

JENESYS2022 “ASEAN - Japan Youth Leaders Exchange” Report (Invitation program)

1. Program Overview

【Objective】 On the occasion of the 50th Year of ASEAN-Japan Friendship and Cooperation, youth leaders from ASEAN Member States (AMS)^(note) and Japan gathered to discuss common issues in Asia: (1) Tourism (development), (2) Internet (utilization), 3) Agriculture (food safety), 4) Labor (human resource development), and 5) Urban (development)) under the common theme of "What can be done for regional peace, stability, growth and prosperity?" Through discussions on how to solve issues in each field, the participants explored what they can do and how they can contribute to Japan and the ASEAN region and created declarations of action. The main objective is to develop ASEAN-Japan youth leaders and strengthen the network through these above experiences.

This program was implemented from February 21 to 28, 2023, as part of commemorating the 50th Year of ASEAN-Japan Friendship and Cooperation, inviting ASEAN university students and others to Japan.

(note) AMS: Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam

【Online and Invitation program Participants】

Total: 181 University students etc. from AMS, Timor-Leste

(Breakdown of Invitees: 106) Brunei (10), Cambodia (9), Indonesia (10), Lao PDR (10), Malaysia (10), Myanmar (10), The Philippines (9), Singapore (10), Thailand (10), Vietnam (10), Timor-Leste (8)

【Location of Invitation Program】

Group Common Programs: Tokyo

Group 1 《Tourism (development)》 : Tokyo, Osaka, Kyoto

Group 2 《Internet (utilization)》 : Tokyo, Osaka, Kyoto

Group 3 《Agriculture (food safety)》 : Tokyo, Fukushima

Group 4 《Labor (human resource development)》 : Tokyo, Fukushima

Group 5 《Urban (development)》 : Tokyo, Fukuoka

2. Program Schedule

■ Pre-study Program (Online)

Aug 30 (Tue) 2022 Conducted in joint with another program

【Webinar and Q&A session】

”ASEAN-Japan relationships” by Ministry of Foreign Affairs of Japan (MOFA)

Feb 14 (Tue) 2023 【Orientation】 【Exchange among participants】

Set period (Self-Study) 【Video Viewing】 ”Lecture on Japan”, “Virtual Home Visit”, “Message from

Minamisanriku”, “Study Japanese Culture in Kyoto”, “Peace Tour in Hiroshima”, “Learning Japanese”, “WELCOME to JAPAN! ~infection control measure in Japan~”, “Lecture “50 years of ASEAN-Japan relationships”

■ Inbound Program

Feb 22 (Wed) Arrival in Narita International Airport or Tokyo International Airport, 【Orientation】
【Lecture and Q&A session】 “50 years of ASEAN-Japan relationships”
Lecturer: Mr. YAZAWA Hideki, Principal Deputy Director, Regional Policy Division,
【Opinion Exchange】 With Officials of MOFA
【Observation】 Asakusa Nakamise-street, Senso-ji-Temple,

Feb 23 (Thu) 【Opinion Exchange】 With young leaders in thematic area
Group 1 《Tourism (development)》 : Mr. MIKI Kenji (CEO of Fun Group Inc.)
Group 2 《Internet (utilization)》 : “web3 and Decentralized Autonomous Organization” by Associate prof. ENDO Taichiro, Tokyo Gakugei University
Group 3 《Agriculture (food safety)》 : “Introduction of JICA and its portfolio in Southeast Asia” by Ms. KAIGAI Mariya, Deputy Director, Team 1, Agriculture and Rural Development Group 1, Economic Development Department, Japan International Cooperation Agency (JICA)
Group 4 《Labor (human resource development)》 : “Introduction of Sun* Inc. and its efforts in Asian countries” by Mr. HIROSE Hikaru, Catalyst, Sun Inc.
Group 5 《Urban (development)》 : Mr. TANABE Michihiro, ASEAN-Japan Centre
【Observation】 The University of Tokyo Campus Tour

From Feb 23 (Thu) ~ Feb 27 (Mon) : The participants were divided into 5 groups and conducted separate programs. Groups 1 and 2 went to Osaka and Kyoto, Groups 3 and 4 to Fukushima, and Group 5 went to Fukuoka. All groups travelled back to Tokyo on Mon, Feb 27.

Group 1 : 《Tourism (development)》

【Lecture1】 “Tourism to sustain community livelihood”

Lecturer: Mr. FUKAWA Naohiro, Representative Director of INDIGO LLC

【Lecture2】 “EXPO 2025 Osaka-Kansai, Japan TEAM EXPO 2025 Program”

Lecturer: Ms. OKUDA Kana, Chief, Japan Association for the 2025 World Exposition, Momentum Fostering Bureau Planning Department Co-creation Promotion Division

【Lecture3】 “Aiming for No.1 International Sightseeing Culture City OSAKA in Asia”

Lecturer: Mr. ASHIDA Shinya, Osaka Convention & Tourism Bureau, Planning and Marketing Strategy Department, Director for DX of Tourism Division

(Conducted in joint with Group 2)

【Lecture4】 “Process of formulating the Kyoto Tourism Morals and Path of eliminating Overtourism” Lecturer: Mr. HORIE Takuya, Kyoto City Tourism Association (DMO KYOTO), Chief Marketing Officer

【Observation】 Osaka Castle , 【Workshop】

Group 2 : 《Internet》

【Lecture1】 "Copyrights in Digital World"

Lecturer: Mr. YUGUCHI Taro, General Manager of Content Overseas Distribution Association (CODA)

【Lecture2】 "The current status of Metaverse in Japan and the future of the market"

Lecturer: Mr. KATO Naoto, CEO of Cluster, Inc.

【Lecture3】 "Fake news and our society"

Lecturer: Associate prof. YAMAGUCHI Shinichi, GLOCOM (International University of Japan)

【Lecture4】 "Aiming for No.1 International Sightseeing Culture City OSAKA in Asia"

Lecturer: Mr. ASHIDA Shinya, Osaka Convention & Tourism Bureau, Planning and Marketing Strategy Department, Director for DX of Tourism Division
(Conducted in joint with Group 1)

【Observation】 Osaka ATC Green Eco Plaza (environmental business expo) , Tenryuji Temple and Arashiyama

【Workshop】 Lecture summaries, Making action plans, Preparations for the reporting session

Group 3 : 《Agriculture (food safety)》

【Lecture1】 "Agriculture in Environment , Food Quality and Value"

Lecturer: Mr. MENO Atsuhiko, Former officer of Ministry of Agriculture, Forestry and Fisheries / FAO

【Courtesy Call】 Fukushima prefectural office

【Lecture2】 "Steps for Reconstruction and Revitalization in Fukushima Prefecture"

Lecturer: Mr. ABE Yu, Fukushima prefectural government office Agriculture and Forestry division

【Lecture3 and Observation】 "Recycling society in the distribution of agricultural products" Lecturer: Mr. OKAZAKI Shinji, CEO, Ginray Corp.

【Observation】 Tomioka Archive Museum (museum introducing the combined earthquake heritage) , Traditional Painting (Takashiba Deko House)
(Conducted in joint with Group 4)

【Exchange】 With students of Rurio (student organization in Futaba Town) and JENESYS Alumni (Conducted in joint with Group 4)

【Lecture4】 "Overview of Futaba Town"

Lecture : Mr. YAMANE Tatsuhiko, Representative Director of General Incorporated Association Futaba County Regional Tourism Research Association
(Conducted in joint with Group 4)

【Workshop】 Lecture summaries, Making action plans, Preparations for the reporting session

Group 4 : 《Labor (human resource development)》

【Lecture1】 “Migrant Workers' Protections: Human Rights & Immigration Policies of Japan & Asian Countries” Lecturer: Professor Emeritus. KAMIBAYASHI Chieko, Hosei University

【Lecture2】 “We're Not Just Workers, We're Residents, too!”

Lecturer: Ms. Nathaneal Himes, Minamisoma City Office worker

【Observation, Lecture3】 Honey's Holdings CO., LTD. “Human Rights Policy Initiatives in Honeys Holdings ”

Lecturer: Mr. SATO Shigenobu, Managing Director / Ms. OUCHI Noriko, Managing Director, Honeys Holdings Corp. Company tour, Exchange of opinions.

【Observation】 Tomioka Archive Museum (museum introducing the combined earthquake heritage) (Conducted in joint with Group 3)

【Exchange】 With students of Rurio (student organization in Futaba Town) and past JENESYS program participants (alumni) (Conducted in joint with Group 3)

【Lecture3】 “Overview of Futaba Town”

Lecturer: Mr. YAMANE Tatsuhiro, Representative Director of General Incorporated Association Futaba County Regional Tourism Research Association
(Conducted in joint with Group 3)

【Observation】 Traditional Painting (Takashiba Deko House) (Conducted in joint with Group 3), 【Workshop】

Group 5 : 《Urban (development)》

【Lecture1】 “Urban Transportation Issues in South-East Asian Region”

Lecturer: Project Prof. NAKAMURA Fumihiko, The University of Tokyo

【Lecture2】 “ Activity Report” Lecturer: Bruno DERCON, Officer-in-Charge / “Environment Technology Solutions “

Lecturer: Ms. HOSHINO Sachiyo, Special Adviser, UN-Habitat Regional Office for Asia and the Pacifics

【Experience】 Tea ceremony and Origami (Yusentei park)

【Observation】 Dazaifu Tenmangu shrine, Kyushu National Museum, Kitakyusyu Environment Museum, SPACE LABO, Kitakyushu City Science Museum

【Lecture3】 “Kitakyushu City National Strategy Special Zone Initiatives”

Lecturer: Mr. KITAO Takio, Planning Division, Local Development SDGs Promotion Department, Planning and Coordination Bureau, City of Kitakyushu

【Lecture4】 “Kitakyushu City’s Efforts to Realize a Hydrogen-based Society”

Lecturer: Mr. KATSUKI Yuma, Green Growth Promotion Division, Environment Bureau, City of Kitakyushu

【Lecture5】 “International Environmental Activities of Kitakyushu”

Lecturer: Ms. TANAKA Midori, International Environmental Strategies Division, Environment Bureau, City of Kitakyushu, Kitakyushu Asia Center for Carbon Neutrality



【Workshop】

Feb 27 (Mon) 【Reporting Session】 Presentation of “Results from visiting Japan”, “Making Action plans”, “Declarations of action”



Feb 28 (Tue) Departure from Narita International Airport or Tokyo International Airport

3. Program Photos

■ Pre-study Program (Online)

	
Aug 30 【Webinar】 “ASEAN-Japan relationships”	Aug 30 【Group photo】







■ Invitation Program

	
【Lecture and Q&A session】 “50 years of ASEAN-Japan relationships”	Feb 22 【Opinion Exchange】 With Officials of MOFA of Japan





Group 1 《Tourism (development)》

	
Feb 23 【Group photo】 With Japanese young leaders	Feb 23 【Lecture】 “Tourism to sustain community livelihood”
	
Feb 24 【Lecture】 “EXPO 2025 Osaka-Kansai, Japan TEAM EXPO 2025 Program”	Feb 25 【Observation】 Osaka Castle

Group 2 《Internet (utilization)》

	
Feb 23 【Group Photo】 with “web3 and Decentralized Autonomous Organization	Feb 23 【Opinion Exchange】 “Copyrights in Digital World”
	
Feb 23 【Observation】 The University of Tokyo	Feb 26 【Workshop】
	
Feb 25 【Observation】 Osaka ATC Green Eco Plaza	Feb 25 【Observation】 Osaka

Group 3 《Agriculture (food safety)》

	
Feb 23 【Q&A Session with Japanese Young Leader】	Feb 23 【Lecture】 “Agriculture in Environment, Food Quality and Value”
	
Feb 24 【Courtesy Call】 Fukushima prefectural office	Feb 24 【Observation】 Ginray Corp.

	
Feb 25 【Observation】 Tomioka Archive Museum	Feb 25 【Lecture】 "Overview of Futaba Town"
	
Feb 25 【Observation of Futaba Town】 With Japanese Guide	Feb 26 【Experience】 Traditional Painting (Takashiba Deko House)
Group 4 《Labor (human resource development)》	
	
Feb 23 【Opinion Exchange】 With Japanese Young Leaders	Feb 23 【Observation】 The University of Tokyo
	
Feb 23 【Lecture 】 "Migrant Workers'	Feb 24 【Lecture】 "We're Not Just Workers, We're Residents, too!"
	
Feb 24 【Lecture, Observation】 Honey's Holdings Corp.	Feb 25 【Exchange】 With students of Rurio (Futaba Town)

	
<p>Feb 26 【Workshop】 Futaba Business Incubation and Community Center</p>	<p>Feb 26 【 Observation 】 Traditional Painting (Takashiba Deko House)</p>
<p>Group 5 《Urban (development)》</p>	
	
<p>Feb 23 【Observation】 Asakusa</p>	<p>Feb 23 【Opinion Exchange】 With Japanese young leaders</p>
	
<p>Feb 23 【Lecture】 “Urban Transportation Issues in South-East Asian Region”</p>	<p>Feb 24 【Lecture】 “Activity Report” of UN-Habitat Regional Office</p>
	
<p>Feb 26 【Observation】 Kitakyusyu Environment Museum</p>	<p>Feb 26 【Observation】 Kitakyushu City Science Museum</p>
<p>Group Common Programs</p>	
	 
<p>Feb 27 【Reporting Session】</p>	

4. Voices from Participants (excerpt)

◆ Undergraduate Student (Malaysia)

It helps ASEAN communities, especially for those who want to study abroad at Japan. As for the lecture, its help me a lot. I read about the history relations between ASEAN-Japan. Yet, having the program help me in understanding further not only the history but the trust that we gain in our 50 years of relation.

◆ Graduate Student (Viet Nam)

I learned a lot about the cooperation between Japan-ASEAN. Moreover, I have added more friends from this webinar. We discussed the topics for the cooperation between Japan-ASEAN, where we play a main role.

◆ Working Youth (the Philippines)

The program brought the true nature of what exchange programs really are, what their goals are, and that it is not just about the learnings you gained individually but also the networking or meeting people with whom you can collaborate to expand and share the knowledge you learned with your home community for the betterment of the ASEAN and Japan bilateral relationship.

◆ High School Student (Singapore)

The visit to the City of Kitakyushu was impressive as we not only learnt about the interventions but about the history and mechanism behind it as well. It was a holistic experience as we learnt how it affected the people, government, businesses, and the environment.

◆ Undergraduate Student (Malaysia)

During our visit to the Fukushima prefectural office, we listened to a lecture regarding the revitalization process of the prefecture following the 2011 earthquake and tsunami disaster. It is very impressive to see how much progress has been made over a mere decade, as they managed to reinstate their status as an agriculture-based prefecture with global recognition and import industries. I learned a lot about resiliency throughout this program.

◆ Undergraduate Student (Viet Nam)

I was really impressed with our visit to Tokyo University. Our group luckily had a chance to join the lecture from Mr. Fumihiko Nakamura about urban transportation in ASEAN and the Maas Model. Tokyo University had a wonderful campus with modern utilities and also good combination with the nature. In my opinion, it is an ideal place both academically and physically for students all around the world.

5. Voices from the Receiving Parties (excerpt)

◆ Lecturer

It was very stimulating to receive so many questions from the participants. I think the program would be more meaningful if we could obtain information on the actual situation of the participants and have them ask questions in advance, so that we could learn more about each other rather than just having a lecture. It would also be useful if the program could include visits to cultural

assets and accommodations that are unique to Kyoto.

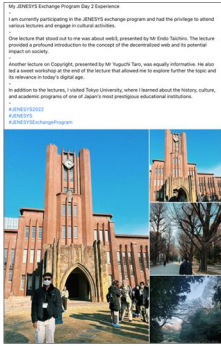

◆ **Lecturer**



I think it was a good opportunity for the participants to gain a better understanding of the Osaka-Kansai Expo, TEAM EXPO 2025 (Japan International Exposition 2025). In the future, we would like to improve the content in order to make it more interesting and provide an opportunity for people overseas to learn more about the Expo.

◆ **Lecturer**

It was a very well organized and coordinated program, and the atmosphere was so pleasant that I myself was overwhelmed. I felt a sense of togetherness that you can only experience face-to-face. I was also very impressed with the participants' willingness to listen and ask questions.




6. Disseminations by Participants

	
<p>Feb. 23 (Instagram) I am currently participating in the JENESYS exchange program and had the privilege to attend various lectures and engage in cultural activities. One lecture that stood out to me was about web3, presented by Mr Endo Taichiro. The lecture provided a profound introduction to the concept of the decentralized web and its potential impact on society. Another lecture on Copyright, presented by Mr Yuguchi Taro, was equally informative. He also led a sweet workshop at the end of the lecture that allowed me to explore further the topic and its relevance in today's digital age. In addition to the lectures, I visited Tokyo University, where I learned about the history, culture, and academic programs of one of Japan's most prestigious educational institutions.</p>	<p>Feb. 25 (Facebook) On the 4th day of the program, we are going to Osaka Castle Park in Osaka, Japan. This is one of the most memorable experiences because of the beauty of the buildings and the history behind. Toyotomi Hideyoshi was creating a castle as a unified Japan before being taken over by Tokugawa.</p>


 <p>khin_9_myat Takashiba deco-yashiki (Takashiba doll house) Today, we visited takashiba deco house in Koriyama city. The deco house has been making This is the original place of miharu-ningyo (miharu dolls). Here, we learned how to paint daruma dolls and made our own daruma dolls. This is an astonishing experience as we can experience the combination of Japanese traditional culture combined with creativity of each participants. #jenesys_asean</p>	 <p>get the chance to visit and tour around the Futaba Town in Fukushima Prefecture which was affected by the earthquake that led to an accident at the Tokyo Electric powers Fukushima Daiichi Power Plant. The subsequent nuclear disaster forced tens of thousands of people to flee their homes in Fukushima and live elsewhere. The Futaba evacuation order had only been lifted last year to open for reconstruction. In this picture in the Futaba station, right building was reconstructed, only the left in the original building of the Futaba station. It is ornamented by the Karakuri clock which stopped at 2:46 pm, exactly when the earthquake happened.</p>
<p>Feb. 26 (Instagram) Today, we visited takashiba deco house in Koriyama city. This is the original place of miharu-ningyo (miharu dolls). Here, we learned how to paint daruma dolls and made our own daruma dolls. This is an astonishing experience as we can experience the combination of Japanese traditional culture combined with creativity of each participant.</p>	<p>Feb. 26 (Instagram) Got the chance to visit and tour around the Futaba Town in Fukushima Prefecture which was affected by the earthquake that led to an accident at the Tokyo Electric powers Fukushima Daiichi Power Plant. The subsequent nuclear disaster forced tens of thousands of people to flee their homes in Fukushima and live elsewhere. The Futaba evacuation order had only been lifted last year to open for reconstruction. In this picture in the Futaba station, right building was reconstructed, only the left in the original building of the Futaba station. It is ornamented by the Karakuri clock which stopped at 2:46 pm, exactly when the earthquake happened.</p>

7. Action Plans for After Returning Home Presented at the Reporting Session (excerpt)

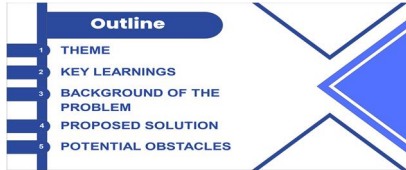
Group 1 《Tourism (development)》

 <p>OUR SOLUTION</p> <ul style="list-style-type: none"> SUGGEST Programs Integrate a sense of belonging & responsibility in students OUTLINE Activities/Workshops Cultivate habits through interactive hands-on experiences HOST Competitions Encourage students to participate in competitions/events hosted by established companies. DISSEMINATE Media Educate the general public on proper waste disposal method & negative impacts of littering 	 <p>BENEFITS OF HOSTING COMPETITION</p> <p>Competitions that provoke thoughts in students to come up with innovative ideas & solutions for waste management or littering.</p> <ul style="list-style-type: none"> → Recycling competitions held by companies such as Sembwaste (SGP) → In collaboration with UNDP Accelerator Labs <p>Students to challenge themselves and let their innovative ideas be recognised nationwide.</p>	 <p>FUN FACTS ON RECYCLABLES</p> <ul style="list-style-type: none"> Unclean recyclables contaminates Not All Plastics Are Recyclable Broken Glasses are NOT Recyclable Lightbulbs Metal Accessories Electronic Wastes
<p>■ Our Solution</p> <ul style="list-style-type: none"> ● Suggest Programs: Integrate a sense of belonging & responsibility in students. ● Outline Activities/Workshops: Cultivate habits through interactive hands-on experiences. ● Host Competitions: Encourage students to participate in competitions/events hosted by established companies. ● Disseminate Media: Educate the general public on proper waste disposal methods & negative impacts of littering. 		

Group 2 《Internet (utilization)》




A MULTI-SECTORAL APPROACH TO COMBATTING FAKE NEWS
JENESYS 2022 BATCH 30 - GROUP B - 4




Outline

1. THEME
2. KEY LEARNINGS
3. BACKGROUND OF THE PROBLEM
4. PROPOSED SOLUTION
5. POTENTIAL OBSTACLES




1. IMPROVE FACT-CHECKING EFFORTS AND MEDIA & INFORMATION LITERACY EDUCATION
2. FORM PUBLIC-PRIVATE AND INTER-STATE PARTNERSHIPS
3. COLLABORATIVELY DEVELOP RESEARCH, TECHNOLOGY, AND PUBLIC POLICY
4. IMPLEMENT AND MONITOR THE EXECUTION OF EFFORTS ACROSS DIFFERENT SECTORS




FAKTE

- Learnings from the program: the negative aspects of the Internet and the potential of new technologies
- **PROPOSED SOLUTIONS**
Fake news is not only limited to the Internet, but is a social problem today. After exchanging opinions and debating in groups, we propose the following solutions.
 - **Short-term**
Intensify fact-checking efforts and improve media and information literacy.
 - **Long-term**
Form public-private partnerships along with intensifying in inter-state cooperation to develop technology and platform functions that can support the implementation of a comprehensive policy against fake news


Group 3 《Agriculture (food safety)》



Sustainable Agriculture in Southeast Asia:
What is Next?



Our Targets & Goals



Summary

- Sustainable agriculture is not only giving positive impact economically but also socially and environmentally.
- Every individual plays an important part in their country's journey to achieve sustainable agriculture.
- Through focusing on education and outreach, we hope increase public awareness on Sustainable Agriculture Practices.
- To encourage farmers to adopt Sustainable Agriculture Practices.
- To popularise Agriculture to young generation.

“What we can do to increase the number of environmentally conscious farmers in Southeast Asia (SA)”

- **The Question:** How can we increase the number of environmentally conscious farmers in SA?
- **Our Targets & Goals:**
 - **Target Audience:** Young Generation & Farmers / Local Authorities / National Communities & Government
 - **Glimpse of Goal:** Raising Awareness: Outreach Programs
 - **Expected Outcome:** Interests in Sustainable Agriculture
- **The Solution:** Education & Awareness
 - STAGE 1:**
We will work with farmers and youths to understand their current situation and encourage farmers to adopt sustainable agriculture and encourage youths to participate in sustainable agriculture through exchanges of opinions, workshops, and digital platforms.
 - STAGE 2**
We will encourage youths to visit farmers, understand their situation, and work in partnership to help them make the transition to sustainable agriculture.

The Possible Outcomes:

1 Increase in Public & Farmer awareness, 2 Entice more to enter agricultural sector, 3 Sustainability

Group 4 《Labor (human resource development)》

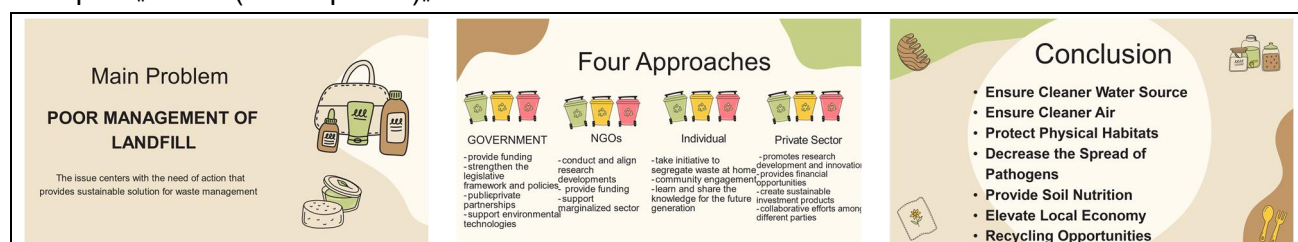


"Action Plans to Eliminate the Gender Wage Gap in the Participants' Countries"

We propose “Employ Her”, an educational and awareness program to promote employment of women.

- Target group: We will be targeting female students (15-18 years old) in order to consider more impactful solutions. We will reach out to girls who do not go on to higher education and find work early in life.
- Goal: The goal is to have people seek better employment conditions prior to employment and to make it possible for them to receive fair compensation from the beginning.
- Content :
 - The program will enlighten girls who have limited access to digital tools and limited English language skills.
 - The program will help girls understand their rights as workers when it comes to employment, compensation structures, and how to respond to discrimination in wages and promotions, and how to have a voice in the workplace.

Group 5 《Urban (development)》



- The main actors for the project will be the Government, NGOs, the Private Sector. However, all interested parties can contribute to creating the best results. Fukuoka Method is low cost, simple, environmentally sustainable, adaptable to varying context and has been applied to 21 countries. With the experts and trained workers, the implementation of the project will be in a 1-year time.

Implementing organization: Japan International Cooperation Center (JICE)

Cooperating organization: Non-profit organization Multilateral Interaction with Students (MIS)