Activities of Nutrition Japan Public Private Platform

- Seminars, Symposia, Consulting Meetings
- Field Surveys and Information Gathering
- Project Planning and Implementation
- Collaboration with International Organizations, Academic Research Institutes
- Communication on Websites, Events, PR activities
- Consultation Service on Projects

サカタのタネ **SAKATA**
— PASSION in Seed —

instructed farmers in South Africa in vegetable cultivation using Sakata's original seeds, improving farmers' productivity and financial stability.

kikkoman
おいしい記憶をつくりたい。

nourished Kenyan millet porridge by fermenting and adding puff-processed soybeans.
Kikkoman also considers improving school meals by soy sauce brewing technology.

Eat Well, Live Well.
Aji AJINOMOTO — THE AJINOMOTO FOUNDATION

In Vietnam, Ajinomoto is partnering with its Ministry of Education and Training and of Health to introduce School Meal system all over the country. In parallel, the Ajinomoto Foundation is collaborating with National Institute of Nutrition to establish national nutrition system for dietitians (VINEP).

Co-Chairs of Nutrition Japan Public Private Platform

JICA ジャイカ

JFIA Japan Food Industry Association

Japan International Cooperation Agency (JICA)
Nibancho Center Building, Niban-cho 5-25, Chiyoda, Tokyo 102-8012

Japan Food Industry Association
Sankaido Bldg., Akasaka 1-9-13, Minato, Tokyo, 107-0052

Contact Information

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Inquiry form
https://fs223.formasp.jp/g263/form1/

NUTRITION JAPAN

Public and Private Partnership for Nutrition Improvement in Developing and Emerging Countries

Nutrition Japan Public Private Platform (NJPPP)

Overview

Having overcome its period of malnutrition through policies such as school lunch programmes and nutrition education, Japan has excellent knowledge about and good practices in nutrition improvement.

In response to the "Global Nutrition for Growth Compact" in 2013 launched under the United Kingdom's initiative, the Government of Japan announced it would lead public-private partnerships for nutrition improvement and enhance global efforts to improve nutrition toward the Tokyo 2020 Olympic and Paralympic Games.

Following the Healthcare Policy adopted by the Government of Japan in 2014 which announced it would "promote the overseas expansion of inclusive business ...... via public-private partnerships focused on improving nutrition ...... in emerging and developing countries", "Nutrition Japan Public Private Platform (NJPPP)" was launched in 2016. In 2017, Japanese government declared to host the Nutrition for Growth Summit in Tokyo in 2020.

This platform aims to promote nutrition improvement projects through collaboration of the public-private sector by facilitating business environments for food companies engaged in nutrition improvement activities in developing countries. It also advances initiatives targeting CSV (Creation of Shared Value) beyond CSR (Corporate Social Responsibility) to expedite corporate growth and to resolve current issues in society.

Welcome to NJPPP
for new business opportunities and information exchange

About Nutrition Japan Public Private Platform

Official website: **http://www.njppp.jp/**

"Nutrition Japan Public Private Platform (NJPPP)" is a framework to mobilize public and private partnerships for nutrition improvement projects. Based on initiatives taken by private companies utilizing the technology and knowledge of Japan, it aims to build business models including food businesses that can realize a nutrition improvement effect for people in developing countries. This platform will promote its projects in coordination with the Government of Japan and concerned overseas organizations.
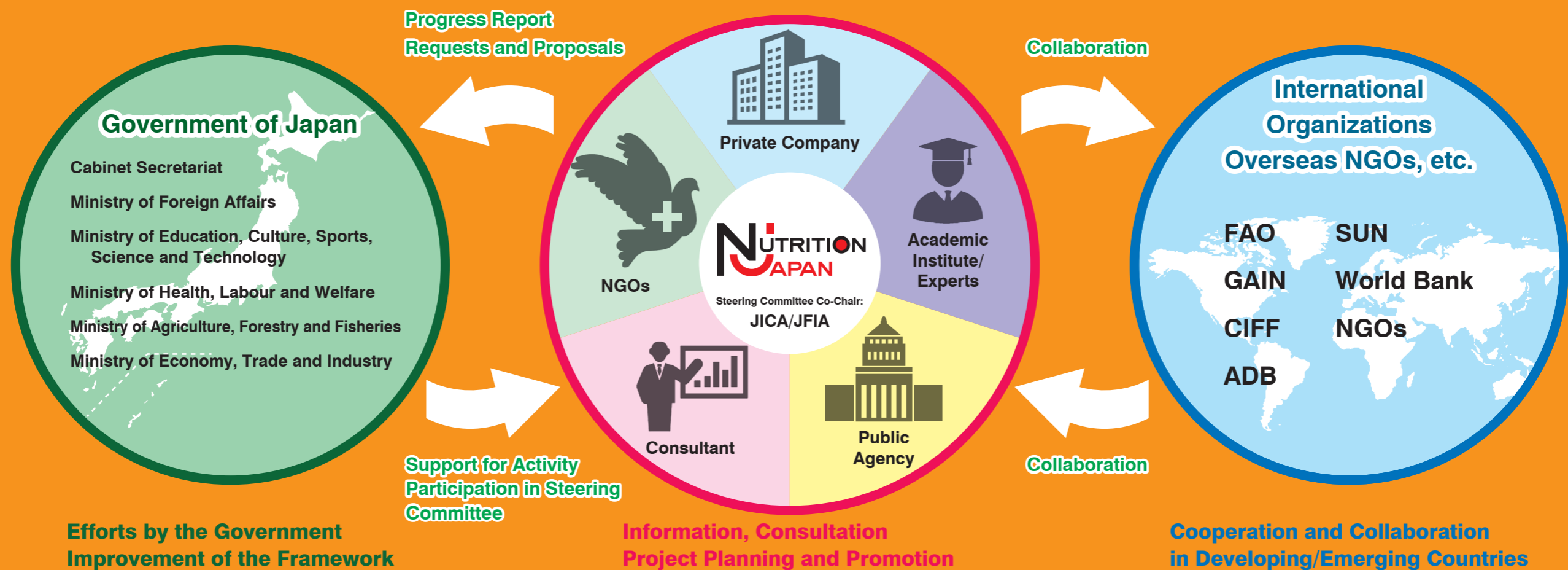
Membership Information

NJPPP opens its membership to companies /organizations that share its concepts and objectives. Members are to choose 'Business' or 'General' membership. For details and application, visit the official website.

Membership fee is currently free for both Business and General members (As of December 2016)

* Difference of memberships
- Business members can propose to NJPPP their practical nutrition improvement projects for consideration and promotion.
- Membership categories can be changed at any time after entry irrespective of being a commercial company or not.

Structure of "Nutrition Japan"

Progress Report
Requests and Proposals

Collaboration

Government of Japan

Cabinet Secretariat

Ministry of Foreign Affairs

Ministry of Education, Culture, Sports, Science and Technology

Ministry of Health, Labour and Welfare

Ministry of Agriculture, Forestry and Fisheries

Ministry of Economy, Trade and Industry

Private Company

Academic Institute/Experts

NGOs

NUTRITION JAPAN
Steering Committee Co-Chair:
JICA/JFIA

Consultant

Public Agency

International Organizations Overseas NGOs, etc.

FAO — SUN
GAIN — World Bank
CIFF — NGOs
ADB

Support for Activity Participation in Steering Committee

Efforts by the Government Improvement of the Framework

Information, Consultation Project Planning and Promotion

Collaboration

Cooperation and Collaboration in Developing/Emerging Countries

Examples of Member Companies (in random order)

Eat Well, Live Well. AJINOMOTO | THE AJINOMOTO FOUNDATION | kewpie | Nipponham Group 人輝く、食の未来 | meiji | Yakult | サカタのタネ SAKATA PASSION in Seed | せいぶ農産 | NTC

kikkoman おいしい記憶をつくりたい。 | House | NISSIN GROUP | Otsuka 大塚製薬 | 不二製油 | Kao | KMC | éntomo | Vitae