

## **2. Overview of NJPPP Activities**

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NJPPP

Ryuji Yamaguchi

# Structure of "Nutrition Japan"

Headquarters of Healthcare Policy / Promotion Council for the Healthcare Policy / Task Force for Global Reach of Japanese-style Medical Technology and Service

## Nutrition Japan:

Framework to mobilize public private partnerships for nutrition improvement projects

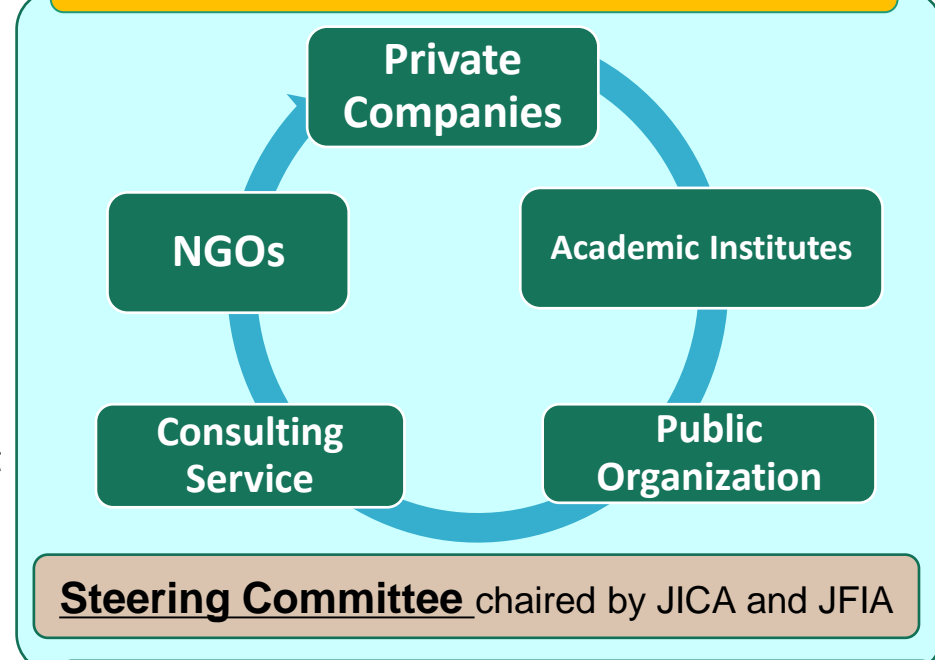
### Working Group on Nutrition Improvement

#### (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 etc

- Support to activities
  - Participation in Steering Committee
- ↔
- Activities' report
  - Request & Proposal to Government

### Nutrition Japan Public Private Platform



**Efforts by the Government  
Improvement of the Framework**



**Information Dissemination (seminar, etc.)/  
Consultation/Project Formation and Promotion**

# Well-Balanced Meal in Indonesia



# New type of Health Check-up (Hai Phong preventive medicine center in Vietnam)



- ◆ Fortified Rice project in Cambodia
- ◆ Application of **Block chain technology**



NJPPP booklet

# Summary of NJPPP Projects

	Indonesia	Cambodia	Philippine	Myanmar	Vietnam	Africa
<b>2016</b>	Field study of the Workforce Nutrition	Business Observation Program in the Food and Nutrition				
<b>2017</b>	Measuring the Effect of Granular Protein on Health Improvement	Health Promotion Strategy Project using Nutrition-Fortified Rice				
<b>2018</b>	Nutrition Improvement project by providing a healthy meal				<b>Educational QoL Health Check and nutrition improvement</b>	
<b>2019</b>	Above project (II)	<b>Using blockchain to educate workers about nutrition</b>		Survey of Workforce Nutrition Improvement through canteen Meal		
<b>2020</b>		<b>Above project (II)</b>		Workforce Nutrition Improvement Project		
<b>2021</b>	Survey on the promotion of Vegetable Intake	Project to improve eating habits by providing Furikake	Project relating to nutrition fortified rice		Survey on Health Food Utilization and Vegetable and Fruit Intake	
<b>2022</b>	Survey on the Promotion of Healthy Eating		Project relating to nutrition fortified rice	<b>Nutrition education in the workplace through the application of fully online blockchain technology</b>	Above project (II)	Support International Expansion of Nutrition Improvement Business
<b>2023</b>	Survey on the Promotion of Healthy Eating (II)				Development of Quality Food Service Business in Hospital Catering	Agricultural support & support for development of nutrition improvement business

## Modality and participants of the Tokyo N4G Summit

- The Tokyo N4G Summit was hosted by the Government of Japan on December 7-December 8, 2021 in a hybrid format (on-line participants from overseas).
- Speeches were given by more than 90 VIPs including heads of state and ministers from around 60 countries, heads of international organizations, representatives from the private sector, civil society and academia. Major participants from Government of Japan and other countries as well as international organizations are as below:



### **Prime Minister Mr. KISHIDA**

Minister for Foreign Affairs Mr. HAYASHI  
 State Minister for Foreign Affairs Ms. SUZUKI  
 Minister of Agriculture, Forestry and Fisheries  
 Mr. KANEKO  
 Minister of Health, Labor and Welfare Mr. GOTO

Mr. Félix Antoine Tshisekedi Tshilombo, President of the Democratic Republic of Congo  
 Ms. Sheikh Hasina, Prime Minister of Bangladesh  
 Mr. Taur Matan Ruak, Prime Minister of Timor-Leste;  
 Mr. António Guterres, UN Secretary-General  
 Mr. David Malpass, President of World Bank  
 Ms. Henrietta H. Fore, Executive Director of UNICEF  
 Dr. Tedros Adhanom, Director-General of WHO

- Everyone, everywhere needs **good nutrition**
- **No one should be left behind.**  
Nutrition is fundamental for the health and well-being
- To step up efforts **to end malnutrition**
- Actions on nutrition across **five thematic areas**;
  - 1. Health:** Integrating **nutrition into UHC** for ending malnutrition
  - 2. Food:** Promoting **healthy diets** and building sustainable food systems
  - 3. Resilience:** Addressing **malnutrition** effectively in fragile
  - 4. Accountability :** Promoting data-driven accountability
  - 5. Financing:** Mobilizing new investment in **nutrition financing**

# Achievement at the Tokyo N4G

- Official side event : over 120 events
- Nutrition Commitments : **396** (181 Stakeholder (80 Government Departments, 26 Private sectors, 51 civil societies))
- Nutrition-specific financing : **Over US\$ 27billion**
- **Tokyo Compact** : endorsed by 215 stakeholders (65 countries, 11 international organizations, 60 Private sectors, 58 Civil societies)

## \* **First N4G in London (2013)**

**90** stakeholders including 39 countries, 19 Private sectors announced commitment.  
**US\$ 4.15 billion/Financial contribution** to Nutrition-related issues was announced

# Commitment making study group

1	<b>Japanese food, dietary balance, food diversity</b>	To make use of our own experience and propose hybrid healthy food that respect the traditional eating habits and food culture of each country.
2	<b>Efforts to reduce salt</b>	To propose concretely the device and technology for providing low salt food that consumers actively use.
3	<b>Promote protein intake</b>	To propose a practical solution while examining various options from animal protein to plant protein, insect diet, and cell culture meat.
4	<b>Nutrition evaluation system, Nutrition labeling, Nutrition profiling (NPS)</b>	To propose an appropriate nutrition profiling system and how to utilize it in order to accurately evaluate the importance of dietary.
5	<b>Healthy management and workplace nutrition improvement</b>	To propose Japan's progressive efforts as a new mechanism for assessing not only food improvement but also efforts that contribute to the quality of life regarding employee health.
6	<b>Hygiene and nutrition measures in an emergency (pandemic, natural disaster)</b>	To propose the possibility of building a sustainable food system
7	<b>Retail nutrition improvement business (Awareness system like Migros)</b>	To propose a new personal nutrition service based on IT innovation in order to strengthen consumers' independent judgment (choice of healthy food).



# NJPPP Activities for the Tokyo N4G

- Joined the BCG meeting starting in April, 2020
- To give NJPPP members more information about commitment making.
- As a result, the total number of commitments from Japanese organizations submitted to GNR was 24 (12 companies), including 13 (8 companies) from NJPPP members.

# Action Plans at the Tokyo N4G 2021



Japan's MAFF provided following points to work toward the Tokyo N4G Summit theme

**[62 organizations endorsed]**

- [1] Food Systems Transformation**
- [2] Promote of Food-related Innovation in Business**
- [3] Promote of Nutritional Behavior Change in consumers**
- [4] Support for Nutrition Improvement in Developing and Emerging Countries**

AJINOMOTO CO.,INC.	<u>Hirosaki University Center of Innovation</u>	DSM Japan K.K.
entomo protein Inc.	Japan International Research Center for Agricultural Sciences	<u>NISSIN FOODS HOLDINGS CO., LTD.</u>
<u>ecologie Inc.</u>	International Life Sciences Institute Japan	Nichirei Foods Inc.
SGS Japan Inc.	KENKO Mayonnaise Co.,Ltd	<u>NH Foods Ltd.</u>
Kao Corporation	<u>The Alliance of Bioversity International and the International Center for Tropical Agriculture</u>	The Ajinomoto Foundation
KAGOME CO.,LTD	<u>Sasakawa Africa Association</u>	<u>HAYASHIBARA CO., LTD.</u>
Kikkoman Corporation	SHiDAX CONTRACT FOOD SERVICE CORPORATION	<u>YUKASHIKADO. INC</u>
Ridgelinez Limited	<u>World Food Programme Japan Liaison Office</u>	FUJI OIL HOLDINGS INC.
Cookpad Inc.	Ginza Honey Bee Project NPO	<u>World Sangyou Co., Ltd.</u>

# Action for the next N4G Summit

## 1. Reconsideration of **Nutrition goals**

- “WHA Global Nutrition Targets 2025” & “UN Decade of Action on Nutrition”

## 2. Toward a **Positioning shift** for Private sectors

- Importance of improving the **food environment** for a prosperous future society
- Role of the Business Sector in Improving the Food Environment

## 3. Approaches from “hunger” to “**NCDs**” in nutrition

- The role of the business sector in **combating NCDs**
- **Collaboration with other sectors**, such as the medical field and food system

## 3. Leadership & Governance

- **Integrated discussion of diverse issues** such as the environment, human rights, and food systems