



なんとか
しなきゃ!

Nantokashinakya Project Efforts from the Fourth Year

The Nantokashinakya¹ Project (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 citizens' groups, international organizations, government agencies, corporations, local governments, and educational institutions, in order to spread the concept like waves through society at large.

Phase II of the Project Started

In 2013, three whole years had passed since the establishment of Nan-Pro. On this occasion, a decision was made to review existing activities, realign objectives and methods, and restart the project as the project's Phase II.

The project's logo, catchphrase, and posters were reviewed, and the website was updated. In this update, focus was placed on providing information that will assist those who showed interest in overseas countries, international cooperation, international exchanges, and other similar topics, to take some tangible action as their next steps forward. The methods and approaches to communicate information were also reviewed, and priority was placed on aligning content in a user-friendly manner.

As a result, through realignment of the website content focused on what visitors want to see and know, we believe that the new website has come more into line with visitors' interests compared to the previous version, and it provides easy access to information on

Nan-Pro member organizations.

In fiscal 2013, communication with a focus on the central theme of "Africa," which started in 2012, continued. Nan-Pro assisted the Fifth Tokyo International Conference on African Development (TICAD V), which was held in June 2013, on the publicity side. Many member organizations participated in the conference, and Nan-Pro's focus was on spreading information on the member organizations' activities to as many people as possible using a variety of approaches.

After TICAD V, Nan-Pro took the opportunity of the 40th anniversary of ASEAN-Japan Friendship and Cooperation to raise people's familiarity with the Asian region, especially with the ASEAN countries. Nan-Pro also took the opportunity of International Women's Day, March 8, to take up the worldwide issues of gender and human rights. In addition to working on these major themes, efforts were also made to provide timely information, such as updates on reconstruction activities from on-site locations after Typhoon Haiyan (Yolanda)

caused severe damage in the Philippines.

In the second half of fiscal 2013, in October 2013 and February 2014, international cooperation events took place in Tokyo, Nagoya, and Osaka. The events were called the Global Festa in Tokyo, the World Collaboration Festival in Nagoya, and the One World Festival in Osaka. In these events, Sakana-kun, Dr. Norihiko Kuwayama, and Mr. Lou Oshiba talked about their impressions of their visits to developing countries to the audience attending the events.

A new attraction using a "Nantokashinakya! button" was introduced to the events in Phase II. Participants answer questions to find out about types of international cooperation that they can or want to take part in. There were many participants at each event site, and at the end of the attraction, each person was asked to click the "Nantokashinakya! button" on a tablet computer at the site to show their support for Nan-pro's concept. Data collected showed that over 400 people participated in this attraction every day.

Facebook, as well as the Nan-Pro website, is proactively used to provide clear-cut information about activities that member organizations conduct, field visit reports by celebrity members, timely topics, and other relevant subjects. Nan-Pro's Facebook page also carried some running stories in fiscal 2013 and increased its influence, with the number of fans growing to 15,106 at the end of that fiscal year.

In fiscal 2014, Nan-Pro's activities will focus on increasing dissemination of information to young people and students, picking up on the needs of local member companies, and setting up a framework to make nationwide information available to everyone.

1. Nantokashinakya is a Japanese expression used to indicate that a problem must be solved by using a variety of actions, or to express commitment to achieving a resolution.



The website was updated in September 2013. Its goal is to become a medium that makes proposals about what the next steps are that people can take, for those who are interested in international cooperation and international exchange.



Many people visited Nan-Pro's booth at the Global Festa. This is from the One World Festival, the largest of the international festivals, held in the Kansai region.