



Juntos!! Japan-Latin America and the Caribbean Exchange Program

Report of Online Outbound Program

Learn about the NIKKEI Society in the Latin America Region

1. Program Overview

【Objective】 The online program was conducted for undergraduate and graduate students in Japan to foster young human resources who will one day build cooperative relationships among countries in Latin America and the Caribbean. In this program, participants not only learned about Japan's international cooperation in the region and the efforts of coffee-related companies, but were also connected online with people working for organizations related to Latin America and the Caribbean, as well as with Nikkei from the region to strengthen mutual ties.

【Participants】 19 undergraduate students and graduate students from Japan

【Location】 Tokyo, Hyogo Pref.

【Program Schedule】

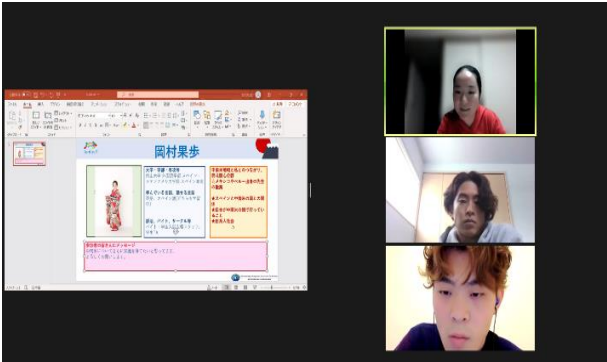
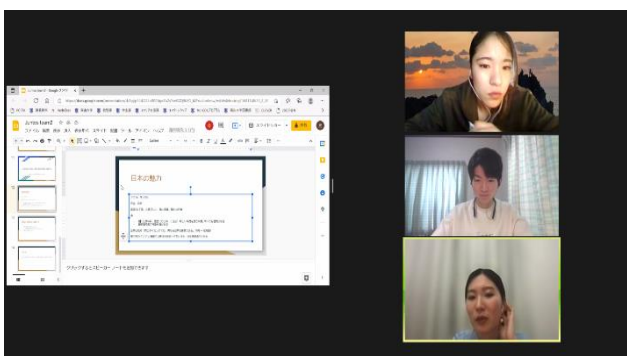
Date (JST)	Program contents	Participants' questions and reactions
9:00am~ 11:30am, Tuesday, March 1, 2022	【Courtesy Call】 Address: Ms. YOSHIZAKI Maya Assistant Director Mexico, Central America and Caribbean Division Latin American and Caribbean Affairs Bureau Office 【Orientation】 【Icebreaker】 【Keynote Lecture, Q&A Session】 “Contribution of Japan to countries of Latin America and the Caribbean Region – From the perspective of SDGs-“ Lecturer: Mr. HOSONO Akio, Senior Research Advisor, JICA Ogata Sadako Research Institute for Peace and Development	During the icebreaker, participants exchanged information and proactively shared their knowledge of Latin America and the Caribbean, focusing on their own experiences in the region or what they are studying at university or graduate school. During the Q&A session following the lecture, questions were asked about immigration issues regarding people from areas in Central America to the United States. The presentation provided a systematic understanding of international cooperation from Japan to Latin America and the Caribbean from the perspective of the Sustainable Development Goals (SDGs).

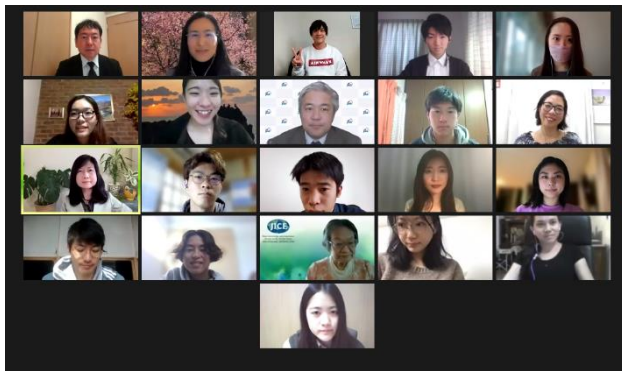
	1. Lecture 2. Q&A session	
9:00am～ 11:00am, Thursday, March 3, 2022	【Exchange of Opinions and Presentations by Participants】 1. Presentations among participants from Japan 2. Comments and feedback to construct better presentations	Each team sought content to convey to the participants from Latin America and the Caribbean under two themes: the relationship between Japanese festivals and the people of Japan today, and the appeal and strengths of Japan and its familiar connections with Latin America and the Caribbean.
9:00am～ 11:30am, Monday, March 7, 2022	【Webinar, Q&A】 "JICA's Collaboration with Nikkei (Japanese Immigrants and Descendants) Communities" Lecturer: Mr. YOSHIDA Satoshi, Director, Latin America and the Caribbean Dept., JICA 1. Lecture 2. Q&A session 【Exchange with Working Youth from Latin America and Caribbean】 Exchange of opinions 3. Exchange among participants, Dissemination by dispatched participants "The relationship between Japanese festivals and the people of Japan today" 4. Exchange of opinions	The participants learned about the history of Japanese immigration and the current status of the Nikkei communities that were subsequently built in Latin America and the Caribbean, and learned about the projects that JICA has implemented for the development of Nikkei communities on behalf of the Japanese government. During the Q&A session, a participant asked, "How can business connections, such as employment assistance from Japan to Nikkei communities in Latin America and the Caribbean, be mutually beneficial?" Participants introduced Japanese festivals and the relationship between these festivals and the people of Japan today to Nikkei community members in Argentina, Brazil, and Bolivia. After listening to the presentation, a participant from Brazil asked about how these festivals are being managed.

9:00am～ 11:30am, Tuesday, March 8, 2022	【Webinar, Q&A】 “Importance of ICT exposed by the COVID-19 pandemic: Implication to Japan and Latin American countries/regions” Lecturer: Prof. NAITO Tomoyuki, Vice President, Kobe Institute of Computing (KIC) 1. Lecture 2. Q&A session 【Exchange of Opinions among Participants】 Review	In addition to the need to determine what can and cannot be done on the Internet, the lecture provided an opportunity for the participants to think about the focal points of conducting business in the future. In response to a question from a participant, "Aren't Japanese companies falling behind?" the lecturer responded, "Japanese submarine cables boast the largest share of the global market, and there are Japanese companies that are thriving." Through this event, the participants were able to learn about the contributions that Japanese companies are making in Latin America and the Caribbean.
9:00am～ 11:30am, Wednesday, March 9, 2022	【Company Visit】 “Thinking about the SDGs through Coffee” Lecturer: Ms. GANNO Chie, Sustainability Promotion Office, UCC Holdings Co., Ltd. 1. Lecture 2. Q&A session 【Exchange with Working Youth from Latin America and Caribbean】 Review of the lecture 【Exchange of Opinions among Participants】 Review	Questions were asked not only about the differences in coffee characteristics by region, but also about issues related to the working environment and employment situation in coffee-producing regions, the conservation of coffee trees, and the status of future coffee production, consumption, and demand. Participants were able to gain an insight into the challenges facing the coffee industry as a whole and the great ambitions of private corporations in Japan.
9:00am～ 11:30am, Thursday, March 10, 2022	【Workshop, Exchange with Working Youth from Latin America and Caribbean】 【Exchange of Opinions among Participants】	Based on the theme provided, the participants gave a presentation on the charms of Japan, and exchanged opinions with working youth from Latin America and the Caribbean.

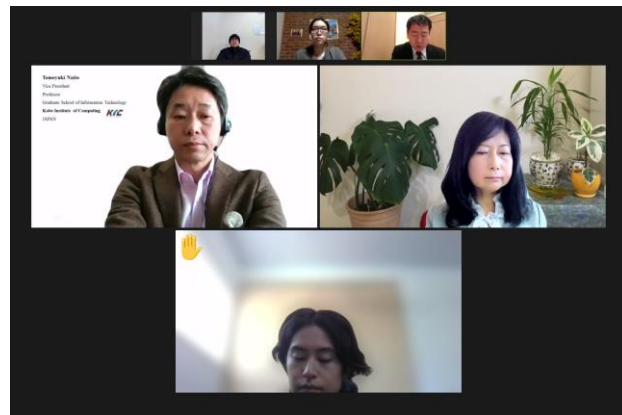
	1. Presentation “Japan's appeal and strengths, and familiar connections with Latin America and the Caribbean.” 2. Impressions, Exchange of opinions 3. Preparation for presenting an action plan	The participants renewed their awareness of what they could hear only from local people of different generations (both young and old). These discussions provided an opportunity to consider, for example, how Nikkei communities are assimilating with the local people over the generations, and how Japanese traditions and virtues are being passed down to the next generation.
9:00am～ 11:00am, Friday, March 11, 2022	【Reporting Session】 1. Presentations by the participants 2. Review	The horizontal ties among the teams were evident in the presentations, with listeners offering specific advice and constructive comments after each team's presentation.

2. Program Photos

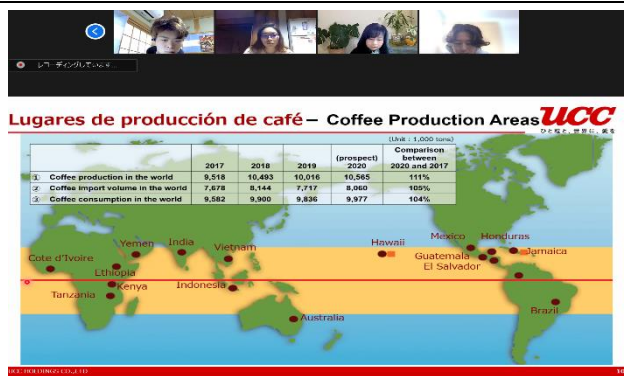
	
March 1, 2022 【Orientation】 Participants listening attentively to each other's self-introductions.	March 3, 2022 【Exchange of Opinions among Participants, Presentations】 Participants discussing the content of their presentations in preparation for the exchange session



March 7, 2022 【Webinar, Q&A Session】
Participants taking a group photo with the lecturer from the Japan International Cooperation Agency (JICA)



March 8, 2022 【Webinar, Q&A Session】
Participants asking the lecturer questions during the Q&A session



March 9, 2022 【Company Visit】 Participants learning about the connections between coffee and regions in Latin America and the Caribbean



March 10, 2022 【Workshop, Exchange among Participants】 Participants taking a group photo with working youth from Latin America and the Caribbean



March 11, 2022 【Reporting Session】
Participants presenting their action plans

3. Voices from Participants (excerpt)

◆ Undergraduate student

This was the first time for me to participate in such an online program, but as I had expected, I was able to gain a lot of inspiration through the program contents as well as interaction and opinion exchange with students I would not normally meet. Hearing other students' ideas, perspectives, and experiences gave me motivation and hints for my future activities. I would be happy if the other students feel the same as I think. I will work hard looking forward to meeting them again somewhere in Japan or abroad.

◆ Graduate student

It was a good opportunity to get to know Latin America. In addition, I learned something about the current situation and social conditions in those countries, and I would like to study about the countries I am personally interested in later.

◆ Undergraduate student

Before, I have had few opportunities to have more than a simple daily conversation in Spanish, so I am very happy to have had such an opportunity. I am also very satisfied to have learned how institutions such as JICA, JICE, and Japanese companies such as UCC are involved with Latin American countries through concrete examples of their activities.

4. Voice from Locals(excerpt)



◆ Lecturer

The "Japan-Latin America and the Caribbean Exchange Program" is crucial for building relations based on trust between Japan and Latin America, and from this perspective, this program is extremely meaningful.

◆ Company representative

I participated in the event as a lecturer. Being my first seminar with simultaneous interpretation, it was a very valuable experience for me. I am grateful to have had this opportunity. I enjoyed watching the participants having fun during the seminar, and it helped to loosen my nerves, for which I am also grateful. I was also thrilled to hear directly from participants from Latin America, which has a strong connection with coffee, as well as from Japanese students who are interested in such countries.

5. Dissemination by the participants, articles, etc.

	
<p>March 1, 2022 (Instagram)</p> <p>Was the first day of #Juntos!</p> <p>I was very excited to attend Dr. Hosono's lecture.</p> <p>I couldn't understand everything with the knowledge I currently possess, but now I am very motivated to continue studying for the next two weeks.</p> <p>"Contribution of Japan to countries of Latin America and the Caribbean Region – From the perspective of SDGs–"</p>	<p>March 2, 2022 (Facebook)</p> <p>From March 1st to 11th, I participate in the program called "Juntos!!"</p> <p>Yesterday, there was a lecture by Mr. Akio Hosono, and we learned about international cooperation for Latin America from the perspective of SDGs. Many projects contribute to many goals of the SDGs, human security and quality education.</p> <p>I think international cooperation and endogenous development have tremendous potential. Also, we must not forget the efforts and activities of Nikkei.</p> <p>I want to learn a lot from the program so that I can be a key person connecting Japan and Latin America. I'm looking forward to interacting with Nikkei.</p>



March 3, 2022 (Instagram)

Second session of #Juntos!

We prepared for a presentation on March 7, 2020. We decided to talk about expressions in anime and manga, and the sound effects in manga.



March 9, 2022 (Hello Talk)

I am taking part in a program by JICE to learn about the cooperation between Japan and Latin American countries.

Today we heard from a representative from UCC (a coffee company in Japan) about their activities in regard to SDGs.

Do you drink coffee? Do you like to drink coffee??

We look forward to your comments!!

Today I drank some Colombian coffee, which I bought it in Colombia!

March 18, 2022 (Kobe Shimbun)

UCC Holdings (HD, Chuo-ku, Kobe) is focusing on online seminars for students to familiarize them with activities related to the SDGs (Sustainable Development Goals) through coffee. The company aims to communicate the efforts of the industry and deepen understanding among youth who will one day lead the next generation. ... On the 9th, JICE (Japan International Cooperation Center) conducted a program as part of an international exchange project commissioned by the Ministry of Foreign Affairs of Japan. Simultaneous interpretation was provided in English and Spanish. In addition to students from Japan, a total of 25 people, including officials of the Ministry of Foreign Affairs and media representatives from seven Latin American countries, participated in the program.

Ms. Chiei Ganno, 31, from the company, introduced general knowledge about coffee and the company's efforts to address poverty and environmental issues in coffee-producing countries through quizzes and videos. She emphasized that her company will continue to contribute to the development of the coffee industry and bring smiles to the faces of people all over the world. Participants asked questions, reported on local coffee growing conditions, and shared their impressions.

学生向けSDGs講座
UCCが業界の取り組み発信



UCCホールディングスは、SDGs（持続可能な開発目標）に関する活動を通じて、学生向けにオンラインセミナーを開催し、業界の取り組みを発信している。最近では、新型コロナウイルス禍で校外学習の機会が減ったことを受けて、学生向けにSDGsに関するオンラインセミナーを開催している。セミナーでは、UCCの取り組みや、SDGsに関する知識を、学生にわかりやすく伝えることを目指している。また、学生からの質問にも丁寧に答えている。セミナーは、UCCホールディングスのウェブサイトから申し込みが可能で、参加費は無料である。

国内外から参加があったオンラインセミナー開催
市中央区港島中町7、UCCホールディングス

UCCホールディングスは、SDGs（持続可能な開発目標）に関する活動を通じて、学生向けにオンラインセミナーを開催し、業界の取り組みを発信している。最近では、新型コロナウイルス禍で校外学習の機会が減ったことを受けて、学生向けにSDGsに関するオンラインセミナーを開催している。セミナーでは、UCCの取り組みや、SDGsに関する知識を、学生にわかりやすく伝えることを目指している。また、学生からの質問にも丁寧に答えている。セミナーは、UCCホールディングスのウェブサイトから申し込みが可能で、参加費は無料である。



（赤松沙和）



6. Action plan presentations at the final reporting session

Team 1	
<div> <div>具体的な内容</div> <p>日本のことを知ってもらえる、より興味を持ってもらえる内容</p> <ul style="list-style-type: none"> • 日本の伝統行事 • 文化(アニメ、マンガなど) <p>日常生活についても記事にして定期的に発信 似たような内容を発信している媒体との差別化を図るため、マイナーな部分を多く視野に入れる</p> </div> <div> <div>方法</div> <p>①LINEグループで打合わせ(定期的あるいは不定期でもZoomのミーティングを行い、企画・組織としての運営を行う)</p> <p>②共同SNSアカウントを作成(Facebook、Instagram、Twitterを運用)</p> <p>③定期的あるいは不定期で記事を作成し、発信(日本語、英語、スペイン語、ポルトガル語)</p> </div>	<p>■ Purpose:</p> <p>By introducing the charms of Japan and the lives of Japanese people, we will</p> <p>(1) make people feel familiar and become interested in Japan;</p> <p>(2) gain followers from various fields and expand the network.</p> <p>■ When to implement:</p> <p>We will start today! We will continue this even after three-month program period.</p> <p>■ Who will do it?</p> <p>The voluntary members of Team1 and Team2:</p> <p>Since some members can handle English, Spanish, or Portuguese, they will write and deliver articles in these languages.</p> <p>Since the members are living in different parts of Japan, they can provide unique information on the local culture and lifestyles.</p> <p>■ To whom will you do it?</p> <p>The SNS users such as Facebook, Instagram, Twitter</p> <p>People in Latin America who are interested in Japan</p> <p>People of Japanese descent inside/outside Japan</p> <p>■ What are you planning to do?</p> <p>The content that will help people learn more about Japan and become more interested in Japan, including Japanese traditional events or culture such as Anime, Manga)</p> <p>Regularly publish articles about daily life.</p> <p>To differentiate from media that disseminate similar content, we will look at many minor aspects.</p> <p>■ How will you do it?</p> <p>(1) Meetings in LINE group (regular or even</p>

	<p>irregular Zoom meetings for planning and managing as an organization)</p> <p>(2) Setting up common SNS accounts on Facebook, Instagram and Twitter, and operate them.</p> <p>(3) Writing and delivering articles in Japanese, English, Spanish and Portuguese on regular or irregular basis.</p> <p>■ Goals:</p> <ul style="list-style-type: none"> • To obtain 2000 followers of Instagram in three months. • To make many people get interested in Japan or want to visit Japan. • Expand networking with related organizations • Welcome anyone who supports our organization's activities, even if they are not participants in this program.
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Team 2

 <p>B.プログラムで得た日本と中南米の関わりに関する気づきや学んだこと</p> <ul style="list-style-type: none"> ・国際協力(インフラ整備、教育に関する関係性、住宅環境による産業特化、農業技術の発展(自給自足の生産)) ・日本:交通という存在が日本特有のものでアジアにもまで広がっている事! ・技術:インターネットにアクセスできない、27億人たちの目線も考える事 ・目に届くインターネットだけではなく、漏れも無くグローバル市場での技術もIT普及に貢献している事! → 日本企業(NECなどのシェアは98%)ほどある <p>D. Our Action Plan</p> <p>▶ 日本の魅力を日本語・スペイン語・ポルトガル語の3言語で発信する SNSアカウントを作成</p>  <p>中南米・カリブの人々</p> <p>プログラム終了後すぐに実行します!</p>	<p>■ Purpose:</p> <p>To disseminate Japan's attractive aspects among Latin American people and strengthen the tie between Japan and Central and Latin America.</p> <p>■ When to implement:</p> <p>Implement the activities right after the program is completed and maintain them.</p> <p>■ Who will do it?</p> <p>Team1, Team2 and voluntary members</p> <p>■ To whom will you do it?</p> <p>People in Latin America, the Caribbean as well as people of Nikkei descent</p> <p>■ What are you planning to do? and how will you implement your plan?</p> <p>Open SNS accounts (Instagram, Facebook, or Twitter) to share what we learned from Juntos!! Program, and introduce Japanese culture as well as Nikkei peoples' activities. This</p>
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	<p>information sharing will help people in the Latin America better understand Japan, and will also create an opportunity for them to want to visit Japan.</p> <p>Articles will be written not only in Japanese, but also in English, Spanish, and Portuguese, and will serve as a major SNS tool to help people in Latin America learn more about Japan.</p>
Team 3	
<p>中南米の人々と交流して学んだこと（中南米について）</p> <ul style="list-style-type: none"> ・中南米と言われた時にぱっと思い浮かぶ国（ブラジル、チリなど）以外にも面白い国がたくさんある！ ・国土が大きい国の人々は、国内の文化的・地理的差異があると述べることが多い。 （州、都市でもかなり多様であると現地の人々は感じている。） ・日本人が想像していない観点からの交流がある <p>お話を聞いていて「日本についてそんなこと知ってるんだ！」と思うことがあった（ひらがな、カタカナの違い）。</p> <p>・日系社会が思っていたよりも大きく、現地の人々の多くは日系以外の移民がたくさんいると述べていたので、全体として、人の移動に耐性がある。</p> <p></p> <p>Our action plan </p> <div style="border: 1px solid blue; padding: 5px;"> <ul style="list-style-type: none"> ・ SNSでの発信を継続（それぞれ） 各々が利用しているSNSの機能を活用して様々な方法で発信する ・ 現地にいる人は現地の授業などを通してそれぞれ日本の個性や特色を発信 日本のステレオタイプに寄せたものでなく、今回の研修と通じて気づいた日本の魅力を発信したい。理解してもらうために工夫した経験も活かしていきたい。 ・ ツイッターのリスト機能を利用 中南米関連の活動や、中南米で日本に関する活動をしているアカウントを追加。 言葉の壁があっても、情報を手に入れやすくする。 </div>	<p>■ Who will do it?</p> <ul style="list-style-type: none"> ・ Each member continues to deliver information on the SNS. Utilize the functions of the SNS that each member uses to disseminate information in a variety of ways. ・ The members who live in Latin America will introduce Japan's individuality and characteristics through classes at school, etc. <p>We would like to convey the charms of Japan that we have noticed through this program, not just the stereotypes of Japan. We would also like to make use of our experience in devising ways to have people understand Japan.</p> <p>■ What are you planning to do? and how will you implement your plan?</p> <p>Use Twitter's list feature. Add accounts of activities related to Latin America and activities related to Japan in Latin America. Make it easier to obtain information even if there is a language barrier.</p>

Team 4

プログラムで得た日本と中南米の関わり に関する学びや気づきなど

- ・中南米で作られた貴重なコーヒー(UCC様の講演より)
- ・パラグアイのゴマ産業(細野昭雄様の講演より)
- ・BOSAI, GENSAI, TAISHINについて(細野昭雄様の講演より)



OUR ACTION PLAN

- ・日本⇄ラテンアメリカの関係、関心強化！！
 - ・コロナ禍後の交流再活性化に向けて、身近なテーマや暮らしについて知ることから相互理解を深める。
- (例) 日本人→街中に潜む中南米料理店を体験
 - 中南米→写真や動画から日本の日常を知る
- ・HelloTalkのような言語交換アプリや、オンラインコミュニティの活用

■ Purpose:

To deepen friendship between the people in Japan and Latin America

To be ready to actively exchange friendship when the COVID-19 situation is ceased

To deepen Japan-Latin America relationship

■ When to implement:

After the program is completed.

■ Who will do it?

Team members

■ To whom will you do it?

People in Japan and Latin America

■ What are you planning to do?, and how will you implement your plan?

We will divide roles among the members as introducing Latin America to Japan and vice versa.

Based on the above roles, we will fully utilize the members' respective communities and apps to approach the target people. We will appeal to them from several viewpoints. We will regularly exchange opinions and gather feedback to find more effective methods during the set period of time.

Implementation agency : Japan International Cooperation Center (JICE)