

NEWS RELEASE

October 9, 2025
DENTSU LIVE INC.**New Disaster Preparedness Initiative for Visitors to Japan –
Launch of the “SMILE BOSAI PROJECT” project**

～In conjunction with International Day for Disaster Risk Reduction, real life disaster-prevention tools to
be test distributed to tourists in Shibuya～

Dentsu Live Inc. (Head Office: Chuo-ku, Tokyo; President and Representative Director: Masahiko Takagi; hereinafter, “Dentsu Live”) will launch “SMILE BOSAI PROJECT,” an initiative to promote disaster preparedness awareness among tourists in Japan, in collaboration with ADDReC Inc. (Head Office: Shinjuku-ku, Tokyo; CEO: Taiga Fukushima). The project originated at SHIBUYA QWS, a members-only co-creation facility located inside Shibuya Scramble Square, dedicated to fostering ideas that spark new forms of social value.



As part of the project, Dentsu Live has developed a multilingual disaster-preparedness booklet titled “SMILE BOSAI PASSPORT” and the “SMILE COMMUNICATION CARD.” With the cooperation of Shibuya City, these tools will be test-distributed as part of a pilot program starting October 13, 2025 (International Day for Disaster Risk Reduction) at selected hotels and tourist facilities in the Shibuya area. Based on user feedback, revised editions will be produced with the goal of expanding use across Tokyo and eventually to major tourist destinations and large-scale events nationwide. Through stronger collaboration with tourism infrastructure and enhanced multilingual support, we aim to create a new model for disaster preparedness awareness.

■ Current State of Shibuya as a Tourist Hub

As of 2025, the number of international visitors to Japan continues to reach record highs, and Shibuya stands as one of Tokyo’s most visited areas among foreign tourists. According to a survey conducted by the Tokyo Metropolitan Government*, Shibuya ranks as the area with the highest percentage of foreign visitors in Tokyo (67.1%). Renowned worldwide for its Scramble Crossing, nightlife, fashion, and culinary scene, Shibuya continues to draw global attention as a hub of diverse attractions. *Source: Tokyo Metropolitan Government [令和5年 国・地域別外国人旅行者行動特性調査の結果](#)

■ Disaster Preparedness: More Accessible and Approachable

Existing disaster preparedness guides often feature complex, technical information, making them hard to read and unlikely to capture interest. This project aims to transform disaster awareness from *formal information delivery* into a *fun and engaging learning experience*. The content is presented in simple Japanese, English, and Chinese, using fun characters and illustrations to convey information in a humorous and visual way. Designed to be taken along while sightseeing, it aims to increase interest in learning about and preparing for disasters. The original concept for the characters was developed by Dentsu Live, while the character designs were created by Suguru Gahaku.

■ Our Initiatives

As a company that creates communication rooted in real-world experiences, Dentsu Live has long worked to address social issues through the planning and production of events and spaces. In recent years, the company has increasingly engaged with international visitors to Japan through initiatives focused on inbound tourism, including nighttime economy measures and entertainment content planning.

Therefore, in Shibuya, a frontline hub of inbound tourism, we will conduct a pilot program to test how visitors respond when they actually handle the physical booklets and cards. We believe that in emergencies, such as during disasters, there is a need for *real-world information tools* that do not rely on electricity or network connectivity. By providing tangible tools, we aim to foster a sense of security and create opportunities for communication in the streets.

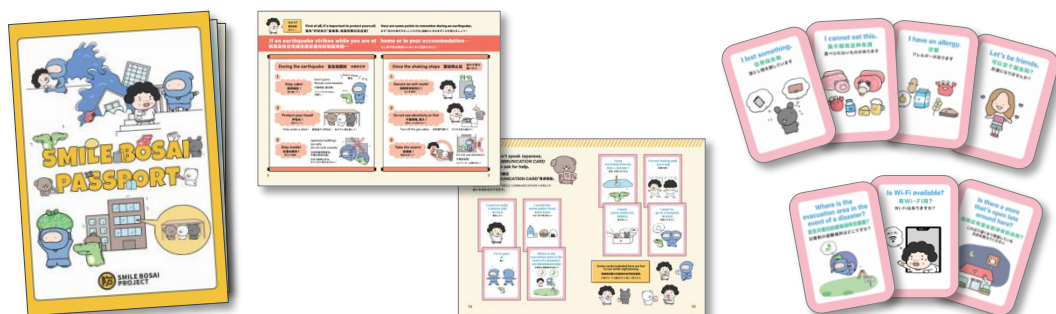
【Distributed Items and Intended Use】

- SMILE BOSAI PASSPORT

A compact, easy-to-read booklet illustrating how to respond to potential disasters during your stay in Japan. Designed with clear illustrations, it's perfect for browsing during your travels.

- SMILE COMMUNICATION CARD

Communication cards designed for use during sightseeing, especially in situations where language barriers may arise.



【Planned Distribution Locations】 (Alphabetical order)

- all day place shibuya
- Andhra Dining Shibuya
- APA Hotel & Resort Nishishinjuku
- Gochome Eki Tower
- APA Hotel Shibuya Dogenzakaue
- Cerulean Tower Tokyu Hotel
- MAPS
- Shibunoya
- Shibuya Hotel and Ryokan Association
- Shibuya Nonbei Yokocho
- SHIBUYA TSUMUGI
- wapiwapi

*Additional distribution locations to be added

【Partner Companies and Organizations】

- Planning: Dentsu Live Inc.
- Production: SMILE BOSAI PROJECT (Dentsu Live Inc./ ADDRc Inc.)
- Supervised by: Mr. Rajib Shaw, Graduate School of Media and Governance, Keio University
- Illustrations: Suguru Gahaku
- Design: UNZU DESIGN BASE
- Support: Shibuya City and shibuyabai (TAIHEIYO TRADING INC.)

*As part of Shibuya City's initiatives, the Shibuya-ku Disaster Prevention Portal, supporting 121 languages for inbound visitors, and the Shibuya Disaster Prevention App, useful both in emergencies and during normal times, have been made available. In addition, the city is collaborating with companies around Shibuya Station to implement measures for those experiencing difficulty returning home during disasters.

【Supervisor Profile】

Professor Rajib Shaw, Graduate School of Media and Governance, Keio University



Professor Rajib Shaw is the co-founder of Resilience Innovation Knowledge Academy (RIKA), a social entrepreneurship startup based in Delhi, India, and the founder and chairperson of the Japanese NGO, SEEDS Asia. He also serves as co-chair of the Asia-Pacific Science and Technical Advisory Group (AP-STAG) under the United Nations Office for Disaster Risk Reduction (UNDRR) and as co-chair of the Climate Change Impact Assessment (CCIA) for the IPCC's Sixth Assessment Report (AR6). He has

authored 86 books and published over 450 research papers in the fields of environment, disaster management, and climate change

In 2021, he was awarded the Pravasi Bharatiya Samman Award (PBSA), the highest honor conferred by the President of India to Indians living abroad and people of Indian origin, in recognition of his contributions to the field of education. In 2022, he received the United Nations Sasakawa Award in recognition of his lifetime achievements in the field of disaster risk reduction.

www.rajibshaw.org www.indiajapanlab.org

【Illustrator Profile】

Suguru Gahaku



-Affiliation: Yoshimoto Kogyo Holdings, Co., Ltd.

-Title: Illustrator

After working at Yokohama City Hall, he enrolled in Yoshimoto New Star Creation (NSC Tokyo, 22nd class). Following roughly two years as a comedian, he decided to pursue a career in illustration to bring humor through art. He is now Yoshimoto Kogyo's only full-time professional illustrator, active across a wide range of projects including book covers, advertisements, character design, and

merchandise.

He shares single-panel comics with a gentle and relaxed style on social media, attracting over 200,000 followers. His work is known for its heartwarming illustrations that soothe and bring smiles to viewers.

【Contact for Inquiries Regarding this Project】

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【For inquiries regarding this release, please contact】

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