



**なんとか
しなきゃ!**
見過ごせない—— 55億人

Nantokashinakya Project
Nan-pro: We cannot overlook 5.5 billion people.

Efforts from the Second Year

The Nantokashinakya* Project—We cannot overlook 5.5 billion people (Nan-pro), which was started on July 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.

*"Nantokashinakya" is a Japanese expression used to say that a problem must be solved by using a variety of actions or to express the commitment to achieving a resolution.

Fiscal 2011, the second year of the Nan-pro, began with confusion about what message to send from Japan, which had just suffered massive losses from the Great East Japan Earthquake. At that time, we received a constant stream of information about well-known project members and international cooperation NGOs moving quickly to provide emergency aid and reconstruction support in the Tohoku region. Personal relationships and know-how established over Japan's many years of international cooperation activities was utilized to provide assistance in Japan.

Many developing countries as well supplied aid to damaged areas of Japan. This catastrophe is therefore an opportunity to take another look at the bonds between Japan and the rest of the world and discuss the best way to supply international cooperation in the future. To facilitate this debate as well as mark the first anniversary of the Nan-pro, journalist Mr. Akira Ikegami hosted a discussion on the subject of Japan that receives and gives aid.

This event included a stage presentation by Dr. Norihiko Kuwayama, president of the NPO Stage Earth, titled *The Stage Earth – The Great East Japan Earthquake and International Cooperation*. While serving as president of this organization, Dr. Kuwayama continued to work as a physician at the Tohoku International Clinic, which was damaged by the earthquake. He used a song to convey his thoughts about people from overseas who rushed to



A photo of Dr. Norihiko Kuwayama performing *The Stage Earth – The Great East Japan Earthquake and International Cooperation*



The Nan-pro first anniversary event at which Akira Ikegami led a discussion about Japan as a country that receives and gives assistance

the area to give aid during the most difficult time and others who came to help with reconstruction.

In the second half of fiscal 2011, the Nan-pro concentrated on the SOS Africa Campaign. The purpose is to tell the world about the severe drought and food crisis in Somalia and other countries in eastern Africa. About 13.3 million people may die in this region because of this disaster. A total of 18 organizations, including UN agencies, international cooperation NGOs and others, came together to make even more people aware of the dire situation in eastern Africa. There were information meetings for the media, panel discussions and other events for this purpose.

A new Facebook page became the most reliable means for this campaign to send this message to the world. Facebook made it possible to use photos and videos to show others the current situation and aid activities in eastern Africa. More than 7,000 people became a "fan*" of this Facebook page over a four month period. As a result, information about this disaster was sent to more than 1.9 million people via Facebook.

In early March 2012, the Nan-pro created its own Facebook page. In fiscal 2012, the third year of this project, we plan to use our website and Facebook to supply information regarding the themes of environmental protection, poverty reduction, education and African development.

*Number of people who selected "Like"



SOS Africa Campaign page on Facebook