Let’s apply traditional Japanese wisdom to today’s life from the eyes of a young university student.
“Chie no Wa Bank” (An information bank of traditional Japanese wisdoms) was generated to revisit “traditional Japanese pearls of wisdom and utilize them for solving varieties of difficult issues we are facing today.

Under this “Chie no Wa Bank”, a university student in Japan is suggesting casual examples of applying those wisdom to her daily life.
Experience! rather than obtaining goods

Tips for a happy life
Happiness of shopping is frail. Real happiness is in a good experience and kept longer.

Books enrich your lives. Knowledge acquired through books will be your valuable assets.

What about giving your friend an opportunity to experience something new?

A gift of new experience

Students could go on a long trip or choose to study abroad. You can apply scholarships and purchase tickets at a student rate. Life is too short and only once. Why not enjoy yourself and make lots of memories?
Living in harmony with nature

Yummy! Homegrown veggies!

Let's try a stay at a farmhouse! Explore a new style of trips!

Nature-friendly cosmetics and kind-to-skin makeup. Let's enjoy an ecological and stylish life!

Kitchen Garden

Green tourism may cost less than 10000 yen! Explore a new place, not just tourist resorts.

Bring nature in our life!

Green Tourism Agritourism

Jurlique Dr. Hauschka

Organic Cosmetics
Ethical Makeup

Organic Vegetables
Learning to be content with what you already have

People in France have only 10 clothes!? Make good use of your wardrobe! Do you really need the clothes that you are browsing now?

Simple Life

Lead a simple life having only what you really need! Clear your room and your mind will be cleared.

With fewer items of clothing, you can quickly get ready in the morning.

Eat moderately

Eat moderately, don't take more than you can eat.

Japanese old wisdom

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Concept of circulation

Renovation

Let’s share vehicles, umbrellas and many other things! Sharing is a hot issue.

Repair your shoes, bags and dresses, and you can still use them.

Sharing cars or remaking clothes will help you cut down your spending. Before buying new things or throwing your clothes, just think of another way of using it.

Sharing is a hot issue.

Renovate your house, rather than rebuilding it, and cherish family memories there.

Make full use of garage sales!

Remaking clothes
Harmonious Society

Diversity respects the individual personality of every person and harmonizes their different views.

Spirit of mutual aid

Help with each other as we did in old days😊

Enjoy school-wide activities and classroom events!

You will meet a wide variety of people on campus. Why not stopping by a community café for a chat?
Free and Open Mind

You can feel free expression of musicians.

Gain knowledge and form your own opinion based on it.

Religion can be a spiritual backbone. You are free to choose religion.

Express yourself clearly and exchange opinions with people all over the world!

Music

SNS

Religion
Welcome the spirits of ancestors during Bon Festival. They will visit you on the back of an eggplant cow and a cucumber horse.

Pay a visit and clean up the family grave 😊

Remember your ancestors and make offerings.

Do you know the etiquette of making offerings? Ask your parents next time you return home.

Respect your grandparents.

Senior Citizens’ Day
Nurture the next generation

Community people ensure safety of school zone!

Community volunteers

No hungry children!

Community dining rooms for kids

Volunteers are supporting community dining rooms in various cities! Why don't you visit one in your area?

We should provide a learning environment to all kids!

Study room for free