

Event Reports on One Cup, One Action
at Sport for Tomorrow × Africa Action Day 2025

Latest Update: August 4th, 2025

1. Event Overview

【Event Title】One Cup, One Action at Sport for Tomorrow × Africa Action Day 2025

【Date】August 2nd, 2025

【Venue】JICA Yokohama

Event Official Website <https://afri-quest.com/africaactionday2025>

【Purpose and Background】

The event “One Cup, One Action” was designed to inspire awareness and action through something as familiar as a daily cup of coffee. In collaboration with Akita Satoyama Design LLC, the event highlighted sustainable practices in Ethiopian coffee farming, healthcare challenges in rural communities, and maternal and child health issues in Ghana. The event featured interactive activities such as quizzes, a stamp rally, and drip bag decorating. These hands-on experiences encouraged visitors to think about global health issues and explore actions in their daily settings.

2. Summary

【Number of Participating Organizations】

【Number of Visitors】(as reported by organizers)

August 2: approx. 270 visitors

August 3: approx. 130 visitors

3. Main Program Highlights (Fashion show, dance sessions, etc.)

At a fashion show, participants wore African clothes and walked on a red carpet. The venue was filled with a pleasant atmosphere, seeing the colorful clothes that are new to the audience living in Japan. From NGO Reaching Zero-Dose Children, two from Japan, three from Ghana, one from Benin, and Katsuki from Akita Satoyama Design LLC walked on the runway.

We also participated in a dance class held by “Gomesan” who teaches Japanese dance in Africa. In the session, he lectured both Japanese style dance and African style dance. Floret, from Ghana was fascinated by learning Japanese style dance that she encountered for the first time. When dance from Ghana was introduced, she danced enthusiastically, adding her tastes.

4. NGO Reaching Zero-Dose Children Booth (Activities and Content)

Hanna, Misaki

- Exhibition and Stamp Rally

At the exhibition, we created three A0-size posters and displayed them on the back of the booth. The first poster introduced Satoyama Coffee from Akita Satoyama Design LLC and highlighted their efforts to produce coffee with consideration for the environment and local communities. The second poster featured a story based on the real-life experiences of a coffee

farming family, incorporating scenes of pregnant women and young children. It was written in simple language to make it easy to read for elementary school students, especially those in lower grades. The third poster introduced the activities of NGO Reaching Zero-Dose Children, including maternal and child health initiatives and the use of maternal and child health handbooks, explaining the background and significance of these efforts in an easy-to-understand manner. English QR codes were also included on the posters to accommodate international visitors.

In conjunction with these displays, we also held a quiz event in the form of a stamp rally. The quiz consisted of six questions, three about coffee and three about maternal and child health, and participants received a stamp for each correct answer. Those who collected all the stamps were eligible to participate in the workshop mentioned below, which was very popular among children. Many children took the quiz seriously, even the difficult questions, to collect stamps, and adults also enjoyed testing their knowledge while participating.

- Workshops

In the workshop, we collaborated with Akita Satoyama Design LLC to offer a hands-on activity where people could decorate and fill their own drip coffee bags with ground coffee. Participants freely drew pictures or wrote messages, used masking tape and glitter pens, and created their unique bags. Children especially enjoyed using their imagination, and the activity was well-received by both children and adult attendees. During the activity, natural conversations arose, fostering interaction among participants.

- Sales

At the goods sale, we sold Satoyama Coffee from Akita Satoyama Design LLC and honey from Ghana. In particular, the honey was sold by Floret from Ghana. She spoke directly to visitors, explaining the background and appeal of the product, which attracted a lot of interest. We also informed visitors that a portion of the proceeds would be used for support activities, which was met with approval by many people, and we saw many people actively purchasing the product.

5. Reference Materials

(Figure 1) One Cup, One Action Booth



(Figure 2) Stamp Rally and Quizzes



(Figure 3) Workshop



(Figure 4) Group Photo



6. Voices from Visitors

“I visited the Reaching Zero Dose Children booth because it had an exciting atmosphere. It was very nice to meet many Ghanaians as I was interested in the country.” (Organizer, Japanese)

“It was very lively. I had a great time. There were many people from Africa as well. I’m happy that many Japanese people got to learn about African culture.” (Organizer, Ghanaian)

“I learned for the first time that the Maternal and Child Health Handbook originated in Japan. I also enjoyed making the coffee bag.” (Participant, Japanese)

7. Reflections from Interns

I participated in African Action day as a public relations intern, and I worked as a cameraman at the event. Therefore I was able to see and experience various programs in the event while I took pictures of participants, which enabled me to feel the joyful atmosphere of the event and helped me familiarize myself with the African cultures and people working for Africa. (Y.H.)

Africa Action Day was the first event I participated in as an intern since joining the Reaching Zero Dose Children team in June. I created the poster exhibition and the quiz about healthcare in Africa. It was great to see so many people, both children and adults, enjoying our exhibition. (M.H.)

As an internship student, I was mainly in charge of public relations, creating posters and posts for Instagram. I also helped run the workshop on the day of the event. I worked hard to prepare for the event, hoping that as many people as possible would learn about it and enjoy themselves on the day. Seeing so many visitors enjoying the exhibition and workshop gave me a great sense of accomplishment and fulfillment. I believe my efforts in public relations and involvement on the day contributed to the visitors' learning and interest, making it a valuable experience. (H.N.)

8. Looking Ahead

At “One Cup, One Action,” we successfully used coffee, a familiar part of everyday life, as a starting point to raise awareness about global health and maternal and child healthcare among a wide audience.

Looking ahead, we will take part in a thematic side event at TICAD9 (Tokyo International Conference on African Development), held from August 20 to 22. Together with public and private partners, we aim to deepen discussions on the challenges faced by zero-dose children and explore sustainable support frameworks in global health.

Additionally, we are planning another interactive workshop for children and families this autumn, designed to foster curiosity and engagement through hands-on learning experiences. These will offer opportunities for the next generation to connect with global health issues in an approachable way.