

# RESEARCH FUNDING “CHANGING YOUTH CULTURES AND MEDIA EXPRESSION: CULTURAL EXCHANGE BETWEEN JAPAN AND EUROPE (GERMAN-SPEAKING AREAS)”

YAMAOKA MEMORIAL FOUNDATION

## Overview

The Yamaoka Memorial Foundation was established for the purpose of promoting academic and cultural exchange between Japan and Europe (German-speaking areas). It supports research projects of young academics investigating the developments and changes of youth cultures, everyday practices, and media expression in the two regions as well as border-crossing exchange processes and sustainability of their societies.

How do cultural imports like manga change patterns of consumption? What role do information technologies play in cross-border exchange? Are there social movements of young people that are gaining a foothold in both, Japan and Europe (German-speaking areas)? These are possible questions, the investigation of which the Yamaoka Memorial Foundation would like to support through research funding for individual projects. In addition, the research results are to be made accessible to a broad public through symposia and publications.

Please find a selection of funded projects here: [https://yamaoka-memorial.or.jp/en/research\\_grant/reports.html](https://yamaoka-memorial.or.jp/en/research_grant/reports.html).

## Who can apply?

Excellently qualified early-career academics and students (BA level and above) based in Japan or Europe (German-speaking areas).

## What can be funded?

Up to four individual or group research projects in the humanities or social sciences on one of the following topics.

- Trends in culture and consumer activities (for example, in film, music, manga or art)
- Trends in aspects of daily life (fashion, eating habits, home design)
- Changes in the lifestyle of young people (parenting, work, love, marriage)
- Changes in social movements and in the perception of social issues such as migration, minorities, gender and the environment

## Duration of the funding

- 10 months; from April 1, 2026 until January 31, 2027.
- The grant is non-renewable.

## Funding amount

- One-time lump sum payment of ¥350,000 per approved application.
- The full amount in local currency will be transferred to the applicant's bank account in April.

## Application deadline

November 21, 2025 (Friday), by application form via e-mail.

## Selection

An independent selection committee consisting of specialist scholars reviews applications based on the submitted documents by January 2026. The most important selection criteria are the level of innovation of the planned research project and its practical feasibility.

Documents beyond the application form will not be considered.

## Application Requirements

### What requirements must be met?

- All researchers involved in a project must be resident in either Japan or Europe (German-speaking areas) at the time of application (there are no restrictions regarding nationality or the affiliation to specific institutions).
- All those involved in the project must not have exceeded the age of 40 on November 21, 2025. In justified exceptions (e.g. parental leave, nursing leave) this age limit may be exceeded. Please contact the Foundation before submitting an application.

### Exclusion Criteria

- Research already completed is not eligible for funding.
- Submission of several projects automatically leads to exclusion.
- Expenditure on the day-to-day running, administration and infrastructure of institutions (e.g. for teaching, electricity or other utilities costs) is not eligible.
- The purchase of goods and materials as the sole purpose of the grant is ineligible.

## Application Procedure

The application is made by e-mail. Please download the application form from the Foundation's website ([https://yamaoka-memorial.or.jp/en/research\\_grant/index.html](https://yamaoka-memorial.or.jp/en/research_grant/index.html)). Applications can be submitted in Japanese, German or English.

### Application Form

- Please fill in all required information in the appropriate fields of the form.
- Please sign the form and send it as a PDF scan to the address below.
- File name: The PDF should be named "Application\_2026\_[Name of applicant]."
- Address: [yamaoka-memorial@yanmar.com](mailto:yamaoka-memorial@yanmar.com)
- Subject line: Application for research funding 2026

### Application Deadline

All applications must be received by the Foundation by **November 21, 2025** (24:00, Japan Standard Time).

### Please Note

- Your application is only valid if you submit the form with all required information to the Foundation on time.
- Applicants are responsible for ensuring that their applications are complete.
- Please follow the Foundation's *Usage Guidelines* for the calculation of costs.
- The application documents are kept at the Yamaoka Foundation. The data of applicants will be stored by the Foundation in accordance with its Privacy Policy ([https://yamaoka-memorial.or.jp/en/privacy\\_policy.html](https://yamaoka-memorial.or.jp/en/privacy_policy.html)) and, in the case of applications from the EU, in accordance with the EU General Data Protection Regulation (GDPR), to the extent that it is necessary for the processing of the application.
- Successful applicants will be announced on the Foundation's website with their names and the name of their institution. Research reports are also published here. Selected projects will present their results at a symposium in Japan after the end of the funding period (see *Reporting Guidelines*).

\* Online participation is also possible.

### Selection Results

The decision of the selection committee will be announced by email in January 2026. Successful applications will receive individual notifications.

Furthermore, selected applicants will be invited to Japan in March 2026 to receive their funding certificates during the symposium where the projects of the previous round present their results (In addition to the grant, the Foundation will reimburse the applicants' travel and accommodation expenses for the symposium).

\*Online participation will be offered.

### Contact and Consulting

Yamaoka Memorial Foundation

yamaoka-memorial@yanmar.com

### Further Information

- Usage and Reporting Guidelines: [https://yamaoka-memorial.or.jp/en/research\\_grant/index.html](https://yamaoka-memorial.or.jp/en/research_grant/index.html)
- Reports of previously funded projects: [https://yamaoka-memorial.or.jp/en/research\\_grant/reports.html](https://yamaoka-memorial.or.jp/en/research_grant/reports.html)
- Overview of previously held symposia: [https://yamaoka-memorial.or.jp/en/research\\_grant/index.html](https://yamaoka-memorial.or.jp/en/research_grant/index.html)