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FAO Liaison Office in Japan

Konnichiwa

Your bridge with Japan

September-November 2013

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Visits by the New Director

In the course of September and early October, the new Director met all key donors and partners. This included the first visit ever by a LOJ Director to the Mayor of Yokohama, the city which hosts LOJ and provides office facilities for free. Follow-up meetings are underway with all to better understand existing funding mechanisms and eventually prepare a resource mobilization toolbox, in consultation with OSD, TC and other units as appropriate. The office took the opportunity of such a meeting with MOFA in mid-November to draw attention to the loss caused by Typhoon Haiyan in the Philippines, stressing the need to fund early recovery and rehabilitation activities in the areas of agriculture and fisheries in order to reduce dependence of food assistance. The feedback received from MOFA is being shared with the relevant senior officers. In addition, the Director has initiated close partnership with his WFP counterpart to identify ways to showcase RBA collaboration in the field. The two office heads have agreed to gather, from their colleagues in Rome as well as in the field, concrete cases of successful collaboration to be jointly presented to MAFF and MOFA.

Advocacy and Public Relations

● World Food Day 2013

LOJ has continued its collaboration with the World Food Day Month Promotion Group (WFDMPG) consisting of NGOs/NPOs (Africa Japan Forum, Hunger Free World Japan, Oxfam Japan, Second Harvest Japan, WE21 Japan, JAICAF, Japan International Food for the Hungry, Green Sahel). Members of the Group hold regular meetings to synergize their respective activities in promoting the WFD in Japan. As is the case every year, LOJ issued WFD promotion flyers in Japanese for public dissemination and exhibited panels and posters at the WFD regional committee events held in Noboribetsu, Koriyama and Okayama cities. Japan International Food for the Hungry (JIFH: <http://www.jifh.org/eng/>), one of the members of the WFDMPG, held a series of WFD events throughout the year, with LOJ's participation. In keeping with established practice, a full-page coverage was published on Yomiuri Newspaper (over 3.5 million copies distributed nationwide), featuring stories related to the WFD theme and FAO's work on achieving food security for all. The cost of this publication is covered by donations from sponsors.



● International Year of Quinoa 2013

LOJ translated and issued the Japanese versions of IYQ 2013 pamphlets and posters. The office is currently working with the Embassies of Bolivia, Ecuador, and Peru in further promoting the IYQ through three events featuring both panel discussions and tasting of quinoa-based dishes. This follows the organization by LOJ of a one-week exhibition in May at the United Nations University, with the support of the Government of Bolivia.



● Lectures and seminars

LOJ receives about 3 requests per month for lectures on FAO's activities and world food situation from junior high schools to universities. The following two took place in November:

- 8 November: Musashi University (at LOJ) - Explanation on FAO's work, contribution and prospects in the fight against hunger, including possible areas for research in alleviating world hunger;
- 9 November: Meiji Gakuin University – Closing lecture (2-hour slot) by the Director, LOJ at the 40th anniversary of the Peace Studies Association of Japan. Main subject: Food security is the key to peace, the definition of which goes beyond "absence of war". The role of family farming and food systems in that context was discussed.
- **Coming up:** Lecture for 5 students from Yokohama Minami high school
Explanation of FAO's work and world food situation, focusing on what we can do to reduce food loss and waste



in Japan.

Participation in Public Events

- **5-6 October: GLOBAL FESTA (Organizer: MOFA)**

This decades-old annual event aims at drawing public attention to international cooperation; about 240 organizations, public and private, present their activities. LOJ held a booth displaying FAO panels and posters, and distributed pamphlets on WFD as well as information leaflets related to FAO's activities, including the hunger map, to raise awareness on hunger and malnutrition within the general public. Despite the bad weather on the first day, a total of 78,000 visitors came to the festa during the two days. LOJ received inquiries from students as well as general public, mostly revolving around the difference between FAO and WFP, the meaning of the WFD, the main activities of FAO and how they could contribute to reducing hunger and poverty in the world. LOJ also made a presentation on the work of the Organization and employment opportunities; all seats in the room were occupied, with a dozen people standing.



- **19-20 October: YOKOHAMA INTERNATIONAL FESTA (Organizer: Yokohama City)**

This is an annual event in which over 120 organizations, national and international, participate and which receives over 56,000 visitors. Its objective is to promote collaboration between international/national agencies and NGO/NPOs and to bring up the image of Yokohama as a vibrant international city. LOJ received teachers, students, foreigners, accompanied children and private companies whose interest was on WFD, GIAHS and FAO's recruitment process. Teachers were also looking for lesson materials, and some private companies inquired about possible collaboration with FAO; follow-up meetings will be held in this regard as appropriate. LOJ had an Ustream Live Interview with Yokohama NGO Network broadcasting team and explained about FAO's work and mandates towards the fight against hunger. (<http://www.ustream.tv/recorded/39971569> – Japanese only).



- **15-25 October : DENTSU WFD PANEL EXHIBITION**

(Organizer: Dentsu Company, Tokyo)

The Corporate Social Responsibility department of DENTSU, Japan's biggest PR company, organized this exhibition at their entrance hall to raise awareness on the world food situation among their employees, contractors and visitors during the WFD month. LOJ, together with all organizations of the WFDMPG, participated in this event at which panels designed by DENTSU were exposed to facilitate public access to, and understanding of, FAO's work towards achieving world food security.

- **8-9 November: MINORI (harvest) FESTA (Organizer: MAFF)**

This is an annual event in which over 38 prefectures and 15 agriculture, forestry & fisheries organizations participate, receiving about 50,000 visitors. LOJ received many visitors, including children with guardians, whose main inquiries were on FAO's activities for alleviating hunger and on the world food situation.



Written materials in Japanese

- **Press Releases** - Since Sep 2013, LOJ has selected and translated 18 press releases into Japanese and posted them on its website, which receives 30 to 2,810 visits monthly, with the highest hit during the WFD period as well as the time of SOFI report publication (Sep to Nov). A monthly **Email News** is also disseminated to approximately 800 subscribers from government institutions, NGOs/NPOs, UN agencies, private companies, academic institutions and general public), providing links to press releases issued in Japanese in the month as well as to FAO events, publications and information updates.
- **FAO Publications in Japanese** - LOJ issued the Japanese versions of the WFD 2013 Issue Paper and Posters, International Year of Quinoa 2013 Leaflet and Posters, SOFI 2012, SOFA 2012, disseminated to libraries, schools and general public.

Suggestions for improvement are welcome at:

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