



2023年度

健康的で持続可能な食環境戦略イニシアチブ
活動報告

Strategic Initiative for a Healthy and Sustainable Food Environment
Report on Its Activities in April 2023 - March 2024

Contents

Initiative Overview

- Background of Launch and Awareness of Issues
- Basic Philosophy
- Activities
- Details of Initiative and Expansion of Participating Businesses

Details of FY2023 Activities

- Steering Committee (June, October, February)
- Subcommittee for Promoting Action Goals (September, February)
- Annual Plenary Meeting (December)
- Subcommittee Meeting (July, December, February)
- Exchange meeting for participating businesses
- Opinion exchange meeting among participating businesses, academics, and other related parties
- Special Seminars (exchange of opinions with ESG affiliates)
- Study of the Food Environment Alliance, and development and provision of tools to support local governments
- Dissemination of information domestically and internationally
- Examples of Business Collaboration

Participating Businesses (in Japanese syllabary order)

- Participation in FY2021 (12 businesses)
- Participation in FY2022 (14 businesses)
- Participation in FY2023 (12 businesses)

Initiative Overview

Background of Launch and Awareness of Issues

As healthy life expectancy continues to increase toward a vibrant “era with a 100-year life,” it is imperative to promote the creation of a food environment where everyone can live naturally healthy lives, including those who are less concerned about their health.

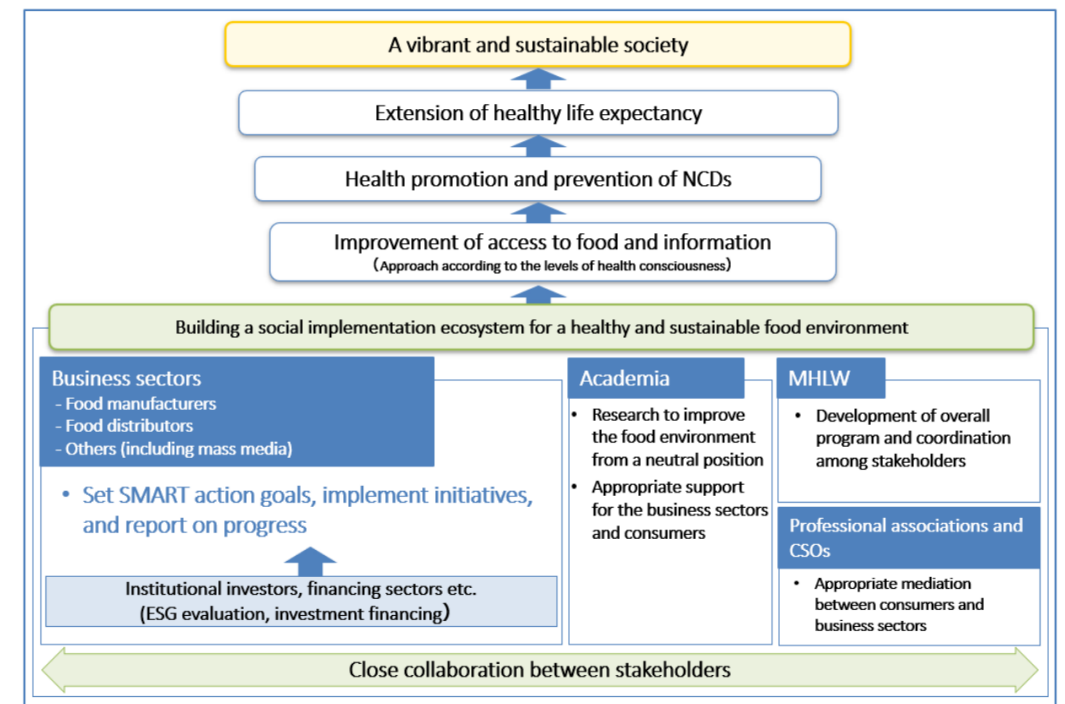
In this light, the Ministry of Health, Labour and Welfare, Government of Japan, in collaboration with related ministries and agencies, held a study group to examine ways of collaboration with the government, businesses, academia and civil society to “promote the creation of a sustainable food environment that is naturally healthy.” Based on the Study Group Report (released in June 2021) and the Tokyo Nutrition for Growth Summit 2021 (held in December 2021), the “Strategic Initiative for Creating a Healthy and Sustainable Food Environment” (tentative name: “Strategic Initiative for a Healthy and Sustainable Food Environment”) was launched in March 2022 as a system to promote the creation of a food environment through collaboration with the government, businesses, academia, and civil society.[1]

The Initiative recognizes nutritional issues such as “excess sodium intake,” “underweight among young women,” and “nutritional disparities caused by economic conditions” as well as “environmental issues” as critical social issues. Businesses participating in this initiative set SMART[2] style action goals[3] and develop a food environment that is naturally healthy for everyone through collaboration and cooperation among industry, academia, and government. The initiative aims to extend healthy life expectancy and realize a vibrant and sustainable society for people in Japan and around the world.

[1] The term “industry” encompasses a wide variety of industries, including food manufacturers, food distributors, media, etc.

[2] Specific, Measurable, Achievable, Relevant, and Time-bound

[3] Each participating business is at least required to set an action goal that contributes to solving “excess sodium intake.”



The Global Vision Pursued by the “Strategic Initiative for a Healthy and Sustainable Food Environment”

Basic Philosophy

Paving the way for a new dimension in the food environment, from Japan.

The food environment will get better. Yet there are limits to what can be achieved through the efforts of individual industries, companies, and organizations.

The time is right to pool the capabilities of industry, academia, government, and others to kick off a major movement.

We will disseminate and propose to the world a Japanese model for creating a food environment in which no one is left behind.

The goal is to make Japan, and the world, a vibrant and sustainable society by increasing the healthy life expectancy.

Activities

The initiative is working to build and develop a social implementation ecosystem for achieving a healthy and sustainable food environment.

- Formulation of goals as the initiative
 - Identify effective initiatives to collaborate with industry, academia, government, etc. and formulate a roadmap for action, etc. based on the Japanese government's commitment to create a food environment at the Tokyo Nutrition for Growth Summit 2021
- Promote research and data development that contributes to the creation of a food environment
 - Examine nutritional profiling systems adapted to dietary and nutritional challenges in Japan and Asia
 - Demonstrate effective consumer appeal and sales methods, etc.
- Support PDCA processes for SMART-style action goals for each participating business
 - Establish opportunities for exchanging information between industry, academia, government, etc.
 - Exchange information and opinions between the same and different industries (create opportunities for collaboration)
 - Exchange information and opinions with the government (Ministry of Health, Labour and Welfare, etc.), research institutes, etc. (including sharing of international trends in nutrition and the environment that can be used as a reference for preventing business risks). etc.
 - Establish opportunities to exchange information with financial institutions
 - Exchange information and opinions with institutional investors and other advisors, etc.
- Dissemination of information domestically and internationally

Details of Initiative and Expansion of Participating Businesses

“Committee for the promotion of a sustainable food environment in which everyone can be naturally healthy” held under the Director-General of the Health Bureau of the Ministry of Health, Labour and Welfare.

This initiative was established to address key nutrition issues in collaboration with the government, businesses, academia and civil society.

Participating businesses: 12 businesses, mainly food manufacturers, food distributors and media.

In addition to laying the groundwork for the initiative, we provided support to participating businesses in setting ambitious and effective action goals for the first year of launching the initiative.

Participating businesses: 26 businesses including food manufacturers, food distributors and media, as well as an airline company, public corporations, etc.

Various new activities were carried out in the second year of the initiative, including activities toward starting participation by prefectures and other local governments from FY2024, and preparation of educational materials and workshops promoting salt reduction for children. A summary of the initiative was also introduced in a WHO report.

Participating businesses: 38 businesses, including food manufacturers, food distributors and media, as well as food service-related businesses that provide meals eaten outside home.

Details of FY2023 Activities

Steering Committee (June, October, February)

The committee was held a total of three times to examine the annual report related to the initiative's overall evaluation and action goals, and labeling and advocacy related to participation in the initiative.

Objective	Review and decide on policies, etc. for the initiative as a whole.
Targets	Includes representatives of participating businesses, academics, SDG/ESG professionals, dietitians, and civil society organizations.
Date	1st: June 16, 2023 2nd: October 10, 2023 3rd: February 5, 2024
Format	Hybrid

Subcommittee for Promoting Action Goals (September, February)

The group exchanged opinions a total of two times with participating businesses and made constructive proposals regarding the setting of action goals.

Objective	Support the PDCA process in regard to SMART-style action goals for each participating business (making recommendations on the setting and progress status of action goals for each participating business). Committee members include academics, SDG/ESG professionals, dietitians, and civil society organizations.
Targets	Participating businesses
Date	1st: September 12, 2023 2nd: February 5, 2024
Format	Online

Annual Plenary Meeting (December)

In addition to those involved in the initiative (such as participating businesses and expert committee members), the session was attended by approximately 300 people, including businesses considering participation in the initiative, local government officials interested in creating a food environment, officials from financial institutions, and the media.

Objective	Businesses will make a presentation on action goals, and create opportunities for coverage in the media. Increase the external visibility of the initiative. Provide a venue for exchanging information and interacting with businesses, including new participants.
Lecture Program	“Significance and Progress of the Food and Environment Strategic Initiative” Dr. TAKEMI Yukari, Vice President, Kagawa Education Institute of Nutrition “The 2040 Issue and the Food and Environmental Strategies Initiative” Dr. TSUJII Ichiro, Visiting Professor, Tohoku University School of Public Health, Graduate School of Medicine “Introduction of Initiatives for Participating Businesses and Expectations of the Initiative” S.B. Foods Inc., Kameda Seika Co., Ltd., Kikkoman Corporation “Nutrition Challenges and ESG from an Investor’s Perspective” FUMA Kenji, CEO, Neural Inc. and Adjunct Professor, Green Social Co-creation Institute, Shinshu University
Targets	Initiative stakeholders: Participating businesses, expert committee members, etc. Persons not involved in the Initiative: Businesses and municipalities considering participation in the Initiative, financial institutions, media, etc.
Date	December 22, 2023
Format	Hybrid



Subcommittee Meetings (July, December, February)

Experts and participating businesses will exchange opinions for analyzing bottlenecks for the spread of salt reduction behavior and examining pathways for promoting such actions.

Objective	The goals of the initiative will be discussed with experts and participating businesses to provide an opportunity for new value co-creation.
Targets	Participating businesses and steering committee members (including business representative committee members) who have disclosed their action goals
Date	July 23, 2023: 1st December 8, 2023: Expert review of logic models and pathways February 8, 2024: 2nd
Format	Hybrid



Opinion exchange meeting among participating businesses, academics, and other related parties

As items related to the Initiative, participants were provided details of salt reduction policies and other initiatives, research projects, and salt reduction initiatives by businesses, with a total of about 50 people attending.

Objective	Experts and participating businesses in the food distribution industry will provide information.
Program	Information from expert (1): Dr. SAKAGUCHI keiko, Lecturer, Shukutoku University (initiatives and success stories of salt reduction policies in other countries) Information from expert (2): Dr. TAKIMOTO Hidemi, Director, National Institute of Health and Nutrition (projects related to salt reduction that the National Institute of Health and Nutrition is working on) Information provided by participating businesses: Sunplaza Co.,Ltd. (efforts to reduce salt as a supermarket)
Targets	Participating businesses, steering committee members
Date	February 9, 2024



Exchange meeting for participating businesses

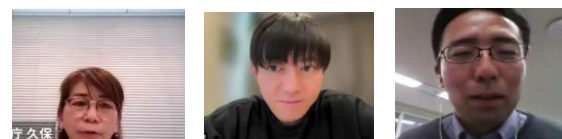
Reports were made on the reception and publication of action goals, consideration of goals of the initiative, publication of a members-only page, and the type of labeling and advocacy regarding participation in the initiative, followed by feedback from businesses.

Objective	Share information on activities and mutually elect business representative steering committee members.
Targets	Participating businesses, steering committee members
Date	June 2, 2023
Format	Online

Special Seminars (exchange of opinions with ESG affiliates)

The seminar covered policies of the Children and Families Agency, including efforts related to underweight among young women, as well as initiatives and policies related to sustainable food from the perspective of the Ministry of the Environment.

Objective	Provide information on nutritional and environmental challenges from various perspectives to businesses for reference in future activities.
Program	Lecture (1): KUBO Yoko (Nutrition Specialist, Maternal and Child Health Division, Child and Family Development Bureau, Children and Families Agency) Lecture (2) FUMA Kenji (CEO, Neural Inc. and Adjunct Professor, Green Social Co-creation Institute, Shinshu University), SEIKE Hiroshi (Assistant Director, Environmental Health Planning and Management Division, Environmental Health Department, Minister's Secretariat, Ministry of the Environment; Fashion and the Environment Task Force and Food and Environment Team)
Targets	Participating businesses, steering committee members
Date	January 24, 2024
Cooperation	Children and Families Agency, Ministry of the Environment



Study of the Food Environment Alliance, and development and provision of tools to support local governments

The Ministry of Health, Labour and Welfare's "Health Japan 21 (Third Term)" clearly states that in order to effectively promote the creation of a food environment throughout Japan, it is important to develop national initiatives and prefectural initiatives based on regional characteristics in a complementary and synergistic manner. An effective collaborative relationship between the national and prefectural governments regarding the creation of a food environment needs to be established by utilizing initiatives, and spread nationwide.

Based on the above, we discussed the "Food Environment Alliance (tentative)" as an initiative that enables prefectures and other entities working to create a healthy and sustainable food environment to collaborate with the national government, and made preparations and exchanged opinions toward establishing this alliance.

In addition, a "Municipal Support Tool" was developed as a resource that can be used by prefectures and other local governments to provide explanations to stakeholders inside and outside the municipality, in order to establish organizational bodies for creating a food environment. The tool was distributed after holding briefing sessions for local governments. A total of approximately 100 participants, including registered dietitians and employees from health promotion departments of prefectures, cities with public health centers, and special wards, attended the municipal briefing sessions.

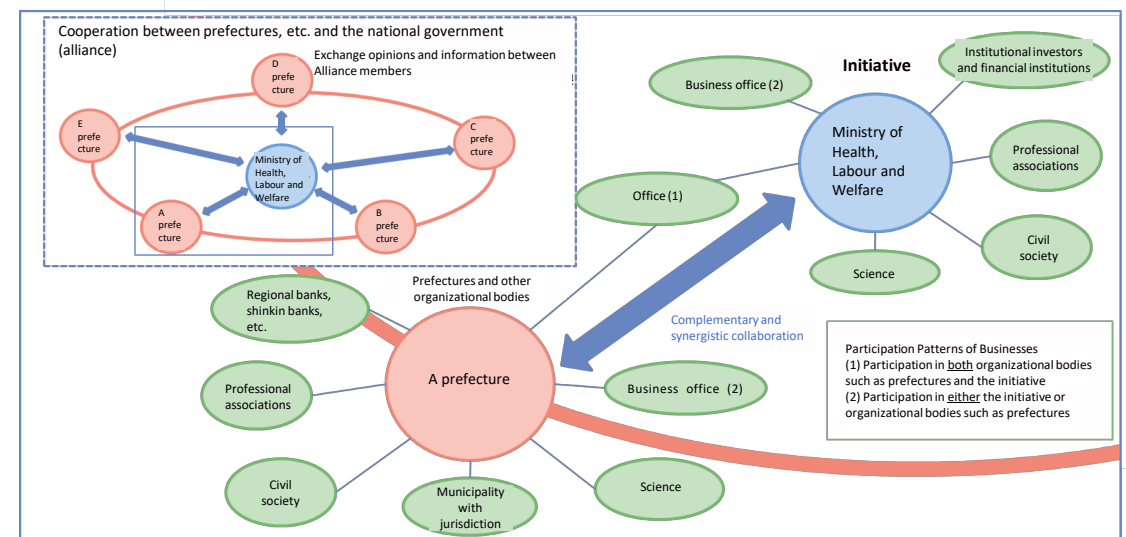


Image of Food Environment Alliance

Objective of the Municipal Support Tool	In order to achieve a vibrant and sustainable society, registered dietitians in health promotion departments of prefectures and municipalities will utilize the municipal support tool to deepen their own understanding of the creation of a new food environment, and approach (explain) to stakeholders inside and outside of the municipality.
Targets of municipality briefing session	Registered dietitians or employees of health promotion departments who belong to the following <ul style="list-style-type: none"> • Prefectures • Cities and special wards with health centers
Date	November 8, 2023
Format	Online

Municipal Support Tool

<p>収集資料 (2024年1月版)</p> <ol style="list-style-type: none"> 1. 担当者の理解用資料 2. 上長への説明に向けた資料 3. 産業振興部局への説明用資料 4. その他の部局への説明に向けた資料 5. 首長・首長戦略部局向け資料 (2024年度公表予定) 6. 外部ステークホルダー(管内事業者)への説明に向けた資料 <p>参考資料 想定される問・回答ライン</p>





Dissemination of information domestically and internationally

Salt reduction workshops for children

The "Do you know? Problems with taking excess salt" salt reduction materials and worksheets for workshops were prepared, with workshops held a total of six times with the aim of raising awareness of problems related to excessive salt intake, one of Japan's nutrition challenges, and to create opportunities for proactive action to address the problem.

In a post-workshop questionnaire, 85% of the respondents answered that they would try to reduce their salt intake and take as much care as possible not to eat too much salt. In addition, the Salt Reduction Challenge on the worksheet (a page where attendees can write how they will work to reduce salt) also yielded responses that showed promise of proactive efforts.

Objective	Create opportunities for children to learn about the problem of "excessive salt intake" and to think about what they can do to help create a vibrant and sustainable society.	
Lecturer	Dr. KOBAYASHI Tomomi, Associate Professor, Department of Food Sciences and Nutrition, Mukogawa Women's University * Undergraduate and graduate students from dietitian training institutes were present at each table as facilitators.	
Targets	Mainly for 5th and 6th grade elementary school students	
Participants	A total of 76 students from 1st grade elementary school and 2nd grade junior-high school participated. (38 of them are 5th and 6th graders)	
Date	November 4, 2023 (Sat) November 11, 2023 (Sat) November 25, 2023 (Sat)	
Two sessions, from 10:30 to 11:30, and 13:30 to 14:30	Fukuoka (Fukuoka Small and Medium Business Enterprise Promotion Center) Osaka (Osaka Prefectural Center for Youth and Gender Equality) Tokyo (Miraikan - The National Museum of Emerging Science and Innovation)	
Format	Face-to-face	
Cooperation	Children and Families Agency, Consumer Affairs Agency	

Explanation by Lecturer

Learning about the amount of salt equivalents

- Included in the WHO report "Global Mapping Report on Multisectoral Actions to Strengthen Prevention and Control of Noncommunicable Diseases and Mental Health Conditions" (published September 12, 2023).

The Ministry of Health, Labour and Welfare (Nutrition Guidance Office) submitted an application[4] to the WHO Call for Proposals for 2022 (Call for National Proposals for Multisectoral Actions to Strengthen Prevention and Control of Noncommunicable Diseases and Mental Health Conditions) for the "Strategic Initiative for a Healthy and Sustainable Food Environment" to promote the creation of food environments through collaboration with the government, businesses, academia and civil society. Out of 127 applications from around the world, 95 applications (from 46 countries) that met WHO's criteria for adoption were received and registered, including this initiative. The overall analysis and a summary of each case are published as a WHO report [5].

The WHO also selected 20 of the above 95 cases as those that should be presented in detail globally. Fifteen projects were selected from low- and middle-income countries and five from high-income countries, with this initiative selected as part of the latter. At the request of the WHO, the English report prepared by the Nutrition Guidance Office has been accepted by WHO and is expected to be published as a WHO Special Report [6].

[4] April 28, 2022
[5] September 13, 2023
[6] Contact by WHO in November 2022

Summary of WHO Report Publication

The 95 cases that met WHO's criteria for adoption and that were included in the report were broken down by region: 30 in the Americas, 20 in Africa, 20 in the Eastern Mediterranean, 11 in the Western Pacific (5 in the Philippines, 2 in Japan*, 1 each in Australia, Brunei, China and Palau), 9 in Europe and 5 in Southeast Asia.

* Ministry of Health, Labour and Welfare (Strategic Initiative for a Healthy and Sustainable Food Environment), Hayama Town, Kanagawa Prefecture (Nursing Care Prevention "Chokin Exercises")

The most common risk factor for non-communicable diseases as the target for multisectoral action was "smoking," followed by "physical inactivity" and "unhealthy diet". * This was followed by "harmful alcohol consumption" and "air pollution."

In addition to Japan, Brazil, Colombia, Kenya, Sri Lanka, and other countries registered cases of efforts to address "unhealthy eating," and Japan (the Initiative) was the only case from a high-income country.

Salt Reduction Awareness Materials

The information was distributed at the end of the workshop so that participants could go over what they learned at the workshop after returning home. Published on the Food Environment Strategy Initiative website for downloading and printing.



Salt Reduction Awareness Materials Download Page

Salt reduction workshop for children, teaching materials

Worksheet for Workshops * Scheduled to be released in FY2024

A worksheet was created for use at the workshop. The format was designed to allow participants to take notes on what they were interested in and to write down their thoughts during the workshop.



Details of Main Report

(Page 28)

The "Strategic Initiative for a Healthy and Sustainable Food Environment" led by the Ministry of Health, Labour and Welfare, which is working to reduce salt intake throughout the country through collaboration with the government, businesses, academia and civil society*.

* The same details are included on Page 33.



(Source: <https://www.who.int/publications/i/item/9789240074255>)

Details of Separate Report

(Pages 102, 103)

Includes an overview of the initiative.



(Source: <https://www.who.int/publications/i/item/9789240074279>)

Examples of Business Collaboration

- **Providing Kameda's salt-reduced products in Japan Airlines lounges**
- **Promotion of research and implementation of projects* at the National Institute of Biomedical Innovation, Health and Nutrition**

* Joint research project in collaboration with the government, businesses, academia and civil society for promoting healthy food environments

- **Articles introducing the initiatives of participating businesses are published monthly through the year in Houken Corporation's "Health Up 21" magazine.**

Houken, a participating business, conducted a campaign promoting salt-reduced foods as a collaborative project with other participating businesses in its monthly magazine, "Health Up 21."

The magazine has run a feature titled "Creating a Healthy Food Environment" since FY2022, which includes initiatives that contribute to "creating a sustainable food environment that is naturally healthy" as well as healthy eating options

The magazine introduces companies and establishments certified under the Smart Meal healthy food environment certification system, as well as businesses participating in the initiative, and other companies that are actively involved in developing and providing healthy food and creating a healthy food environment.

[Health Up 21 Collaborating Business]

- April issue every, Inc.
- May issue Maruyanagi Foods Inc.
- June issue Kameda Seika Co., Ltd.
- July issue Asahimatsu Foods Co., Ltd.
- August/September issue Kewpie Corporation
- October issue Muen.com, Inc.
- November issue S.B. Foods Inc.
- December issue Ocean Blue Bird Corporation
- January issue Oishi kenko Inc.
- February issue SHIDAX CONTRACT FOOD SERVICE CORPORATION
- March issue Maruha Nichiro Corporation



Providing "Salt-reduced Kaki-no-tane" at Japan Airlines lounges



Health Up 21 page

■ Media Coverage

- Yomiuri Shimbun: Sunplaza's Efforts to Reduce Salt Intake
- Japan Forward: Coverage of Salt Reduction Workshop for Children
- Weekly Health and Hygiene News: Coverage of Salt Reduction Workshop for Children
- Kengakusha: Covered the salt reduction workshop for children and created a wall poster "Nutrition Education News Plus" for elementary schools
- Health Industry Bulletin: Coverage of Plenary Session



Nutrition Education News Plus (Kengakusha)

Participating Businesses (in Japanese syllabary order)

Participation in FY2021 (12 businesses)

ASAHIMATSU FOODS CO.,LTD., Ajinomoto Co., Inc., KAMEDA SEIKA CO.,LTD., Kikkoman Corporation, Kewpie Corporation, PUBLISHER KENGAKUSHA CO.,LTD., Pasco Shikishima Corporation, Nichirei Corporation, NISSIN FOODS HOLDINGS CO., LTD., Houken Corporation Healthup 21 Editorial Department, Mirutasu(Meal-plus) Corporation, Meiji Co., Ltd.

Participation in FY2022 (14 businesses)

S&B FOODS INC., every, Inc., Oishi kenko Inc., Ocean Blue Bird Corporation, KOKUSAI SHOGYO Publishing Corp., SHIDAX CONTRACT FOOD SERVICE CORPORATION, DANONE INSTITUTE OF JAPAN FOUNDATIONNIPPON CORPORATION, Japan Airlines Co., Ltd., NIPPON CORPORATION, Maruha Nichiro Corporation, Maruyanagi Foods Inc., Muen.com Corporation, Locoguide Inc., Lawson, Inc.

Participation in FY2023 (12 businesses)

Sunplaza Co.,Ltd., SENIOR LIFE CREATE, ZENSHO HOLDINGS CO., LTD., Takohachi.Co.Ltd., Japanese Consumers' Co-operative Union, JAPAN MEDICAL HERB ASSOCIATION (JAMHA), House Foods Group Inc., First Screening Co., Ltd., BASE FOOD Inc., Nutrition Association For Mother and Child, MARUTO CO., LTD., MORINAGA MILK INDUSTRY CO.,LTD.

(38 businesses in total)

-Issuer

Office of Nutrition, Health Promotion Division, Public Health Bureau, Ministry of Health, Labour and Welfare, Government of Japan (March 2024)
"FY2023 Budget Project: Healthy and Sustainable Food Environment Development and Promotion Operations Collection".

Contracted business: NTT DATA Institute of Management Consulting, Inc.