



Mindful City Kamakura Week
-Spirituality in Nature
For Exhibitors (Groups and Individuals)
Briefing Materials

Ver1.1



Mindful City Kamakura Week

Theme: Spirituality in Nature

Period: November 16 (Sun) - 22 (Sat), 2025

Organizer: Zen2.0





Introduction

- Zen2.0 and Mindful City Kamakura Week

What is Zen2.0?

- Zen2.0 is an international conference on Zen and mindfulness held in Kamakura, Japan.
- A contemporary interpretation of "Buddha, Dharma, and monks" and an exploration of "I, Nature, and Connection."
- It aims to create a mindful society by connecting technology and spirituality, thinking and physicality, etc.
- Mission: To create a sustainable "Mindful Planet"

Mindful City Kamakura Week

- Based on the philosophy of Zen2.0, this is a new project that takes place throughout Kamakura.
- Co-creation with various players (individuals, stores, organizations) in Kamakura.
- A step toward the realization of "Mindful City Kamakura."

Zen2.0 Foundation Overview



Establishment: April 9, 2018

Purpose: To make contributions to society through activities based on Zen concepts, including mindfulness, from the Mindful City of Kamakura, where Japanese Zen flourished.

Projects: - Organize "Zen 2.0," an international conference on mindfulness and Zen to bring together people interested in these ideas.

- Planning and operation of leadership-learning institutions related to mindfulness and Zen
- Consulting and disseminating know-how on the operation of mindfulness and Zen events, etc.



Kouji Miki
Representative Director
(Kamakura Residence)
enmono K.K. Managing Director

Became mentally and physically ill after being laid off. He began practicing Zen at home and recovered. Started Zen-based management seminars for small & medium-sized businesses, and as a personal thank-you to Zen for helping him, he and his founder planned Zen 2.0, an event to introduce Zen to the world.



Miki Shishido
Representative Director
(Kamakura Residence)
Founder of Kamakura
Mindfulness Labo

Director at 21st Century Learning Institute. Founding member of AMBITIONERS LAB, leadership development group that forms "learning organizations" that generate innovation. He is involved in supporting the expansion of individual potential and the transformation of corporate organizations.



Ryunosuke Ohira
Director

Connective Designer

Main job is at an educational institution in Tokyo. As an individual, he is active in the projects "As-us" and "Travel analyst".



Joe Ogouchi
Director

Has worked in marketing and sales of air logistics for a Japanese airline.

Joined Zen2.0 as a volunteer in 2017. Explores Well-Being and parallel career lifestyles centered on running. Completed MBA from Globis University Graduate School of Management.



Makiko Ishiwatari (Murase)
Director
(Silicon Valley, U.S. Resident)
Leadership Coach, Mindfulness
Instructor, External Director

After working in finance and 3 startups (including one as president), became a life coach in 2017. Involved in coaching and leadership development for executives and entrepreneurs, as well as corporate D&I. Also serves as an outside director of a listed company. Joined Zen2.0 in 2019.



Heiji Ueshima
Supervisor
(Kamakura Resident)

Director of Kamakura
Management
Director, Kamakura
Management
Laboratory

Zen2.0 aims to realize a society in which “True Self”, “Nature” and “Connection (community)” are in complete harmony.

This a concept borrows from the **3 Jewel in Buddhism**

Buddha



Becoming aware of our
true selves

Dharma



Learning from the
laws of Nature

Samgha



Deepening connection/dialog
with others/community

The Future of Zen2.0

We contribute to realise a world-class

MINDFUL CITY KAMAKURA

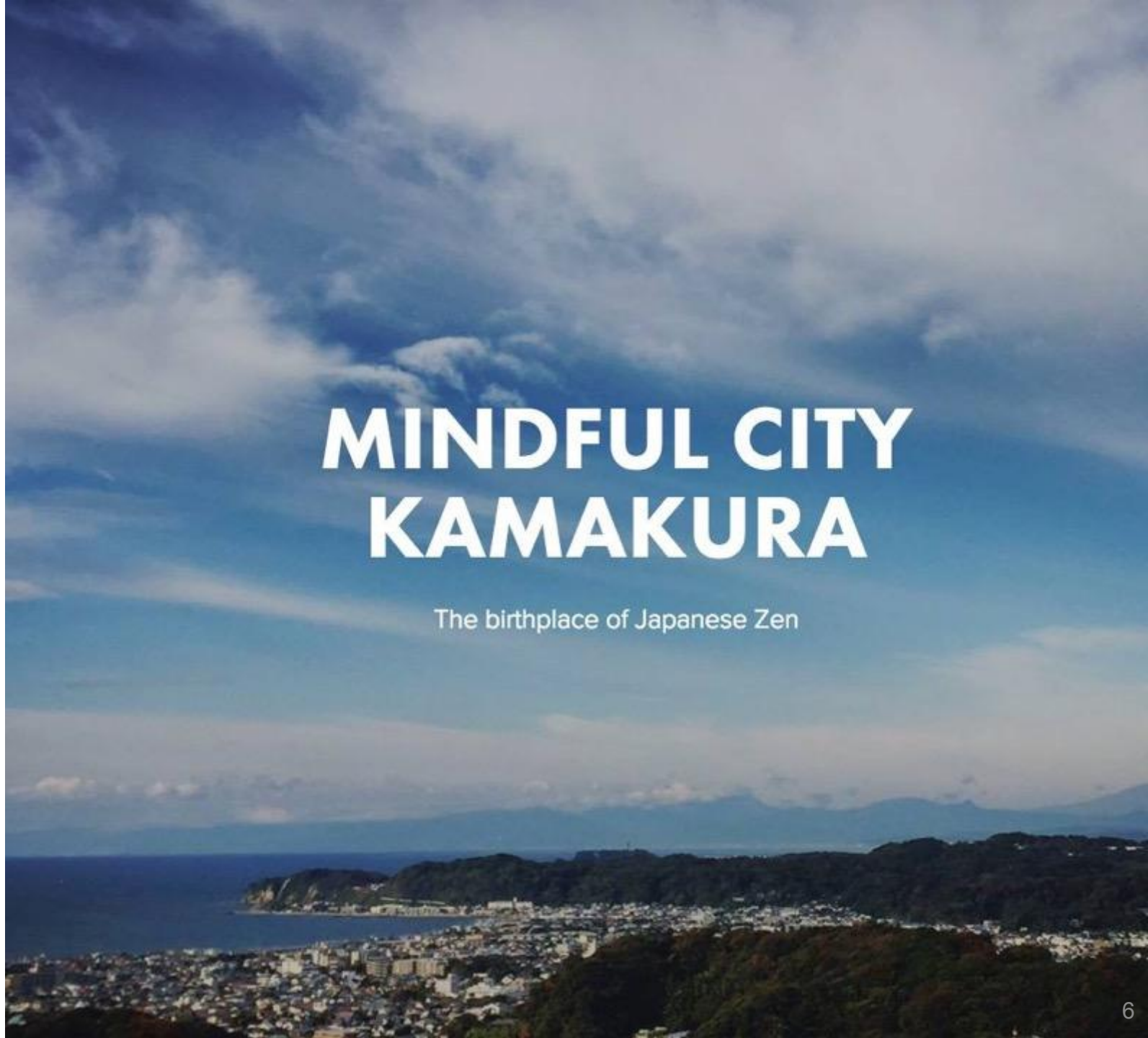
● We hold Zen2.0 every year and develop it into an international event that represents Kamakura.

● We aim to create an educational and research institution that nurtures mindful leaders and communities based on domestic and international Zen and mindfulness connections accumulated through Zen2.0.

● We aim to build a business creation ecosystem centered on Zen2.0 and implement “mindful businesses” in society that enrich the heart and mind.

MINDFUL CITY KAMAKURA

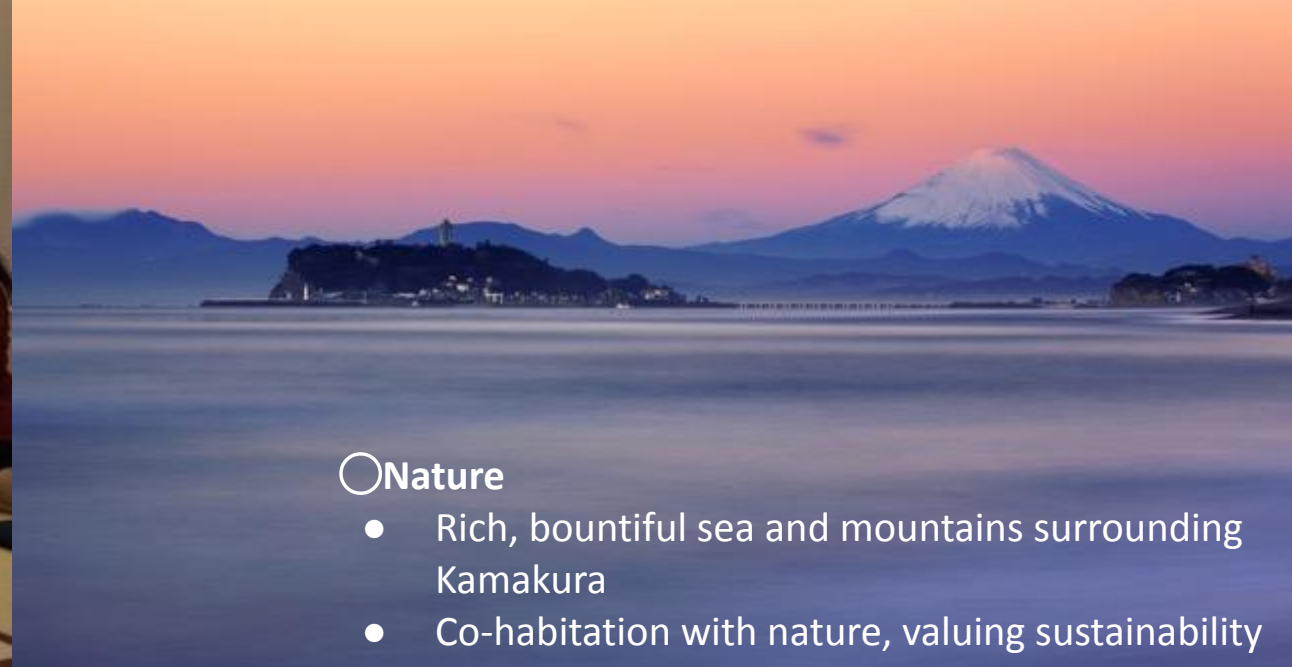
The birthplace of Japanese Zen





○Human Potential

- Compassion, Intuition, Creativity
- “Japanese wisdom” accumulated in history
- A city where diverse people can feel possibilities and connections



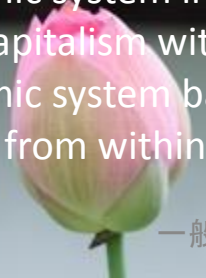
○Nature

- Rich, bountiful sea and mountains surrounding Kamakura
- Co-habitation with nature, valuing sustainability

MINDFUL CITY KAMAKURA

○Mindful Economic Ecosystem

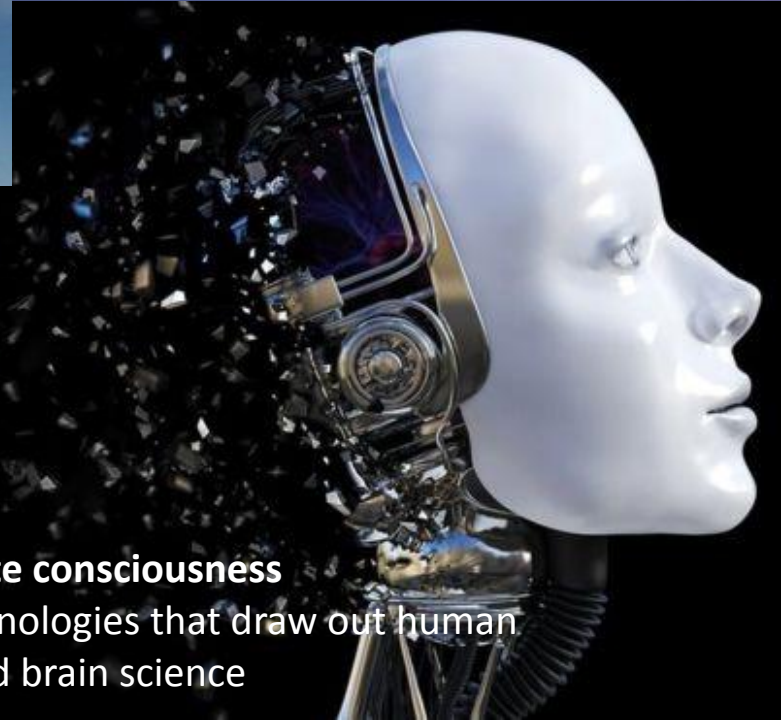
- A collection of businesses that enriches the “mind” in which independent individuals are organically connected
- An economic system in which the heart is the key capital, not financial capitalism without substance
- An economic system based not on greed but on excitement that springs up from within



一般社団法人zen2.0

○Technology to update consciousness

Various elemental technologies that draw out human potential such as AI and brain science



Event Summary

Name: Mindful City Kamakura Week

Purpose: To experience and share the "Spirituality in Nature" that lives in the nature and culture of Kamakura.

- To experience and share the "Spirituality in Nature" that breathes in the nature and culture of Kamakura.
- To contribute to the enrichment of the minds of participants and visitors through a variety of mindfulness-related events. The event also aims to promote activities for the formation of a sustainable society by providing an opportunity to discover the potential of natural resources and people through activities and dialogues.
- The event will also promote new attractions of Kamakura and help revitalize the local community.

Period: Sunday, November 16 - Saturday, November 22, 2025

Location: Various locations in Kamakura (public facilities, stores, private residences, any format)

Organizer: Zen2.0 General Incorporated Association

Number of co-creation events (target): 20-30

Estimated number of participants (overall): 600-900 (total for each event)

A photograph of a misty forest path. The path is made of stone steps and leads towards a wooden torii gate in the distance. The forest is dense with green foliage and moss-covered rocks. The atmosphere is serene and spiritual.

Spirituality in Nature



About the Theme “Spirituality in Nature”

Theme Description:.

- To feel and express the spirituality, spirituality, and connection that exists beyond words in the richness of Japanese nature (ocean, mountains, forests, gardens, etc.). Learn from nature and connect deeply with others and society.
- To explore a deeper connection with one's inner self, others, and nature, rather than just relaxation.
- To integrate traditional Zen teachings, modern mindfulness practices, AI technology, etc., without being bound by existing stereotypes, in order to realize a sustainable society.

Event ideas include

- Experiences: Zazen meditation, meditation workshops, yoga retreats, forest bathing, nature walks, mindful eating, tea ceremony experiences
- Activities: Sailing, surfing, beach cleanup & meditation, gardening
- Art & Culture: Art exhibitions (natural materials, photography, calligraphy, etc.), musical performances (traditional music, nature sounds, healing music), craft workshops
- Learning & Dialogue: lectures on nature, philosophical dialogues, book readings
- Food: natural and vegetarian food, workshops on food
- Free ideas are welcome!
- The above are just examples. Please express "Spirituality in Nature" from your own unique perspective.

Advantages of Participating

Special setting: In Kamakura, where history, nature, and local start-up organizations are fused together,

An opportunity to present your unique activities in Kamakura, a place where history, nature, and local startups are all in harmony.

A circle of empathy: Connect with a community interested in Zen2.0, mindfulness, and the formation of a sustainable society.

community that is interested in Zen2.0, mindfulness, and sustainable society building.

Increased visibility: PR effects through introduction on the official event website and in promotional materials.

PR that contributes to sustainability

Encounters: Interaction with other participants and visitors from diverse fields of activity.

Local development activists, organization/human resource development staff, social activists, artists
start-up businesses, AI experts, etc.

Contribution to the future: Experience to co-create the vision of "Mindful City Kamakura".

Opportunity for free expression: Free expression of your own ideas and activities under the event theme.

Participation Methods and Conditions



Eligibility : Any type of activity is acceptable, including individuals, corporations, groups, stores, etc.

Participation fee : Corporations: 8,000 yen, Individuals: 3,000 yen

Payment of sales proceeds: 20% of sales proceeds. (For details, please see the Terms of Use)

Conditions of Participation: 1.

1. agreement with the purpose: You must agree with the philosophy and purpose of Zen2.0. 2.

Match with the theme: The content of the event must be in line with the theme "Spirituality in Nature. 3.

Logo: The designated logo must be displayed at the event venue, on the website, and in promotional materials. 4.

Pre-registration: Please apply using the designated application form. 5.

Non-religious: Activities must not have a specific political or religious agenda. 6.

6. compliance with laws and regulations: The activities must not offend public order and morals, and must comply with all relevant laws and regulations.

Application Process: 1.

1. apply through the application form on the event's official website

2. screening by the organizer (Zen2.0 Secretariat)

3. notification of screening results

If approved, participant information (organization name, event outline, etc.) will be posted on the official website.

Announcement Site and Payment Methods



©Announcement sites

- Please feel free to post notices on event websites such as Peatix and EventPay.
- You can put the Mindful City Kamakura Week event logo on the announcement page.
- You can distribute event information to past Zen2.0 participants via email newsletter on a regular basis.
- If you are worried about the construction of the announcement website or about payment, please send us a draft in advance, and Zen2.0 will create a page in Mindful City Kamakura Week on your behalf. (A handling fee of 15,000 yen (consumption tax not included) will be charged.

Settlement

- For those who use the announcement website for payment, please send us the sales information (such as a capture of the payment screen) at a later date. 20% of the sales will be charged at a later date.
- If you paid via Mindful City Kamakura Week, we will transfer the amount minus 20% to the bank account you specified.

Event Venues

Please use various public facilities and event spaces as event venues.

Public Facilities (Example)

- Kamakura Lifelong Learning Center
- Omachi Kaikan
- Zaimokuza Public Hall

(Please make your own reservations and payments for these venues.)

Other event spaces can be found here.



<https://www.spacemarket.com/>

Schedule (tentative)

- Start of participant application: [Start date of application: July 15].
- Application deadline: [Application deadline: September 15].
- Participants confirmed and posted on the website: [Publication starts on September 15].
- Mindful City Kamakura Week: November 16 (Sun.) - November 22 (Sat.), 2025
- Video recording of events: During the event period
- After-event (production and release of video of expert panel discussions):
December 2025 or later
- (*Schedule is subject to change.)

Organizer / Inquiries

Organizer: Zen2.0 General Incorporated Association

Website: <https://www.zen20.jp/>

For inquiries about this event, please contact

Mindful City Kamakura Week Secretariat

Email: info@zen20.jp

Contact: Miki, Shishido

(Please feel free to contact us if you have any questions.)



Mindful City Kamakura Week

Let's create a mindful future together from Kamakura.
We look forward to your participation.



Thank You