

JaLaChamp 2026

Japanese Language Championship for Young Learners UK

Application Guideline (Primary School Students)

1. Aims

For this contest, we ask primary school students studying Japanese in the United Kingdom to use your Japanese to make a video and present your thoughts, views, ideas and messages.

Starting from this year's contest, the students' videos will be made available on the Japan Foundation London website, giving a chance for your ideas and expressions to be shared with a wide audience.

If your video is shortlisted, it will be played on a large screen at the Finals Day event. It's a great chance to meet other Japanese language learners! We hope that through entering JaLaChamp, you will be able to improve your Japanese and deepen your interest and understanding of Japan. We hope this contest will provide opportunities for you to challenge yourselves and to have fun expressing your ideas using Japanese. We look forward to receiving your videos!

Note: Primary school students are eligible for the Video Category. These are the Application Guidelines for primary school students. For the guidelines for secondary school students, please check [our website](#).

Video Category (Primary School Students)



In the video category, students are asked to create a video according to a set theme, either individually or as part of a group. We want to encourage you to show us your creativity in full and have fun making your video!

2. Eligibility criteria

- Primary school students studying Japanese in the United Kingdom may enter.
Students studying Japanese outside of school, students who have lived in Japan in the past, and students who speak Japanese at home can all apply.
- Students can apply individually or as part of a group (group size is 6 students maximum).
- A whole class working together can also submit videos for the Primary School Division (no maximum number of students).
- Japanese Level: A1-A2 Level of JF standard for Japanese-language Education /CEFR* (a student who does not speak Japanese may also be a group member)
- Those who have participated in the Video Category of previous JaLaChamp contests are welcome to apply.

* Please find the information below regarding Japanese levels:

A1 Level: Can introduce your favourite things in simple way, while displaying photos and images.

A2 Level: Can talk in simple Japanese about your favourite things, such as what sort of thing it is, why do you like it, what parts of it do you like and so on.

* For more detailed information please check [here \(CEFR Self-assessment grid\)](#):

3. Video theme and length

Theme: My/Our Favourite Sandwiches

わたし
私(たち)のおすすめのサンドイッチ

※The video category theme can be interpreted in various ways. For details, please refer to 5. Video creation guidelines (5.1 Theme).

Length: Approx. 1 minute

4. Judging criteria

The videos will be judged based on the following criteria. If the Japanese in the video is as per the level described under each division, the applicant can score full points for those criteria. Details of the judging decisions will not be made public.

Criteria	Description
Structure	There is a key argument, with other parts of the speech relating to and supporting it.
Originality of the theme	Thoughtful interpretation of the theme. The content of the video is original and expresses the applicant's own personality. 【Primary School Division】 Expresses what kind of sandwiches you want to talk about and the reason why they are so good.
Japanese	【Primary School Division】 Not necessarily fluent, and with some vocabulary and grammatical errors, but with a good understanding of what you want to express.
Visual expression	• The speaker's voice is loud and clear enough to hear. • Includes English subtitles. • Includes credits for any background music, images, and quotes.

5. Video creation guidelines

Videos should be created according to the following guidelines. **Videos that do not follow these guidelines will be disqualified.**

5.1 Theme

In 2025, a new strawberry-filled sandwich was launched and became popular in the UK. It was a sandwich filling that we hadn't seen in the UK before. We want to know about your favourite sandwich recipes and new sandwiches that don't exist and that you wish existed. Let us know why you like them and the reasons they are good. You can tell us about the sandwiches that you don't like and compare with the ones you like. You can also let us know about recipes for onigiri, sushi rolls, wraps and hamburgers that you would like to introduce instead of sandwiches.

5.2 Video Creation Tips

Videos including following contents will score high however it does not necessarily mean all of them must be covered. If the video meets the criteria explained in “4. Judging Criteria” (page 2), the applicant can still score full points even if the video does not include all the aspects listed below.

【Primary School Division】

- What's your favourite sandwich?
- How many times a week do you eat that sandwich? Who makes the sandwich?
- Why do you like it? Why do you think it's good?

5.3 Format and Style

- Your video must be within the specified time limit for your division.
- You can make your video in whatever style you prefer – presentation style, a dramatic skit, using photos and animation etc.
- Give your video **an original title** using the English alphabet and make sure that the title is included somewhere in the video.
 - * Please select a title reflecting the content of the video and avoid using the same title as the theme.
 - * If you would also like to give a title in Japanese, you can include this in addition to the title in English.
- Make sure to **include credits** at the end of your video (school name, names of those who made the video etc). The credits count towards the total time of the video, so please make sure the video is within the time limit. For further information about credits, please refer to 5.6.
- Please submit the videos as MP4 files.
- Please make sure that your voice is loud and clear enough to hear over any background music.

5.4 Language

- The video must contain the voice or voices of someone/multiple people speaking in Japanese.
- Please **include English subtitles**.

5.5 Makers of the video

- Videos made by individuals or groups/classes are accepted.
- You cannot be involved in more than one submitted video. In essence, one person cannot participate in multiple group videos, or one person cannot submit both an individual video and a group video.
- If you are a student and fulfil the eligibility criteria laid out in Section 2, you can take part. Students born in Japan or who have lived in Japan can also take part.
- For the primary school division, teachers of Japanese can help pupils to create the video.
- It is essential that applications are made through a teacher of Japanese. If you are studying Japanese outside of school, please notify a teacher at your school about your application to the contest.

(1) Applying as an individual:

- Please make your video on your own. Your family etc can record you speaking or doing actions.

(2) Applying as a group:

- The maximum number of students in each group: up to a **maximum of 6 students (group submission)** or **an entire class (class submission)**
- Group members must be from the same school. If you study Japanese outside of school (such as at a Saturday school), you may make a video with those you are studying Japanese with.
- Students in the group may be in different year groups. However, university students are not permitted to take part, and primary and secondary school students cannot take part in the same groups.
- A student who is not studying Japanese may participate. In essence, a student who does not speak Japanese may be a group member. Group members can work together based on their individual skills at filmmaking, editing and so on, to create the video.
- Be sure to give your group a group name.
- **Make sure to include everyone involved in the video in the credits** (For more information, please refer to 5.6.)

5.6 Credit

- Make sure to include all the following information using the English alphabet in the credits:
 - a) **School name**
 - If you study Japanese with a private tutor, please put the name of your full-time primary school.
 - If you study Japanese at a Saturday school etc please put the name of the school where you study Japanese and the name of your full-time primary school.
 - b) **Group name** (if applying in a group, your group name can be in either/both English and Japanese)
 - c) **All applicant names and their respective roles**
 - You may use nicknames.
 - If you are applying as a class, you do not have to put every participant's name in the credits.

- d) Please be **sure to credit any background music, images, and quotes (if any)**

※As stated in 5.3, you must make sure to display the title somewhere in your video.

※If your video is shortlisted for Finals Day, the title of the video and your name (or nickname) in the credits of the video and your school name/s will be used for publicity and reporting purposes, including in our event programme and in reports about the event. We plan to show all submitted videos on the Japan Foundation London's official YouTube channel, including those not shortlisted for the Finals Day event. Please obtain consent from participants' parents/ guardians regarding putting students' names in the credits.

5.7 Copyright and portrait Rights

- Music, photos, illustrations and so on made by people other than yourself will have copyright. If you would like to add background music to your video, then make sure to use Royalty Free or Creative Commons license for attribution (BY) and non-commercial use music.
- *** Please do not use material from animation, comics, television or film.**
- People's photos or images will have portrait rights. When making your video, make sure to only include the faces of the group members and no one else, OR you may feature the faces of other people as long as you have received permission from them.
- You may not use company, group or brand logos without consent. If you are filming in an area such as a shop or café, please obtain permission from the staff there.
- In the event of problems arising related to copyright or portrait rights, the Japan Foundation accepts no responsibility.
- If you have any questions or concerns about copyright or image rights, please talk to teachers of citizenship studies, design and technology, and/or any other related subjects.

6. How to apply

(1) For students applying:

- Please submit your video through your Japanese language teacher.

(2) For teachers of Japanese:

- Please submit application via the online form: <https://forms.office.com/r/c0Ed10Pv4u>
- Upload **your students' files to a cloud service (e.g. OneDrive or Google Drive)**, create a shared link, and let us know the link in the online application form.
- ※ If you use a school email account, please make sure that you are able to use it to share files with someone outside of your institution and that you give permission for us to download the files.
- Please obtain permission from the parents or guardians of the student/s to participate in the event and use of their video. The forms for all participating students must be submitted with the students' video. We are unable to accept applications without parental consent forms. The parental consent form for Video Category applicants can be downloaded from: <https://www.jpf.org.uk/whatson.php#1439>
- ※ There is no limit as to how many videos a single school can submit. We hope to receive many applications.

7. Application deadline

Application Deadline for the Video Category: **15:00 GMT Tuesday 10th March 2026**

8. Finals Day

Finalists will be contacted about the results during mid-March to mid-April. We hope all finalists will be able to attend. If you apply as a group or a class, we would like at least one member of the group to attend Finals Day. The finalists' videos will be shown and will be awarded.*

*Finalist videos will not be ranked and instead each finalist will receive their own award.

Date: Saturday 20th June 2026

Venue: Japan House London (101-111 Kensington High Street, London, W8 5SA)

We plan to show all submitted videos on the Japan Foundation London's official YouTube channel, including those not shortlisted for Finals Day.

9. Contact Us

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