



Online

Knowledge Co-Creation Program (Group and Region Focus)

JFY 2022 GENERAL INFORMATION ON Promotion of Food Value Chain for Community-Based Agri-Business (B)

2022 年度 課題別研修「地域アグリビジネス振興のための
フードバリューチェーン構築(B)」




Course Period (Online):

January 10th - February 22nd, 2023

*In the context of the COVID-19 pandemic, please note that there is a possibility that the course period shall be changed, shortened, or the course itself will be cancelled.






How can we
establish and promote
Local Food Value Chain
with Industry-Government-
Academia partnership?

Gain insight to an essence of
Community based FVC Development
more practical, more interactive,
more inspirational
from the experiences of Japan.

Meet with Japanese Companies
for Future Business across the border
for further Production, Processing and
Distribution in the Food sector.



Outline



This program is offered to the administrative organization (government, ministry, municipality, etc.), university, research institution, private sector (association of companies, farmers, products, etc.) and who has strong concern on Food Value Chain (FVC) development in their country by utilizing Japanese technology and know-how with the viewpoint of business.

The program will be divided into two parts: Lecture & discussion part via internet communication (Online Program). And the part of Business Networking Seminar will be carried out online as well.

All sessions are conducted in English and **ONLINE**.

The period of the program is from January 10th to February 22nd, 2023.

Course Capacity is total 28 participants for 19 countries.



JICA Knowledge Co-Creation Program (KCCP)' as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet on February 2015, it is clearly pointed out that “In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.” We believe that this ‘Knowledge Co-Creation Program’ will serve as a center of mutual learning process.



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For What?

Background

In recent years, the environment surrounding agriculture has been diversifying because of the rapid advance of globalization, climate change, skyrocketing food prices, growing demand for biofuels, changing food preferences as personal incomes rise, the expanding participation of the private sector, and global competition for farmland. To tackle varied obstacles in agriculture, it is essential to develop Food Value Chain (FVC), a series of processes from production to processing, distribution, sales and consumption.

In Kochi, Japan, various activities related to FVC development are performed with the industry-government-academia partnership, which enables actors to improve quality of agricultural products, develop new attractive goods, reduce transportation cost, increase the opportunity of expanding marketing network.

Objectives

This program aims participants to

- understand an overview of FVC and the concept called “Sixth Industrialization” by taking the practice and strategy of Kochi and related parties as examples.
- apply an industry-government-academia collaboration and develop FVC in their countries.
- promote business networking with Japanese private companies and relevant actors on the domain of FVC.

To Whom?

Job Areas and Organizations

-The administrative organization (national/local government, ministry, municipality, etc.) who has intention to manage FVC development in their country.

-University, Research institution, Private Sector (association of companies, farmers, products, etc.) who has strong concern on FVC development.

The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

Targeted Countries

Belize, Brazil, Cambodia, Egypt, Ethiopia, Haiti, Indonesia, Iran, Jordan, Kenya, Laos, Lebanon, Moldova, Mongolia, Mozambique, Philippines, Republic of North Macedonia, Saint Lucia, Sri Lanka

Participants who have successfully completed the program will be awarded a certificate by JICA.

When?

Online Program Period



From January 10, 2023
to February 22, 2023

As a weekly basis, we'll connect online (Real time) on "Zoom". For other days, on-demand program or individual assignment will be provided.

*Participants are requested to set up PC and IT environment for the course for preparation of emergency situation (Lockdown, etc.). It will be better to secure PC and internet connection in your home just in case.

*The time zones for the real time sessions of this program will be announced on the **Online Connection Test** (tentatively scheduled on **December 12th**).

Where?

Place

This course is organized by the JICA Shikoku Center and the program will be held online in collaboration with Kochi University. You will receive essential reading materials for your self-study at your office or home.



How?

How to Learn

- On-demand Lecture
- Real Time Discussion
- Online Q&A Session
- Online Presentation
- Real Time and Online Interactions
- Online Business Networking Session, etc.

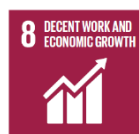


Language

English

Commitment to the SDGs

**SUSTAINABLE
DEVELOPMENT
GOALS**



Program Structure

Please see the attached course program (tentative).

Instructors

Course Leader

Mr. Masatoshi Takahashi

Kochi University

He has been in charge of promoting international collaboration in order to solve various problems we are facing. He hopes that all participants enjoy the course and learn a lot from Kochi.



Special Commentator

Prof. Dr. Hiroyuki Ukeda

Kochi University

Vice President, Executive Director for Regional Collaboration, International Affairs, and Public Relations.



Special Commentator

Mr. Mitsuo Matsumoto

The Kochi Prefectural Makino Botanical Garden

Technical Adviser, Former Director of Kochi Agricultural Research Center



Program Officer

Mr. Yohei FUNAKOSHI

Japan International Cooperation Agency (JICA) Shikoku Center

Message: Hello dear all, I'm in charge of the Business Networking session in this program. The most meaningful knowledge and experience are gained through the interaction with other participants and potential business partners. Let's develop our new horizon together for more attractive FVC in the world!



Mr. Hiromu Iwataki

Japan International Cooperation Agency (JICA) Shikoku Center

Message: Greetings from JICA Shikoku! I'm responsible for this program. This program will provide you with a lot of learning opportunities, exploring new perspectives of yourself and having interactions with instructors, advisors and other participants. We are looking forward to interacting with you and deepening our understanding together!



Key information of the course

1. Course Objective:

To understand an overview of FVC and the concept called “Sixth Industrialization” by taking the practice and strategy of Kochi and related parties as examples.

To understand good examples of FVC development in Japan and Kochi for preparing action plans on FVC promotion for the development of community-based agribusiness in the participating country.

To gain practical knowledge through participating in a business networking seminar and discuss the demands and potentials of business with the Japanese companies.

2. Overall Goal:

Enhance participants’ capacity of managing and developing FVC for community-based agribusiness and strength the overall capacity of institutions and organizations where participants belong.

Simulate economy in each country by taking initiatives based on the action plan and fostering FVC for community-based agribusiness.

3. Expected Module Output and Contents:

This program consists of the following components.

Module	Expected Module Output	Methodology
(1)	To make a comprehensive review of the current situation of FVC in Japan and Kochi and other participants countries.	Lecture Discussion
(2)	To propose countermeasures against the challenges in developing FVC in each country by utilizing good example of Kochi, Japan and other participants’ countries.	Lecture Site visit (video) Discussion

(3)	To exchange information and ideas for the potential of business with the Japanese companies through business networking seminars.	Presentation Interview
(4)	To prepare your action plan proposal to be implemented in your organization and in your country.	Presentation

<Structure of the program>

Topic outline (subject to minor changes)

Module	Contents
(1)	Introduction to FVC, Inception report presentation, Problem analysis discussion
(2)	Industry-government-academia collaboration as a mean of FVC development, Overview of sixth industrialization
	Ministry of Agriculture, Forestry and Fishery, Promotion of Global FVC, policy and system in sixth industrialization
	Kochi Prefectural Office, Local government in Kochi Prefecture, Industrial promotion plan, regional industrial cluster project, subsidization policy in sixth industrialization
	Kochi University initiatives (TOSA food business creator, etc.), various approaches in sixth industrialization
	Private sector: a. Examples of sixth industrialization (Company implementing local production for local consumption, agricultural cooperative, farm tourism, etc.) b. Virtual visit to regional industrial cluster
(3)	Business networking seminar
(4)	Preparation of action plan for FVC development
Others	Program orientation
	Action plan presentation
	Evaluation meeting/Closing ceremony

4. Follow-up Cooperation by JICA:

In this program, JICA might extend follow-up support to participating organizations that intend to develop the result of the program further. Please note that the support shall be extended selectively based on proposals from the participating organizations.

Further Information:

http://www.jica.go.jp/english/our_work/types_of_assistance/tech/follow/alumni/association_support.html



Eligibility and Procedures

1. Expectations to the Applying Organizations

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project for those specific purposes.
 - (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable this course to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
-

2. Nominee Qualifications

Applying organizations are expected to select nominees who meet the following qualifications.

(1) Essential Qualifications

- 1) Officially nominated by his/her own government.
- 2) Current Duties: be an official/researcher/representative of business association or committee currently responsible for FVC promotion and development, especially those who are involved in the sector of Food Production (Agriculture, Livestock, etc.) such as production, manufacturing, processing, distribution and consumption. Mixed participants from industry (private or public associations) - government (central or local) - academia (university, research institutions, etc.) are highly recommended.
- 3) Experience in the relevant field: have practical experience of more than Five (5) years' experience in the field of mentioned above 2).

*More than middle ranking executives as a position in your organization will be the main target.

- 4) Educational Background: be a graduate of university or equivalent level.

- 5) Language: have a competent command of spoken and written English.
- 6) Health: must be in good health, both physically and mentally, to participate in the program.
- 7) IT environment: Stable and Hi-Speed internet, PC (at least 3GB of vacancy), Web Camera and Microphone are essential for your participation. You are required to attend the whole program with PC instead of smartphone or tablet to secure stable connection and have access to all online tools. You will also be required to use Microsoft Office tools such as Power Point to perform presentations. This program will be delivered by Google Classroom and Zoom. If you have any concern, please ask JICA office freely.

(2) Recommended Qualifications

- 1) Age: between the ages of thirty (30) and fifty (50) years, in principle.
- 2) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA makes a commitment to promote gender equality and women's empowerment, providing equal opportunity for all applicants regardless of sexual orientation and gender identity.

3. Required Documents for Application

- (1) **Application Form:** The Application Form is available at the JICA office or the Embassy of Japan. If you have any difficulties/disabilities that require assistance, please specify necessary assistances in the Medical History (1-(d)) of the application form. It may allow us (people concerned in this course) to prepare better logistics or alternatives.
- (2) **Photocopy of passport:** to be submitted with the application form if you possess your passport for double check on your name, age, etc.
*Photocopy should include the followings:
Name, Date of birth, Nationality, Sex, Passport number and Expire date.
- (3) **Nominee's English Score Sheet:** to be submitted with the application form if you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS).
- (4) **Inception Report:** to be submitted with the Application Form. Inception Report is very useful for us to get information about the applicant and his/her country. So **basically, we would not examine the application form without Inception Report appropriately prepared.**
- (5) ***Power point presentation data based on Inception Report: Only accepted applicants** are required to prepare power point data for short presentation at the early part of this course to introduce him/herself and share experiences or challenges among participants (Detailed information will be provided with the notice of acceptance).

4. Procedures for Application and Selection

(1) Submission of the Application Documents

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to the JICA Shikoku Center in JAPAN by **November 14th, 2022**).

(2) Selection

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center in consultation with concerned organizations in Japan. **The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.** Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than November 25th, 2022**.

***Only accepted applicants** are requested to attend **Online Connection Test** on **December 12th, 2022** (JST, tentatively scheduled). On that day, we would like to confirm whether the internet connection and the function of Zoom work properly, etc.

5. Conditions for Participation

The participants of KCCP are required

- (1) to strictly adhere to the program schedule (Basically 2-3 hours per day).
- (2) not to change the program topics.
- (3) to observe the rules and regulation of the JICA's copyright (We may request you some written oath for your usage of video and online contents/materials, etc.).
- (4) Please contact the JICA office in each country for consultation regarding the terminals used and the internet environment.

Administrative Arrangements

1. Organizer (JICA Center in Japan)

- (1) Name: JICA Shikoku
 - (2) Contact: Mr. Hiromu Iwataki (Iwataki.Hiromu@jica.go.jp)
-

2. Implementing Partner

- (1) Name: Kochi University
 - (2) URL: <http://www.kochi-u.ac.jp/english/index.html>
-

3. Allowance and related supports

JICA overseas office may arrange for hotel or meeting room in the JICA office for those who cannot secure appropriate IT environment for our course participation. Detail supports (including transport and allowance) will depend on each country. Please refer to our office in charge of your country.

4. Expenses

Preparation of necessary equipment and IT environment should be covered by participants themselves in principle. No per-diem or other allowance for the course. If you have any difficulty of the expense, please ask JICA office before your application.

Other Information

References

(1) JICA Information

- JICA Our Work Thematic Issues (Agricultural and Rural Development)

https://www.jica.go.jp/english/our_work/thematic_issues/agricultural/overview.html

- JICA-Net Library The SHEP Approach Training Digest (Full ver.)

<https://www.youtube.com/watch?v=FMzfZJE8eEY>

- JICA's Position Paper on SDGs: Goal 8

https://www.jica.go.jp/activities/issues/social_sec/ku57pq00002cyac5-att/sdgs_goal_08_e.pdf

(2) Kochi University Information

- Kochi University (Official site)

<https://www.kochi-u.ac.jp/english/>

- “International Exchange Activities at Kochi University” (YouTube Channel/subtitled in English)

<https://www.youtube.com/watch?v=URRGFGiN34Q>

(3) Information about Kochi prefecture

- VISIT KOCHI JAPAN (Official site)

<https://visitkochijapan.com/en/>

- “VISIT KOCHI JAPAN” (YouTube Channel)

https://www.youtube.com/c/Visitkochijapan_movie

About JICA Shikoku Center

We post KCCP articles on our Facebook page written in both Japanese and English, so please check, like and follow us!

<https://m.facebook.com/jicashikoku/about>



Annex

Preliminary Activity

To read the following documents stored in web site in advance (for your reference).

■Basic Information for Food Value Chain

https://www.maff.go.jp/e/policies/inter_relate/gfvc/180606.html



■Sixth Industrialization

Nakano, K. (2014). The “Sixth Industrialization” for Japanese Agricultural Development. *The Ritsumeikan Economic Review Vol. LXIII No.3(4)*, 60-72.

■Agricultural Management (Ministry of Agriculture, Forestry and Fisheries)

<https://www.maff.go.jp/e/policies/agri/management/agrimanage.html>

■SHEP

https://www.jica.go.jp/english/our_work/thematic_issues/agricultural/shep/index.html



Smallholder Horticulture Empowerment & Promotion (SHEP) Approach have developed in Kenya through technical cooperation project by JICA which started from 2006 and succeeded in increasing farmers' income. SHEP is an approach which realizes "Market-Oriented Agriculture" and converts farmers mind from "grow and sell" to "grow to sell". In Kenya, with this approach, the project achieved doubling income of 2,500 smallholders only within 2 years (2007-2009).

Inception Report

Applicants to the program are required to submit Inception Report in the format below together with the application forms. This report will be used as reference in the selection of the program's participants. Therefore, this report must be typed. Any HANDWRITTEN or INCOMPLETE report will be DISQUALIFIED. The report should be within 6 pages.

1. Applicant's Information

1. Name	[Family]	[First]	[Middle]
--Nationality			
--Contact	Tel.	Fax.	
	Email address		
2. Name of Organization			
3. Your professional Status			
--Your duties in charge (Please itemize)			
--Your relationship with JICA volunteers and/or the other JICA's activities, if any			
4. Organization Chart (Mark your position)	Please attach the organization chart.		

2. Current situation in your country

- (1) Basic information of your country and applicants' region regarding FVC
- (2) Expected role of your organization and department on FVC
- (3) Legal Framework on FVC in your country
- (4) Government's/municipality's policy related with the promotion of FVC
- (5) Current situation on FVC development and regional agri-business promotion in your country
- (6) Responsible ministry and organization for solving the above obstacles/problem
- (7) Your engagement and position regarding obstacle of FVC
- (8) Remark (special needs in your region e.g.)

3. Preparation for Business Networking Event

***2-3 hours on Zoom, divided into several groups of participants (Subject to change, and the detail of Business Networking Event will be announced later on.)**

- (1) What is the highest concern (main obstacle) of the FVC in your organization on the point of collaboration with Japanese companies, municipalities, or research organizations?

- (2) Please categorize your concern below (multiple answers possible for each).
 - (a) Sector: Agriculture/Livestock/Other ()
 - (b) Phase: Production/Processing/Distribution/Other ()
 - (c) Desirable Solution: Technique/Investment/Partnership/Other ()

*Please describe if you have any concern or interest with specific product.

- (3) What kind of companies/organizations would you like to meet in a business networking seminar? Please describe the reasons why you choose them.

- (4) What is your expectation to the business networking seminar?

- (5) Others (Comment, request etc.)

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs and are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the



success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan's developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of "tacit knowledge," a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.



CORRESPONDENCE

For enquiries and further information, please contact the JICA office or the Embassy of Japan.

Further, address correspondence to:

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