

Solving Social Problems with Sports

GLOBE PROJECT



Sports Change The World

Poverty, disputes, refugees, environmental destruction, overcrowding cities, depopulating provinces, suicide.

How are we to face these difficult social problems?

Along with economical and political approaches, we believe more people should take interest in them.

And there is nothing that grasps the attention of people better than sports.

Sports not only has competitive aspects but also has the power to change the world.

During my travel around the world, many children told me their dream, regardless of where they were born, were to be a professional sports player. Even in areas of disputes or places that lacked the basic human needs, playing sports was hope of their living.

As a representative of children's dreams, sports should have the power to surpass all boundaries: national, religious, and linguistic.

Sports can bring courage and hope to places where there was only despair.

With all those who love sports, we will strive to create a better world.
For a world better world - A world with dreams.

We offer opportunities for people to learn about social problems, and strive to provide actual solutions.

[Our mission and principle]

- Solve social problems through sports.
- Propose new ways of thinking toward social problems

[What we do]

- Sporting events
- Sports education
- Sports media
- Open lectures

[Organization]

- [Founded]**
- [Incorporated]**

GLOBE PROJECT <http://globe-project.jp/>

2006/6

under application (as of 2009/9)

[Members]

Representative of Directors So Sugawara (Recruit CO., Ltd.)

Director Tetsuro Hayashi (Recruit CO., Ltd.)

Director Yohei Sawamura (ITOCHU Corp.)

Director Hiroshi Kurihara (4th year Waseda Univ.)

Inspector Takahiko Hasegawa (Orientalland Corp.)

[Advisor]

Advisor Kenichi Watanabe (Cabinet Secretariat Province???)

What we do

We will endeavor to resolute social problems through various sporting events.

1: Sporting Events

Through hosting sporting events, we will create a better society, by educating people about social problems and offering ways of resolution

- Fulsal tournament to eradicate landmines.
- Beach soccer tournament to revive coral reefs.
- Marathon races to revitalize local islands. (under planning)



2: Sports Education

We promote the education of people with sportsmanship, and the invigoration of society

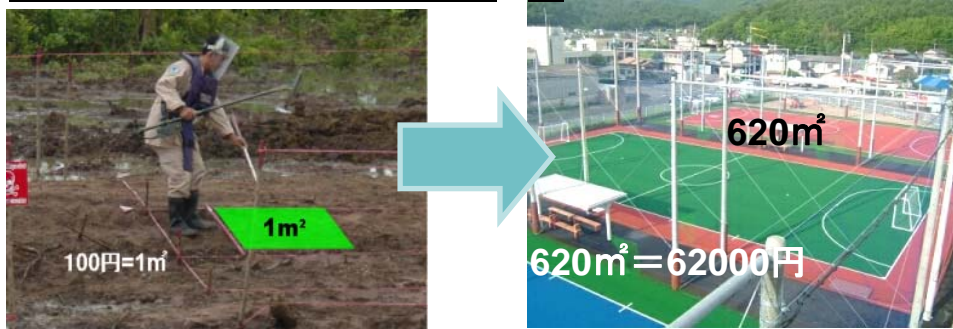
- Business Athlete University (Sportsmanship education courses)
- Field study tours (ex. minefield visitation tours)



Sporting Events

Futsal Tournament to Eliminate Landmines

- Host futsal tournaments. Offer a place to enjoy sports and learn about landmine problems.
- Participation fees are spent on eliminating mines- the same area of the minefield as the size of the futsal court.



• 100Yen \doteq 1m² (cost to remove landmines)

• 62,000Yen = 620m²*
 * 31 × 20m² futsal court

Have fun at the futsal tournament



Participation fee gets sent to local organization for landmine removal



The minefield becomes a safe place to walk on.



Achievements

▪ We have hosted a total of 19 sports tournaments with 3,500 participants.

Collected 2,468,722 Yen* (as of September, 2009) from donations

=area equivalent to 40 futsal fields worth of landmines removed

* donated to Peace Road Organization, local landmine-removing organization.



Year	Date	Tournament	Number of Teams	Location
2006	10月19日	第1回 GLOBE CUP	12	等々力アリーナ
	12月24日	第2回 GLOBE CUP	16	千駄ヶ谷フットサルコート
2007	3月25日	第3回 GLOBE CUP	8	日比谷シティフットサルコート
	6月23日	第4回 GLOBE CUP	14	南町田インドア球's倶楽部
	8月18日	第5回 GLOBE CUP	27	アミノバイタルフィールド
	11月2日	第6回 GLOBE CUP	24	早稲田大学
2008	4月27日	第7回 GLOBE CUP	16	フットサルステージ多摩
	5月10日	GLOBE CUP in WASEDA	6	所沢スポーツホール
	6月28日	第8回 GLOBE CUP	19	フットサルステージ多摩
	9月21日	GLOBE PROJECT BEACH FESTA 2008	20	鵜沼海岸
	10月11日	第9回 GLOBE CUP	22	フットサルステージ多摩
	11月1日	GLOBE CUP in WASEDA	125	早稲田大学
	11月22日	第10回 GLOBE CUP	40	みなとみらいフットボールパーク
2009	3月29日	第11回 GLOBE CUP	8	フットサルポイント芝浦
	5月17日	第12回 KICK THE MINE CUP	23	フットサルステージ多摩

Project A

PEACE ROAD Marathon

Race



Enjoy the marathon race.

Aim of the Race

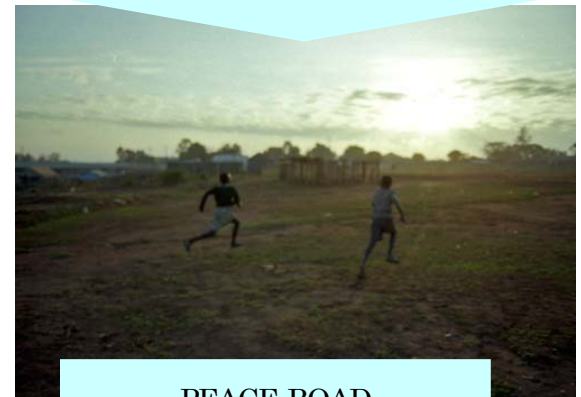
By allowing everyone, from young children to adults, to run as they enjoy the wild nature of the island, We plan to change places which are too dangerous to walk on, to safe places for running around. Also, by creating a safe place to enjoy sports for children of our next generation We want to teach them the importance of world peace.



From participation fees, an amount equivalent to the distance ran by participants will be spent on landmine removal

■ Content Athletes from different field of sports and regular runners will participate We plan to have special performances by artists after the race. Our aim is to create a safe world for people to run around, by holding the PEACE ROAD marathon rallies around the world.

■ Location of Race Iki Island, Okinawa, or an island in Okinawa.
When mid-February to beginning of March
Size scale of 6000 people
(1st year 1500, 2nd 3000, 3rd 6000)
categories of races full marathon, half marathon, 10 km, 5 km



PEACE ROAD
Create safe and peaceful roads

Participation fee 7,000 yen

Project B

Marathon Race to Revive Coral Reefs

■ Aim or the Race

With small islands and other provincial areas depopulating, cities are overcrowding. More people are feeling depressed and environmental problems are becoming ever so serious. What can we do to face such critical problems?

First, we believe, we must learn to understand the importance of personal relations, appreciate our mother nature, and the beauty of living.

This marathon, to revive coral reefs, is designed so that as more people participate, more coral reefs will revive each year.

And as they revive, we wish to let others know how wonderful and valuable nature is, and teach these lessons to preserve nature for our next generation.

■ Location of Race Iki Island, Okinawa, Ie Island, or an island in Okinawa

When mid-February to beginning of March

Size scale of 6000 people

(1st year 1500, 2nd 3000, 3rd 6000)

categories of races full marathon, half marathon, 10 km, 5 km

Participation fee 7,000 yen



Enjoy marathon on an island



Cultivate coral reefs by using participation fees



Cultivate coral reefs by using participation fees

Media coverage

[Newspapers]

Daily Yomiuri (10/20/2006)
Free paper "COLORS" (4/10/2007)
Aoyamagakuin Newspaper (7/17/2007)
Waseda Weekly (7/19/2007)
Koukousei Newspaper (10/2007)
Kanagawa Newspaper (10/11/2007)

[Internet]

Waseda LINKS Homepage (4/2007)
WASEDA WILL WIN Homepage (5/2007)
Futsal Magazine Pivo! (4/2008)
Hayabusa Magajin (8/14/2008)
Tamappu Net (10/1/2008)
Yokohama Keizai Shimbun (11/11/2008)
Yahoo News (11/11/2008)
Yokohama Sports Information Website
"Hamasupodottokomu" (11/28/2008)
GANBARUZINE! (12/2008)

[Radio]

TOKYO FM Channel SKY (8/15/2007)
J-WAVE LOHAS SUNDAY (12/14/2008)

[Magazine]

Futsalnavi (8/15/2007 edition)
STRIKER (GAKKEN HOLDINGS CO.,LTD)(8/12/2007)
SPORTIVA (SHUEISHA)(9/25/2007)
Sotokoto (Kirakusha Inc.)(1/ 2009)
Sankei SAL (1/2009)
SPORTIVA (SHUEISHA) (9/25/2007)
Futsalnavi (8/15/2007 edition)

[TV]

NHK Shyutoken Network (10/26/2006)
Chiba TV (5/13/2009)



2010 Upcoming Events

2010	Sporting Events	Scale (participants)
April		
May	Futsal Tournament	300
June		
July	Futsal Tournament	300
August	Field study Tour	60(20×3times)
September	Beach Soccer Tournament	300
October	Waseda Univ, Sports Day Festival	1000
November	Futsal Tournament	300
December		
January		
February	Marathon Race	1500
March		
		Total 4300