

The Sustainable Gastronomy in Society 「SGS」

Newsletter

JAPAN-EUROPE
FORUM

EDITORIAL

From its very beginning in September 2020, SGS Advisory Board and the team had in mind to hold real forum to better connect our stakeholders and partners. SGS has the idea to hold various Engagement Platform in Japan to promote opportunity for political leaders, corporate decision makers, NGOs and citizens to come together and raise national awareness to promote sustainability.

Our first Engagement Forum, on Food Culture and GIs, finally happened on November 15, in Nara, thanks to the support of Governor Shogo Arai and his devoted teams from the prefecture of Nara. We especially thank our core partners and sponsors that made such a forum a reality: Rohto Group, Biprog, Sakaue KK to mention the most supporting ones.

Our 1st Forum hosted in a hybrid mode 500 attendees that convened for one day in an atmosphere both welcoming and conducive to best practices exchanges.

A thrilling success leading us to another forum edition in due time in 2023. Our work, with high level guests and panels, will focus on our call for building a multi-layered platform for action-based approach that sustains efforts at key moments to enable stakeholders to promote sustainable and quality food production including bringing the GIs system into Asia and beyond in the 21st century.

Our work is highlighted with by our statement on the critical subject for the 21st century of food governance. A first contribution of the UNESCO on the subject of governance, a topic to be leveraged until Osaka Kansai World Expo 2025.

One may read in today's first newsletter extracts from the speech of Governor Arai on the Food culture importance. SGS does not forget one of its foundational pillars, that is to strengthen the dialogue for resilience of food systems at Japan-Europe national level, a platform more necessary than ever in current world.

▲
From left to right /Japan-Europe Forum Naoji Kato, Masatake Matsui, Shogo Arai, Midori Nishiura, Herve Couraye, Kei Sakaguchi

SGS 1st Engagement Platform Forum in Nara 2

SGS Statement of Ambition 2022 6

Interview with Shogo Arai Governor of Nara 7

High-level Conversation with BIPROGY 8

Cooperation with Nara Forum Introducing our Dialogue and messages 9-13

The Japan Food Journal :
<https://news.nissyoku.co.jp/new/s/honmiya20221117112906072>

SGS Engagement Forum in Nara

A thrilling success for SGS 1st Forum in Nara

On 15 November 2022, more than 500 participants gathered in Nara for the Forum on Food culture & GI, including both on-site and online.

The first Forum of this meeting has seen the holding of substantive thematic panels on Trade agreement and Food, Tourism, Health and Food system, with distinguished speakers coming from Japan and Europe.

Farewell networking cocktail in the city of Sakurai of Nara the night of the Forum.

From left to right /Japan-Europe
Forum, Mr. Jean-Robert Pitte



From left to right /Japan-Europe
Forum, Mr.Masatake Matsui
(Mayer of Sakurai city),
Mr.Shogo Arai (Governor of
Nara pref.)



From left to right /Japan-Europe
Forum



From left to right /Japan-Europe
Forum

The SUSTAINABLE GASTRONOMY
IN SOCIETY

ENGAGEMENT FORUM

NARA • JAPAN

Date: November 15th, 2022

Venue: Nara Agriculture and Food International College

Organizer: SGS | Supported by Nara prefecture

【Official Program】

A unique opportunity of meeting and exchange around the key subjects of Food culture and GIs, Trade agreement and Food, Tourism, Health and food system.

We were pleased to hold this forum in parallel of Annual Assembly of UNWTO Forum in Nara.

NAFIC INTRODUCTION

10:00 AM – 10:10 AM

Introduction Speech:

- **Miho Kakuyama**, President of NAFIC
- Moderator : **Midori Nishiura**, Advisor of SGS, President & CEO Amadeus Inc, Visiting Professor of Hiroshima University

OPENING PLENARY SESSION

10:10 AM – 10:45 AM

Opening Speeches:

- **H.E. Koichiro Matsuura**, The 8th Director-General of UNESCO, Chairperson Advisor of SGS
- **Naomi Kawase**, Film Director, UNESCO Goodwill Ambassador
- **Kei Sakaguchi**, SGS Board of Directors, Representative of Japan office, Virginia Economic Development Partnership
- Moderator : **Midori Nishiura**, Advisor of SGS, President & CEO Amadeus Inc, Visiting Professor of Hiroshima University

COFFEE BREAK

10:45 AM – 10:50 AM

PLENARY SESSION 1

10:50 AM – 11:50 AM

The nature of GIs and actual context in Japan

- **Video message: Jean-Robert Pitte**, Perpetual Secretary of the Academy of Moral and Political Sciences under the Institut of France
- **Makoto Osawa**, Executive Advisor of the Norinchukin Bank
- **Shuichi Matsumoto**, International division, Ministry of Agriculture (MAAF)
- Moderator : **Yoichi Suzuki**, Former Government Delegate and Chief Negotiator for the Economic Partnership Agreement between Japan and the European Union

LUNCH BREAK

12:00 AM – 13:00 AM

Nara Promotion : Introduction of Nara Food selections

OPENING GREETINGS

13:00 PM – 13:25 PM

Speeches:

- **Shogo Arai**, Governor of Nara
- **Masatake Matsui**, Mayor of Sakurai city
- Moderator : **Midori Nishiura**, Advisor of SGS, President & CEO Amadeus Inc, Visiting Professor of Hiroshima University

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HIGH LEVEL CONVERSATION

13:30 PM – 13:45 PM

Potential for New cultures & Practices to emerge through the use of digital

- **Video message: BIPROGY**, " Transformation into a company that creates social value with the aim of creating a Sustainable Society
- **Tsuyoshi Mukai**, General Manager of Business Promotion Department, Strategic Business Promotion division of BIPROGY Inc.
- Moderator : **Midori Nishiura**, Advisor of SGS, President & CEO Amadeus Inc, Visiting Professor of Hiroshima University

COFFEE BREAK

13:45 PM – 13:50 PM

The future Outlook of GIs in Nara prefecture "Food culture of Nara"

- **Video message: SONY AI**, " Possibilities of Food & AI"
- **Hajime Yoneda**, Owner Chef of HAJIME restaurant, President of HAJIME & ARTISTES
- **Tsuyoshi Nozoe**, Food Culture, Councilor General of Agency for Cultural Affairs, Government of Japan
- **Yasukazu Mihama**, Vice-president of the library of Tenri University
- Moderator : **Midori Nishiura**, Advisor of SGS, President & CEO Amadeus Inc, Visiting Professor of Hiroshima University

COFFEE BREAK

14:30 PM – 14:40 PM

CLOSING PLENARY SESSION

14:40 PM – 15:20 PM

Link between GIs, Tourism and Gastronomy in the region

- **Video message: Yoshiaki Honpo**, Chief, UNWTO Regional Support office for Asia and Pacific
- **Chiaki Ooya**, Deputy Chief, UNWTO Regional Support office for Asia and Pacific
- **Taku Yamada**, CEO of Chura-Boshi Company
- **Kiyoshi Murakami**, President of Rikuzentaka Agency Co
- Moderator : **Midori Nishiura**, Advisor of SGS, President & CEO Amadeus Inc, Visiting Professor of Hiroshima University

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CLOSING SESSION

15:30 PM – 16:30 PM

Interregional Dialogues Contributing to the Achievements of SDGs

- **Online message: Satoshi Hishiyama**, Director of Local Partnership & Cooperation division, Ministry of Foreign Affairs of Japan (MOFA)
- **Shinji Kawabata**, Executive Vice-president of Kamikawa Taisetsu Co. LTD, Chief brewer at a sake brewery (Hokkaido)
- **Chobe Yamamoto**, President of Yucho Shuzou (Nara)
- **Ryo Ogino**, Homura Heavy Industries Corporation (Iwate)
- **Eiji Taniguchi**, Owner Chef of Cuisine Regionale L'evo (Toyama)
- **Satoshi Ogura**, Owner Chef of Chinese restaurant Keika, Representative Director of Yamato Jounetsu Yasai Co, Vice Chairman of Nara no Umaimono kai (Nara)
- **Noriyuki Matsumoto**, Suntory Winecompany, Sommelier (Yamanashi)
- **Takashi Sakaue**, President of Sakaue KK (Kagoshima)
- Moderators: **Toro Muto**, Kacha Ryori Muto / Tabemono Radio CEO
Takuro Muto, Kacha Ryori Muto / Tabemono Radio Executive Vice-president

SPECIAL SESSION

16:45 PM – 17:30 PM

GIs in line of sustainability

- **Video message: Xing Qu**, UNESCO Deputy Director-General
- **Hajime Yoneda**, Owner Chef of HAJIME restaurant, President of HAJIME & ARTISTES
- **Tsuyoshi Nozoe**, Food Culture, Councilor General of Agency for Cultural Affairs, Government of Japan
- **Yasukazu Mihama**, Vice-president of the library of Tenri University
- Moderator : **Midori Nishiura**, Advisor of SGS, President & CEO Amadeus Inc, Visiting Professor of Hiroshima University

SPECIAL SESSION CLOSING

17:30 PM – 17:45 PM

Speech

- **Kazuhiro Shiozaki**, President of Nara Institute of Science and Technology (NAIST)
- Moderator : **Midori Nishiura**, Advisor of SGS, President & CEO Amadeus Inc, Visiting Professor of Hiroshima University

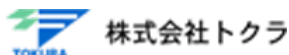
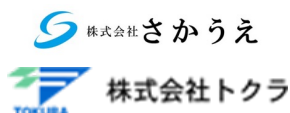
CLOSING REMARKS

17:45 PM – 17:50 PM

Speech

- **Herve Couraye**, SGS Representative director

Core Partner and Supporting Partners of SGS Nara Forum



南都銀行



Sony AI

文化庁参事官
(食文化担当)



MAFF
農林水産省

SGS Engagement Forum in Nara

『SGS Statement of Ambition』

15th November 2022



The Japan-Europe Sustainable Gastronomy, SGS calls for building a multi-layered platform for action-based approach that sustained efforts at key moments to enable stakeholders to promote sustainable and quality food production including bringing the GIs system into Asia and beyond on the 21st century.

We invite new networks to join the platform. We know more and more how important the food is essential to our health. There is an ever-growing challenge with sustainability in the world. Food is a function of water, land, culture, labor, technology, economics and policy. Our organization is to connect the sustainable food system through an ecosystem to work on the further awareness-raising that needs to be done to convince all relevant actors that lack of citizen-consumer trust or awareness is a tangible outcome that is more essential than ever.

We believe promoting dialogue with partners is essential for actions and delivery. We all have a role to play in reinforcing behavioral changes among government, civil society and businesses. We all have the same stake because changes that are good for the health of people are good for the health of the planet.

In Japan, in Nara, we are engaging each of society' stakeholders to support the establishment of Sustainable Gastronomy in Society. Our commitment are in line with our guiding principle that we have a role to play to unite diverse stakeholders within the food and agriculture value chain to promote, define and measure the sustainable affordability of food, in an effort to expand the production of safe and quality food based on the notion of respect for "terroirs" a different concept from industrialized mass food production.

As a movement-setter by actively engaging stakeholders must act for collaborative governance towards a resilient and sustainable food system.

The Sustainable Gastronomy in Society' Team

SGS Engagement Forum in Nara

Mr. Shogo Arai Governor of Nara – INTERVIEW HIGHLIGHTS



UNWTO World Forum on Gastronomy Tourism will be held in Nara in December 2022. Could you tell us about how do you define gastro-tourism concept and how you plan to relate it to the future development of the region?

“

Tourism is the gathering of various elements such as small industries, restaurants, and accommodations as each industry, and people go there to enjoy themselves. In doing so, local employment will be generated. I think it works well in Europe, and we believe that there should be a system that could reach out throughout the region. With this in mind, Gastronomy will be a major axis.

”

“

It is a very significant move to make gastronomy a major theme for the promotion of tourism. As people are aging and living longer, I feel that their way of enjoying tourism is changing in the direction of extending their stay and enjoying the nature, food, and culture of the area.

”

“

▲ From left to right: EU-Japan Forum Mr. Shogo Arai (Governor of Nara Prefecture), Mr. Naoji Kato (SGS BOD)

Slow-stay tourism is a major theme in Japan's industrial structure. Not only in Nara, of course, but however, Nara has a lot of historical areas.

”

“

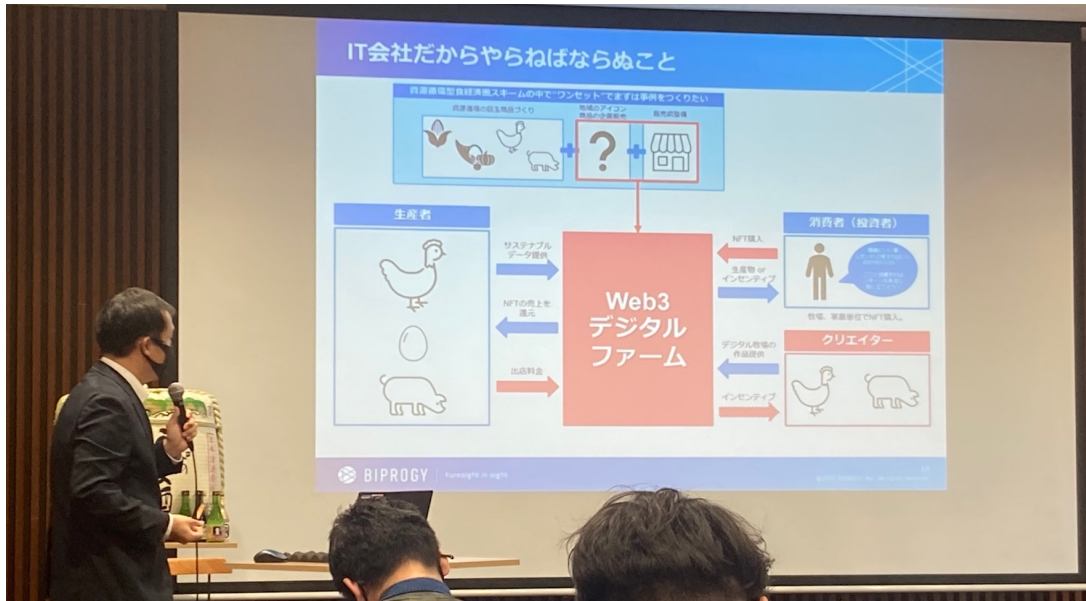
I think it is necessary for Gastronomy to extend the time spent, to slow down, and for that, food is not about the gorgeous food, but about being able to eat in a slow and pleasant environment that is good for the body. Japan has hot springs and a lot of nature and culture, which we consider a major factor in living a long and enjoyable life. As the world's population ages, I feel that there is a shift toward tourism with the theme of quiet relaxation of body and soul.

”

High-level Conversation with BIPROGY

Mr. Tsuyoshi Mukai

General Manager of Business Promotion Department,
Strategic Business Promotion Division of BIPROGY Inc.



FOLLOWING THE SUCCESS OF OUR FIRST FORUM IN NARA, WE WERE PROUD TO WELCOME Mr. MUKAI TO SHARE THEIR VISION AS IT COMPANY AND EXPECTATION TO SGS TO COLLABORATIVE ACTIONS.

“As people become more digitally savvy, companies must meet and must transcend those needs. To achieve this, we believe that a framework that transcends corporate and industry barriers is needed. We believe that digital data is just a tool or an opportunity to start something, as a company involved in IT, but a way to contribute to the creation of a sustainable society by using digital to create new flows.”

What does BIPROGY think of the food sector?

“From now on, we believe that we need to help the environment in which humans and other living creatures live. Not just from the perspective of national economic. To this end, we believe that a transformation to a new social structure is required.”

What is BIPROGY's vision and the viewpoint to accomplish?

“We want to create a form of sustainable agriculture that involves our fans (supporters)…”

We'd like to build a sustainable value chain that reflects an environmental indicators.”

“We would like SGS to become a platform where companies sharing same values can join together to think about different ways of how doing business can contribute towards sustainability in a collaborate ways rather than mere reporting. We expect SGS to create a network for this purpose and we would like to join in the community.”

SGS Engagement Forum in Nara

Introducing our dialogue | The Norinchukin Bank x MAFF

Theme : The Nature of GIs and actual context in Japan.



Japan-Europe Forum,
Mr. Yoichi Suzuki

At the beginning of the session, Mr. Yoichi Suzuki (Former Government Delegate and Chief Negotiator for the Economic Partnership Agreement between Japan and the European Union) gave an overview of Geographical Indications (GI), the main theme of this forum, and its significance. He also detailed the background to the conclusion of the former Trans-Pacific Partnership Agreement (TPP) and differences in the level of recognition of GIs between Japan and France.



From left / Japan-Europe
Forum,
Mr. Shuichi Matsumoto,
Mr. Makoto Osawa

Mr. Makoto Osawa (Executive Advisor, The Norinchukin Bank) talked about the relationship between Japanese food and GI, which has been registered as a UNESCO Intangible Cultural Heritage, and the cultural differences between France and Japan in terms of food, using "rice" as a common food. He also spoke about his expectations for gastronomy tourism with an eye on the future of Japan. Next, Mr. Shuichi Matsumoto (Director, Intellectual Property Division, Export and International Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries) gave a presentation on the past activities of the Ministry of Agriculture, Forestry and Fisheries and an overview of the review of GI operation from November 1, 2012, adding the perspective of GIs towards SDG's Roadmap achievement. The session featured not only the protection of alcoholic beverages or agricultural products, but also the environmental impact, local communities, human health, and related keywords.

SGS Engagement Forum in Nara
Introducing our dialogue |
Food Culture, Councilor general of Agency for
Cultural Affairs, Government of Japan

Theme : The future outlook of GIs in Nara prefecture
~ Food Culture in Nara ~



▲
From left / Japan-Europe Forum.
Mr. Yasukazu Mihama, Mr. Takeshi
Nozoe



▲
Japan-Europe Forum, Mr. Hajime Yoneda

At the beginning of this session, Mr. Tsuyoshi Nozoe (Food Culture, Councilor general of Agency for Cultural Affairs, Government of Japan) introduced the Agency's efforts to promote food culture. He also introduced the "100-year food" program, a program to support food culture by uncovering food culture nurtured in local communities, conducting research on it, and disseminating the results to the public. He also introduced the activities to certify and disseminate the food culture under the name of "100-year food".

Mr. Yasukazu Mihama (vice-president of the library of Tenri University) explained the actual status of food in ancient Nara based on "Nijo Enjyoki" in the Tenri University Library collection, and Mr. Hajime Yoneda (President of HAJIME & ARTISTES, Chef of HAJIME Restaurant) explained the current state of food culture in Nara from the perspective of the future of food, and how we are currently enjoying the peak of food culture. Mr. Hajime YONEDA (Representative Director of HAJIME & ARTISTES, Chef of HAJIME restaurant), pointed out that we need to recognize that the peak of the current situation we are enjoying is just ahead of us and we shall consider seriously what kind of society each and every one of us wants to create.

The session was about preservation of culture, how to utilize cultural assets as well as protect them, and the importance of traceability that contributes to the environment and human health, etc. The session was about the history, present, and future of food.

文化庁参事官
(食文化担当)

SGS Engagement Forum in Nara

Introducing our dialogue | MOFA、 Region to region collaboration

Theme : Interregional Cooperation in Japan
Contributing to the SDGs



Japan-Europe Forum,
Mr. Satoshi Hishiyama

Mr. Satoshi Hishiyama, Director of Local Partnership & Cooperation division, Ministry of Foreign Affairs, explained the projects related to regional collaboration at the Ministry of Foreign Affairs, mainly in Japan, and shared strategic insights from the Ministry.

外務省
地方連携推進室



Attendees coming from HOKKAIDO,
IWATE, TOYAMA, SHIZUOKA,
YAMANASHI, KAGOSHIMA and NARA
for region-to-region best practices talk.



Our movement initiative brings together shareholders to articulate a national engagement platform for dialogue in support of SGS's agenda. Purpose of the pathway is to consolidate into clear visions of what regions, together with different stakeholders, can do toward the food dialogue by 2025.

The ecosystem 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 Forum initiative.

SGS Engagement Forum in Nara

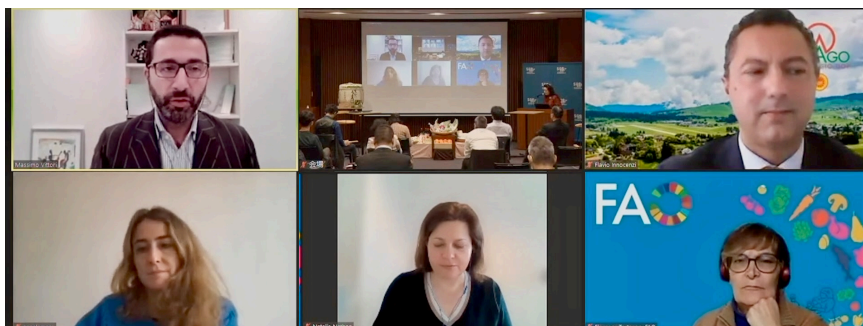
Introducing our dialogue | European Partner

Theme : GI's in line of Sustainability



◀ Japan-Europe Forum,
Mr. Massimo Vittori

In the session with Europe, the moderator of this session, Mr. Massimo Vittori, Managing Director of oriGIn, emphasized the importance of the relationship between Geographical Indications and sustainability in Europe, and how Geographical Indications are in a privileged position to address sustainability challenges.



▲ From top left / Japan-Europe Forum, from left
Mr.Massimo Vittori, Mr.Flavio Innocenzi, from bottom left:
Ms.Anne le More, Ms.Natalie Nathon, Ms.Florence Tartanac

Ms. Florence Tartanac, Senior Officer of Food and Agriculture Organization of the United Nations, gave an overview of the FAO/oriGIn methodology for assessing, improving and communicating sustainability performance. Then, Mr. Flavio Innocenzi, Director, Consorzio Tutela Formaggio Asiago, with GI, introduced concrete achievements and roadmap of GI associations towards sustainability, shared the current status and initiatives of GI and sustainability collaboration in the EU and the challenges it faces. Ms. Natalie Nathon, International Relations Officer, Directorate General for Agriculture and Rural Development, European Commission, presented about the current status and challenges of link of GI and sustainability in the EU. Ms. Anne le More, Co-founder Chefs4thePlanet, United Nations Ambassador for the transformation of our Food Systems, gave a presentation on how sustainable GI foods are impacting gastronomy with examples from Europe. The session was a discussion that provided new inputs/ insights into Geographical Indications initiatives and management at the international level, as well as future trends.

SGS Engagement Forum in Nara

Introducing our video messages



Mr. Matsuura Koichiro : The 8th
of Director-General of UNESCO,
Chairperson Advisor of SGS

Mr. Matsuura said, "It is important to discuss food culture from a broad perspective in relation to SDG's, health, society, and tourism resources in the mid- to long-term, as well as for Japan, the world, and the region. I hope that all participants will deepen their understanding and engage in meaningful discussions through this SGS Forum."



Mr. Xing Qu: UNESCO
Deputy Director-General

"Food has a real role to play with transforming the relationship between humans and the planet, and food is an integral part of our efforts to create a more sustainable mode of production and consumption. This is precisely what UNESCO is about." Mr. Qu spoke about the idea of food culture at UNESCO along with his congratulatory remarks for the SGS Forum.



Mr. Yoshiaki Honpo, Representative of
UNWTO (UN World Tourism
Organization)

"Food is a fundamental part of human society. Due to its relationship with UNWTO, the UN specialized agency on gastronomy tourism and food-themed gastronomy, as it is essential to expand the circle of participation and collaboration on gastronomy. I hope that through the Nara Forum this circle of collaboration will expand and strengthen in Japan and Europe." Mr. Honpo gave a strong message of support.



Ms. Naomi Kawase : Film Director,
UNESCO Goodwill Ambassador

Ms. Kawase shared her thoughts and ideas through her own experiences about the message of the 2025 Osaka Kansai Expo, "Shining with Life," and how we should be thankful & respectful for the food we grow and eat.