuya, Tokyo.



Very easy to understand!

**100%**

Favorable evaluation from Islamic people.



## Conclusion

Using Plain Japanese Stickers, we can create an environment where people can eat foods with a smile even in a disaster for people from abroad.  
Local governments should place emergency foods with Plain Japanese Stickers at local evacuation sites.

## References

- Immigration Services Agency of Japan: "Number of foreign residents as of the end of 2022"; [https://www.moj.go.jp/isa/publications/press/13\\_00033.html](https://www.moj.go.jp/isa/publications/press/13_00033.html)
  - CLAIR: Food Pict; [https://www.clair.or.jp/j/multiculture/tagengo/ercard\\_foodpict.html](https://www.clair.or.jp/j/multiculture/tagengo/ercard_foodpict.html)
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## Thanks

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