

JENESYS2024 ASEAN-Japan Online Student Conference for Alumni Program Report

1. Program Overview

【Objectives and Overview】 JENESYS alumni gathered online to participate in lectures and workshops based on the four specialized themes of “Rural Development,” “Poverty Eradication,” “Food Problems,” and “Business,” with the aim of deepening their understanding of Japan’s efforts in each theme, discuss solutions to problems and building networks among fellow alumni and Japanese participants.

【Participants】 Total: 87 JENESYS alumni (FY2015-FY2023 participants) from ASEAN Member States (AMS)^(Note), Timor-Leste and Japan

(Breakdown) Brunei 2, Cambodia 8, Indonesia 12, Lao PDR 7, Malaysia 11, Myanmar 4, the Philippines 19, Singapore 1, Thailand 1, Timor-Leste 15, Viet Nam 6, and Japan 1

(Note) ASEAN Member States: Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Viet Nam

【Participants per Group】

(1) Rural Development 24, (2) Poverty Eradication 24, (3) Food Problems 21, (4) Business 18

【Schedule】 Online Student Conference for Alumni

Feb. 11 (Tue) **【Orientation】** , **【Exchange among Participants】** self-introductions, opinion exchange,
【Workshop】 Programs in groups - Raising issues and sharing current situations

Feb. 12 (Wed) 【Theme Related Lectures】

1. Rural Development

“Rural Development in Southeast Asia : With Special Reference to Urban Areas”

Lecturer: Dr. IKUTA Masato, Emeritus Professor, Ritsumeikan University

2. Poverty Eradication

“Poverty, Inequality, Indicators, Issue and State of World”

Lecturer: Prof. MIYATA Sachiko, Department of International Business Administration,
College of Business Administration, Ritsumeikan University

3. Food Problems

“Global Food Loss and Food Waste (FLW): Strategies for FLW Reduction”

Lecturer: Dr. ARAKI Tetsuya, Associate Prof., Lab. International Agro-Informatics,
Dept. Global Agricultural Sciences, Graduate School of Agricultural and Life
Sciences, The University of Tokyo

4. Business

“How Business Can Solve Social Issues”

Lecturer: Ms. HIGUCHI Asami, COO, Social Match Co., Ltd.

【Workshop】 Programs in groups - Defining and analyzing problems

Feb. 13 (Thu) 【Theme Related Lectures】

1. Rural Development

“Tackling Population Decline and Climate change Issues with Local Coop's Subsystem for Local Governance”

Lecturer: Mr. HAYASHI Atsushi, CEO, Next Commons Lab

2. Poverty Eradication

“Poverty Eradication”

Lecturer: Prof. SUGAWARA Hideyuki, Faculty of Business Administration, Hokkai-Gakuen University

3. Food Problems

“Business Overview and Background of Fabula Inc.'s Food Loss Reduction Initiative”

Lecturer: Mr. MACHIDA Kota, CEO, fabula Inc.

4. Business

“How to solve social problems through the power of business.”

Lecturer: Ms. OMURA Monami, BORDERLESS JAPAN CORPORATION

【Workshop】 Analyzing challenges and root causes

Feb. 14 (Fri) 【Workshop】 Proposing ideas for solutions,

【Japan introduction quiz tournament】

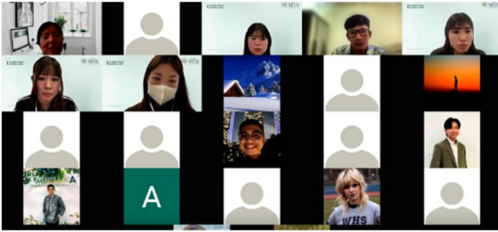

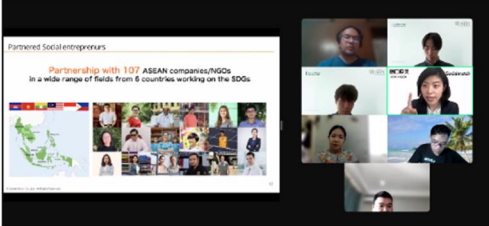
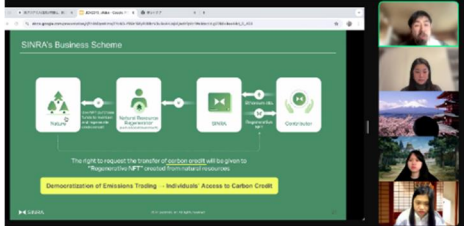
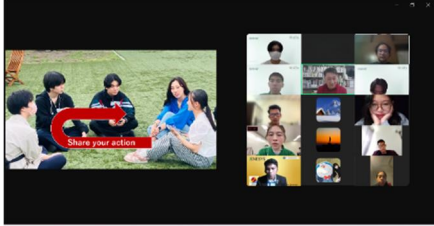

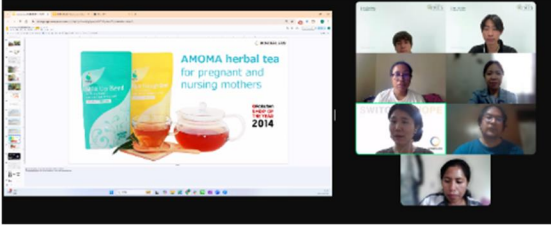
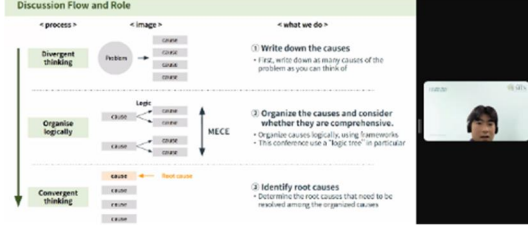
Lecturer: Mr. YOSHIDA Kai, Representative of Enjoy! TUFS, Tokyo University of Foreign Studies

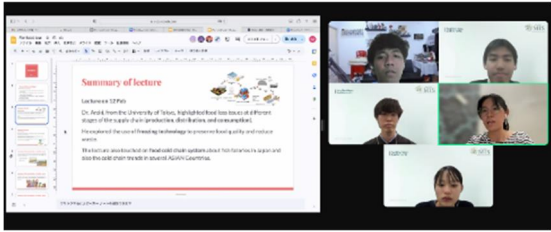
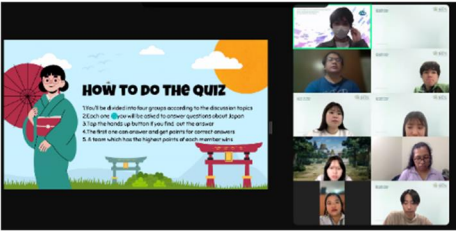

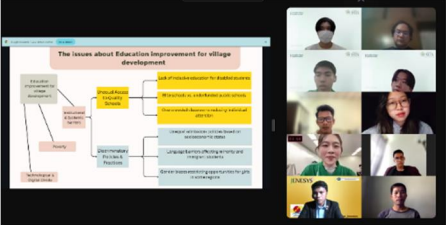


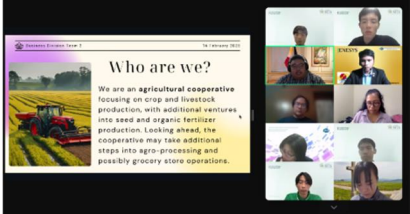
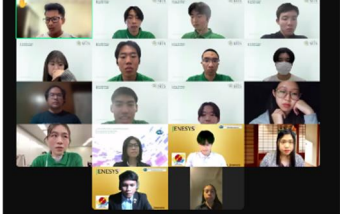

Feb. 15 (Sat) 【Workshop】 Preparations for the Reporting Session (summarizing program findings, confirming social media posts, preparation of action plans)

Feb. 16 (Sun) 【Reporting Session】 Presentation of program findings and action plans

2. Program Photos

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| <p>February 11, 2025 【General Orientation】</p> | <p>February 12, 2025 【Theme Related Lecture】</p> <p>1. Rural Development “Rural Development in Southeast Asia : With Special Reference to Urban Areas”</p> |

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| <p>February 12, 2025 【Theme Related Lecture】 2. Poverty Eradication “Poverty, Inequality, Indicators, Issue and State of World ” Q&A session</p> | <p>February 12, 2025 【Theme Related Lecture】 3. Food Problems “Global Food Loss and Food Waste (FLW): Strategies for FLW Reduction”</p> |
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| <p>February 12, 2025 【Theme Related Lecture】 4. Business “How Business Can Solve Social Issues”</p> | <p>February 13, 2025 【Theme Related Lecture】 1. Rural Development “Tackling Population Decline and Climate change Issues with Local Coop's Subsystem for Local Governance”</p> |
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| <p>February 13, 2025 【Theme Related Lecture】 2. Poverty Eradication “Poverty Eradication”</p> | <p>February 13, 2025 【Theme Related Lecture】 3. Food Problems “Business Overview and Background of Fabula Inc.’s Food Loss Reduction Initiative”</p> |
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| <p>February 13, 2025 【Theme Related Lecture】 4. Business “How to solve social problems through the power of business”</p> | <p>February 13, 2025 【Workshop】</p> |

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| <p>February 14, 2025 【Workshop】</p> | <p>February 14, 2025 【Introduction of Japanese Culture】</p> |
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| <p>February 15, 2025 【Workshop】 Preparations for the Reporting Session</p> | <p>February 16, 2025 【Reporting Session】 1. Rural Development</p> |
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| <p>February 16, 2025 【Reporting Session】 2. Poverty Eradication</p> | <p>February 16, 2025 【Reporting Session】 3. Food Problems</p> |
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| <p>February 16, 2025 【Reporting Session】 4. Business</p> | <p>February 16, 2025 【Reporting Session】 Q&A session</p> |
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| <p>February 16, 2025 【Reporting Session】 Commemorative photo</p> | |

3. Participants' Inquiries and Interests (excerpt)

◆ **1. Rural Development – Regarding the lecture by Mr. HAYASHI Atsushi, Next Commons Lab “Tackling Population Decline and Climate change Issues with Local Coop's Subsystem for Local Governance”**

- What are some ways I can contribute to the revitalization of my local community?
- The innovative ways to utilize NFTs (Non-Fungible Tokens)^(note) were most interesting.

(Note) NFT (Non-Fungible Token): A digital asset in which data cannot be altered, duplicated, or erased by others through blockchain technology. By giving digital data exclusivity, it is used to prove ownership and authenticity in a wide range of fields, such as music, video, and digital art.

◆ **2. Poverty Eradication – Regarding the lecture by Prof. MIYATA Sachiko, Ritsumeikan University “Poverty, Inequality, Indicators, Issue and State of World”**

- How much does GDP growth reflect the improvement levels in poverty conditions? Do you think it is in line with actual conditions?

◆ **3. Food Problems – Regarding the lecture by Dr. ARAKI Tetsuya, Associate Prof., The University of Tokyo “Global Food Loss and Food Waste (FLW): Strategies for FLW Reduction”**

- What are some of the methods used to determine if less food is being wasted?
- There is much statistical data on frozen foods in Japan, making it an interesting case study.

◆ **4. Business – Regarding the lecture by Ms. HIGUCHI Asami, Social Match Co., Ltd. “How Business Can Solve Social Issues”**

- How can business and contributing to the SDGs go hand in hand?
- What are the obstacles for Japanese companies to expand their business to Southeast Asia?
- This was a good opportunity for me to think about how to balance economic efficiency and social contribution, which was the theme of my business breakout group.

4. Voices from the Participants (excerpt)

◆ **Graduate Student (Cambodia)**

I think the lectures were really fascinating and I loved the sessions so much. Especially the discussions between the participants from Asia and the lecturer were insightful.

◆ **Undergraduate Student (Lao PDR)**

Two lecturers from this rural development division shared a lot of new perspectives, allowing me to understand the different context and strategies in developing local, it allowed me to draw comparisons and dive deeper into this topic. In fact, I also learned about innovative ways that Japan utilized NFT(Non-Fungible Token) which was a very interesting video to watch.

◆ **Undergraduate Student (Malaysia)**

It's quite interesting to join the program and gain knowledge about the food waste problem and the ways to improve the situation.

◆ **Working Youth (the Philippines)**

I'd like to thank the lecturers for giving valuable lessons to us. I learned about Japan's NFT Village which helped the rapid decline of population, learned about the local coop and its functions, the rapid changes in our environment and what can we do as citizens, and urban developments. This program is indeed helpful for us to gain insights on topics we also don't know about or are not familiar with. Our theme (Rural Development) helped us think critically by brainstorming for our action plan for problems we can face in our tourism industry.

◆ **Working Youth (the Philippines)**

Thank you very much for this wonderful opportunity! I have learned a lot from the lecturers (the facilitators and the other participants as well). It is nice to hear different perspectives about particular topics from people living in different countries. I am looking forward to attending other workshops like this in the future.

◆ **Graduate Student (Timor-Leste)**

Here I highlighted 4 moments I liked the most from the alumni program:

1. Networking & Reconnecting: Meet fellow JENESYS alumni, exchange experiences, and build valuable personal and professional connections across different fields and countries.
2. Career & Learning Opportunities: Gain insights from guest speakers, workshops, and discussions that can help with your career, education, or personal development.
3. Cultural Exchange & Collaboration: Continue promoting mutual understanding between Japan and other countries by engaging in cross-cultural discussions and potential collaborative projects.
4. Stay Engaged with JENESYS: Keep up new programs, initiatives, and opportunities offered by JENESYS or related organizations, which may include scholarships, job prospects, or future events.

◆ **Undergraduate Student (Timor-Leste)**

I was beyond grateful for getting a chance to participate fully on this Alumni program, where I could get a chance to learn, explore and expand my knowledge about the Food problems in Japan, ASEAN countries and Timor-Leste. Particularly got to access an interactive session within facilitators and alumni friends, we got to break out the food problems and came up with solutions and action plans and it was super engaging and interactive. We worked together to prepare the presentation and helped each other throughout the process and fortunately we got selected to represent our group 3, Food problems to make a presentation on the final day. I hope the JENESYS program will keep on facilitating this online program for us the ALUMNI, aiming to enhance our networking skills and friendships and to build a stronger connection between Japan, ASEAN and Timor-Leste.

◆ **Undergraduate Student (Viet Nam)**

Thanks to the lecturers, I learned more about ideating business models and business projects of social business. Moreover, I could discuss with other friends from other countries to deep-dive my knowledge and practice making proposals on our ideas and initiatives.

5. Voices from the Receiving Parties (excerpt)



◆ Lecturer



Thank you for this valuable opportunity. I received many questions from the participants, and I am glad that I could discuss how we can work together to solve social issues through business. I would like to continue to devote myself to working toward solving social issues around the world, so if there is another opportunity like this, I would love to know about it.

◆ Cooperating Organization

Each team had its own twists and turns, but we felt a sense of accomplishment in the fact that the participants were able to create their final presentations. From the presentations, we could tell that each member in each group had seriously thought about their respective themes over the five days leading up to the reporting session.


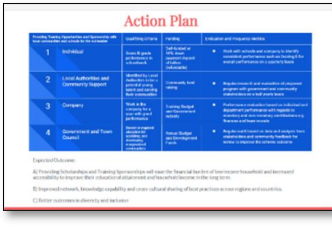
6. Disseminations by the Participants (excerpt)

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|  <p>My Questions to Participants (2)</p> <p>• Have you been exposed to any national policies that aim to reduce food waste?</p> <p>• If yes, how many years ago was the policy implemented?</p> <p>• If no, how can you reduce food waste and improve sustainability related to food in your home country?</p> <p>It's interesting to know about the food cold chain system in Japan and the food cold chain trend in Asian countries. The insights shared have given me a deeper understanding of how crucial it is in ensuring food safety, reducing waste, and improving logistics. It's fascinating to see how advanced systems like these in Japan, are setting benchmarks for efficiency and innovation. This knowledge has truly broadened my perspective, making me realize how much potential there is for developing countries to enhance their food supply chains (the process or</p> |  <p>Rural Development Division</p> <p>EDUCATION GROUP</p> <p>I am back again with the second alumni event of JENESYS. This six-day Online Event focused on rural development in ASEAN countries, emphasizing the role of education in transforming communities. We were divided into four groups and talked about our different areas of interest. Our goal was to find, discuss and present solutions for rural educational challenges.</p> <p>It was a superb event, as we bonded over those six days as the alumni of the JENESYS working as a team from different countries discussing the matter with the perspective of our own country. Under the guidance of the MIS team, a group of</p> |
| <p>February 13, 2025 (Instagram)</p> <p>Undergraduate Student (Malaysia)</p> <p>It's interesting to know about the food cold chain system (a distribution method for handling products that require cold storage) in Japan and the food cold chain trend in Asian countries. The insights shared have given me a deeper understanding of how crucial it is in ensuring food safety, reducing waste, and improving logistics. It's fascinating to see how advanced systems like these in Japan, are setting benchmarks for efficiency and innovation. This knowledge has truly broadened my perspective, making me realize how much potential there is for developing countries to enhance their food supply chains (the process or</p> | <p>February 16, 2025 (Instagram)</p> <p>Undergraduate Student (Indonesia)</p> <p>I am back again with the second alumni event of JENESYS. This six-day Online Event focused on rural development in ASEAN countries, emphasizing the role of education in transforming communities. We were divided into four groups and talked about our different areas of interest. Our goal was to find, discuss and present solutions for rural educational challenges.</p> <p>It was a superb event, as we bonded over those six days as the alumni of the JENESYS working as a team from different countries discussing the matter with the perspective of our own country. Under the guidance of the MIS team, a group of</p> |


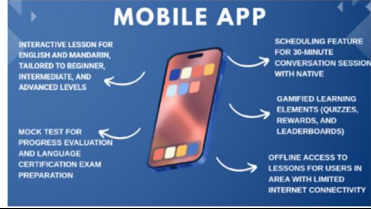
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| <p>flow of how food is produced and consumed). The discussion has been both eye-opening and inspiring, and I'm grateful for the valuable information. Looking forward to learning even more!</p> | <p>Japanese university students, we developed a problem-solving presentation about the low quality of education in ASEAN rural areas....</p> |
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| <p>February 12, 2025 (Instagram) Undergraduate Student (Malaysia)</p> <p>After exchanging information through discussion and a sharing session, we moved on our progress to a logic tree. In this session, we began building our logic tree by inserting our opinions according to the sections.</p> <p>It was a fun activity, and it is very aspiring to see everyone's ideas.</p> | <p>February 16, 2025 (Instagram) Undergraduate Student (the Philippines)</p> <p>Grateful for this meaningful learning experience. It's good to know more about Japan and my fellow Southeast Asian Alumni.</p> <p>Thank you for the opportunity to be one of the participants from the Philippines.</p> |

7. Presentations of Program Findings and Action Plan at the Reporting Session (excerpt)

Presentations by a total of 8 groups

| 1. Rural Development | 2. Poverty Eradication |
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| <p>For our report on Rural Development, we will approach the theme from 3 areas: tourism, agri-development, and education.</p> <p>【Learnings about “Rural Development”】</p> <p>Tourism: We focused on infrastructure aspects of problems in tourism development, particularly the poor maintenance of roads and tourist facilities.</p> | <p>【Learnings about “Poverty Eradication”】</p> <p>While lack of access to education and low income are indeed causes of poverty, we learned that education is the bottleneck within ASEAN Member States (AMS), and were reminded of the importance of education.</p> <p>The lack of transparency in business practices is</p> |

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| <p>Causes include inadequate budget allocations, poor development planning, and lack of sustained inspection of facilities.</p> <p>Agri-development: Southeast Asia can be roughly divided into island and continental regions, but both regions are undergoing rapid institutional changes related to rural development, and we learned that both regions have similarities and differences. Southern France and Cheju Island are representative examples of decentralization, and we learned that institutional changes related to decentralization are also occurring in Southeast Asian countries.</p> <p>Education: Educational issues in rural development include unequal educational opportunities and a growing trend in dropout rates. Causes include poor infrastructure, inadequate budget allocations, outdated curricula, and a lack of qualified teachers.</p> <p>【Action Plan】</p> <p>Tourism: We will develop a comprehensive plan to attract tourists, and based on this plan, we will promote the attractions of different regions using social media and encourage the expansion of the budget for infrastructure capital investment for tourism. In terms of capital investment, we will reach out to local governments to improve infrastructure.</p> <p>Agri-development: We will hold 1-2 hour long study sessions once or twice a week for motivated university students and working youths at local community centers, libraries, and other free spaces. We will incorporate activities and such to create an environment where people can learn in a practical manner.</p> <p>Education: With the belief that it is important to improve school facilities, we will conduct a survey at schools in rural areas to determine which schools should be prioritized to improve their facilities. We will also seek the cooperation of</p> | <p>also a problem in AMS, which was brought to light through this program.</p> <p>【Action Plan】</p> <p>We will work with local communities and schools to provide training opportunities and sponsorships for vulnerable members of society.</p> <p>We will place conditions on the sponsorship: for students, they must maintain certain grades; for those working for companies, they must work for a certain period of time and perform well.</p> <p>To increase transparency, we will require companies to be open about wages and working conditions, provide opportunities for workers to express their demands for fair treatment, and require both the government and companies to work together to increase transparency in companies through public-private partnerships.</p> <p>【Expected Outcomes】</p> <ul style="list-style-type: none"> Providing scholarships and training sponsorships will reduce the financial burden on low-income families and give them more access to education and increase household income over the long term. High levels of transparency will allow for knowledge, experience, and best practices to be shared across different cultures, both locally and nationally. <p>We can expect better outcomes with respect to diversity and inclusivity.</p> |
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| <p>NGOs and other organizations. Improving facilities will motivate students to attend school. Eventually, we will also focus on improving the overall quality of education by reviewing the educational curriculum.</p> | |
| 3. Food Problems | 4. Business |
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| <p>【Learnings about “Food Problems”】</p> <p>We learned that a cold chain system is already in place in Japan, and that refrigeration technology helps to maintain the freshness of food and reduce food loss.</p> <p>We also learned that incineration of waste food has a large environmental impact, and that projects are underway in Japan to recycle such waste to reduce food loss.</p> <p>【Action Plan】</p> <ul style="list-style-type: none"> • We will post information related to reducing food loss and weather forecasting on various social media platforms using images and videos, and encourage students at each member's respective university to post such content on their social media pages. We will also launch an online site to share information on how to reduce food loss at home and in the community. • We will also hold workshops with farmers to exchange information on the latest farming methods and introduce the latest technology, such as weather forecasting apps. • We will operate an online platform where producers, students, and consumers can exchange information. Through this platform, we will give lectures on how to reduce food loss at universities and connect student volunteers to farmers. • Through these activities, we will build | <p>For our business action plan, we aim to (1) reduce income inequality in Indonesia and (2) develop sustainable, value-added industries.</p> <p>【Learnings about “Business”】</p> <p>In order to reduce income disparity in Indonesia, it is necessary for people to obtain jobs with favorable conditions, and we realized that the promotion of language education in English, Chinese, and other languages is important because it is both highly feasible and can have a certain impact as one of the solutions to reduce income disparity.</p> <p>We reacknowledged that in order to get others to appreciate and realize social businesses, it is essential to have concrete means (money, connections, manpower, etc.), be different from other projects, and have bottlenecks in place.</p> <p>【Action Plan】</p> <p>The entire group will create a free app with a Mandarin and English learning system (including 30-minute conversation lessons with native speakers, etc.) and partner with local universities to promote language learning and reduce income-based disparities in Indonesia.</p> <p>The entire group will create a farmer-led agricultural cooperative with funding and technical support from both the public and private sectors to promote sustainable, value-added agribusiness, with the aim of developing a community-based</p> |

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| cooperative relationships with various schools and organizations. We will also collect data and feedback from the participants of the activities to be used for research by universities, government organizations, and NGOs. | industry. |
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Cooperating Organization: MIS (Multilateral Interaction with Students)

Implementation Agency: Japan International Cooperation Center (JICE)