

Aug - Sept 2019

# JICA ETHIOPIA NEWSLETTER

Volume III, Issue III



### JICA Everyday

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Prime Minister Abiy Ahmed met with Dr. Shinichi Kiatoka, President of JICA, on the sidelines of the TICAD 7 Summit in Japan. Photo courtesy of @PMEthiopia



### PM Abiy Ahmed Attends TICAD 7 in Japan

The Seventh Tokyo International Conference on African Development (TICAD7) was held from Aug. 28 to Aug. 30 in Yokohama, Japan. It is the Summit-level international conference on Africa's development initiated by Japan in 1993. This year, the conference returns to Japan after six years, as TICAD VI was convened in Africa (Kenya) for the first time in 2016.

TICAD7 was co-chaired by Prime Minister Shinzo Abe of Japan and H.E. Abdel Fattah el-Sisi, President of Egypt, and attended by delegations from African countries, including H.E. Prime Minister Abiy Ahmed, as well as leaders from international organizations, aid agencies, members of civil society, and researchers who gathered to discuss African development.

During the Summit, Prime Minister Abiy met with Prime Minister Abe, at which time the two discussed Ethiopia's on-going economic reforms and the opportunity for Japanese businesses to invest in Ethiopia's agriculture, tourism, ICT and mining sectors. Prime Minister Abiy also met with the President of the Japan International Cooperation Agency (JICA), Dr. Shinichi Kitaoka. JICA is currently carrying out various projects in Ethiopia, supporting economic development.

In addition, the Ethiopian delegation attended the "Second Ethio-Japan Business and Investment Forum" organized by the Embassy of Ethiopia in collaboration with JICA and the Japan External Trade Organization (JETRO). The Forum brought together 40 to 50 Ethiopian public and private companies to network with Japanese companies on possible Government-to-Business (G2B) and Business-to-Business (B2B) opportunities. A visit was also paid to the Toshiba Energy Systems Solutions plant, where the Prime Minister made a call for the company to invest in Ethiopia's geothermal sector. Kaizen was also at the forefront of the sideline discussions this week. The seminar, under the theme: "Africa's Socio-economic Transformation through Innovation," discussed the role of Kaizen in improving quality, productivity and competitiveness in Africa. Among the panelists was Mr. Bezabih Gebreyes, Commissioner of the Civil Service Commission of Ethiopia.

As an output of TICAD7, "Yokohama Declaration" was issued by Japanese government. In line with the pillars of the declaration such as (1) Accelerating economic transformation and improving business environment through innovation and private sector engagement, (2) Deepening sustainable and resilient society, (3) Strengthening peace and stability, JICA will contribute to the realization of "Yokohama Action Plan" with its field experience and knowledge in Africa.

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Farmers Conduct Market Surveys and Select Crops

The Ethio-SHEP team has been conducting market surveys and crop selection activities with farmers, carrying out baseline surveys. Five representative farmers participated in the market survey trainings from the target woredas. After the training, they went to their local markets to collect market information under the supervision of experts.

This is the third year of the project, as well as the third time that farmers are conducting market surveys.

"When we go to the market there are traders who know us well since we met each other at past market-linkage forums and during market surveys. They give us frank advice", commented one farmer. Other traders told the farmers to not only come in order to conduct their surveys, but to bring their products to the market as well.

One farmer said the following after the market survey, "I am disappointed in myself as a farmer after talking to the traders. The traders in my area buy products from far away while we are here as farmers; we are unable to supply the market. If I can produce quality products then the traders would be willing to buy from me. Both of us will benefit".

An expert who participated commented, "I was always thinking that the main problem for horticulture is market, but now I realized that the main problem is on our side (both farmers and experts), lack of quality production, fragmented selling in the market, and lack of timely supply".

After the conclusion of the market survey, the farmers held discussions with the experts to decide which crops they should select to grow for the upcoming season, based on the information that they collected. Eventually, this years' farmer group selected the following items: potatoes, onions, tomatoes, carrots, green pepper, kale and headed cabbage. Planting will begin soon.



Conducting a market survey in west Gojam.



Conducting a market survey in Jimma.



Selecting which crops to plant for the season in Arsi.

# Japanese and Ethiopian Insurance Companies discuss Index-based Crop Insurance

On September 06, 2019, an index-based crop insurance seminar was held in Addis Ababa, with 12 participants mainly from insurance companies. Japanese experts explained the nature of Japanese insurance companies, index-based insurance in other countries, and disaster trends in Ethiopia, after which they held active discussions.

The "Index-based Crop Insurance Promotion Project for Rural Resilience En-hancement Project" launched in March 2019 aims to promote "Resilience Enhancement Packages (REPs)" that combine indexbased insurance products, agricultural materials, and agricultural technologies. The project has started activities in the four target areas together with the Ministry of Agriculture and the Oromia Agricultural Bureau, and made a series of discussions on insurance design and promoting products with private insurance companies in Addis Ababa.

At this index-based insurance seminar, Mr. Fukuwatari from SOMPO Risk Management, the Japanese insurance company under SOMPO\_HOLDNG Group, introduced the (1) history of SOMPO, (2) concept of Index insurance, (3) cases in Southeast Asia, and (4) disaster frequency and disaster trends affecting people in Ethiopia. Mainly, he presented the concept of the index in-surance and the difference between index insurance and indemnity insurance. In fact, Index insurance has some advantages like no loss survey, swift payment, and no moral risk. Therefore, in the counties where the insurance system is not developed, there is a tendency that index insurances are preferred. In addition, although it seems that the frequency of floods is very high from historical data in Ethiopia, drought is overwhelming as a disaster affecting people.

After the presentation, various opinions were exchanged among participants about insurance in Ethiopia and Japan, and the necessary information for developing index insurance was obtained. Such discussions made this seminar a fruitful opportunity for all participants.



Mr. Fukuwatari (SOMPO Risk Management) presented on index insurance, and disaster trends in Ethiopia.



The participants actively joined the discussions, which bore fruitful results.



### Math Project Will Contribute to Education Reform

MUST Project (The Project for Mathematical Understanding for Science and Technology) started its activities in Ethiopia in April 2019. The project focuses on mathematics in primary education and will develop Lesson Support Materials for Grade 1 to Grade 8 students as well as teacher's guides to accompany the materials. The project aims at improving Ethiopian students' learning of mathematics with those materials. At the same time, the project is supposed to contribute to the revision of mathematics curriculum of Ethiopia, which is now underway; the project will continue until August 2023.

It is very regrettable to say that Ethiopian students' academic achievement in mathematics is generally low. The results of the National Learning Assessment show that the average score of mathematics rarely exceeds 50%, even though the tests were all multiple-choice items. More alarming are the results of a survey on basic arithmetic calculations done by the Mathematics and Science Improvement Center (MSIC) in 2016. The survey tested G1 to G4 students with very basic problems like 2 + 3, 13 + 5, 8 - 4,  $2 \times 3$ , and  $18 \div 2$ . The results show that among the Grade 4 students, for instance, 4% cannot solve 2 + 3; 14% cannot solve 8 - 4; 24% cannot solve 2 x 3. This is a worrisome situation.

The School Baseline Survey conducted by MUST Project last May confirmed the above observations. The Survey used specially designed test sheets where the same basic question items were given to multiple grades. For example, we gave 13 + 5, 8 - 4 and 2 x 8 to all grades from 1 to 8. Similarly, 5/6 + 2/6 and 0.3 + 1.62 were tested on the students from G4 to G8. This particular arrangement allows us to see how students improve (or do not improve) their understanding of the basic operations and concepts over the years.

For example, take 5/6+2/6. Average percent correct (rate of correct answers) by grade was: G4 14.7%; G5 19.8%; G6 18.8%; G7 32.0%; G8 32.7%.

Why? What are the reasons

for their low achievements? Part of the blame should be borne by the current curriculum (syllabus) and textbooks. Through detailed analyses of the School Baseline Survey results as well as the curriculum and textbooks, the MUST Project has identified following points as particularly serious problems:

1. [Curriculum] Too much content and too fast paced for Grade 1

2. [Curriculum] No special care taken to overcome the barrier between G3 and G4 contents 3.[Textbooks] Operationalism" as the most serious problem

We have noticed that there is a high barrier between G3 and G4 that many students cannot overcome. As a result, they stay at the G3 level afterwards. The most prominent component of the barrier is calculations of decimals and fractions. We therefore propose to treat this topic at G4 with special care: in small, systematized steps with ample explanations and simple exercises.

"Operationalism" means these characteristics of the text-

books: lack of conceptual explanations, quick generalizations in an abstract form and emphasis on the operational procedure. These characteristics make the textbooks difficult for students to understand.

The MUST Project will propose Lesson Support Materials that overcome those problems and shortcomings. At the same time, the new set of competencies on which the Lesson Support Materials will be based, can contribute to the curriculum deliberation process led by the Ministry of Education. The MUST Project will proceed hand in hand with the overall educational reform process initiated by the Government of Ethiopia.

On October 2, 2019, the second meeting of the Joint Coordinating Committee was held, chaired by the State Minister of Education. In this meeting, a representative of the Roadmap Secretariat was present for the first time. The MUST Project has been closely working together with CDID (Curriculum Development and Implementation Directorate). It has now began collaborative relationships with the Roadmap Secretariat as well. Our common goal is clearly set. We hope that the MUST Project can make a substantial contribution to the education system.



### Construction Begins on TICAD Center Building

The Kaizen project is one of JICA's flagship projects in Ethiopia. The management philosophy has won the hearts of government officials and is being effectively disseminated to those engaged in the manufacturing sector. As kaizen continues to bear fruit and managers and companies realize the financial and production benefits, there has been an even greater push to introduce kaizen in others sectors, such as the service industry, schools and healthcare.

JICA is committed to expanding kaizen in Ethiopia and throughout Africa. On September 30, 2019, in the presence of Mr. Daisuke Matsunaga, Ambassador of Japan to Ethiopia, a groundbreaking ceremony was held for the construction of the TICAD Human Resource Development Center for Business and Industry (TICAD-HRD). The building will serve as a training center for employees of manufacturing companies, civil servants, teachers of vocational training schools and kaizen consultants from the Ethiopian Kaizen Institute.

The project will cost 27.5 million USD, which will be covered through Grant Aid from the Government of Japan. While the design of the building and the supervision of the construction will be conducted by a consortium of Nippon Koei.,Ltd. and Koei Research and Consulting Inc, the construction will be carried out by Fujita Corporation. TICAD-HRD will not only serve Ethiopia, but the goal is to make it a Center of Excellence for the region and the continent in training kaizen consultants.



Japanese-style ground-breaking ceremony. *(Left to right)* Mr. Mekonnen Yaie, Director General, EKI; Ambassador Daisuke Matsunaga; H.E. Mr. Birhanu Feyisa, Vice Commissioner, Civil Service Commission and Ms. Megumi Hirose, Senior Representative, JICA Ethiopia Office.

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### New Ethiopian Coffee Brand Launches in Japan

SCAJ World Specialty Coffee Conference and Exhibition 2019 was held in Tokyo, Japan from September 11-13, 2019. It is the largest event dedicated to specialty coffee in Asia. At this year's event. specialty coffeerelated companies and organizations from 25 countries and regions came together and exhibited at more than 300 booths. The Ethiopian Coffee Exporters Association (ECEA) exhibited a booth, with design and construction support from JICA's "Ethiopia Industrial Promotion Project (Export Promotion)" project.

Ethiopia is the origin of Arabica Coffee and the country is home to more than 6,000 varieties of coffee. As one of the highlights of this year's exhibition, Ethiopian coffee exporters demonstrated their carefully selected specialty coffee and offered tastings of select varieties. In addition, Forest Coffee (coffee native to the Arabica forest), which was sourced through the support of JICA's "Project for Supporting Sustainable Forest Management through REDD+ and Certified Forest Coffee Production and Promotion" was also exhibited.

Another highlight was the launch of "Ethiopian Coffee", the national coffee brand which has been developed by the Ethiopian government through consultations with JICA. After supporting the export promotion of Ethiopian sheep leather, along with the development of the "Ethiopian Highland Leather" brand, JICA was approached to assist in the brand development for Ethiopian coffee. While developing the brand, JICA consulted with Ethiopian partners on: which values of Ethiopian coffee should be highlighted; how the values should be conveyed to consumers, as well as how the national brand should be further developed for global recognition. At a seminar held during the exhibition Mr. Gizat Woruk Kebebe, Secretary General of ECEA, explained how the national brand was launched, the values of Ethiopian coffee as a national brand, and how the brand will be managed in the future.



New brand logo for Ethiopian coffee.

Visitors to the exhibition ranged from coffee roasters to coffee shop owners and coffee lovers and consumers. Everyone who tasted Ethiopian coffee was fascinated, commenting that "the aroma is so rich," "it is different from other coffees," "it has a very fresh aftertaste," etc.

When visitors were asked about expectations for Ethiopian coffee in the future, they suggested that "it would be nice if Ethiopian specialty coffee could be obtained also from small export companies and producer groups," while others wished that "the export time for coffee would be reduced, by managing the process and not only focusing on quality assurance as the national brand".

One Ethiopian exporter exhibiting at the booth also noted improvements that he would like to see for next year, saying that although this year's exhibition was an improvement from the previous year, he would like to have more successful business negotiations by enhancing cupping sessions and bringing more roasted coffee for tasting.



Ethiopian Highland Leather Showcases at Who's Next.

From September 06-09, 2019, ten Ethiopian companies supported by JICA's Ethiopian Industrial Promotion Project (Export Promotion) participated in Who's Next. in Paris. They promoted leather materials and products made from Ethiopian Highland Leather (EHL), an initiative established by the Project.

Who's Next. is one of the world's largest exhibitions in the fashion industry. Based on the concept of ethical and eco-friendly leather, we introduced vegetable-tanned leather products and tie-dye and wax-finish leather products to utilize low-grade leather. The booth was decorated with photographs of beautiful Ethiopian highland sceneries and traditional Ethiopian furniture. It won the attention of many buyers, and as a result, we received nearly twice as many business meetings

with buyers compared to the previous year. The number of sample orders also increased significantly. Currently, the companies are working to deliver samples.

After returning to Addis Ababa, a de-briefing meeting was held immediately. We discussed how we were able to have such a fruitful achievement and what we needed to improve for the next opportunity. As reasons for their achievement, participant companies considered that their preparation was effective from January 2019, setting a concreate and appropriate concept of EHL that met demands in the market. Regarding further needed improvement, the companies pointed out the necessity of having unique product designs/techniques that would highlight their distinct products and the development of a showroom in cooperation with the Ethiopian Embassy in France. The next exhibition will be held in January 2020, and the companies have already started preparations!





Solve IT! Innovation Competition Awards Winners

The U.S. Embassy, the Japan International Cooperation Agency (JICA), and iCog Labs celebrated the successful conclusion of SolveIT! 2019 on August 17, 2019.

SolveIT! 2019 is a nationwide innovation competition in its second year that encourages young Ethiopians to develop innovative projects, promote entrepreneurship, and solve local problems through technology. Participants from fifteen cities participated in the Solve IT 2019 competition: Arba Minch, Aksum, Dire Dawa, Gambella, Harar, Semera, Assosa, Adama, Bahir Dar, Jimma, Jigjiga, Gondar, Mekelle, Hawassa, and Addis Ababa.

The winners of this year's competition were Melkamu Taddese and Memberu Zeleke, who won 100,000 birr for their joint project, the creation of a 3D print-

er. Second place went to Dawit Getachew and Hanna Workineh, whose project was a machine that converts plastic waste into fuel and electrical power. Hanna Tilahun and Hume Degbesa took third place for their *Yegna* project, a monitoring device that tracks the frequency and strength of uterine contractions by controlling the drip of oxytocin.

SolveIT! 2019 received nearly 2,000 project applications from throughout Ethiopia. The overall project included hands-on entrepreneurial training sessions throughout the country, hands-on mentorship of teams who developed 63 innovative products and services, and a week-long boot camp in Addis Ababa, which culminated in a national competition with 112 youth entrepreneurs.

The United States and Japan remain committed to empowering young entrepreneurs to solve problems using technology, software, and hardware to create more jobs and economic opportunities across Ethiopia.

At the closing ceremony, U.S. Ambassador Michael Raynor highlighted, "By supporting these programs and investing in their young participants, we're investing in their capacity to find solutions that help their families, their communities, and their country. The overall result will be a stronger Ethiopia, which is the outcome we all want to see."

Japanese Ambassador Daisuke Matsunaga stated, "I believe emerging technologies or leap frog technologies could change the world, especially in Africa. Talented youths are key for a country's future. We are going to continue our support for human resource development." In his closing remarks, JICA Chief Representative Makoto Shinkawa said, "As a follow-up to Solve IT 2019, JICA is launching an acceleration program to further nurture the talent that has emerged through this competition. The accelerator will begin within the year and include the opportunity to train overseas."

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Betelhem Dessie, Solve IT project adviser said, "SolveIT! is more than just an innovation competition; it's a community of young and capable individuals who have a vision of changing their country for the better. SolveIt! is expanding its reach everyday through our alumni and partners."



Winners of Solve IT! 2019.



Runner's up of Solve IT! 2019.



Third place winners of Solve IT! 2019.



Jimma-Chida Road Upgrading Project to Resume

While attending TICAD7 in Yokohama in August, Prime Minister Abiy Ahmed also met with Dr. Shinichi Kitaoka, President of JICA. During their discussions, one of the points of agreement that they reached was the recommencement of the Jimma-Chida Road Upgrading project.

The project, which was originally slated to begin in 2017, was put on hold when the Debt Sustainability Assessment of Ethiopia was downgraded. The objective of the project is to improve the road network in Seka Chekorsa and Dedo wereda's in Jimma Zone (Oromia Region) and in Konta Special wereda in Southern Nations Nationalities and Peoples Region. In addition, the new 82km road will reduce travel times and improve vehicle-operating costs by upgrading to all weather high asphaltic-surfaced standard road with a seven-meter carriageway.

The road will connect the towns of Jimma and Chida directly, linking the populations to Addis Ababa city and the rest of the country.



Current road along the Jimma-Chida route.



### New Representative for Infrastructure Sector

As of August, our office has had a new Representative for the infrastructure sector. Please meet Ms. Haruka Nakagawa who joins us from JICA HQ.

1. Have you previously worked in (or visited) other African countries? If so, can you share a favorite experience from one of the countries?

Actually this is my second time in Ethiopia. Last time was about 2 years ago, and I was here for 3 months as a JICA first-year OJT trainee. After the training period, I worked in the Energy sector group at HQ which was looking over Africa region. I have so far visited Ethiopia, Djibouti, Tanzania, Mozambique, Cote d'Ivoire for my business trips.

My most favorite experience in Africa was in Ethiopia, during my training period. On that day, I was going to buy goods at a small sukk shop. Not as usual, there was many people waiting in front of the shop. I first didn't recognize the reason, but it was because the owner of the sukk was praying inside his shop as a Muslim, and the people waiting were all Ethiopian orthodox religions. Those who were waiting were all quiet, but once after the boy finished his praying, they started talking and asking him what they would like to buy. This showed me how Ethiopians have mutual understanding to other religions and how warm they are to accept each other's customs. It may be a natural situation for who have grown and live for a long time in Ethiopia, but since Japan is not yet so familiar country to religionsdiversity, this event shocked me in a positive way and made me so heartwarming. This is only one example, but I really love the Ethiopians' warm and sharing culture and sincerity to other people.

#### 2. Where was your last job post? and please briefly tell us what your job was like?

I was previously working at the department of Energy and Mining in JICA headquarter, Tokyo. I was looking over some projects of Energy sector mainly in East Africa region, including geothermal projects, transmission lines and distribution lines projects. 3. What cultural or historical aspects of Ethiopia are you most looking forward to exploring?

Cultural events and places in Ethiopia are very intriguing for me. Also I would like to learn more about the local languages especially Amharic. Amasagenalloh ©





(Above): Ms. Nakagawa with other JICA volunteers and staff attended Meskel celebrations.

# Water Supply Project for Bahir Dar City Kicks Off

On September 19, 2019, more than 40 people gathered at Homeland Hotel in Bahir Dar city where "The Project for Improvement of Water Supply in Bahir Dar City" kicked-off. The kick-off meeting was organized by the Amhara Water, Irrigation and Energy Bureau and Bahir Dar City Water Supply and Sewerage Service Utility, together with Japan Techno Co., Ltd. and Konoike Construction Co., Ltd., the Japanese consultant and contractors of the project. The main purpose of the meeting was to brief stakeholders about the overall project profile.

In the meeting, Mr. Alem Tadesse, Deputy Mayor of Bahir Dar city, emphasized that the project would increase the water supply coverage (from 50% to 65%) and the consumption per capita (from 50lit/ person to 80lit/person). Mr. Yimer Habtie, the Deputy Head of Amhara Region Water and Irrigation, Energy Bureau, congratulated everyone for the start of the project. He also showed his intention to take the necessary leadership steps to ensure the success of the project.

From the Japanese side, Mr. Kazuhiro Arita of Japan Techno Co., Ltd. and Mr. Shigebumi Ochiai of Konoike Construction Co., Ltd. highlighted the overall plan and schedule of the project. They explained that the construction would take 29 months, and expressed their willingness to commit on the project. From the JICA Ethiopia Office, Ms. Haruka Nakagawa, Representative for the Infrastructure Sector, briefed the role and contribution of JICA concerning water supply in Amhara region and reiterated that this project is a continuation of previous collaborations. She stressed that it needs a strong and joint effort from both the Ethiopian and Japanese side to complete this project according to schedule.

The chairman of the kick-off meeting Mr. Abebe Belay from

the customer forum, extended his gratitude to the Japanese government and people for their commitment to the project and financial donation, equivalent to about half billon Ethiopian Birr, which will serve more than 150,000 beneficiaries.

### (Left)



(Right)

Ms. Nakagawa speaking at the Kick-off meeting.





# Final Presentations by Returning Volunteers

Five volunteers have successfully concluded their activities for two years in Ethiopia and their final presentations were held on September 30, 2019 at the JICA Ethiopia Office. The volunteers' presentations consisted of their achievements from their activities, challenges both for living and working in Ethiopia, as well as recommendations for the



Mr. Kuniaki Kato's presentation. A community development volunteer assigned in Arba Minch.



Mr. Souta Nishimura was a primary education volunteer assigned in Dire Dawa.



Ms Chihiro Saga's presentation. A community development volunteer assigned in Dale.

remaining volunteers. Throughout their two-year experience, they contributed to the development of Ethiopia and leant about Ethiopian culture including different languages, which they will share with people in Japan once they return home. JICA expects that this opportunity will create a bright future for each volunteer.



Mr. Daiki Watanabe's presentation. A cycling volunteer assigned in Mekelle.



Mr. Hiroki Yasui's presentation. A community development volunteer assigned in Dire Dawa.



Ms Saga's actively oversaw that communities were receiving access to water. On many occasions she also taught young children the benefits of water, sanitation and hygiene (WASH).

## Coming up in October and November 2019

### October

- The Second National KAIZEN Awards
- Nikkei Tour to showcase Ethiopia to Japanese companies
- Joint Coordination Committee Meeting for MNGD project
- Opening Ceremony of Fish Ponds constructed by JICA;s grassroots NGO project in Meki town.

### November

 Joint Coordination Meeting for Sustainable Land Management (SLM) framework project





Leading the World with Trust

#### Mission:

JICA, in accordance with the Development Cooperation Charter, will work on human security and quality growth.

### Vision:

### Leading the World with Trust

JICA, with its partners, will take the lead in forging bonds of trust across the world, aspiring for a free, peaceful and prosperous world where people can hope for a better future and explore their diverse potentials.

### Actions

1. Commitment: Commit ourselves with pride and passion to achieving our mission and vision.

2. Gemba: Dive into the field ("gemba") and work together with the people.

3. Strategy: Think and act strategically with broad and long -term perspectives

4. Co-creation: Bring together diverse wisdom and resources.

5. Innovation: Innovate to bring about unprecedented impacts.

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