

# JICA's WORLD

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# SDGs

Towards Our Future



## FROM MDGS TO SDGS

The Millennium Development Goals (MDGs), which had been established following the UN Millennium Declaration in 2000, reached their due date in December 2015. With the MDGs, eight goals and 21 targets were set for reducing poverty in the developing countries, and various efforts were made on development cooperation with concrete numerical targets. It achieved some positive results; the number of people in extreme poverty decreased by half, from 1.9 billion in 1990 to 836 million in 2015. On the other hand, it was pointed out that some people, such as those living in conflict zones and women, were left behind from the benefit of development.

In such context, a new initiative called the “Sustainable Development Goals (SDGs)” was launched with its implementation period of 15 years up to 2030. While taking over MDGs’ underachievement, the SDGs added the new goals that affects the whole world, including the developed countries, and those intending to deepen the cooperative relationship between the developed and developing countries.

“The ‘development’ is an issue which concerns not only the developing countries, but also the whole world, including the developed countries,” points out Hideyuki Mori, Director of the Institute

for Global Environmental Strategies (IGES). “Since these international goals apply to all the countries universally, it is important that the developed countries such as the G7 members also take actions for attaining the goals in an aggressive manner.” As G7 leaders state in the G7 Ise-Shima Leaders’ Declaration that they “commit to advance the implementation of the 2030 Agenda, domestically and internationally, in a people-centered and planet-sensitive manner”, the Japanese government launched the SDGs Promotion Headquarters in May 2016.

From the environmental point of view, the SDGs are in fact a continuation of the Agenda 21, the plan of action adopted at the UN Conference on Environment and Development, held in Rio de Janeiro in 1992. The Agenda 21 emphasized the need to shift our economic activities to something that allows to conserve environmental resources necessary for the social development and to ensure economic growth at the same time. Poverty reduction was considered a part of the efforts. When considering this history, it is not hard to understand that the SDGs cover wider fields than the MDGs.

Another reason why the SDGs objectives diversified is that the MDGs attained a certain degree of success. Led by the UN Headquarters, the MDGs focused on a small number of important issues

# SDGs

## Towards Our Future



which were crucial to the developing countries. The issues such as poverty draw global attention, which brought about some unexpected outcomes such as establishment of funds for achieving the set goals. This prompted actions of those international organizations which had not been participating in the MDGs.

In March 2016, 230 indicators to assess success towards the 17 goals and 169 targets under the new sustainable development agenda were adopted. Setting numerical goals and deadlines while forming partnerships with diverse stakeholders such as national governments, private sectors and individuals has become a familiar scheme in the world through the MDGs' efforts. The SDGs take it over.

## NO ONE LEFT BEHIND

"It's important that each and every citizen takes a look at the contents of the SDGs and think for whom these goals and targets are made and how they relate to him/herself," Mori emphasizes. Especially with certain issues such as the environment, it is difficult to establish numerical goals that are common to all, because situations differ between urban and rural areas. In such cases, it is particularly important that individuals, companies or municipalities, set their own goals which are suitable to them.

There are two ways to establish objectives, according to Mori. One is to set them according to the situation within organizations, and the changes will be progressive. The other is directly take in the goals the society sets. The objective-setting from within is a realistic approach; its example would be to improve the energy efficiency of households and companies, by changing the actual situation little by little. On the other hand, poverty elimination is considered typical example of "from outside" objective setting. For either way, what matters is to achieve the goals surely, and it is indispensable to regularly monitor the progress.

The SDGs spirit is to extend a helping hand to everybody in poverty, conflict and all the other harsh conditions and to eliminate all sorts of discrimination. In order to realize this, we must be aware that the SDGs matter to each and every one of us. Each of us take actions on the goals which are relevant to us, get connected with each other, and share the experience with the world. In this way, a new future would unfold no matter how gradually it may be. In July 2016, the High-Level Political Forum (HLPF), the first review meeting after the adoption of SDGs, is held in New York. Its theme is "Ensuring that no one is left behind." The world is paying attention as to how the participating countries and stakeholders are going to tackle these important agendas.







Iskandar Development Region lies at the southern tip of the Malay peninsula, and is the second-largest economic center after Kuala Lumpur.

**ENVIRONMENTAL DAMAGES CAUSED BY ECONOMIC ACTIVITY**

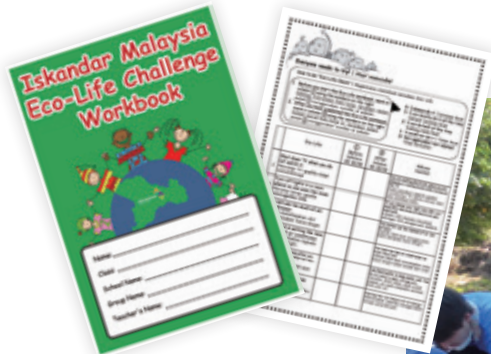
Last year, a community built on the three pillars of “Economic”, “Political-Security”, and “Socio-Cultural” was started within ASEAN and relationship between member countries has become increasingly closer. Among them, Malaysia is so called honor-roll country. After successfully transitioning from an agricultural country to an industrial one, it continues a steady growth. On the other hand, this rapid economic growth has also led to increasingly severe urban environmental problems such as traffic congestion and air pollution, thus rising carbon dioxide (CO2) emissions are problematic.

Professor Yuzuru Matsuoka at the Graduate School of Engineering of Kyoto University, an expert on the problem of climate change, pointed out,



# A New Form of Environmentally-Friendly City for the Future

**G**lobal warming is the worldwide problem. In Malaysia, communities are working together on a new initiative with the goal of achieving a “low-carbon society.” A Japanese research team is providing support for this project.



The workbook for Iskandar’s “Eco-Life Challenge.” Participants use this checklist for reference and take on various ecological challenges.

Investigating the composition of household trash to use as a reference for recycling projects and educational activities.



“Based on 10.4 tons of CO2 emissions per capita in 2005, it is estimated to increase by 60% 2020 and about 100% by 2030”. As the Malaysian government is targeting a reduction in CO2 emissions intensity by up to 40% based on its 2005 levels by 2020, it is doubtful if they could accomplish this unless they take action in early stage.

According to Professor Matsuoka, in recent years the attitude towards the works on the global warming in the world has been changed. “Until around 2000, it is considered that this was a task mainly for central government organizations such as the United Nations and the developed countries. However, it has been increasing awareness thereafter that the local government and the citizens also need to work on it together”. In Malaysia as well, this awareness was rising, and the planning including a citizen-level element for revision of energy consumption and the lifestyles towards the future “low carbon society” has started in 2011. This project is being conducted by the research team of the University of Technology, Malaysia in cooperation of strong tag with the research team of Japan, Professor Matsuoka as the team leader.

Iskandar Development Region has become a model district, which is large-scale ongoing industrial development project that is designated as an economic special zone in 2006. First, the project conducted research on the current situation of Malaysia as a whole and Iskandar. The project organized every piece of current situation including social economy, traffic volume, energy and environment burden, then set a vision of how it will be changed in the future. Matsuoka said, “Our research team in Japan has experiences of supporting on the similar policy development in India, Thailand, Vietnam, etc.” He added that in order to make sure the Malaysian research team can continue carrying it out on their own in the future, Japanese research team is sharing as much as possible the technics of data analysis and so on.

### **EFFORTS MUST START WITH EACH INDIVIDUAL PERSON**

In this way, the “Low-Carbon Society Blueprint,” a plan including over 200 individual programs, was determined. Some of these programs, such as tree-planting activities, promoting composting, and posting electronic bulletin board systems near bus stops for sharing information and promoting the use of public transportation, have already been started up. One of these is the activity based on a checklist with items such as saving electricity used for air conditioning and TV sets and splitting trash into different categories and recycling. This program enables children to take on the ecological challenges in familiar areas, and is called “Eco-Life Challenge.”

This initiative first started in Kyoto, and it has been implemented at 23 local elementary schools in Iskandar after some revisions were made to adapt it to the situation in the community. This initiative had a large influence, and its implementation was expanded to all 226 elementary schools in Iskandar last year. Professor Matsuoka made the following comment. “I’ve heard that some of the schools are competing against each other for the project, and



Discussing the progress of the project with members of the collaborative research. (Professor Matsuoka is on the right side.)

the kids are enjoying it while they learn about the environment.” This year, the project has expanded to include middle schools and local communities. In addition, the neighboring countries are also starting to take a major interest.

Professor Matsuoka made the following comment. “Establishing a plan for a low-carbon society and starting to put it into action is already one achievement.” But the most critical steps are yet to come. The plan determined this time will be implemented until 2025. In order to keep it running continuously afterward, the cycle of planning, implementation, evaluation, and improvement must be applied, and someday it must be spread to other areas throughout the country as well.

Professor Matsuoka made the following comment, “In the same way that researchers in Asian countries we’ve supported in the past have gone on to become the kind of people who can take a leading role as their countries’ representatives at international conferences, the researchers in Malaysia are also growing and developing from this experience. Supporting building organizations with this kind of personnel is in and of itself a significant part of our cooperative relationship.” Malaysia’s long-term challenge has begun, as the world moves toward the global task of realizing a low-carbon society.



Inspecting a palm oil factor to consider usage possibilities for biomass energy.



Having a well close to their village frees kids and women from fetching water from a river, giving them more time for study and other chores.



## Living on Dry Land

“In my grandpa’s time, a drought happened every 20 years; in my dad’s time, it happened every 10 years. Now, it happens every 5 years.” Climate change has been threatening the long-lasting traditional lifestyle in northern Kenya over the years. Today, we present a close-up of an effort to protect those people’s lives.



Residents discuss water use at a meeting. A project respecting the local lifestyle is crucial.



### FREQUENT DROUGHTS RUIN THE LIVESTOCK

“Most of the places around northern Kenya are tough for agriculture to start with. It rains very little. Nomadic grazing where you feed your animals grass in a yearly cycle of two seasons, rainy and dry, is the best lifestyle for this harsh environment,” explains Fumiaki Murakami from Nippon Koei Co.,Ltd.

The lifestyle here has gradually been changing due to frequent droughts. Losing livestock to a drought means losing one’s assets and food. If a drought happens once every 20 years, it still could allow time to grow the herd. However, with a drought every three or five years, the herd only keeps getting smaller.

As a response to global climate change challenging people’s lives on dry land, Murakami and his co-workers have worked on improving the local resistance level against droughts to lessen damage.

The operation had three main focuses: securing a water source and effective use of green lands, pro-

motion of livestock trade, and securing an income source other than grazing.

The local people decide to go to lands further away when they are out of water. If a water resource is provided, the area could have been used as a new place for grazing. The further they go to find water, the more likely that they are implicated in conflicts by invading another tribe's living area. Improving the use of grazing land that was close to one's living space could have prevented inter-tribal issues, too.

Even so, the whole thing was more complex than just putting a water resource in place. There were three main tribes with different customs and livestock breeds to raise in Marsabit County, which was the target location for this project. Each tribe's sub-lifestyle needed to be considered. Murakami recalls, "Borana people mainly have cows that need to be given water everyday, so, they live in a place where the water is fairly rich, and they've also unionized to manage the water resource and the supply plant for some agriculture. On the other hand, Rendille people mainly have camels, which only need to feed water every two weeks. Their mobility is high, and they hardly stay in one spot long enough to run a facility like a water plant.

As a response to those customs in the Borana people's living space, we planned a big reservoir, which holds plenty of water, but needed frequent maintenance, and in the Rendille people's living space, a much smaller and easy-to-manage water facility was planned.

### PROMOTE PROACTIVE TRADE TO RESPECT "LIVESTOCK AS ASSETS"

The promotion of the livestock trade was no simple matter either. Selling the livestock to get cash before a drought hits would lessen the impact from the drought. However, the livestock is highly valued by the locals. People did not want to sell them unless absolutely necessary to do so, and thus the livestock market was not very developed.

In this framework, Murakami drew his attention to the benefits of female animal that could provide both new calves and milk. Female animal were so valuable to the grazers that they didn't want to sell them. It was very rare to see female animal at the livestock market in northern Kenya. Then, Murakami planned the sale of virgin female animal brought from other regions in the market. "We interviewed the people who purchased the new livestock and 70



The reservoir developed by the project became the main spot for grazing and lots of cattles gather around.

to 80% of them said they had sold their own livestock to make the price. Before that, almost nobody sold his or her own livestock to get a new one at the market. This program really worked to increase the number of people who would let their livestock go at the market as we've hoped," Murakami says. If livestock sellers from other regions take part in selling female animal at the market, the livestock trade there should be very much enhanced.

The third focus of the project, in addition to supporting local traditions, was to create an extra income source besides grazing, especially to produce income available for women and young people.

Murakami looked at goats, which the local people had handled for a long time and were familiar with, and chickens, which had increasing demand in the city suburbs. He made a system where people would raise livestock in a group and share the newly produced kid goats and chicks. Some proactive action by the participating local women has been seen, such as coming up with a way to hatch more eggs.

In addition to this, there have been continuing attempts to gradually solve ongoing problems in the community and to create ways to produce more income to enhance adaptability to droughts. Murakami emphasizes, "This area will continue to be influenced by climate change, and it is important to continue support with the respects towards the traditional lifestyle of the grazers."



**Left:** It is important that the people themselves want to sell and buy new, younger animal.

**Right:** The merry-go-round project where everybody can work together and share the fruit strengthens the bond in the group, and it has been an effective work style for the local women.



**FINDING WHAT A COMPANY CAN DO**

Perhaps many people were looking forward to lessons using video materials in their school days. The shining eyes of children in the classroom watching the video must be the same around the world. Such “joyful lessons” are emerging in India now.

Ricoh Company Ltd., manufactures and sells imaging devices and software including office copiers and duplicators, in about 200 countries and regions. After a discussion on what they could do for MDGs, Ricoh started educational assistance on poor people in India from 2011, aiming to manage social contribution and grow their main business at the same time.

Although India has many challenges in educa-

tion sector such as access and quality of the courses provided, it is expected to grow considerably as a market. At an early stage, Ricoh aimed to improve the quality of education by utilizing duplicators in rural areas, in cooperation with Save the Children, a worldwide organization that assists children around the world.

Kumiko Akabori, senior specialist of CSR Promotion Section in Social Environment Department Sustainability Management Division, Ricoh, said, “As the area had many social problems, our assistance had a significant meaning. However, in practice, it was difficult to continue assistance due to deficiencies in government budget and the system to support teach-



The way of utilizing batteries is under consideration so that it could be easily used in India where power cuts are common. Use of videos and experiment kits made lessons more interactive.



## Spreading the Joy of Learning to Schools around the World

In India, it is not always easy for the students to fully understand the school lessons as many teachers just talk at students and experiment equipment is insufficient. To improve the quality of education, a Japanese private company has started projects utilizing their company-made projectors in the classroom.





ers, as well as lack of teachers' capacities". Ricoh then started new initiatives from 2013, utilizing JICA's framework to promote business for low-income groups in cooperation with private companies, putting future commercialization in perspective.

### MAKING LESSONS MORE JOYFUL USING VIDEOS

The three core activities are making digital materials such as video and audio contents, explaining effective teaching methods using them, and giving lessons with Ricoh's projectors in classrooms. The project aimed to improve the quality of education through research on school needs, teacher training and pilot lessons. Total of 30 government primary schools were chosen, consisting of 10 schools in each of the three areas; Delhi, the capital of India, Bihar State, and Telangana State (then Andhra Pradesh State).

"Digital materials are suitable for lessons on natural science such as the structure of the human body and water cycle which are difficult to understand only with textbooks. Also, we took efforts so that the students can utilize what they learned in real life by not only showing them videos, but also combining them with a simple hands on experiment kit", said Akabori.

In India, there are peasants who do not let their children go to school in the farming season. Therefore, the project especially focused on enlightening those parents by having students talk about lessons at home and enabling them to utilize what they learned in their life.

Furthermore, Akabori added that they also provided training to enable teachers not only to operate the equipment but also to make visual contents by themselves, since it is better for them to give lessons with an understanding on what videos should be used in what kind of situation. While there were some teachers who had not used computers before, they gradually became able to edit simple videos.

In pilot lessons conducted over a two-year project period, the level of visual contents were improved every time and teachers came to incorporate experiments in which the students learn from the contents they can touch and feel. In India, lessons were generally taught by teachers who talk one-sidedly; however, in those pilot lessons, there were more questions from the teachers in addition to the videos and



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**Above:** Each teacher made a plan on using digital materials and experience in a lesson.  
**Below:** Some schools provide lessons using digital materials in the afternoon to prevent the students from early-leaving and ensure them finish all the lessons of the day.

experiments, and the children enjoyed the lessons. Above all, the teachers themselves became energetic, making the lessons lively.

In the final debriefing session held in Telangana State in August last year, there was a teacher who came over from where he was transferred and gave a presentation on the project's results. Furthermore, some parents transferred their children from private to government schools after hearing the reputation of the pilot lessons.

"In response to the adoption of the SDGs, we are discussing in our CSR department anew how Ricoh can contribute to society through its business in the future. While we aim for the commercialization of the current project, we hope to continue to work on social challenges, in cooperation with the business departments," said Akabori.



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Akabori (center) conducting a survey of parents in Telangana State.



A passenger train at Gulwe station. Japan's assistance will ensure secure operation of the trains in this area suffering from many floods.



Rusumo bridge after reconstruction. The new bridge allows heavier vehicles to pass through and it is also equipped with immigration facilities. This will no doubt expand logistical possibilities between Tanzania and Rwanda remarkably.



## For The Prosperity

The African continent hosts 54 countries which accounts for 20% of the world's land area. 1.1 billion of people means that one in six of the global population is an African. It is essential to build a logistics network to promote economic development in this vast continent. Japan supports the maintenance of transportation and logistics network in various part of the African continent.



### FROM COAST TO INLAND A CORRIDOR PLAN TO SUPPORT REGIONAL COUNTRIES

Currently, there is a plan to establish a large scale "economic corridor" in Africa to encourage its regional development. There are five important corridor regions, namely the "Trans-Maghreb Highway" connecting the Mediterranean with North Africa, "Djibouti to Addis Ababa Corridor" connecting the areas

of Sudan in the upstream of River Nile, South Sudan and Ethiopia, "Central Corridor" connecting the major powers of East Africa, Kenya and Tanzania and towards landlocked countries, "Nacara Corridor" connecting Mozambique and South Africa through the landlocked countries of Malawi, Zambia and Zimbabwe and finally "West Africa Growth Ring" connecting four countries in West Africa (Burkina Faso, Cote





The railway track are planned to be relocated to the area where an erosion can hardly reach.

d'Ivoire, Ghana and Togo) in a circular ring as Ghana as its center which is the economic focal point of West Africa. This is an attempt to create a foundation for comprehensive community development through maintenance of transportation infrastructure.

Among the above five corridors, "Central Corridor" is a transportation network connecting East African countries. This corridor lies parallel with the Northern corridor from Kenya to Uganda and stretches to the inland areas. The corridor starts from Tanzania's metropolis Dar es Salaam connecting Rwanda, Burundi and the east of Democratic Republic of the Congo as an important traffic route to take responsibility for neighboring economies. The central railway connects east to west from Dar es Salaam to Kigoma, a town on the eastern shore of Lake Tanganyika. The railway construction began in the beginning of the 20th century when Germany occupied the area. Since then, it has been used as the country's logistical pillar.

Japan is in charge of the maintenance of a part of the central railway. This area had suffered 180m erosion in flooding within the last two years causing damage to the railway tracks. The flooding had scraped off the ground under the railway tracks hanging them in midair. For the section crossing over a river tributary, the rail tracks are fixed on top of a concrete drainage culvert. However, the drainage is too small and the rail tracks are often swept away or flooded. The train operation is frequently stopped because of such flooding damage which leads freight forwarders to avoid using this railway. This is one of the reasons for the decrease in traffic volume.

Therefore, Japan's assistance aims to transfer the

rail tracks to a higher ground away from the river side, as well as to reinforce riverbanks. In Japan, there are ministries in charge of river management including flood control but in Tanzania, there is no such agency in charge of flood control. The important point is how to include comprehensive flood control measures as part of the railway maintenance project.

If the traffic volume of the central railway returns to its heyday, this will not only contribute to Tanzania's industrial development but it will also improve the distribution of landlocked countries like Rwanda and Burundi. For such countries, a transportation network to supplement the railway network connecting Tanzania to their own country is a lifeline since the distribution cost from the sea to the land directly affects domestic consumer price or export of goods. Rusumo bridge completed in December 2014 is a symbolic project to strengthen such lifeline.

Rusumo bridge is located on the border of Tanzania and Rwanda. The bridge is situated near the custom clearance facilities and is an entry point for both countries. However, the bridge which only had a single car lane became dilapidated and the passing vehicles were imposed with a heavy weight limitation. This resulted in the daily use of only about 50 cars before the bridge reconstruction. The reconstruction project involved replacement of the bridge and construction of facilities such as immigration office in both countries, administrative office, cargo inspection space and so on. After the completion of the project, large vehicles such as an 8-ton truck could directly enter Rwanda using the Rusumo bridge and improved convenience by the introduction of the so-called "One Stop Boarder Post" complex to facilitate smooth immigration procedures all at one place. Currently, the number of vehicles using the bridge has increased to 150 cars per day.

#### SUPPORTING THE ECONOMY OF WEST AFRICA FOUR CORRIDORS AND COMMUNITY DEVELOPMENT

On the other hand, in West Africa, a community development master plan called "Growth Ring" consisting of four corridors is under way. This plan connects the coastal lines of the Gulf of Guinea from Lagos in Nigeria to Abidjan in Cote d'Ivoire. It also connects north to south from the capital of Burkina Faso, Ouagadougou to the capital of Ghana, Accra and connects west to east from Accra and the capital of Togo, Lome. In addition, if the road from Lagos is extended to the capital of Senegal, Dakar in the western part of Africa, the coastal areas' growth connected by both land and sea routes will no doubt be boosted. Adding to this, agriculture and various industries in landlocked countries can be revitalized enjoying the transportation capacity of the coastal area. Supporting the development of major economic zone in the West African region with 300 million population will lead to stabilization of the Sahel region as well as promotion of sustainable growth of the region as a whole.



The Central corridor starts from Dar es Salaam, Tanzania, one of the economic centers of eastern Africa.



# Rolling Out Partnership

In order to attain the SDGs, it is indispensable to invite the cooperation of diverse players by a private entity that is bringing its knowledge and expertise together to play its role



01

Striving to Balance Business and SDGs

## Global Compact Network Japan (GCNJ)

The United Nations Global Compact, launched in 2000, is an initiative in which enterprises and organizations take the lead to actively pursue the shaping of global framework for realization of sustainable growth. It is comprised of two layers: the headquarters in the United Nations and Local Networks built within each country. Global Compact Network Japan (GCNJ) was founded in 2003 as Japan's Local Network and currently has over 200 member companies.

GCNJ is taking various initiatives to support the attainment of the SDGs. In the working group formed in 2014 focusing on SDGs, member companies share their efforts and challenges with each other. GCNJ continuously offers lectures at seminars and forums as part of its activities to raise awareness of SDGs, while drawing up a Japanese edition of SDG Compass, a guide for companies on how they can align their strategies as well as measure and manage their contribution to the realization of the SDGs. Moreover, in February this year, Japan Global Compact Academic Network was founded involving universities and research institutions with a view to promoting industry-academia partnerships for, and research on UN Global Compact. It also aims to boost sharing of academic trends as well as intel-

lectual contributions from Japan.

Toshio Arima, Chairman of the board of GCNJ, says "To solve the social issues in deprived, conflict-affected or disaster-affected areas, it is important that aid recipients are able to autonomously operate economic activities. Companies have numerous ways to contribute to it by using their technologies and expertise." He also stressed the benefit for the companies saying "it also could help development of future markets, or development of human resources of the member companies. It may even bring about reverse innovation, a technology or product originally developed in the developing world that later spreads into the industrialized nations."

GCNJ, while calling for more participation of small-to-medium sized enterprises, is going to pave the way for the companies to help them shape their specific activities by analyzing the SDGs indicators.



Special seminar to teach how to utilize the Japanese edition of SDG Compass



Working group on SDGs



# with The Private Sector

such as enterprises, NGOs and research institutions. Here are examples of such a partner- as a member of the international community.



02

Action to Seek Harmony between Society, Economy and Environment

## Open 2030 Project (O2P)



For the realization of sustainable consuming society, the workshop participants shared the vision of the future and exchanged ideas on how they can work together.

**H**akuhodo Inc. is Japan's leading advertisement agency whose corporate philosophy is "sei-katsu-sha insight". Sei-katsu-sha, which literally means "living person," expresses the holistic person — an individual with a lifestyle, aspirations and dreams. Hakuhodo's mission, under this philosophy, is to better serve as a bridge between corporations and consumers in society. Making use of such a standpoint, Hakuhodo launched the "Foodloss Challenge Project" in 2013 to tackle social issues in concert with various stakeholders.

Japan is said to generate 5-8 million tons of food loss, food consumable yet wasted, every year. To solve this problem, Hakuhodo organized a team consisting of consumers, corporations, government agencies, food producers, NGOs and scholars to undertake projects including a tour to observe the process from food production site to household's refrigerator. Takeaki Udo, sub leader of Hakuhodo Brand Design, says "while carrying out the project, I realized that it is crucial to utilize connections among diverse actors, and to change the circulation system in the society."

Besides the "Foodloss Challenge Project," the company, which launched other initiatives related to education and parenting since then, kicked off new project named OPEN 2030 PROJECT (O2P) last year. O2P's goal is to facilitate the society,

corporations and consumers to take action for the attainment of SDGs and it has set up an executive committee comprised of NGO workers, scholars and members of corporations including Hakuhodo to take the lead in its activities.

O2P especially focuses on the realization of a sustainable consumer society through promotion of international certification. To achieve this goal, closely related to Goal 12 of SDGs, efforts of developed countries are indispensable. One example of such international certifications is FSC that is given to wood produced concerning protection of the forest environment and yet economically sustainable. However, many producers shy away from acquisition of such certification because of the cost. In addition, it is not known well enough among consumers and consequently corporations do not actively procure certified products. The project is to build a system that brings all three players— consumers, corporations and producers— to engage in the development of sustainable production and consumption with a view to "change the future through shopping."

"We are working to create a world in which pursuit of economic benefit and better society go hand in hand. In the future, we would like to provide support to Japanese companies to equip them with good understanding of SDGs when they are going to expand into the developing countries," Udo says.



# TRENDS



Ghana

## Advanced Research Center for Infectious Diseases



**O**n May 19, JICA signed a grant agreement with Ghana to provide grant aid of up to 2.285 billion yen for the construction of the Advanced Research Center for Infectious Diseases at the Noguchi Memorial Institute for Medical Research (NMIMR), covering facilities, procuring research equipment, strengthening research and human resource development, and boosting the capacity to fight infectious diseases in Ghana and West Africa.

Bronchitis, malaria, HIV/AIDS, diarrhea and other diseases account for over 70 percent of major diseases in Ghana; fighting infectious diseases is important for Ghana's health strategy. Ghana's national development plan for 2014–2017 also cites the need for strengthening infectious disease research. The NMIMR is internationally recognized

H.E. Mr. Sylvester Jude Kpakpo PARKER-ALLOTEY (left) and JICA President Shinichi Kitaoka (right).

for fighting infectious diseases in West Africa.

The institution has also been expanding research, including commissioned research, studies, and collaborative research with Japanese universities and other institutions. However, the NMIMR has insufficient space for safe and reliable studies, disturbing advanced research progress. This project will construct an advanced research center for infectious diseases, including a biosafety level 3 laboratory and other research facilities, enabling more advanced research and experiments to be implemented safely and reliably. The institute also plans to accept University of Ghana interns to contribute to developing young researchers.

Since providing grant aid in 1979 to help establish the NMIMR, JICA has provided technical cooperation and grant aid. The NMIMR is now a medical research institution representing Ghana and greater West Africa; this project will further develop that reputation.



Kyrgyz

## Japan and Korea Collaborate on Disaster Risk Reduction



**T**he ODA agencies of Japan and South Korea, together with the Kyrgyz Republic government, jointly hosted a disaster risk reduction seminar in Bishkek on March 16-17 and thirteen countries participated.

The seminar was part of a joint program JICA and the Korea International Cooperation Agency (KOICA) held since 2012 called the Multi-year Joint Capacity Development Program on Disaster Management (MJCD Program). Participants visited a landslide site and lectures and discussions were held.

Sharing a mission of saving and protecting lives, the three countries discussed the importance of monitoring system reinforcement and prior investment for major hazards such as landslides, especially under such situations as extreme climate

The Secretary of State of the Kyrgyz Republic Ministry of Emergency Situations

change. Another theme was that public awareness with an integrated approach at every stage in every development sector — including education, community, infrastructure, governance, and urban and rural planning — should be addressed through mainstreaming disaster risk reduction.

The MJCD program goal is to tackle disaster management issues in developing countries to protect people from threats and build back better after disasters with seamless approaches in areas ranging from policy to the field. Every year government personnel and other human resources responsible for the Kyrgyz Republic's development participate in training in such sectors as disaster risk reduction, agricultural development, industry, governance, social security and infrastructure. About 100 participate in JICA's training and 20 in KOICA's. The three countries aim to strengthen their relationships through such training programs and seminars.



Palau

## JICA Hands Over Relief Goods in Drought-Stricken Palau



**J**ICA provided emergency supplies to Palau, which is experiencing a drought due to the strong El Niño.

Plastic containers and water purifiers were released from JICA warehouse in Koror and portable water tanks were sent from a JICA warehouse in Singapore.

People of Palau nationwide, especially 14,000 residents of Koror and Airai were affected by the drought.

In Palau, the dry season generally starts around November until around April. There are rainfalls even in a dry season normally, but this year's severe drought was continuing because of the effects of a strong El Niño since last year. President Tommy Remengesau declared a state of emergency on March 22, and JICA provided the emergency relief goods in

Billy Kuardei, Minister of State of the Republic of Palau accepts plastic containers from Ambassador Tajiri.

response to a request from the Palauan government.

A handover ceremony of the emergency relief goods was held at 10 a.m. on April 8 at Roman Tmetuchl International Airport. The attendees were Billy Kuardei, Minister of State of the Republic of Palau, Charles Obichang, Minister of Public Infrastructure, Industries and Commerce, and other Palauan officials, along with Tajiri Kazuhiro, Ambassador of Japan to the Republic of Palau, Matsui Nobuaki, Resident Representative of the JICA Palau and a Japanese official.

At the ceremony, Minister Billy Kuardei expressed his deep appreciation for Japan's rapid assistance and said the provided goods will be delivered immediately for providing water to the residents suffering in the drought-affected areas. In response, Ambassador Tajiri said he hopes the drought will end as soon as possible.

The relief goods supplied have been delivered to victims by the Palauan government.



## JICA Pakistan Office



### Haroon-ur-Rashid Rana

Leading Industry & Economy

In Pakistan, JICA staffs, Haroon-ur-Rashid Rana and Nazia Seher play active roles in promoting SDGs.

Haroon started working for JICA in 1993 and holds a Ph.D. in the field of Anthropology. He has published several research articles in renowned journals.

As team leader for industrial development sector, Haroon explains, “We have to be vigilant towards latest economic changes and international strategies such as SDGs. To make JICA’s project more efficient, I always stress the necessity to analyze the reasons for under achievement of MDGs when I interact with stakeholders”.

Haroon also supports Pakistan Government for promoting decent and productive employment in automobile and textile sectors in line with SDGs. “It is imperative for the government to adapt SDGs to national policies. Working with JICA gives me a unique opportunity to uplift living standards of people of my own country”.

Nazia Seher, also an Anthropologist and team leader, plays key role in improving the quality of education, gender equality and environment which are also the targets of SDGs. “In Pakistan, 70% of

### Nazia Seher

Leading Education,  
Gender & Environment Programmes

transaction take place in “informal economy”, of which 30% comes from women home based workers (HBWs) who are usually illiterate and engaged in low-paid work”, Nazia explains. Still, their accumulated contribution, including 3% from men HBWs, reaches 3.8% of GDP. She emphasizes it is essential to improve access of girls and women to education, skills, market, and finance to increase their economic participation.

For Nazia, it was a valuable experience to Chair, on behalf of JICA, “Interagency Network on Gender and Development”, donors’ working group on Gender. She also led the session on Malnutrition and Gender Equality, which are both SDGs, for parliamentarians, academia, NGOs, and media. “We discussed gender inequality’s impact on the nutritional health of girls and women and explored strategies for seeking greater engagement of parliamentarians. I witnessed how JICA’s commitment towards SDGs implementation was recognized and shared by various development actors.”

SDGs have an ambitious agenda which has 17 goals and 169 targets. Haroon and Nazia’s efforts in Pakistan contribute to achieving our international goals.



# Towards the Goal of Ensuring Universal Access to SRHR

Tewodros Melesse

Director-General of the International Planned Parenthood Federation (IPPF)

Growing up in Ethiopia in 1950s, it was easy to see why sexual and reproductive health and rights (SRHR) mattered. My grandmother had only one child, a girl, and I remember that was like a crime at the time. My mother lost a child a few weeks after birth. I remember the girls at my school suddenly disappearing having become pregnant, and then having to give up their babies to ensure no shame fell on their family. All these events shaped my thinking around issues on women and families. That's why, when I joined IPPF in 2002 as Director of the Africa Regional Office, I was keen to make sure that IPPF put women at the centre of its work. I want to make every woman has access to high quality services wherever and whenever.



was proud to work in partnership with governments, and civil society to realize this achievement. In the final communique, G7 leaders prioritized SRHR as critical to promoting women's, children's and adolescent's health, achieving Universal Health Coverage (UHC) and strengthening health systems, including in humanitarian settings. Our close partnership with the Government of Japan and their continued commitment to achieving women's and girls' health through UHC meant that the SDGs linked to SRHR and UHC gained the support of this influential group of world leaders.

The next challenge is how to convert these political commitment to practical action. It is imperative that these com-

mitments are matched by financial and technical resources to ensure UHC, including sexual and reproductive health care. IPPF has a bold vision for the next seven years, the Strategic Framework – Locally Owned, Globally Connected – expands on Japanese Prime Minister Abe's vision to “make women shine” and realize human security. It sets ambitious targets to provide services to individuals in humanitarian crises, while continuing to provide high quality and rights-based services, while forming partnerships with women's and youth organizations to empower them to advocate on SRHR and gender equality, and to support women to be leaders in every area of their lives.

Together, with the support of leaders such as Japan and other likeminded countries, volunteers, activists and IPPF members and staff around the world, we can work together to ensure that everyone has access to SRHR and can fulfil their potential.

SDGs pushes our work up the political agenda. With targets on sexual and reproductive health and reproductive rights, the global community has come together to ensure that releasing the economic potential of women is central to ending poverty, forever. This commitment to SRHR in the 2030 Agenda was followed by a momentous step forward in May 2016 when the G7 leaders committed to “ensuring SRHR without discrimination of any kind” at the G7 Summit in Ise-Shima, Japan. IPPF

Buildings spreading over the hills in central Kigali, the capital of Rwanda (Photo: Takeshi Kuno)

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**Cover:** “No one left behind”- with SDGs,  
a new challenge has already began.  
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**Photo on pages 2-3:**  
Buildings spreading over the hills in  
central Kigali, the capital of Rwanda  
(Photo: Takeshi Kuno)



The Japan International Cooperation Agency (JICA) is the world's largest bilateral development organization, operating in some 150 countries to help some of the globe's most vulnerable people.