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# **Activities of Japanese companies toward making commitments**

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# 1. Background

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## ➤ About Nutrition for Growth Summit (N4G)

The N4G will be held in December 2021 by the Government of Japan with the aim of "confirming the current state and challenges of global nutrition improvement and leading the promotion of future international efforts of each country toward nutrition challenges".

It is planned that UN agencies, governments of each country (leaders, nutrition officials such as the Ministry of Health), academia, civil society organizations, NGOs, and private companies will participate.

Eventually, it will be enshrined in "Tokyo Nutrition for Growth Compact," which lists the commitments of each stakeholder.

# 1. Background

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For Japanese companies aiming to solve the big problem of nutrition improvement by utilizing their proprietary know-how, it is a good opportunity to express their activities to the world through making commitment.

## ➤ About NJPPP

NJPPP is working for the purpose of promoting the international expansion of businesses including comprehensive businesses through public-private partnerships in order to improve nutrition.

As part of that, NJPPP supports Japanese companies in trying to make and issue commitments.

## 2. Comments in the NJPPP seminar

- NJPPP held two seminars in the past (October, 2019 and February, 2020)  
What is N4G? What are commitments? Introduction of Commitment-making guide (specifically, SMART (※) rules)

(※) Specific / Measurable / Achievable / Relevant / Time-bound

Voices that feel the difficulty of establishing a commitment and the issues in consideration



- ✓ How to set strategic and achievable targets?
- ✓ Is the goal globally recognizable?
- ✓ Isn't that goal not achieved by the efforts of individual companies?
- ✓ How to present accountability, or evidence?
- ✓ Are the existing evaluation indicators appropriate?

### 3. Examination of specific system

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An informal study group examined the specific system for promoting the formulation of Japanese companies between companies with a high interest in commitment and the NJPPP secretariat.

- We spoke to companies that are actively expressing their interest in making commitments, and shared the trends of N4G, especially commitment making. We shared seven areas set by the Business Constituency Group (BCG), which examines commitment rules for the business sector.
- While discussing the current nutritional issues with the participating members, there was a proposal that there are some themes that should be considered from the standpoint of Japan beyond the boundaries of individual companies.

### 3. Examination of specific system

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- Based on the seven themes, interested companies gathered to hold thematic subcommittees. First, volunteer company members created an outline of the basic way of thinking about each theme and how to proceed with the activities.

### 3. Overview of the subcommittee (1/3)

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#### ➤ Requirements for project participation

- Commitment development in this project is limited to companies.
  - ✂ Invite participation from non-NJPPP members
- Commitments should be closely linked to the core business of companies.
- Cooperate with tracking commitment

#### ➤ Deliverable

- Commitment by each company
- Proposals from the Japanese food industry toward the formulation of a compact
- PR content for commitment that enlivens the nutrition summit

## 3. Overview of the subcommittee (2/3)

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### ➤ About operation

- This study group is managed by participating companies.
- The NJPPP Secretariat will support the plenary meetings of participating companies and the liaison meetings with the participation of subcommittee leaders.
- The Ministry of Agriculture, Forestry and Fisheries and NJPPP (Japan Food Industry Association, JICA) will support the subcommittee activities as advisors when necessary.
  - a. MAFF : Government activity report, coordination with related ministries and agencies, GAIN and other NGOs
  - b. JFIA : Coordination with food businesses industry and organizations
  - c. JICA : Provide information on overseas nutrition improvement activities and coordinate with stakeholders



### 3. Overview of the subcommittee (3/3)

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Observers: Actively exchange information and collaborate with various stakeholders such as NGOs and academia to formulate commitments.

# 4. Structure of subcommittees

