

[Michiomo Community Group — Recruitment Guidelines]

1. What is Michiomo?

“Michiomo” is a cross-sector community for citizens, government, academia, and industry born from the connections made through SENDAI SDGs Week 2026, aiming to help create Sendai’s future. Students, international residents, people with disabilities, business people, and local residents — people of many different backgrounds — meet as equals, and through everyday encounters we aim to build a “platform for dialogue and co-creation” that turns our differences into value and shapes new ideas.

2. Who We're Looking For

We welcome the participation of a wide range of people and organizations who share the vision of “a Sendai built on respect for diversity and co-creation,” including:

- Corporate / organizational partners: companies and organizations that want to pursue CSR, launch new initiatives, or advance diversity & inclusion.
- Supporters: those who share our goals and want to help by providing a venue, supporting operations, or sharing expertise.
- Individual members: students, international students, foreign residents, creators, professionals, and others who want to put their own skills and perspective to work in the community.

3. Activities

As a Michiomo member, you can take part in and make use of three main functions:

1. Dialogue (exchange): priority access to regular meetups designed for psychological safety, and to non-verbal events (through sports, food, etc.) that go beyond language barriers.
2. Matching (collaboration): registration on the “Michiomo Dashboard,” which connects companies' technology and resources with students' ideas and local challenges to create new collaborations.
3. Co-creation projects (co-creation): participation in and support for turning ideas born from everyday exchange — such as multicultural disaster-prevention or multinational recipe development — into real projects or businesses.

4. Benefits of Participation

- New networks: connect with key people and peers from diverse backgrounds you would not otherwise meet within your existing organization or industry.
- Making the most of your resources and skills: a real-world setting to put your company's technology or your own experience and skills to direct use solving local challenges in Sendai.
- Stronger brand and recognition: gain recognition and trust from the local community as a forward-looking organization contributing to a sustainable Sendai.

5. Structure & Roadmap

- 2026 (Launch phase): Public recruitment begins. Building on the connections made through SENDAI SDGs Week, we deepen relationships and lay the community's foundations.
- 2027 (Development phase): BLUE SODA Inc., the operating body, takes over management and holds monthly in-person meetups without fail. Sendai JC supports community growth through city-building initiatives.
- 2028 (Self-sustaining phase): Operations shift to joint management by participating members, evolving into an autonomous organization led by citizens and businesses.

6. How to Apply / Register

Information will be shared through partners and organizations connected to SENDAI SDGs Week 2026, as well as through public recruitment via a dedicated registration form.