

Yasashii Nihongo (Easy Japanese) — Turning Disaster-Response Research into a Nationwide Plain-Language Design Standard

Digital Inclusion · Good practice · Japan

Quality score: 96/100

Evidence strength: Strong

Summary

Born from research into why foreign residents died disproportionately in the 1995 Kobe earthquake, Yasashii Nihongo is now a codified plain-language design standard applied to Japanese government websites, disaster alerts and video subtitling, backed by 2020 national guidelines a

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-28

[Immigration Services Agency of Japan & Agency for Cultural Affairs, with Hiroasaki University and the Yasashii Nihongo Promotion Network](#) — accessed 2026-09-28

[Nippon.com](#) — [Yasashii Nihongo: The 'Simple Japanese' Initiative](#) — accessed 2026-09-28

[Cabinet Office Japan](#) — [Disaster Mitigation Points for Foreigners \(Plain Japanese\)](#) — accessed 2026-09-28

[PMC](#) — [From Yasashii Nihongo in non-disaster times towards a plurilingual approach](#) — accessed 2026-09-28

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