

The Sustainable Gastronomy in Society 「SGS」

# Newsletter

JAPAN-EUROPE  
FORUM

©Pokémon. ©Nintendo/Creatures Inc./GAME FREAK inc.

## EDITORIAL

## On our way...

2023 is already here and we hopefully went through the end of this unprecedented COVID-19 period. Since our 1<sup>st</sup> Engagement Platform last November, we made good progress towards our objectives: the broadening of our Engagement Platform as the coordination of people is the most important but also building consensus with community to address the challenges.

Our second issue will see a focus on the 2025 World Exposition in Japan with an interview of HANEDA Koji, Commissioner General of the Exposition laying the attractive features of this momentum.

In addition, we will have a focus on our Engagement Platform, what is at stake for co-creating a movement towards sustainability on the food value-chain to achieve our vision for Sustainable Gastronomy in Society.

In this issue, you will discover introduction of SGS' friends and partners; an article on how to rethink the Food system as all of us commit and support our motto: Calls for building a multi-layered platform for action-based approach to promote sustainable and quality food production including bringing the GIs system into Asia and beyond in the 21<sup>st</sup> century.

<b>Interview with Ambassador HANEDA Koji, Commissioner General of the 2025 World Exposition in Japan</b>	<b>2</b>
<b>Road to Osaka 2025</b>	<b>5</b>
<b>How the Engagement Platform operate?</b>	<b>6</b>
<b>The Analysis Rethink of the Food System</b>	<b>8</b>
<b>Introducing our Friends</b>	<b>9-12</b>

## Interview

# Interview

## with Ambassador HANEDA Koji

Commissioner General of the 2025 World Exposition in Japan



### **We would like to ask you to introduce your role and a summary of what you do, your responsibilities in the build-up to the 2025 World Exposition ?**

The Commissioner General of the Exhibition is a position mandated by the Paris Convention of November 22<sup>nd</sup> 1928 on international exhibitions, and has been primarily responsible for encouraging foreign governments to participate in the Expo, meeting with dignitaries, and reporting on preparations at the General Assembly of the Bureau International des Expositions (BIE). Fortunately, the number of countries that have announced their participation in the Expo is close to our goal of 150, and I have attended the BIE General Assembly three times to explain that preparations for the Expo are progressing smoothly. This year, the pavilion site will finally be handed over and construction will begin, and we will be working with the Japan Association for the 2025 World Exposition and other organizations to respond to issues and requests raised by countries and international organizations that have announced their participation in the Expo. We will continue to work vigorously as we enter a period in which we will be required to enhance the content of our exhibits.

### **Apart from yourself, who else works on the team and what are their responsibilities? As the government representative for the Expo 2025 Osaka, Kansai, Japan, what do you see as the greatest challenge in your role?**

The Ministry of Economy, Trade, and Industry (METI) is the lead agency for international expositions and plays an important role in various activities. For this Expo, in addition to this, a Minister for the World Expo 2025 was appointed in 2018, and Secretariat of the Headquarters for the World Expo 2025 was established in the Cabinet Secretariat. The Japan Association for the 2025 World Exposition was subsequently established in 2019 to handle the actual preparations and management of the event

I was appointed as the Commissioner General of the 2025 World Exposition in 2021, and at the same time, the "Division for the 2025 World Exposition in Japan " was established in the Economic Affairs Bureau of the Ministry of Foreign Affairs, which works in cooperation and collaboration with other departments of the Ministry of Foreign Affairs to approach and coordinate with other countries. My office is also currently located within the Ministry of Foreign Affairs. As a Commissioner General, I will continue coordination with participating countries and international organizations throughout the duration of the Expo, and even during the withdrawal process after the Expo is over. On the other hand, many dignitaries from around the world will visit the Expo site during the Expo period. I believe that one of my most important duties is to use this opportunity to provide hospitality that will make people aware of the goodness of Japan.

### **Since the first World Expo in 1851, Expos have been held to bring together people from around the world to share special things and experiences according to a specific theme. What do you think the theme of the Expo 2025 Osaka, Kansai, Japan, "Designing Future Society for Our Lives" means?**

The goal of " *Designing Future Society for Our Lives* " is to co-create a sustainable society in which each and every one of us can think about how we want to live and maximize our potential. In today's society, where people's values are diversifying and technological innovation has made many things possible, while at the same time posing new problems, this exposition is a strong message that we should all think about what we can do now and what we can do in the future to create a society where each person's "life" can shine brightly. I would like everyone to take this as a strong message that everyone should think through this exposition

## Interview

**Expos held in Japan in the past have provided an opportunity to showcase Japan's rapidly growing fields of technology and science to the world. What could we expect from the Expo 2025 Osaka, Kansai, Japan?**

At the time of the Japan World Exposition Osaka 1970, the main purpose of the Expo was to promote industry and showcase the country. The cell phones, electric cars, robots, and other technologies exhibited at the time as future dreams have all already been put to practical use, and it is clear that the Expo was the starting point for the development of technologies for the future. On the other hand, recent World Expositions are changing to be positioned as places where countries explore issues that should be addressed in common and present the future of the international community. The Expo 2025 Osaka, Kansai, Japan has positioned the venue as a "People's Living Lab" (a testing ground for future society), a place where new technologies and systems can be demonstrated. We expect that the Expo will provide an opportunity to think together with people from around the world about what the future society should be like and what a happy way of life is, and to design it together.

**So far, Japan has hosted five Expos since the 1970s. It is sometimes said that there are no specific symbols for this Expo. How do you think civil society should contribute to the creation of a new Expo with everyone working together?**

The "Great Roof (Ring)" will be constructed as a symbol of the "Unity in diversity" philosophy of the Osaka-Kansai Expo 2025. The Ring will be one of the world's largest wooden structures, with an inner diameter of over 600 meters, and will serve as the main traffic line to the venue, shelter from rain, wind and sun, and allow visitors to enjoy the view from the roof. We and our exhibitors will develop these symbols and themes so that visitors can engage in real and virtual interactive communication, and we hope that you will actively "participate" in this "testing ground for the future society. It is no exaggeration to say that this Expo will be completed only with the contribution of your "participation".

**We, SGS, believe that contributing to the achievement of the SDGs is one of the key missions of the Expo. Could civil society and NGOs be stakeholders that contribute to the Expo's new era of values and the concept of creating together?**

The theme of the Expo 2025 Osaka, Kansai, Japan, "*Designing Future Society for Our Lives*" is exactly what the SDGs are about, and the Expo will be held five years before the SDG target year of 2030, allowing visitors to see the progress of efforts to achieve the SDGs and to find visions and goals for the years beyond 2030. We expect to see progress toward achieving the SDGs, and to discover visions and goals for the year 2030 and beyond. And all exhibitors at this year's Expo are required to select one or more of the 17 goals of the SDGs to work toward. We expect that visitors will be exposed to these exhibits, which will encourage discussion and provide an opportunity to share new perspectives and ideas. The concept of the Expo 2025 is to be a World Expo created together with all people through interactive communication, and we believe that civil society and NGOs are very important stakeholders in this process.

**We, SGS, believe in the spirit of Co-Creation Partner (Co-Creation Partner) to create and support various co-creation challenges. What will it take for us to do so and what will it take for us to be proactive in meeting the Expo's agenda?**

Expo 2025 Osaka, Kansai, Japan aims to co-create the design of the future society through the active participation of a diverse range of players, both domestic and international. We have already been soliciting ideas from a wide range of private companies and organizations from the planning stage, and we would be very happy if you could develop the three subthemes, "Saving Lives," "Empowering Lives," and "Connecting Lives," from your own unique SGS perspectives. We believe this will lead to support for the Expo and we are looking forward to seeing how it will turn out.

## Interview

**SGS presents a vision for achieving social sustainability with an eye to the younger generation, with a local focus throughout its activities. Could we think of the expo as a place to output what we aim for and what we believe in in order to address the major challenges of the SDGs with individual and community voices?**

I understand that SGS is working under the concept of "Sustainable Gastronomy in Society". I believe that in many ways this corresponds to the theme and sub-themes of the Expo 2025 Osaka, Kansai, Japan. The "Testing Ground for the Future Society" has a role to play as a venue for everyone's output, whether real or virtual. We hope that you will use the Expo to actively communicate and propose your visions for the future of food. This kind of two-way communication will further deepen and enrich the Expo, and I believe this is what "co-creation" is all about.

**We have a last question. The Expo provides an unprecedented opportunity for Japan to redefine itself on a global scale, from Japan to the world. What do you expect the Expo 2025 to accomplish for Japan?**

First of all, we hope that this Expo, which will be held in Japan for the first time in 20 years, will provide a bright topic for Japan. I have the impression that there has been a lot of gloomy news in the past few years, so I hope that the Expo will trigger a change in the overall atmosphere of Japan to a more upbeat and positive one. I hope that the Expo will contribute to the creation and dissemination of new ideas that draw on the wisdom of the world, to the creation of innovation through the stimulation of exchange, to the revitalization of the economy, and to the dissemination of a rich Japanese culture. We need to further build momentum for the opening of the exhibition, and we hope that as many people as possible from Japan and abroad will visit the exhibition and enjoy the events. We hope that as many people as possible from Japan and abroad will visit the exhibition and enjoy the event. We would be happy if each visitor can imagine a bright future and grasp hints on how to take action to realize it. To that end, we would like to do our best.





## Our Engagement Platform with emphasis on building Japan' cluster networks from 2023

---

The COVID-19 pandemic has underlined the importance of a robust and resilient food system that is ensuring access to affordable and nutritious food for citizens. It has also made us aware of the interrelations between our ecosystems, health, consumption patterns and planet.

Japanese food is already a global standard for food that is safe, nutritious and of high quality. Now Japanese food should also become the global standard for sustainability. This concept aims to reward farmers, producers and others in the food chain to sustainable practices. Combined with an index on the sustainable practices and progressively raise sustainability standards to become the norm for food as common good.

Each region is home to a diverse and interrelated food ecosystem, from producers to retailers to consumers, which supports Japan rich food culture.

Purpose of our pathway is to consolidate into clear visions of what regions, together with different stakeholders, can do toward the food dialogue by 2025. The hub network is designed to enable diverse participants to work together on exploring challenges and initiatives to transform food system in Japan and beyond. They are guided by the six areas of engagement, all of which are underpinned by our Food dialogue' vision called Engagement Platform.

## SGS Pillar 1

# How will the Engagement Platform operate ?

### Why the Engagement Platform ?

We want to create something that link the sustainability of food systems, an issue which goes beyond Japan-Europe format and food systems have to adapt to face diverse challenges.

In 2021, the Food System Summit and engagement process to food power and deliver progress on all 17 UN Sustainable Development Goals, will begin and include a diverse range of stakeholders. Based on SGS engagement platform, we will make efforts to promote these efforts, including food-related goals as a common issue and rethink our lives from farm to fork with food at the core.

### Is the Engagement Platform only in Japan ?

To date, SGS actions are all centered in Japan. We are aware that it's only a question of time before we are liaising with Europe on this mainstream of sustainability in all food-related areas and strengthen the dialogue for resilience of food systems. Multi-stakeholder opportunity for political leaders, private sector decision makers, NGOs and citizens to come together and raise national awareness to promote sustainability.

### What is your vision ?

The future of food to promote and connect to a prosperous and Sustainable Society the importance of a sustainable food system that function in all circumstances and attain the objectives of SDGs, we create a nexus among stakeholders in public life and the economic world in collaborative efforts.

A comprehensive approach to the creation of a favorable food environment that makes it easier to choose healthy and sustainable diets that benefit consumers health and quality of life, reduce health-related costs for society.

The paradigm shift in all value-chain sectors requires also that resource efficiency and food value factors are integrated at the core of economic models.

Our purpose is to consolidate into clear visions of what regions, together with different stakeholders, can do toward the food dialogue by 2025. The hub network is designed to enable diverse participants to work together on exploring challenges and initiatives to transform food system in Japan. They are guided by the six areas of engagement, all of which are underpinned by the Food dialogue' vision called Engagement Platform.

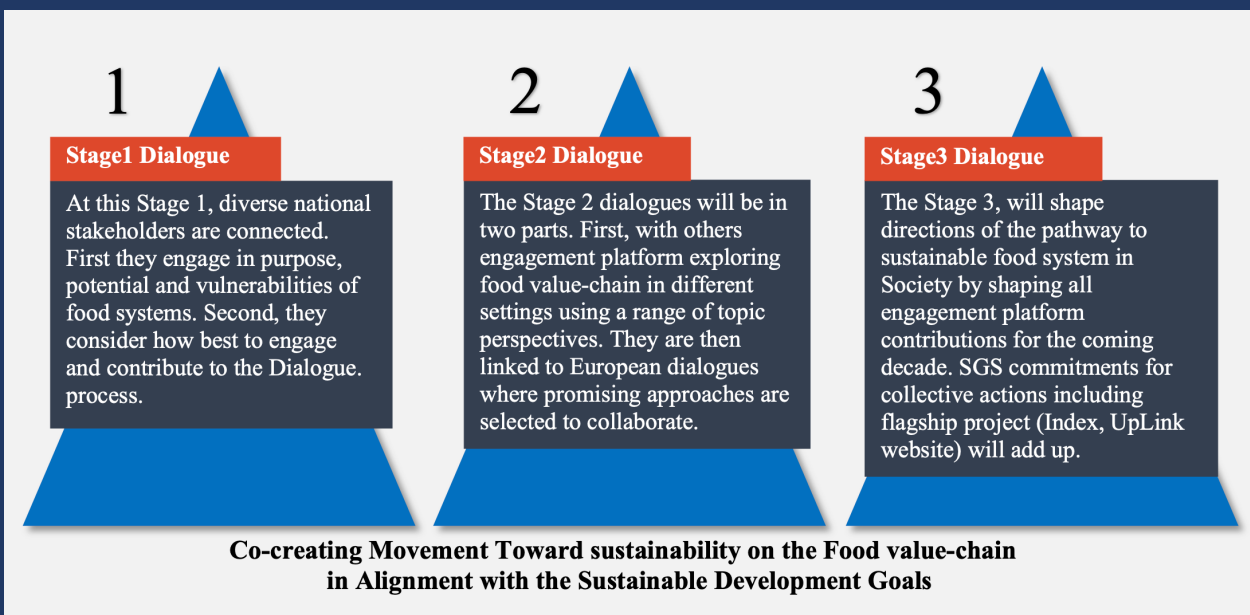
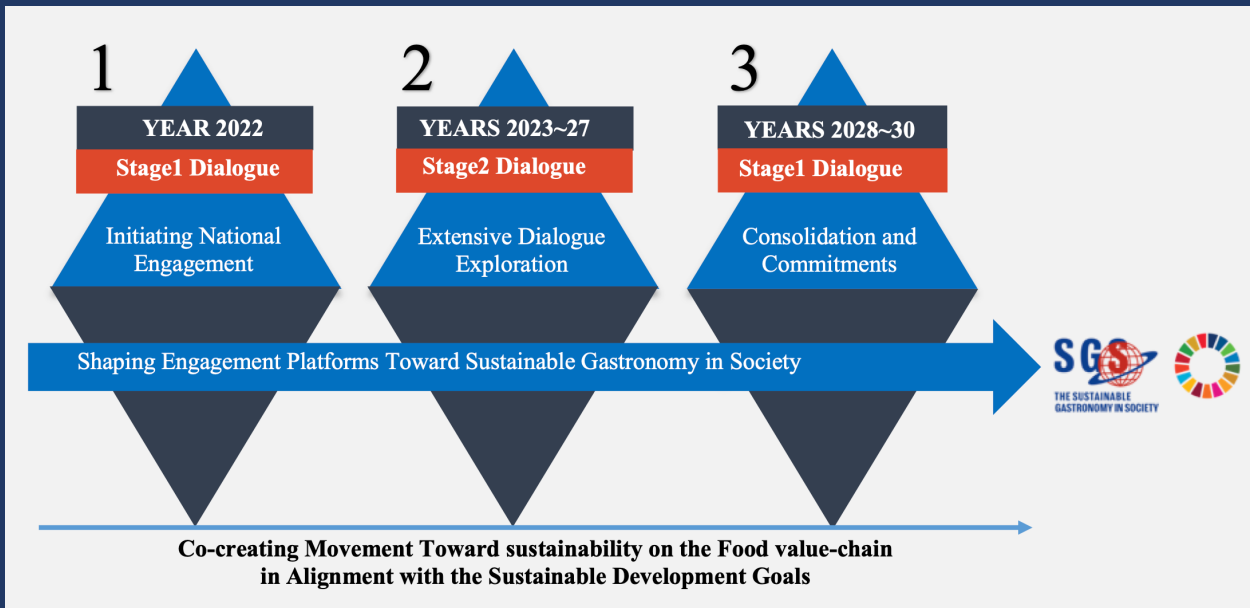
Outcomes of the Dialogues are intended to inform, share the articulation of national pathway to sustainable food system. These pathways can serve as points of reference across regions and for all stakeholders in coming years.

The route to achieving Japan' food systems vision started from Nara which focused particularly on the four pillars initiative.

## SGS Pillar 1

# How will the Engagement Platform operate ?

### Narrative of the Engagement Platform



## THE ANALYSIS

# “ Rethink of the Food System ”

SGS' team

---

“We are confronted with the conjunction of various evils: the reduction of biodiversity favors the development of new pandemics which find a fertile ground in our lifestyles, in particular food. We know more and more how essential food is to health.”

For many years, we have been alerted to the risk of systemic crises linked to our food system and the industrialization of agriculture, processing and distribution, as well as the westernization of food. Human and animal health are also threatened and we can only fear the increasing globalization of health risks and the Covid-19 pandemic is thus added to other crises such as climate change, the obesity and diabetes pandemic that concerns all countries.

### **Breaking out of a siloed worldview**

Imagining and designing resilient systems requires innovations in the ways of producing, transforming, distributing and consuming, innovations that combine imagination, sobriety and political will: in other words, a change of software.

Such a holistic vision includes reducing the consumption of ultra-processed products, educating the consumer, and ensuring the traceability of product composition, including animal feed, to ensure the right choices. Shortening supply chains is also necessary for this transition of the food system. Agroecological agriculture requires a review of both the upstream and downstream processes. The market for nitrogen fertilizers and pesticides will be reduced, access to seeds will be diversified, as well as the channels for new species cultivated.

The need to reduce the consumption of ultra-processed products also requires the adaptation of the food industry, to better inform the value of food in terms of health and their environmental impact.

Such objectives require the territorialization of agriculture and food and to improve the implementation of transition policies, mobilizing multiple actors, SGS introduces its project of commitment platform for the writing of a new narrative, linking the issues, environment, health, but also the economy and social as the issues, as they arise for different actors, can contribute.

This story will show how our food system needs to be redesigned through the definition of public policies to ensure that the industrial food system can no longer treat food as a commodity, mixing price and value, at the expense of the non-economic dimensions of food, its role in health, and as a cultural foundation.

Considering food as a common good, SGS Statement delivered in Nara last November, would imply the revaluation of the different dimensions of food relevant to human beings (value in use), thus reducing the importance of the value in exchange that makes it a mere commodity. In our opinion, this means promoting an ecological model for agriculture, food and health that integrates material, biological, social, cultural and health aspects.



# Introducing our friends: oriGIn:

The global alliance of GIs working for solid legal frameworks and sound sustainability policies

[www.origin-gi.com](http://www.origin-gi.com)



The Organization for an International Geographical Indications Network – oriGIn – is a non-for-profit Non-Governmental Organization (NGO) based in Geneva.

Established in 2003, oriGIn is today a truly global alliance of Geographical Indications (GIs) groups and institutions from a large variety of sectors, representing some 600 associations and institutions from 40 countries.

Our members are:

- Groups – such as Consorzi, Consejos Reguladores, Interprofessions depending on the national legal framework – representing producers' and other value-chain stakeholders of a given GI (full members).
- Associations representing several GI groups in a given country from the same sector or from multiple sectors - for example the association of the Swiss food GIs (full members). In this context – given the high international recognition acquired by our logo – **oriGIn encourages the creation of national antennas (e.g. oriGIn Peru) to increase the effectiveness of the international GI movement.** To be eligible to establish an oriGIn antenna in a given country, an association must be representative of the GIs recognized in such a country and become a member of oriGIn.
- Individuals and institutions (such as universities, law firms, IP offices, NGOs, ...) which share the objectives of oriGIn (associate members).

oriGIn objectives are the following:

1. Campaigning for robust protection of GI in national laws and international treaties; and
2. promoting a model of managing value chains which is poised to respond to the emerging economic, social and environmental challenges.

Over the years, oriGIn has become the voice of GI groups within the main international and regional fora, such as the World Intellectual Property Organization (WIPO) and the Internet Corporation for Assigned Names and Numbers (ICANN). In those fora, and in coordination with its members, oriGIn regularly expresses its views in favor of a fair and transparent legal framework for the protection of GIs.

Likewise, oriGIn is more and more involved in the international debate over sustainability. Historically, long before the civil society started to question companies and brands concerning their impact on the environment and the social welfare of their employees and communities, GIs products have been sensitive to issues such as gender equality, decent work, climate and environmental degradation. First of all, with respect to environmental issues, such products cannot switch production elsewhere, as “delocalisation” is not compatible with the scheme itself. Resources and natural capital in a given geographical area must be conserved for GIs to continue to exist and thrive in the long term. This is why several quality products deeply rooted in a given geographical, while adapting to consumer tastes, have been in existence for centuries. Moreover, from a social and economic perspective, GIs products are an integral part of their communities. Their ability to generate and fairly distribute value for all relevant stakeholders along the chain is a key factor in their success. This is achieved through a “local value chain governance” which allows relevant stakeholders to be represented within structures such as “consejo reguladores”, “associations interprofessionnelles”, “consorzi”, etc. In this respect, local stakeholders are in a privileged position to develop alliances in their respective territories, creating the appropriate environment for collaboration between economic actors, regulators and local authorities.

For these reasons, oriGIn has partnered with the FAO to support GI groups understand and better communicate their sustainable assets as well as develop roadmaps to respond to the emerging societal demands of regulators and consumers (“FAO-oriGIn Sustainability Strategy for GIs”).

We are committed to explore the possibilities to apply such methodology in Japan, in collaboration with local producers and authorities as well as with SGS’ governance to help Japanese GIs respond to sustainability challenges.

# Introducing our friends: Hectar:

The world's biggest agricultural campus aiming at balancing sustainability with regenerative agriculture

<https://www.hectar.co/>



Year 2021 marked the opening of the Hectar campus, a creator of solutions for the agricultural transition and an ecosystem that is 100% focused on entrepreneurship and technology at the service of people, and unique in the world.

Hectar' mission is to accompany entrepreneurs in their quest to have a positive impact on agriculture. A shared mission with SGS as by impact, we're talking about multi-dimensional influences in the fields of ecology, food transition, sustainable management, climate change, and so on. Alike in Japan, agriculture covers 70% of France's territory and yet there is a crucial shortage of farm workers in a sector which is calling out for guidance in entrepreneurship, purposeful leadership and mentors in all regions.

Hectar brings a unique ecosystem:

- The Campus – composed of a training campus, a accelerator for startups and innovations, a pilot farm in regenerative agriculture, coworking spaces, seminars and youth awareness.
- The Pilot Farm – more than 300 hectares of experiments in regenerative agriculture to preserve agricultural soils. At Les Néfliers, the work of the soil is limited to the maximum, cover crops and associated crops have been set up. The diversification of crop rotation has been initiated. Complementarity between field crops and livestock is at the heart of the strategy, in particular by having cows graze on intercrops.
- A new foodtech ecosystem - In partnership with the HEC Paris incubator, accelerator Hectar supports the future champions of Europe in the Agri-Food Tech sector.
- Hectar Connect – A mentoring platform to connect the actors of agricultural transitions. A new initiative that offers to companies & cooperatives the opportunity to be accompanied and to increase the skills of their farmers networks.

Hectar's vision of attracting young people from urban, rural or disadvantaged backgrounds each year and equipping them with the business acumen to be farmer-entrepreneurs capable of producing sustainable agriculture ventures and attracting investors is a kind of initiatives we relish at SGS. It is only natural that we introduced Hectar as we look forward to broaden its scope. We are convinced that entrepreneurship is a springboard towards a transition in which tomorrow's agriculture is modernized, diversified and accelerated through AI. Hectar is an accelerator in which we at SGS aim at mobilizing towards mutual benefits.

