



## Local Neighborhood Engagement through “Odabutsu Market” Event in Oda, Tsukuba

ODA- December 19th, 2021: The event was held on 19<sup>th</sup> December at the “Nagata House”, located in the town of Oda, northeast of the University of Tsukuba. It was organized by NPO Tsukkura, a local organization dedicated to revitalizing the local community of Oda, with collaboration of Journey for Change (JfC). TIAS 2.0 (2<sup>nd</sup> year student, Master’s Program in ‘Sport and Olympic Studies’; Rodrigo Nino) participated as part of the Internship Course. To re-state it’s purpose of this internship, and quoting Ms. Shinobu Hayama (CEO, JfC): “is to serve as a crossroads for academic and cross-sector collaboration for the cultivation of next generation global citizens – through collaborative studies, research, community development and social innovations – leveraging the value of cross-cultural education, health and sport science in the pursuit of humanity and national-international development for solidarity” (JfC).



The event was promoted as a flea market where objects found at “Nagata house” were to be sold, but the true objective was to bring the members of the community together at one place and strengthen their bonds, as well as to allow them the opportunity to connect with people from outside the Town of Oda, and with the international community. The market is part of a series of activities related to the restoration of “Nagata House”, a 90-year-old Japanese House that aims to become an example of traditional old house restoration around the community, bridging the gap between “old” and “modern”, as well as “local” and “global”. TIAS2.0 students took active part during the event, taking different roles and responsibilities, and were able to connect with members of the Oda community. NPO Tsukkura, together with JfC, envisions these activities as part of a greater movement towards revitalization of the local community, environment, and culture, in pursuit of personal, local and global well-being. Visitors were encouraged to bring their own plates and cups as to reduce waste. To help with promoting the event, traditional Peruvian dishes were served at the market by the TIAS2.0 student, which the visitors were able to purchase and enjoy a cross-cultural culinary experience. Since the visitors reacted positively to the available dishes, the Tsukkura members were eager to continue including more activities that involved participation of international students, as well as to learn about Peruvian Culture and History. A special culinary event has been scheduled for the 30<sup>th</sup> of January 2022, where several Peruvian dishes will be served at Tamaribar, another renovated building that is operating as a Café and restaurant.





(Interaction with the local community & international-Japanese students)



Journey for Change is a social enterprise designing *change* (behavioral to systematic) for the above with expertise in sustainable development through education and travel – with the perspective that such requires the wellbeing of human (mind, body, humanity) and the globe (environment, society, economy), and either state can only be achieved through its *connection*. As such, the objective of this program is to drive the above while addressing a relevant common agenda of the world and our planet – **sustainable and shared development** through an interdisciplinary perspective – *wellbeing* on a personal and global level.

THANK YOU ODA, and its PEOPLE -----  
for the WARMTH and WELCOMING the  
INTERNATIONAL STUDENTS.



Sincerely Yours,

2022.01.03

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Purpose: Create a world where people and nature evolve in harmony.  
(Journey for Change is Member of the Global Sustainable Tourism Council, GSTC)

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