

Activities of Nutrition Japan Public Private Platform

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

Pioneer businesses of Japanese companies

Eat Well, Live Well.
AJINOMOTO

developed "KOKO Plus," a nutritious supplement to baby food, in Ghana, promoted nutrition education for mothers, and built a sales network to help women achieve economic independence.



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.



Co-Chairs of Nutrition Japan Public Private Platform

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

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.

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

“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.

Official website: <http://www.njppp.jp/>

Membership Information

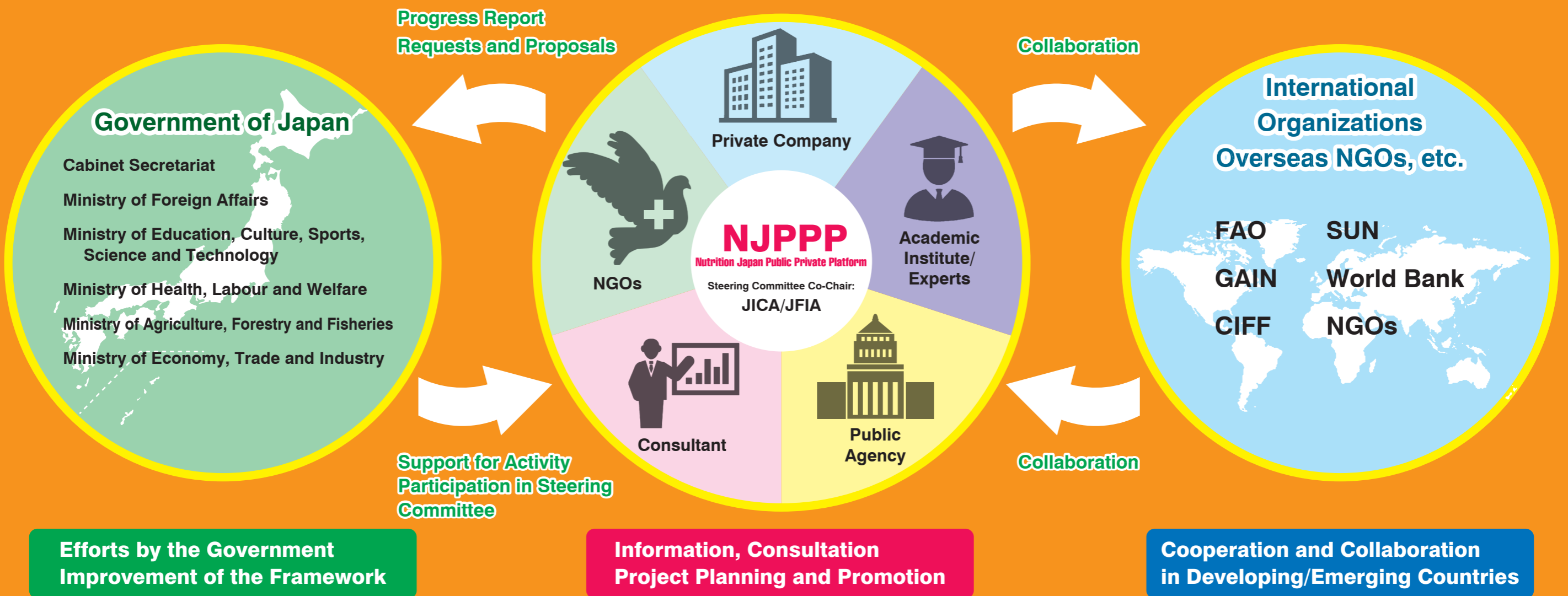
NJPPP opens its membership to companies /organizations that share its concepts and objectives. Members are to choose ‘Business’ or ‘General’ membership. For details and application, visit the official website.

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”



Examples of Member Companies (in random order)

Eat Well, Live Well.
AJINOMOTO

Otsuka
大塚製薬

kikkoman
おいしい記憶をつくりたい。

キユーピー

meiji

不二製油

NISSIN
GROUP

Yakult

サカタのタネ **SAKATA**
PASSION in Seed

House

NTC

Vitae