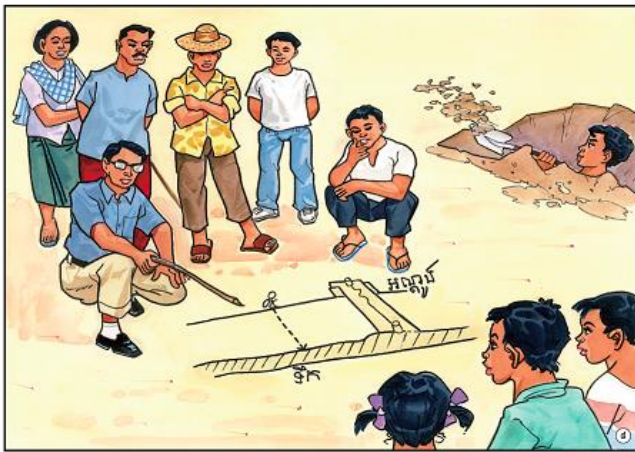


Supporting Document 3: Social Transformation from a Story

Have you ever met any memorable story, a kind of story dwelling in your heart throughout your life? We believe social transformation occurs as a result of a number of personal transformation of individuals consisting of a society. For personal transformation, we value the power of stories to move us to action. A good story can change our values, behaviors and lifestyles. This is why, for over 20 years, we have published 120 titles of picture books from folktales and our creation in Cambodia, having an enormous impact on the development of the publishing industry in the country.

Last year, we developed a *kamishibai*, picture-card show, about the significance of using a toilet and how to actually make a composting toilet that can produce compost, in an effort to spread toilet use in rural Cambodia.



The latest 121st title is *Two Roses*, an original story of a natural rose and a plastic rose about the cycle of life of natural life forms and artificial products. We were inspired to create this story from the situation of villages in Cambodia and other developing countries where plastic garbage is carelessly thrown away everywhere. Please go to the link for a full story (in Japanese): <http://sva.or.jp/wp/?p=15261>.

