



Republic of the Philippines
Department of Education
REGION XI
SCHOOLS DIVISION OF DAVAO DE ORO

2025-06-25-0920
DEPARTMENT OF EDUCATION
DIVISION OF DAVAO DE ORO
RECORDS SECTION
RELEASED
By:
Date: 06-25-25 Time: 4:00 PM

Office of the Schools Division
Superintendent

Advisory No. 089 s. 2025
June 25, 2025

In compliance with DepEd Order No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd Officials,
personnel/staff, as well as the concerned public.
(visit www.deped.gov.ph)

**PROPOSAL FOR PARTNERSHIP OF HELLOWORLD INC. ON ENGLISH ONLINE
INTERNATIONAL EXCHANGE PROGRAM**

1. **HelloWorld Inc.**, an educational technology company based in Japan that offers WorldClassroom, invites collaboration for an **English Online International Exchange Program** that connects Japanese schools with schools around the world.
2. All other relevant information is in the enclosures.
3. Participation in the said activity shall be voluntary, on personal time, and strictly no disruption of classes.
4. Should you have any queries, you may contact the Global Coordinator of HelloWorld Inc, Katrina Rodriguez at worldclassroom@hello-world.city.



Address: Capitol Complex, Brgy. Cabidanan, Nabunturan, Davao de Oro
Contact No.: 0951-387-1728 (TNT); 0999-935-5399 (Smart)
Email Address: davaodeoro@deped.gov.ph
Website: www.deped-ddo.com

Doc. Ref. Code	PAWIM-F-030	Rev	00
Effectivity	09.12.22	Page	1 of 1



21118

Republic of the Philippines
Department of Education
DAVAO REGION

1st Indorsement
June 16, 2025

Respectfully referred to **Schools Division Superintendents**, inviting attention to the attached letter of Hikari Nonaka, Co-CEO of **Hello World Inc.**, which is self-explanatory. Further, the "No Disruption of Classes Policy" as stipulated in DepEd Order No. 9, s. 2005 entitled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith must be strictly observed. Participation of learners and personnel should be voluntary and will not affect, in any way, academic and non-academic assessments.

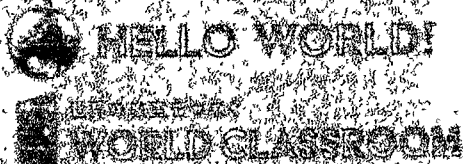
ALLAN G. FARNAZO
Director IV

Re: Hikari Nonaka
Hello World Inc.
Okinawa City
Okinawa, Japan

DEPARTMENT OF EDUCATION ROX
RECORDS SECTION
RELEASED

Encl: As stated
ROC11/jmp

BY:
JUN 18, 2025
21118



2025.05.18

May 2025

Dear Esteemed Officials of the Philippine Department of Education

Greetings from Japan!

We are HelloWorld Inc., an educational technology company based in Japan that offers **WorldClassroom**, an English Online International Exchange Program that connects Japanese schools with schools around the world.

Our mission is to empower students to value **diversity, cultural understanding, and real-world English communication**. In alignment with the **MATATAG curriculum's goals** of producing resilient, globally competent learners, we wish to extend this program to **public schools in the Philippines**.

Highlights of the Program:

- Connect and interact with Japanese students in a friendly and educational setting
- Practice communication, cultural exchange, and global collaboration
- Develop and demonstrate global leadership through Online International Exchange
- Recognized by the **United Nations Development Programme (UNDP)** and the **Japan e-Learning Awards**
- **Fully supported by the Japanese government / Free of charge**



経済産業省
Ministry of Economy, Trade and Industry

文部科学省

MEXT
Ministry of Education, Culture, Sports, Science and Technology

We believe this initiative can support DepEd's mission to provide inclusive and quality education and prepare Filipino youth to be **globally engaged citizens**. We are eager to explore how we can work hand in hand with the Department to bring this opportunity to more Filipino learners.

To discuss this in more detail, we would greatly appreciate the opportunity to present our program in a short online meeting at your convenience. If you're interested, you can either respond to our email or scan the QR code below to send an inquiry.

Thank you for your time and consideration. We look forward to your positive response and the possibility of working closely together to enrich public education in the Philippines.

Sincerely,

Hikari Nonaka Co-CEO, HelloWorld Inc.

Web: <https://classroom.hello-world.org/en/>



HELLO WORLD Non-Profit Organization

Machinaka Cultural Exchange Fund

In collaboration with the Imai Fund Okinawa Public Foundation, we established the Machinaka Cultural Exchange Fund, offering "Machinaka Cultural Exchange" and "Machinaka ENGLISH QUEST" to children who may not have the opportunity to participate due to socioeconomic difficulties.

Support for Children through Collaboration with Businesses and NPOs

In partnership with companies like Mitsubishi UFJ Financial Group and organizations such as Ashihara Foundation, we provide free access to "Machinaka Cultural Exchange" and "Machinaka ENGLISH QUEST" for low-income families.

Know The World Project

In collaboration with Awaji, the queen of the Japanese hip-hop scene, we co-hosted the "Know The World" project aimed at addressing one of Okinawa's social issues: children's poverty and the gap in educational opportunities. The project provided free Machinaka Cultural Exchange opportunities to 100 selected individuals, ranging from first-year high school students to those up to 22 years old in Okinawa. From this group, three participants were offered study abroad opportunities in Atlanta.

Research on International Exchange and Research Activities

HELLO WORLD promotes research and studies related to international exchange, intercultural understanding, and peace education. In 2024, the research committee titled "International Exchange Practices in Educational Settings" invited experts from the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and other related organizations.

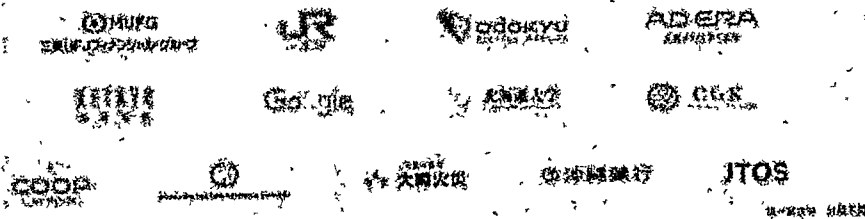
HELLO WORLD's Mission

HELLO WORLD's pursuit to achieve its mission of "creating a society where it's normal to have a friend in each country around the world" has been recognized domestically and internationally, earning a number of prestigious awards.

- UNICEF Social Impact Challenge - 2020 W Award
- Big Nobel Social Business Contest - Excellence Award
- JOC (Japan Open Company) Social Good Catalyst 2020 - Final Prize
- Japan e-Learning Awards 2023 - International Exchange - Social Learning Category Award
- Global EdTech Startup Award - Japan representative and global finalist
- Keizai Kai 2023 Golden Pitch - Grand Prix Award
- Forbes JAPAN Change the world NEXT IMPACT STARTUPS 20
- Nikkei Green Fund 100 Companies Defining the Market of the Future
- Awarded in the Taiwan International Startup Contest

and others

HELLO WORLD's Partners



HELLO WORLD! Creating a society where it's normal to have a friend in each country around the world.

J-startup OKINAWA

HelloWorld Inc. & HelloWorld Association

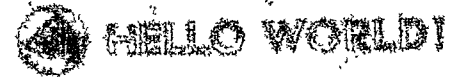
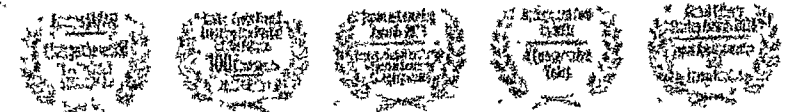
Headquarters: 1-3 Chuo, Okinawa City, Okinawa, Japan

Branch: 15-6 S-TOKYO, Nishi-Shinjuku-Kodancho, Chiyoda, Tokyo

Branch: 12-12 Osaka Ekimae 2nd Building, 1 Chome-2-2 Umeda, Kita Ward, Osaka

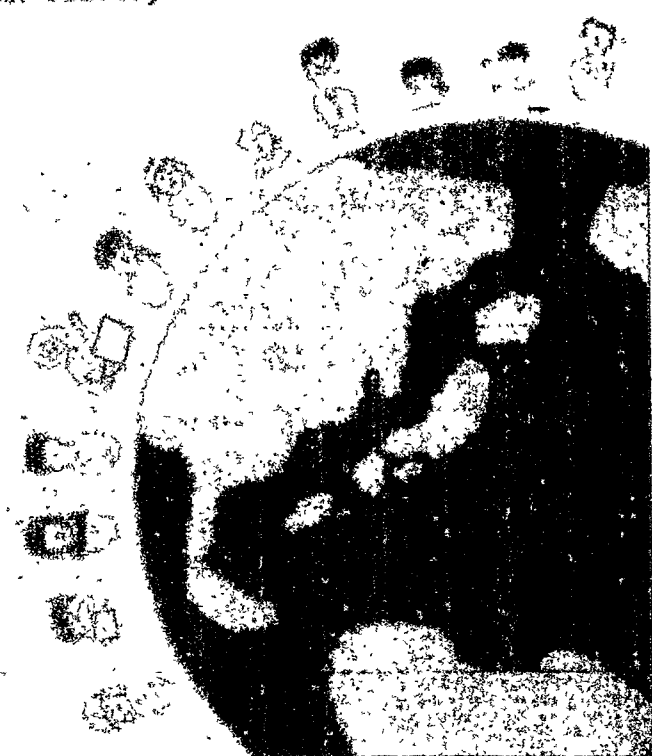


TEL: 098-833-1111 FAX: 098-833-1112

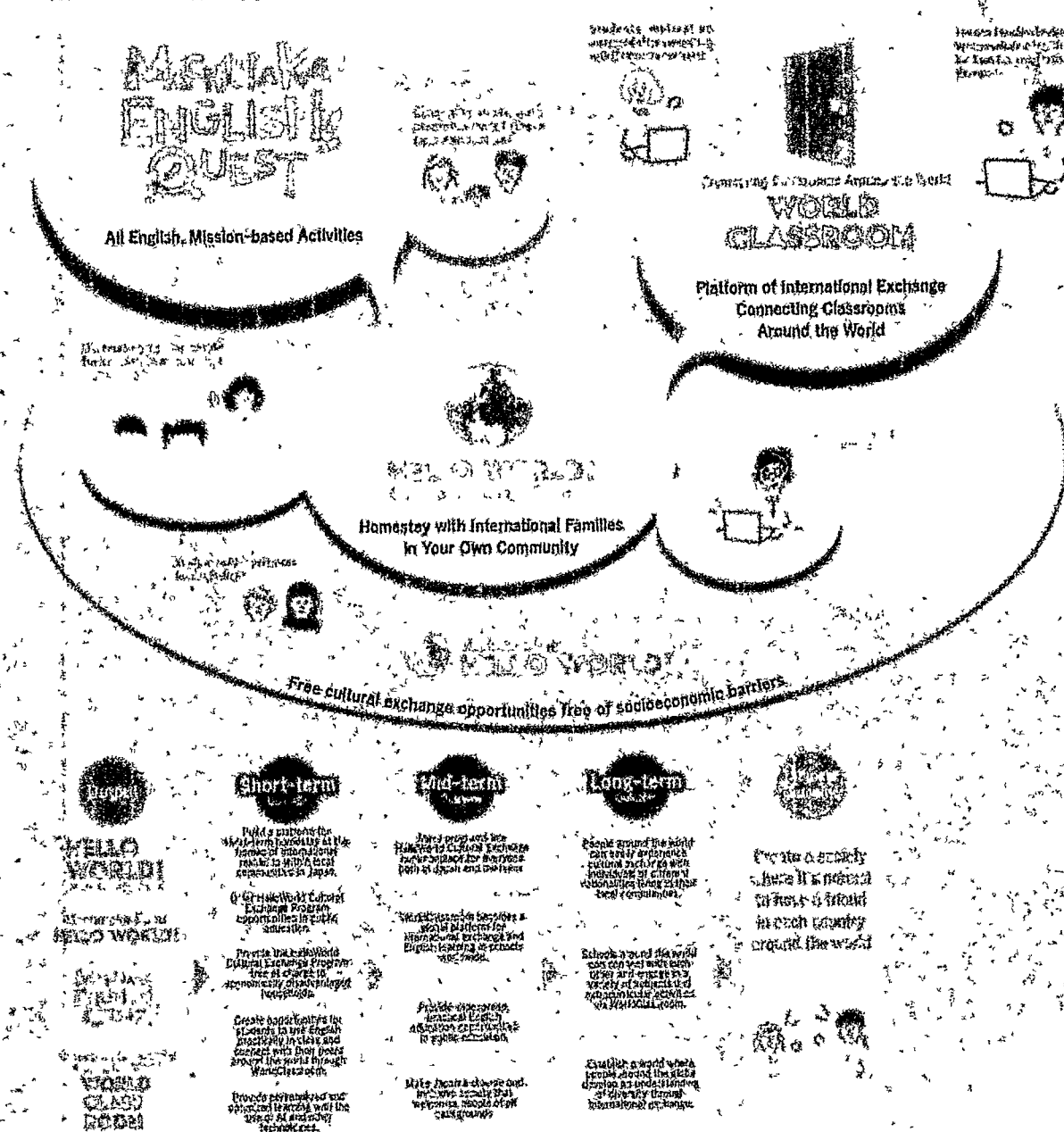


Annual Report 2024

Creating a society where it's normal
to have a friend in each country
around the world



Building a global infrastructure for multicultural coexistence,
expanding our business domestically and internationally, and providing high-quality English learning
and international exchange experiences that celebrate our individual differences.



Total Number of People Reached - Domestically and Abroad

Number of Participants Increasing Every Year

Participants in FY2024 (Cumulative)
Over 186,000

Year	Number of Participants
1992	~10,000
2000	~30,000
2010	~50,000
2020	Over 80,000
2023	Over 186,000

Category	Number of Nationalities
Number of Nationalities Represented by Host Families	81
Number of Nationalities Represented by English Speakers	1,400

Category	Number of Nationalities
Number of Nationalities Represented by Host Families	99
Number of Nationalities Represented by English Speakers	2,400

Number of Partner Schools in Japan	Number of Participants	Number of countries represented by partner schools	Number of Partner Organizations
256	1,700	over 48 countries	750

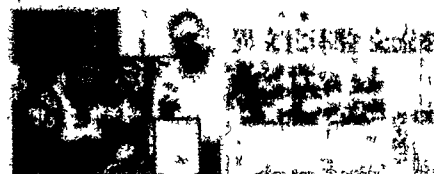
Weekend Homestays in Kanto and Okinawa!

In the Machinaka Cultural Exchange program, host families from over 80 countries currently welcome guests of all ages, from young children to adults. To provide enriching experiences that go beyond just English learning and cultural understanding, we offer homestay plans that include multiple nationalities where guests can interact with people from various backgrounds and experience different cultures. This helps deepen guests' understanding of diversity and fosters the skills necessary to thrive globally.



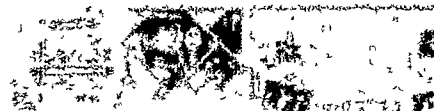
Expansion of "Hello World! Cultural Exchange" in Public Policy by the Cabinet Office

To advance the English skills and global perspectives of children in Okinawa, Hello World! Cultural Exchange has been commercialized as part of the Okinawa Promotion Project by the Cabinet Office. In 2023, 1,839 children participated. After receiving positive feedback, in 2024, the capacity was significantly increased to 5,000 participants, offering more children the opportunity to stay with foreign host families in top local communities. The Hello World! has also expanded to many special governments, including Tokyo and Osaka.



"Hello World! Cultural Exchange" is a program that provides a unique opportunity for children in Okinawa to experience a weekend homestay with a foreign family. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures. The program is also a part of an initiative to support cultural diversity and English education.

HELLO WORLD! Cultural Exchange Program



Offering Hello World! Cultural Exchange to people with elementary English skills with support from the Ministry of Education, Culture, Sports, Science and Technology.

Participating with Tokyo Electric Power Company (TEPCO) to provide a safe and comfortable environment for children to learn English and experience different cultures.

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HELLO WORLD! Cultural Exchange Program

During the past year, the number of participants has increased significantly. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures.

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HELLO WORLD! Cultural Exchange Program

Number of Host Family: over 100 countries
Number of Participants in 2024: over 5,000
cumulative total: over 15,000

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cumulative total: over 15,000

Making International Exchange Easy and Fun!

The Machinaka ENGLISH QUEST (Machi-Qub) is an exciting mix of international exchange and exploration—a game-like educational program that even large groups can enjoy. As participants complete various missions, the program helps students use English in a fun and natural way. This has earned Machinaka ENGLISH QUEST high praise for its engaging and fun approach to learning.



Students communicate with English speakers from various countries and experience different cultures. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures.



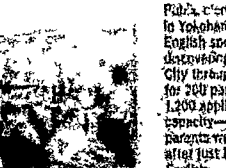
Our participants are able to communicate with English speakers from various countries and experience different cultures. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures.



Through hands-on lesson experiences that cannot be done in a traditional classroom, participants can learn English in a fun and natural way. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures.



Machinaka ENGLISH QUEST is not just an educational program; it's a fun and natural way to learn English. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures.



Public elementary and junior high schools in Yokohama City teamed up with Machinaka English Quest to complete this one-of-a-kind project. The program attracted over 1,000 participants, more than six times the original capacity—drawing a great attention. Some parents were surprised to see their children talking after just half a day with a native speaker of English.

HELLO WORLD! Cultural Exchange Program

In the beginning, I was nervous because I didn't know what to say. But I was able to communicate with English speakers from various countries and experience different cultures. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures.

HELLO WORLD! Cultural Exchange Program

Being able to communicate in English without leaving Japan has been a very valuable opportunity. I was able to communicate with English speakers from various countries and experience different cultures. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures.

HELLO WORLD! Cultural Exchange Program

Even though we were in Japan, it was like we were overseas. By participating in the program, we were able to communicate with English speakers from various countries and experience different cultures. The program is designed to provide a safe and comfortable environment for children to learn English and experience different cultures.

HELLO WORLD! Cultural Exchange Program

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HELLO WORLD! Cultural Exchange Program

Number of English Speaker: over 100 countries
Number of Participants in 2024: over 2,000
cumulative total: over 22,000

HELLO WORLD! Cultural Exchange Program

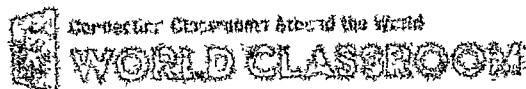
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<https://classroom.hello-world.city>

WorldClassroom: Connecting Classrooms Around the World

Four years have passed since the launch of WorldClassroom, and it has been introduced in over 250 schools across Japan, reaching more than 82,000 students. In addition, it has expanded to 750 schools in 48 countries worldwide. We have given children in Japan and abroad their first encounter with the world and created an opportunity to nurture a global mindset.

Global Classrooms & Online International Exchange

With WorldClassroom's AI-powered speaking practice feature, students can effectively improve their language proficiency across key areas. This will give them the tools they need to communicate with their peers around the world through WorldClassroom's online international exchange class. This dramatically boosts students' motivation to learn English.

WorldClassroom is currently partnering with 41 countries / 750 schools worldwide and still rapidly expanding overseas (as of November 2023).

You will be surprised by the change in students' attitudes toward learning and the joy they experience when practicing with students around the globe.

WorldClassroom Reach

Introduced in **82** municipalities and **256** schools nationwide
with over **82,000** participants
Cumulative Total **137,000** (as of FY 2023)

Word of Education from the Computer

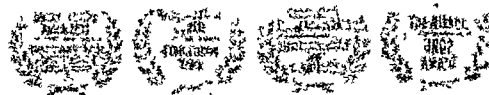
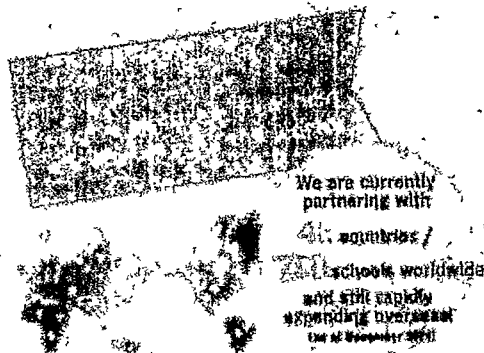
I received a message from the computer to reduce the burden on teachers and create a more international exchange. After introducing the program, the 3rd grade in my school in Tokyo started to learn English and their interest in English increased. As a result, we decided to expand the program to all schools in the city.

From English to English

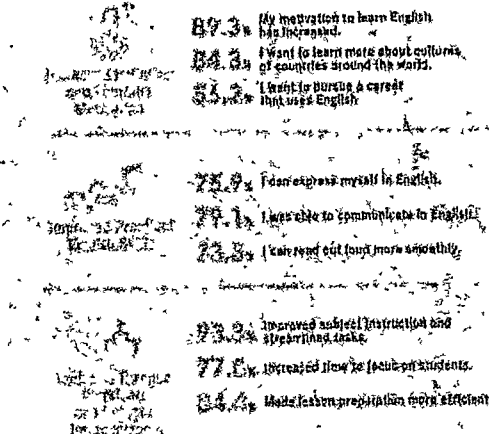
Students enjoy practicing speaking in English through the program. Through pronunciation and spelling exercises, they can improve their English skills. They can also practice listening and speaking with their peers around the world. This is a great opportunity for them to learn English and improve their communication skills. They can also practice listening and speaking with their peers around the world. This is a great opportunity for them to learn English and improve their communication skills.

Student

When I started, I was a bit shy, but now I am more confident in speaking. I have improved my English skills and can now communicate with my peers around the world. I have also learned a lot about different cultures and languages. I am proud of my progress and I will continue to practice and improve myself. I have also learned a lot about different cultures and languages. I am proud of my progress and I will continue to practice and improve myself.



Engage in the world through English



AI-powered sharing and evaluation assistance available for speaking, listening and writing!

WorldClassroom Functions

WorldClassroom provides AI-powered speaking and listening practice. Students can practice their English skills by speaking and listening to AI-generated voices. The program also provides AI-powered writing practice, allowing students to improve their writing skills by receiving feedback from the AI.

WorldClassroom also provides AI-powered evaluation assistance. Teachers can use the program to evaluate students' speaking and listening skills. The program provides AI-generated feedback to students, helping them to improve their skills.

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WorldClassroom also provides AI-powered evaluation assistance. Teachers can use the program to evaluate students' overall English proficiency. The program provides AI-generated feedback to students, helping them to improve their overall English proficiency.

WorldClassroom also provides AI-powered evaluation assistance. Teachers can use the program to evaluate students' progress over time. The program provides AI-generated feedback to students, helping them to improve their progress over time.

Real-time interactions with AI significantly boosts student's speaking skills

With AI-powered speaking practice, students can improve their speaking skills by practicing with AI-generated voices. The program provides real-time feedback to students, helping them to improve their speaking skills.

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5/23/25, 3:43 PM

Department of Education Mail - [HelloWorld Inc.] Proposal to Partner with DepEd Davao - Advancing MATATAG Goals Through...



DepEd XI Davao Region <region11@deped.gov.ph>

[HelloWorld Inc.] Proposal to Partner with DepEd Davao - Advancing MATATAG Goals Through Online International Exchange

1 message

Katrina Rodriguez <katrina.rodriguez@hello-world.city>

To: region11@deped.gov.ph

Cc: wc_philippines <wc_philippines@hello-world.city>

Fri, May 23, 2025 at 3:22 PM

5/23/25
11:19
11:23

Dear Respected Directors and Officers of DepEd Davao,

This is Katrina Rodriguez from HelloWorld Inc. It's nice to meet you.

We would like to formally propose a collaboration with the Philippine Department of Education - Davao to bring WorldClassroom, our online international exchange program, to public schools across your region in the Philippines.

Aligned with the goals of the MATATAG curriculum, our program fosters global competence and communication skills by connecting Filipino students with Japanese peers through English-based international exchanges.

We have successfully introduced WorldClassroom to over 500 schools and 100,000 students in Japan, and partnered with more than 750 schools in 40 countries. We hope to expand our partnership with the Philippine Department of Education to empower more Filipino learners.

Attached is our formal invitation letter and our 2024 Annual Report to give a clearer picture of our work and impact.

We would be honored to further discuss this potential partnership with your office in a brief online meeting. At your convenience, we would be happy to walk you through the program, answer any questions, and explore how we can align our goals with DepEd's priorities.

You can also send us an inquiry through this link to connect with us:

<https://classroom.hello-world.city/en/contact/>

We look forward to your response and are more than willing to adjust to your available schedule.

Thank you so much for your time and consideration.

Best regards,

Katrina Rodríguez (she/her)
Global Coordinator, HelloWorld Inc.
Web: <https://classroom.hello-world.city/en/>
Email: worldclassroom@hello-world.city
Tel: +81-050-1754-1363

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3 attachments

 WorldClassroom Poster.pdf
626K

 [PH] DepEd Proposal Letter .pdf
315K

 Annual Report2024_en.pdf
3889K