

# The Sustainable Gastronomy in Society [SGS] Newsletter

JAPAN-EUROPE  
FORUM



## Join us!

EDITORIAL

SGS is honored to extend to you the official invitation to join a new arrow of initiatives since our landmark Engagement Platform in Nara last November 2022.

The launching of our Digital Engagement Platform and First Members Coalition during the G7 Summit. More to come very soon but with membership, you will get:

- The chance to attend exclusive high-profile events – get the opportunity to interact directly to decision makers like Nara' forum stakeholders.
- Access to SGS network – meeting other members at both events during the year, and the Global Diwan member-only events.
- A free subscription of the Newsletters from SGS.

In this April issue, we are privileged to share opinion of Japan government Sous Sherpa of G7 with his overview of the G7' agenda and Japan essential leadership on global affairs governance.

In addition, we will introduce our partner the Global Diwan dedicated to connecting East and West leaders.

Save the Date for the Global Diwan's Annual Forum in Nice (Oct. 12-13) on Data Governance & Security.

Finally, we focus on with the article addressing the Geographical indication as a tool to contribute to sustainable food systems of Florence Tartanac & Emilie Vandecandelaere, the Food and Agriculture Organization of the United Nations (FAO).

Enjoy your reading !

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## Interview

# Interview with Ambassador NAKAMURA Kazuhiko

G20/G7 Sous Sherpa,  
Ministry of Foreign Affairs of Japan



**To take up the question asked to Mr. Haneda in the last SGS Newsletter issue of March, we would like to ask you to introduce your role and what do you do as a vice-Sherpa of G7 Summit 2023?**

The “Sherpas”, the personal representatives of respective G7 leaders, lead preparations for the G7 Summit. The role of the Sous-Sherpa, which I serve as, is to support the Sherpa as his/her alternate.

For example, I support Japanese Sherpa through hosting, under his instruction, Sous-Sherpa meetings as the chair to coordinate among the G7 on specific issues.

**One fundamental principle guides the G7, that of consensus and the ultimate symbol that emerges is the final communique, do you feel the pressure?**

At each G7 Summit, the G7 Leaders adopt their Communiqué that summarizes their views, specific initiatives and the results of their discussions at the Summit on the imminent important challenges the international community faces, such as global economic growth and stability, geopolitical tensions in various parts of the world, and a range of global issues.

Although the G7 is the group of nations that share fundamental values, their interests do not always converge each other, and negotiations to reach an agreement are not easy. However, precisely because we are earnest in our discussions toward a common goal, the outcome document will be a powerful message to the international community.

I personally find it very rewarding to be involved in these difficult but meaningful negotiations, both by supporting our Sherpa who plays a central role in the coordination among the G7 for the Summit and by being on the front lines of the negotiations myself.

**The G7 remains a rare international forum where Japan can exert international influence, could you present the Japanese position this May?**

I don't think that there are only few forums in which Japan can exercise international influence. For example, this year, the QUAD (Australia, India, Japan and the United States) Leaders' Meeting will be held in Australia in May, the G20 Summit in India in September, and the APEC Economic Leaders' Meeting in the United States in November. Japan has participated in all of these summits, held this year in the Indo-Pacific region, as a founding member and has played an active role. Among them, of course, Japan attaches particular importance to the G7 Hiroshima Summit, because it will be held as the first one in a series of these important leaders' encounters in this region this year and under our own Presidency.

**Japan is taking over the presidency so how to “Make Japan Great Again”?**

I do not believe that Japan has declined, so I actually am not thinking specifically about “making Japan great again.” That being said, the international community is now at a historic turning point, having experienced the COVID-19 pandemic and being faced with Russia's aggression against Ukraine, which has shaken the very foundation of the international order. At this juncture, I realize that Japan's role as the G7 Presidency is extremely important.

## Interview

**This year's G7 summit is being held against the background of the biggest geopolitical crisis since 1945, the war in Ukraine will likely be the topic dominating this year's agenda?**

As I have just mentioned, we will host the G7 Hiroshima Summit at a historic turning point amid the ongoing Russian aggression against Ukraine, which has shaken the very foundation of the international order. We will firmly reject any attempt to unilaterally change the status quo by force, the threat of nuclear weapons as Russia has been doing, or the use of nuclear weapons, and will demonstrate to the world the G7's strong determination to uphold the international order based on the rule of law.

**Japan is hosting this year G7, and the event is taking place from May 19 to May 21, at Hiroshima, what are the summit leaders to set to focus and discuss as issues excepting Ukraine?**

I have just mentioned that upholding the international order based on the rule of law will be an important agenda item under Japan's G7 Presidency this year. From this perspective, in addition to Ukraine, we would like to discuss such issues as nuclear disarmament and non-proliferation, and economic security.

At the same time, the G7 will take the lead in addressing global economic issues, including energy and food security, as well as global issues such as climate change, health, and development. In tackling these issues, we will not turn away from the difficulties faced by many emerging and developing country partners, which are sometimes called "the Global South", and will emphasize close dialogue and cooperation with these countries.

In addition, since the G7 Hiroshima Summit will be held in Asia, we would like to make the Summit an important opportunity to firmly confirm G7's cooperation towards the Free and Open Indo-Pacific.



**In 2019, while having the presidency in the 47<sup>th</sup> G7 summit in Biarritz, France had opened the doors of this meeting to civil society, what is Japan's stance on this issue?**

The knowledge and wisdom of civil society is important in addressing the complex challenges facing the international community. From this perspective, the Government of Japan has been engaged in dialogues with the G7 Engagement Groups in various forms, including through informal exchange of views.

The Engagement Groups consist of representatives from various categories of stakeholders in the G7 country and broader societies, such as business organizations, civil society, labor unions, and the youth. They organize events and make policy recommendations from an independent standpoint on the areas of their interest that may be discussed at the G7

We will consider policy recommendations from each group and get helpful inputs from them in proceeding with preparation for the G7 Hiroshima Summit, including the drafting of the Leaders' Communiqué.

**SGS will organize a series of Engagement Forum Dialogue in parallel of the G7 2023, a collective dialogue to bring stakeholders with the aim of facilitating the creation of a network and coordinating proposal for a better sustainability approach, how do you think SGS could be recognized as a movement-setter in the future?**

I understand that SGS has been aiming at building sustainable food systems by bringing together experts in business, politics, culture, academia, and other fields and providing opportunities for regular dialogues among them, which contribute to networking of experts and formulation of policy proposals.

Food security is one of the key issues under Japan's G7 Presidency this year. Since there are diverse aspects to this issue, we believe it is meaningful that SGS holds Engagement Forum Dialogues to build networks and make proposals on sustainable approaches to food systems, through discussions among experts in various fields.

## Interview

### **On January 21, 2023, Prime Minister Kishida's contributed an article "Human security and universal health: Japan's vision for the G7 Hiroshima Summit, could you highlight Japan's commitment ?**

In his commentary contributed to The Lancet, Prime Minister Kishida articulates that the COVID-19 pandemic has made an unprecedented impact on the international community and exposed the vulnerabilities of the current global health architecture. He also underlines the urgent need to strengthen pandemic prevention, preparedness, and response (PPR) for global health threats and to create more resilient health systems that lead to universal health coverage (UHC).

In this context, Prime Minister Kishida expresses that, building on the discussions and outcomes of previous G7 meetings, he will highlight the importance of undertaking efforts on human security and focus on three critical pillars at the G7 Hiroshima Summit and the G7 Nagasaki Health Ministers' Meeting. The three pillars are as follows; i) the strengthening of the global health architecture to prepare for public health emergencies, ii) the advancement of UHC towards the post-COVID-19 era, and iii) the promotion of health technology innovation, including in the digital domain.

He also points out that the G7 members and other colleagues around the world should embrace human security and UHC as the core principles in advancing global health and addressing crucial global challenges as we move towards the post-COVID-19 era. He shows his conviction that these principles will assist all of us in building a healthier, more equitable, peaceful, and prosperous global society.

### **It is a truism to say that there is a governance gap between existing standards regarding the promotion of safer and healthier food production and consumption and on-the-ground practices. Do you think promoting dialogue with partners is enough for efforts to fix the gap?**

Safe and healthy food forms a foundation for people to live, and efforts to ensure the production of and access to such food are extremely important.

We recognize that compliance with the standards is an important part of such efforts. In the stages from production, distribution, and finally to the table, a wide variety of industries and stakeholders are involved, and it is essential to incorporate their opinions in promoting better compliance with the existing standards. In this regard, it is one of the problem solving methods that multiple stakeholders at each stage from production to consumption to share and discuss their challenges. We believe that the dialogue between SGS and its partners is quite instrumental from this perspective.

### **Japan will host the G7 Summit and the G20 Summit will be held in India, no year is more suitable for confronting the various issues facing the world, is there more political risk in doing too much than too little ?**

For the entire international community to effectively respond to the various challenges it faces, it is essential to strengthen engagement with emerging and developing countries, which are sometimes called "the Global South". As the G7 Presidency this year, Japan hopes to deepen dialogue and cooperation with these countries through proactive efforts and contributions by the G7 to various challenges facing the international community.

In this context, we attach great importance to cooperation with India, which will host the G20 Summit this year as its Presidency and has demonstrated leadership, for example by organizing the Global South Summit in January. In the Japan-India summit meeting in March, Prime Minister Kishida and Prime Minister Modi exchanged views on a wide range of issues, including development finance, food security, and climate and energy, and they affirmed that, toward G7 and G20 Summits, they will continue to discuss and work together on various issues of the international community. Prime Minister Kishida also invited Prime Minister Modi to the G7 Hiroshima Summit, and Prime Minister Modi kindly accepted the invitation. Precisely because Japan and India holds the G7 Presidency and G20 Presidency respectively this year when the international community is at a difficult turning point, Japan intends to closely cooperate with India.





## Towards a new food value chain in Japan: Digital Engagement Platform

Each installment will look at the role prefecture play in Japan's agriculture challenges with a particular focus on resilient and sustainable strategy of tomorrow.



Our initiative is based on a simple observation. Engaging the people of the region is the purpose of our pathway to consolidate into clear visions what region, together with different stakeholders, can do to support our work that will pave the way for fostering the agricultural and food transition.

Consequently, we have decided that the Engagement Platform will co-operate with civil society to a greater extent in our work relating to the Our Vision 2030 and the action plan for 2023-2024.

Pursuing our efforts for involving civil society and increase the opportunities for input from civil society, business and industry, and other stakeholders is essential to be recognized as a movement-setter by working collaboratively toward a vibrant local food system.

# SGS CALL GOVERNORS

## Digital Engagement Platform G7 Context

In 2023, as set out in the SGS' Advisory Board MTG, the action plan for this year places greater emphasis on co-operation with various regions in Japan. We want SGS to be a pioneer, based on our shared values and our ability to develop solutions together.

### Co-operation to focus on the here and now

SGS also strives to involve the people of the Region in the work to make consumption sustainable. Several initiatives are planned to make it attractive to prioritize healthy, environmentally sustainable choices. Engaging the people of regions is a recurring theme in our plan since Nara Engagement platform of last November. Part of our plan will include setting up a civil society network to support our "Nara Statement " that will also pave the way for a system of citizen consultations aimed at creating the movement for civil society organizations to contribute to future projects.

We want SGS to be a pioneer, based on our shared values and we want to get everyone out of their silos. To ensure that efforts relating to our “食の会議” Vision really have the desired results, digital platform engagement model are accelerating with cross-sectoral co-operation and prioritise SGS 6 focus areas :



### Guidelines for involving civil society in Digital Engagement Platform (EP) work

The Engagement Platform will be divided into six cluster based on strategic priority areas of the vision. Collaboration with the prefecture will provide the forum to engage in dialogue on the practice and content along the guiding questions oh how to sustain a resilient food value chain. The entire process will be designed to create a dialogical atmosphere, in which stakeholders co-shape the sessions and discussions.

A dialogical mindset is at the root of sustainable change, that of opening up to mindsets and opinions that differ from ours and considering them worthy parts in dealing with such as complex challenge.



# Cluster Strategic Vision

Digital Engagement Platform  
# 2023~



1- HOKKAIDO  
Cluster Hokkaido  
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2- YAMAGATA  
Prefecture  
Cluster Tohoku  
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## CLUSTER PREFECTURES

4- NIIGATA  
Prefecture  
Cluster Chubu  
-----

3- TOYAMA  
Prefecture  
Cluster Hokuriku  
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6- YAMANASHI  
Prefecture  
Cluster Chubu  
-----

5- OKAYAMA  
prefecture  
Cluster Chugoku  
-----

8- TOKUSHIMA  
Prefecture  
Cluster Shikoku  
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9- KUMAMOTO  
prefecture  
Cluster Kyushu  
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7- KAGOSHIMA  
prefecture  
Cluster Kyushu  
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# Launching the First Members Coalition

## What is the Members Coalition ?

The First Members Coalition is a platform of leading companies from a wide range of industries in Japan that make commitments to spur the potential collaboration to create sustainable conditions for a new value chain for foods.

The solutions for Japan's energy crisis are clear but when it comes to agriculture, that's not the case yet therefore our vision is to complement ongoing efforts to push forward our goals and accelerate the race to our "Sustainable Gastronomy in Society" concept.

The private sector has a leading role to play in supporting innovative solutions, bringing new and adapted technologies to market. The commitment made by First Members Coalition send clear signal to strengthen our collaboration on critical challenges to make Japan the leading sustainable agricultural country.

That's what the First Members Coalition is all about. If we strengthen our collaboration on this challenge while staying true to our values of terroir, inclusivity, and science, we'll lead our world toward a clean and safer agriculture future.

## Join like-minded members on First Members Coalition' action

Joining the coalition represents one of the new leverage ways for companies to take action in Japan by transforming risk into Opportunity for innovation.

As a Member coalition, you will be amongst the first companies meeting the challenges of Food supply chains of the future.

Lead the way by signing to SGS' Purpose-driven leadership.

The First Coalition membership is reserved for companies that pledge to sustain our independence, so that we can continue to deliver our missions to help prefectures and society build a sustainably secure, prosperous and champion the next generation of players.

## Whom can join ?

Shaping the country's path towards a new collective ambition for Japan's agriculture and food industry by 2025 during the World Expo drive the commitment of first company member to partnership with SGS.

Connecting efforts toward SGS new collective ambition and the SDGs decade of actions By 2030 also accentuate our pledge to work together to harness the power of companies to connect members with farmers, agrifood players, suppliers, and other value chain partners. In doing so, the Members coalition operates across various sectors of which are responsible for carbon emissions.

SGS mobilizes companies that have the willingness to approach social challenge of food and solve major food and health issues through their business operations.

However, we also welcome outreach if you believe your organization can contribute to the mission of scaling breakthrough in another way. We are open to explore partnership opportunities.

## Joining the First Members Coalition

### Contact

[thefirstmembercoalition@sgs.or.jp](mailto:thefirstmembercoalition@sgs.or.jp)



# To all Members

## Sectors and Commitments

For companies across Japan, pursuing sustainability often involves difficult tradeoffs between longer-term opportunities and near-term costs.

Founding member company first commitment is to agree on the importance of partnership between the corporate sector and civil society to offer a range of support activities to fix the disconnect in sustainability Investing and gives the management teams confidence that their actions will be rewarded for investing in sustainability through total shareholder returns.

It also gives them time to deliver on their sustainability strategies by supporting SGS' missions from verbal to bankable commitments as we live in a time of incredible change.

Acknowledging that each member brings different capacities or member' interests will vary by sector or across a range of topics, a second commitment is for member to maximize their impact through SGS domains of action.

The Finance pillar is notably crucial to relevant initiatives and recognizes our actions to create an enabling sustainability-linked ecosystem that goes beyond the future of resilient food value-chain.

## Introducing our partner: The Global Diwan

The Global Diwan is an international club designed for leaders wishing to develop their business network between Europe and the Arab World, and beyond with Africa and Asia.

[The Global Diwan - Connecting East-West Leaders](#)



### **A Euro Arab Networking Platform**

Founded in March 2020 the Global Diwan is a platform which aims to bring together East West leaders and build bridges for the next generations to ignite positive change in business for a better society (women youth empowerment, sustainability changes...). We act as a regional catalyst for transformation and growth between Europe MENA countries gathering all the stakeholders, including startups, investors, companies, governments, international organizations, media journalists, academics and civil society

### **Objectives**

Offering to our membership a privileged meeting environment, one of dialogue, exchange and reflection, which cultivates an open minded and independent outlook Forging a long term strategic alliance between the European and Arab business communities, particularly vis à vis the African and Asian continents, in the context of an ever evolving multipolar world Supporting the emergence of a new generation of Euro Arab more connected young and women leaders and encouraging the creation of new initiatives and projects in all sectors

### **The Team**

Under the leadership of Eric Schell, Executive Chairman, the team is eclectic in its competences and experiences, their origins are diverse and it is also intergenerational. Some of the them are former diplomats, others have a background in public relations, law, lobbying and marketing. We come from Europe, the Maghreb the Middle East and the Gulf. For us, far from being an empty phrase, connecting the East and the West is a reality they pursue daily.

## Appointment of Mr. Maurice Gourdault Montagne to the Advisory Board



Maurice Gourdault-Montagne served as the Secretary-General of the French Ministry of Foreign Affairs from 2017 until 2019. He began his career in the diplomatic service in 1978. Gourdault-Montagne was the French Ambassador to Tokyo from 1998 to 2002. From 2002 to 2007, he was the Senior Diplomatic Counsellor to the former French President Jacques Chirac and a G7/G8 sherpa. He went on to be the French Ambassador in London, Berlin and Beijing between 2007 and 2017.

### SAVE THE DATE

### The Global Diwan Annual Forum

#### **When**

October 12/13, 2023

#### **Where**

Centre Universitaire Méditerranéen  
of Nice & Monaco, France

#### **Whom**

Global Diwan friends, sponsors and Business & institutional leaders from Europe and the MENA region wishing to exchange and share business or success experiences concerning Data Governance & Security in their respective country in the MENA region and in the EU27.

## THE ANALYSIS

# “Geographical indication as a tool to contribute to sustainable food systems ”

**Florence Tartanac & Emilie Vandecandelaere**

Food and Agriculture Organization of the United Nations (FAO)

The Food and Agriculture Organization (FAO) is a specialized agency of the United Nations that leads international efforts to defeat hunger. Our goal is to achieve food security for all and make sure that people have regular access to enough high-quality food to lead active, healthy lives. With 195 members - 194 countries and the European Union, FAO works in over 130 countries worldwide.

The 2030 Agenda for Sustainable Development makes an ambitious and crucial call for the transformation of agrifood systems. The United Nations Food Systems Summit of 2021 recognized the importance of territorial approaches to achieve this transformation. One of these approaches is the development and application of Geographical Indications (GIs).

In this perspective, GIs can be used as tools to contribute to sustainable development and more sustainable food systems, if they are well established and implemented, so to ensure the economic return for producers and local communities to invest in the preservation of their specific production system and the related local resources.

Origin-linked products have the potential to be part of a sustainable quality virtuous circle based on their promotion and the preservation of local resources, together with specific factors that are described in the FAO guide *Linking people, places and products* (FAO, 2009). This potential is based on their specific characteristics, the result of a unique combination of natural resources (climatic conditions, soil characteristics, local plant varieties, breeds etc.), local skills and historical and cultural practices, as well as traditional knowledge in producing and processing the products.

Geographical indications (GIs) apply to products linked to their production origin: they represent a collective marketing tool for their protection and promotion, as well as a way of enhancing the provision of public goods, such as food heritage, landscape, traditional knowledge and rural economy. Because of their territorial basis, these products promote the role of producers in the value chain and hence play a key role in the sustainable development of local communities.

Then the content of the specifications that should be elaborated by the producers, the local governance to ensure all producers representativeness and a good coordination among different players are crucial to ensure economic, social and environmental sustainability. That is why FAO is working since more than 15 years in sharing knowledge and providing technical assistance to ensure such conditions locally as the basis of sustainable GIs.