



**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 Third Year

The Nantokashinakya* Project—We cannot overlook 5.5 billion people (Nan-pro), which was started in 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. This is done 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.

In fiscal 2012, the third year of the Nan-pro, activities placed emphasis on specific issues. Distribution of information focused on the central themes of the year: the environment, poverty, education and Africa, which, in turn, became the main issues of the project one by one. The aim of this approach was to conduct effective and diverse public relations activities.

After determining the themes, activities were conducted along with Nan-pro members such as NGO, international institutions, private companies that are involved with each theme. Joint programs can more effectively make the public aware of the activities of member organizations. In addition, measures were taken so that Nan-pro activities can serve as a link for creating even greater communication and collaboration among member organizations. By linking all members organically, the Nan-pro becomes functional as a platform for international cooperation. The objective is to create a mechanism that can even more efficiently and effectively provide the public with information about international cooperation activities.



A talk show was conducted by Dr. Kuwayama, international cooperation NGOs, private companies and the general public at Global Festa. [Photo by Shinichi Kuno]

As a part of JICA's distribution of information on an issue basis, JICA has been holding seminars for the media. At these seminars, people from media companies can receive information directly from Nan-pro members like NGO, international institutions, companies and JICA. As a result, the participation rate of reporters has been increasing with each seminar. Five seminars were held in fiscal 2012 and more than 60 reporters attended these events.

In the second half of fiscal 2012 (October 2012 and February 2013), international cooperation festivals took place in Tokyo, Nagoya and Osaka. The events were the Global Festa in Tokyo, the World Collaboration Festival in Nagoya and the One World Festival in Osaka. At these events, Ms. Moe Oshikiri, Dr. Norihiko Kuwayama, Ms. Masami Tanaka and Mr. Naoto Matohara of UNDER

GRAPH talked about the impressions of their visits to developing countries. At these events, visitors are asked to submit a "message to the world" at the Nan-pro booth and every time hundreds of people placed messages on a world map.

JICA started using Facebook in 2012 for Nan-pro. This channel is used to provide information about activities member organizations conduct, topics, field visit reports by celebrity members, and other subjects. Information is presented with photos in a style that is easy to understand. The number of fans had grown to 8,456 by the end of fiscal 2012 and continues to climb.



JICA continuously held media seminars to provide information regarding the importance of international cooperation.

Fiscal 2013 is the final year of Nan-pro. JICA is continuing to disseminate information while preparing for the next step of this project. For example, there were public relations activities for TICAD V in June 2013 and announcements concerning the activities of member organizations. The aim is to disseminate information that is even easier to understand so that supporters and the public can take the first step.



At the Nan-pro page on Facebook, news and episodes about international cooperation are updated daily.