



なんとか  
しなきゃ!  
見過ごせない——5.5億人

## Nantokashinakya Project

**Nan-pro: We cannot overlook 5.5 billion people.**

# Efforts From the First Year

The Nantokashinakya Project—We cannot overlook 5.5 billion people (Nan-pro), which was started on July 27, 2010, is promoting international cooperation through public participation. The aim of the project is to expand awareness, understanding, support, action and participation in international cooperation, by distributing information in collaboration with organizations involved in international cooperation such as domestic citizen's groups, international organizations, government agencies, corporations, local governments, and educational institutions, in order to spread the concept like a ripple to society-at-large.



Front page of the Nan-pro website  
(<http://nantokashinakya.jp> [Japanese])



Kurara Chibana visiting Sri Lanka, at a site of Japan Overseas Cooperation Volunteers (JOCV) activities.

Shun Shioya surrounded by East Timorese children.

As a part of this project, an executive committee was formed by the three organizations JANIC (Japan NGO Center for International Cooperation), JICA and UNDP (United Nations Development Program) to provide, by working with the approximately 200 member organizations, information on the current status of challenges and support for developing countries, and information on recent international cooperation activities in which people can participate.

This information is provided via the dedicated Nan-pro website (<http://nantokashinakya.jp> [Japanese]). The project is characterized by, among other things, the voluntary involvement of celebrities and influential figures who are interested in international cooperation and whose capacity to disseminate information is employed in sending out messages.

A program is now in place whereby these

celebrities and other influential members travel to developing countries and describe their impressions in their own words. Kurara Chibana, who visited Sri Lanka in August 2010, and Shun Shioya, who visited Timor-Leste in January 2011, have provided information via various means including magazines and blogs, and have also discussed their experiences directly on talk shows.

The reaction from individuals who have participated in these events has been substantial. Comments have included the following: "I gained an interest in the existence of JICA and international cooperation NGOs thanks to the activities of these celebrities" and "It was a good opportunity for me to think about what I could do to contribute."

With large numbers of people interested in participating in events and seminars, the first step in international cooperation is to enhance

the information available via the website on prefectural and regional events. In Hiroshima on September 25, 2010, prior to the Sanfrecce Hiroshima J. League soccer team's match, the players made a "Nantokashinakya Statement", and an event was held for people to discuss thoughts on international cooperation. 6,000 people took part in the event, most of whom were soccer fans.

In Nan-pro, people who agree with the idea of the project and support its activities are referred to as "supporters," and urged to register on the website. The target is to achieve 55,000 registrations in three years. If enough interest can be gathered, it may be possible to run the project both in Japan and worldwide. With these hopes in mind, the Nantokashinakya Project will keep pressing forward.