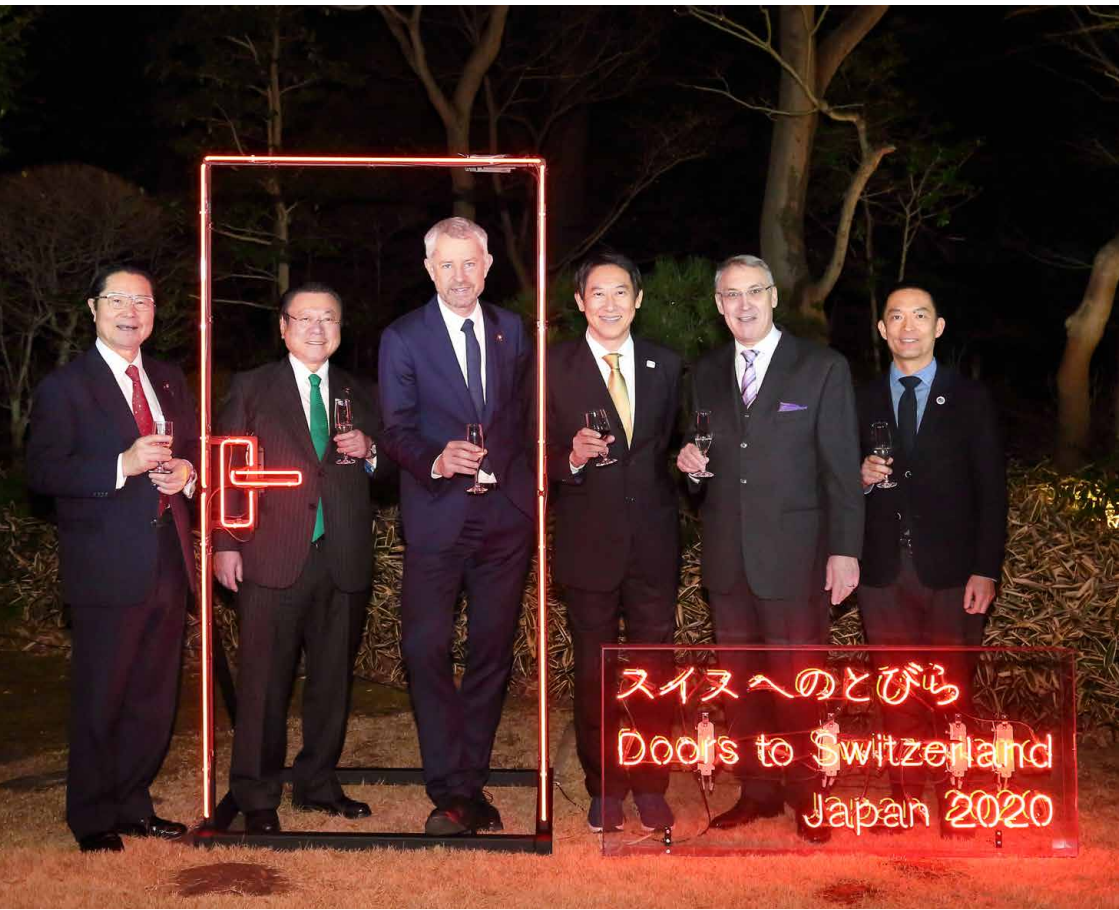


スイスへのとびら
Doors to Switzerland
Japan 2020

Progress Report



Many more doors to open!

Dear Partners,

Launched in February 2019 at the Swiss Residence, in presence of then-Minister of the Olympic and Paralympic Games Yoshitaka Sakurada, Sports Commissioner Daichi Suzuki, Chairman of the Japan-Switzerland Parliamentary Friendship League Seishiro Eto, Mayor of Shibuya City Ken Hasebe, and Ambassador Nicolas Bideau, [Doors to Switzerland – Japan 2020](#) constitutes the public diplomacy effort of the Embassy of Switzerland in Japan on the road to the Olympic and Paralympic Games of Tokyo 2020.

As you will see in this progress report, we have already taken stock of many successes around our three thematic pillars – Discovery, Innovation and Inclusiveness. Looking back, we recall the shared memories, the great encounters, the deepened friendship and the strong emotions. All this was possible thanks to YOU, dear Partners, which is why we would like to take this opportunity to thank you wholeheartedly for your fantastic support and engagement.

Looking ahead, given the postponement of Tokyo 2020, we will continue to open many doors to Switzerland in Japan for another 12 months, getting ready for the Games and the House of Switzerland that is set to open on Cat Street, Shibuya, in July of 2021. When the Tokyo Olympics and Paralympics materialize next summer, they will constitute the first international mega event after months of confinement and border restrictions. We look forward to celebrating this symbol of global reconstruction together with you, dear Partners, and to supporting Japan all along the recovery curve.

Yours sincerely,

Jean-François Paroz

Ambassador of Switzerland to Japan



Spring 2019 – Spring 2020: one year of achievements

→ Events along the campaign trail benefitted from the participation of Federal Councillors Guy Parmelin and Viola Amherd, Mayor Grégoire Junod from Lausanne, Mayor Christian Jott Jenny from St. Moritz, and many more; on the Japanese side, we were honored to welcome personalities including First Lady Akie Abe, Minister of Economic Revitalization Yasutoshi Nishimura, then-Minister of the Olympic and Paralympic Games Yoshitaka Sakurada, Sports Commissioner Daichi Suzuki, Chairman of the Japan-Switzerland Parliamentary Friendship League Seishiro Eto, Mayor of Shibuya City Ken Hasabe, Mayor of Fukushima Hiroshi Kohata, and many more.



→ To this date, more than **40 events** have taken place under the flagship of Doors to Switzerland, with a total of more than **50,000 visitors**.



→ On the media front, initiatives related to Doors to Switzerland have been echoed by more than **200 quality media items**, in both Switzerland and Japan, including SSR SRG, Handelsblatt, Asahi, Yomiuri, NHK, Mainichi, Nikkei, Casa Brutus, AXIS Magazine, IDEA Magazine, Fuji TV, Esquire, Wired, Endgadget, and many more.

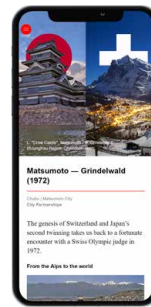
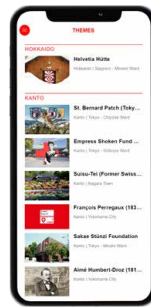


→ On the digital front, the campaign has collected more than **40,000 likes and 750,000 impressions on Facebook and Instagram**. The Instagram feed [@doorstoswitzerland](#), created as one of the digital channels of the campaign in addition to the [official website](#), has already gathered **more than 1,000 followers**.



→ Since the beginning of 2020, the **Grand Tour of Switzerland website** has been receiving some **1,500 monthly visits**.





Discovery Pillar: The Grand Tour of Switzerland in Japan

Sister cities, sister railways, historical figures, tourism, Host Towns on the road to the Games: more than **50 locations in Japan with a special relation to Switzerland** appear on the digital map of the [Grand Tour of Switzerland in Japan](#). Under the motto «Discover Switzerland in Japan», the Grand Tour offers a platform to celebrate our long-lasting friendship and to strengthen our bilateral relations at the regional level.

Since the press conference for the launch of the Japanese website, organized in cooperation with celebrity Elena Alesi Goto, the website has received a total of **17,000 visits** and generated **more than 40 quality media items**.

In parallel to the digital and social media activations, the Grand Tour of Switzerland in Japan has also taken the form of actual events in selected «stations». **Fifteen such stations** have taken place so far, stretching throughout Japan, from Hokkaido to Kyushu. For instance:

- **Shinagawa City** (Tokyo), sister city of Geneva, hosted a concert by musicians of the Orchestre de la Suisse Romande on April 8, 2019 at the Honsenji Temple, in presence of **Mayor of Shinagawa Takeshi Hamano**, representatives from Geneva-based companies and several ambassadors of French-speaking countries. (Image 1)
- **The Nicolas G. Hayek Center** (Swatch Group, Tokyo) welcomed **Federal Councillor Guy Parmelin** and his delegation on July 7, 2019. On an official visit to Japan, FC Parmelin visited the iconic building located in Ginza, designed by prominent Japanese architect Shigeru Ban. (Image 2)
- **Kutchan** (Hokkaido), sister city of St. Moritz, welcomed **Mayor of St. Moritz Christian Jott Jenny** and **Ambassador Eric Jakob** from the State Secretariat for Economic Affairs on the occasion of the **G20 Tourism Ministers' Meeting** held on October 25 and 26, 2019. **Mayor of Kutchan Kazushi Monji** in addition to representatives of the Embassy. (Image 3)
- **Oita City** (Kyushu), a Host Town of Switzerland on the road to the Paralympic Games, will serve as a training camp for the Swiss Paralympians in the build up to the 2021 Games. To cheer up the Swiss champions and promote Switzerland at Oita's world-famous wheelchair marathon, the Embassy co-organized a Swiss fair on November 17, 2019, followed by the marathon, school visits, and a dinner offered by **Mayor of Oita Kiichiro Sato** and attended by **Swiss champions Heinz Frei, Marcel Hug and Manuela Schaar**. (Image 4)



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Innovation Pillar

Swiss technology and creativity constitute the heart of the Innovation pillar of Doors to Switzerland, with a strong focus on the **Tokyo metropolitan area and Shibuya City**, where the House of Switzerland will open in 2021. Events typically welcome an **urban, entrepreneurial and connected crowd**, as embodied by the campaign's signature neon sign, used as a visual cue on site and online. Notable initiatives include:

- **Christ & Gantenbein Exhibition**
(Daikanyama Hillside Terrace, Shibuya City, then Kyoto Institute of Technology, March 20 – April 21, 2019). The first exhibition in Japan by rising Basel **architecture** office Christ & Gantenbein attracted more than 10,000 viewers. The architects' lecture at the Corbusier-designed National Museum of Western Art in Tokyo surely constituted another highlight. (Image 1)
- **VR_I – the world's first dance piece in immersive virtual reality** (Spiral Garden, Shibuya City, May 1–3, 2019): Bringing together **virtual reality** technology (motion capture, motion sensors, headsets, etc.) and choreography, the installation by Gilles Jobin attracted several hundreds of visitors over a 3-day period in Omotesando, and several long-format media reports, including in Nikkei Tech. (Image 2)
- **Cyathlon Wheelchair Series Japan 2019** (Kawasaki City Sports and Culture Center, May 5, 2019): With a total of 1,300 visitors and prime-time television reporting, this Japanese instalment of Cyathlon focused on **high technology wheelchairs**, including Swiss, Japanese, Chinese and Russian teams. (Image 3)
- **Collaborations with Ecole Cantonale d'Art de Lausanne ECAL**: Threefold and taking place entirely in Shibuya, the program presented ECAL Digital Market at Cibone Aoyama, a pop-up installation on the topic of **3D printing** (May 23–29, 2019); ECAL Augmented Photography at Place by Method, on the topic of **digital image engineering** (September 7–8, 2019); and ECAL Cinema at the Institut Français Tokyo, in presence of **filmmaker Lionel Baier** and his students (November 29, 2019). (Image 4)
- **SwissTech Pavilion at CEATEC 2019** (Makuhari Messe, Chiba, October 15–18, 2019): With the objective of establishing a Swiss presence at **one of Asia's largest tech fairs**, the SwissTech pavilion hosted 14 startups, receiving some 14,000 visits. It also welcomed Minister of Economic Revitalization Yasutoshi Nishimura. A related **press trip** focusing on the possible Swiss contributions to Japan's concept of Society 5.0 generated dozens of high-quality media reports. (Image 5)
- **Swiss Design / Made in Japan Exhibition** (B-Side Harajuku, October 14–23, 2019). Taking place on the site of the future House of Switzerland, the project showcased products and objects designed by Swiss designers in collaboration with Japanese craftsmen and manufacturers. In addition to 4,000 visitors and excellent media reviews, the exhibition benefitted from the presence of **Federal Councillor Viola Amherd**. (Image 6)



Inclusiveness Pillar

Switzerland's values of **responsibility** and **solidarity** resonate with **the original framework of the Tokyo 2020 Olympic and Paralympic Games**: to foster a **more inclusive society**. With partners such as ICRC, UNHCR, the Japanese Red Cross Society and Cybathlon, the Inclusiveness pillar sheds light on Switzerland as a country with a rich humanitarian tradition and diversity that promotes social inclusion and long-term rehabilitation.

Projects include:

- **Homestay programs in Switzerland for teenagers of the Tohoku region, in collaboration with NPO Support our Kids** (January 2019 and January 2020). With the aim of contributing to the **revitalization of the Tohoku** region, NPO Support our Kids sends selected participants abroad (5–7 students each time) for homestay programs. Both trips to Switzerland featured visits of international organizations in Geneva (ICRC, UNOCHA), in addition to touristic spots and a **courtesy meeting with IOC President Thomas Bach**. (Image 1)
- **Swiss traditional music for the Japanese Red Cross** (Meiji Shrine Cultural Center, May 22, 2019). To commemorate the 100th anniversary of the birth of IFRC and the 70th anniversary of the Geneva Conventions, the Embassy offered a concert by **45 Alphorn players** to the Japanese Red Cross Society. Held in front of 2,000 participants, the ceremony prior to the concert was attended by Her Imperial Majesty the Empress of Japan. Mr. and Mrs. Ambassador Paroz had a chance to exchange a few words with Her Majesty during the intermission. (Image 2/3)
- **Humanitarian film screenings in Tokyo and Hiroshima** (Tokyo Midtown and Hiroshima Peace Memorial Museum, September 12 and 15, 2019). «Marcel Junod, Warrior without Weapons» is a 2019 documentary about the life of Swiss ICRC delegate Marcel Junod who brought relief to Hiroshima one month after the atomic bombing of 1945. Organized in cooperation with ICRC, Pictet Bank, the Hiroshima Prefectural Medical Association and the Peace Memorial Museum, the Hiroshima screening was attended by some 400 viewers, and concluded with an address by a survivor of the atomic bomb. (Image 5)
- Projects such as the **Oita International Wheelchair Marathon** or the **Cybathlon Wheelchair Series Japan 2019**, described earlier, also fall into the Social Inclusion category, attesting to the transversal nature of the Doors to Switzerland campaign. (Image 4)



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Together, we will continue to open many doors between Switzerland and Japan. Follow us online to learn about our upcoming initiatives!

www.doorstoswitzerland.com

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JAPAN 2020**

