

Policy Research

Volume 2.

**Chronicle of multi-stakeholder activities
for the 2008 Hokkaido Toyako Summit**

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Overview

Three key lessons from Japan to Italy and beyond are: Domestic Political Support, Multi-stakeholder Approach, and International Outreach.

Major Activities

Government



- The Prime Minister and Minister of Foreign Affairs both announced at international conferences their intention to address global health issues at the Toyako Summit.
- The Ministries of Foreign Affairs; Health, Labour and Welfare; and Finance collaborated on a health agenda.
- Established a G8 Health Experts Meeting involving experts from all G8 countries as well as major institutions in the global public health arena - "H8" - to draw up a high-quality framework for action.

NGO



- Global health-related NGOs joined forces in the G8 Summit NGO Forum to conduct effective advocacy.
- Various efforts were launched, including the "Me Too" and "Tanzaku Action - One Million Wishes" campaigns.

Academia



- The G8+5 Science Academies' meeting presented a joint recommendation on Global Health to the collected heads of state for the first time.
- Established an international consortium of health experts for capacity building in the international health field.

Business



- Japan's mosquito net technology gained a high profile as an example of "creative capitalism"
- The Planning Sub-committee of Nippon Keidanren's Committee on Sub-Saharan Africa announced a report on development in Africa.

Media



- Intensive TV and newspaper coverage of global health, poverty, and Africa.
e.g. NHK: "BS Debate Special: How to Respond to Calls from Africa"; The Asahi Shimbun Special Edition, guest edited by Bono and Bob Geldof, May 31, 2008.

Cross-stakeholder initiatives



Working Group on "Challenges in Global Health and Japan's Contributions"

Working group of representatives from relevant ministries, JICA*4, academia, and NGOs exploring Japan's contributions in global health. Leads the G8 process through international meetings, contributing to *The Lancet*, etc.

Health Policy Institute, Japan

In February 2008, brought together leaders from the political, economic, and academic spheres; NGOs; and the media for inclusive debate among global health experts (Global Health Summit). In January 2009, gathered Japan's key stakeholders to ensure the continuity of 2008 activities and express a common voice in the process toward the 2009 G8 Summit.

Three key lessons



Domestic Political Support

Gaining early commitment from major decision-makers and incorporating it into the implementation process led to concrete achievements.



Multi-stakeholder Approach

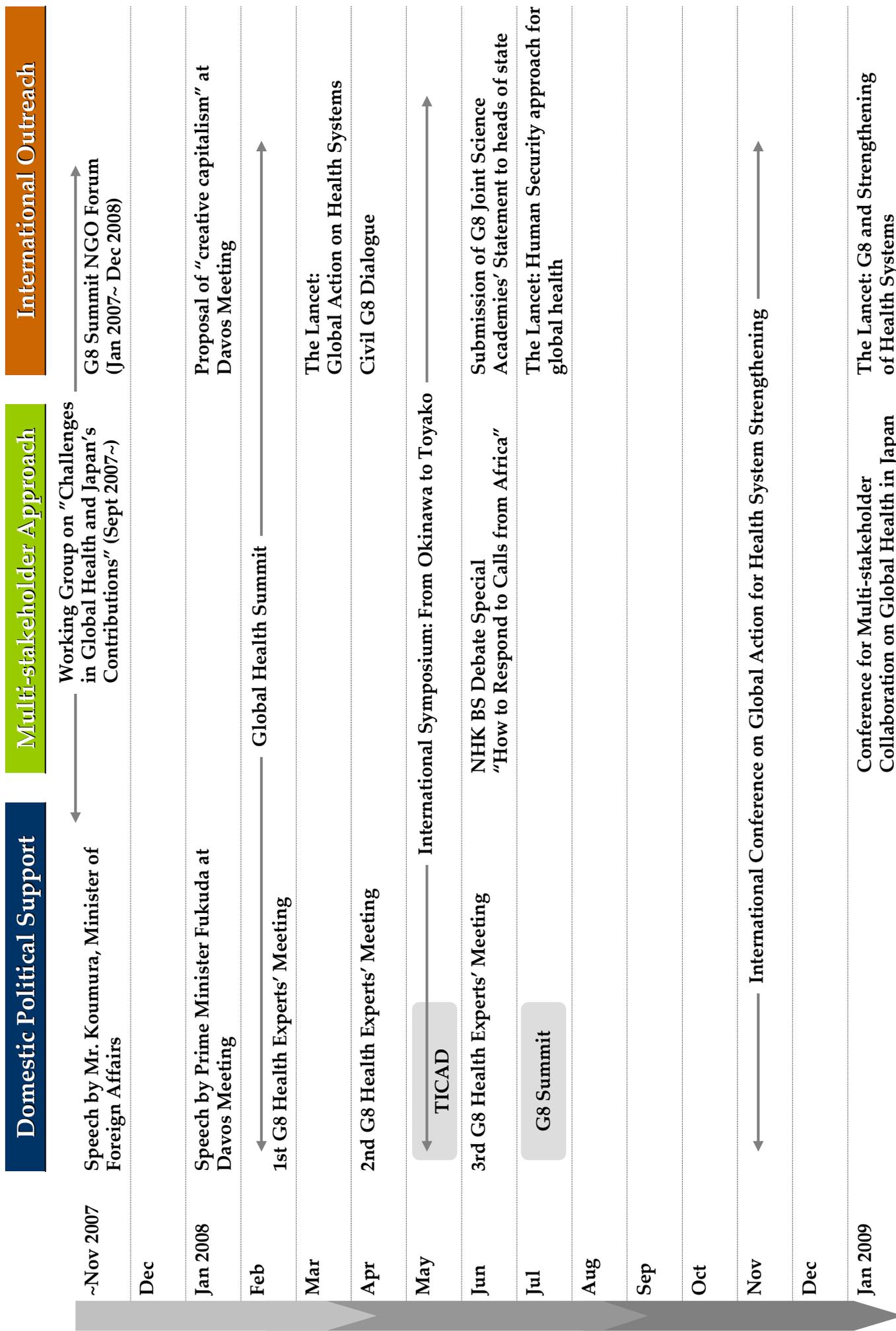
A multi-stakeholder platform made ongoing commitments from all stakeholders possible.



International Outreach

Existing inter-governmental networks were supplemented and enhanced by multi-layered domestic and overseas linkages.

Primary events over time



Representative examples - Domestic Political Support

Gaining early commitment from major decision-makers and incorporating it into the implementation process led to concrete achievements.

Activities	Features	Implications
Nov 2007 Speech by Mr. Koumura, Minister of Foreign Affairs	<ul style="list-style-type: none"> Emphasized importance of health, and health systems in particular, as G8 theme. Later published in <i>The Lancet</i> (a rare case for a foreign minister's speech) Input already accumulated from various sectors. 	<ul style="list-style-type: none"> Early commitment by decision-makers stimulated nationwide activities.
Jan 2008 Speech by Prime Minister Fukuda at Davos Meeting	<ul style="list-style-type: none"> Announced his intention to focus on global health, water, and education among international development issues. 	
Feb Global Health Summit	<ul style="list-style-type: none"> Former Prime Ministers Mr. Koizumi and Mr. Mori emphasized the importance of global health efforts. 	
G8 Health Experts' Meeting (convened 3 times: Feb, Apr, Jul)	<ul style="list-style-type: none"> Launched in response to the two above-mentioned speeches. A unique undertaking unobserved in recent years. Formulated the Toyako Framework for Action on Global Health, impacting on the resulting statement from the G8 meeting. Encompassed H8 in international debate. 	<ul style="list-style-type: none"> The documentation process was initiated by the early commitment of decision-makers.
May International Symposium: "From Okinawa to Toyako"	<ul style="list-style-type: none"> Prime Minister Fukuda announced Japan's new contribution to the Global Fund Decision to make US\$560 million contribution to Global Fund and to double ODA and private investment toward Africa. 	<ul style="list-style-type: none"> Well-coordinated documentation process facilitated concrete commitments.
Jul G8 Summit	<ul style="list-style-type: none"> Presented the first Hideyo Noguchi Africa Prize, extensively honoring two recipients for contributing to medical developments in Africa. 	

Representative examples - Multi-stakeholder Approach

Multi-stakeholder platforms made ongoing commitments from all stakeholders possible.

	Activities	Features	Implications
Sep 2007~	Working Group on "Challenges in Global Health and Japan's Contributions"	<ul style="list-style-type: none"> • Participatory approach encompassing multi-stakeholders, including the Ministries of Foreign Affairs; Health, Labour and Welfare; and Finance. • Focused on developing the concept of health system strengthening. 	
Feb 2008	Global Health Summit	<ul style="list-style-type: none"> • Brought together leaders from political, economic, and academic spheres, NGOs, and media to engage in debate. • Built momentum toward the G8 meeting. 	<ul style="list-style-type: none"> • Multi-stakeholder approach extended dialogue to include all stakeholders.
May	International Symposium: From Okinawa to Toyako TICAD	<ul style="list-style-type: none"> • Gathered global health stakeholders from within Japan and abroad to discuss international health cooperation. 	
Jun	NHK BS Debate Special "How to Respond to Calls from Africa"	<ul style="list-style-type: none"> • Invited key stakeholders from 2008, including World Bank President, JICA President, Bono, and entrepreneurs to debate African issues. 	<ul style="list-style-type: none"> • Program served as platform for key stakeholders to foster new relationships.
Jul	G8 Summit	<ul style="list-style-type: none"> • Required two years of elaborate preparation. 	
Nov	International Conference on Global Action for Health System Strengthening	<ul style="list-style-type: none"> • Discussed and presented policy proposals on international efforts for health system strengthening. 	
Jan 2009	Conference for Multi-stakeholder Collaboration on Global Health in Japan	<ul style="list-style-type: none"> • Gathered key stakeholders from G8 2008 to share efforts. • Discussed continuity in the process toward Italy and ongoing activities in Japan. 	<ul style="list-style-type: none"> • The ownership created through a multi-stakeholder approach gave incentives for each stakeholder to follow-up.

Representative examples - International Outreach

Existing inter-governmental networks were supplemented and enhanced by multi-layered domestic and overseas linkages.

	Activities	Features	Implications
Jan 2007 (~Dec 2008)	G8 Summit NGO Forum	<ul style="list-style-type: none"> Cooperation with domestic and overseas NGOs successfully led to creation of one legitimate voice. Employed NGO networks to create data environment where necessary information can easily be accessed. 	<ul style="list-style-type: none"> Trusting, long-term relationship enabled unified activities.
Jan 2008	Introduction of “creative capitalism” at Davos Meeting	<ul style="list-style-type: none"> Bill Gates singled out Sumitomo Chemical’s mosquito net as an example of “creative capitalism, raising its profile globally. 	<ul style="list-style-type: none"> Actively communicated Japan’s contributions to the world through academic journals and international conferences.
Mar	Publication of reports in <i>The Lancet</i> (3 publications: Mar & Jul 2008; Jan 2009)	<ul style="list-style-type: none"> Publication in prestigious journal gave Japan the chance to take the initiative in leading international discussion. Input from global experts enhanced Japanese contribution on global health. 	<ul style="list-style-type: none"> Holds promises of expanded and higher quality activities.
Apr	Civil G8	<ul style="list-style-type: none"> Dialogue among global civil society, Japan’s civil society, and Japan’s Sherpas. 	<ul style="list-style-type: none"> Demonstrated Japan’s reliability to global civil society and Japan’s Sherpas.
May	TICAD	<ul style="list-style-type: none"> Organized entirely by Japan’s civil society. 	
Jun	Submission of Joint Science Academies’ Statement to heads of state	<ul style="list-style-type: none"> Addressed global health for the first time; G8+5 Science Academies’ meeting agreed upon one joint statement, submitted to the Prime Minister. 	<ul style="list-style-type: none"> Speaking with one international voice amplified the impact on decision-makers.
Jul	G8 Summit	<ul style="list-style-type: none"> Referred to lifestyle-related diseases as a critical global health issue even in developing countries. 	

II. INTERVIEWS

Mr. Tadashi Yamamoto

President, Japan Center for International Exchange (JCIE)

What were the main activities of the Working Group on Challenges in Global Health and Japan's Contributions (Takemi Working Group) in the G8 Process?

Under the leadership of Mr. Keizo Takemi, the 'Challenges in Global Health and Japan's Contributions' Working Group (known as the Takemi Working Group) came into being in September 2007. Since then, we have been involved in the G8 Process on global health at the level of second track diplomacy. The Takemi Committee involves participants from the Ministries of Foreign Affairs, Health, Labour and Welfare, and Finance, JICA¹, JBIC², academia, NGOs, financial groups, and the medical services community. This organization, with JCIE playing the role of secretariat and based on the diplomatic framework of 'Human Security', considers how Japan can contribute in the field of global health. The activities have fallen into two major phases. The first phase centered on coordinating policy recommendations toward the G8 Hokkaido Toyako Summit from September 2007 to July 2008, whereas the second phase has involved building an international task force and making policy proposals on the theme of Health System Strengthening from August 2008 to June 2009.

It has been a groundbreaking development for representatives from the Ministries of Foreign Affairs, Health, Labour and Welfare, and Finance to sit together to discuss steps toward the Summit. By establishing a forum where people from various sectors gather and deepen exchanges, we have functioned as a catalyst in the G8 Process.

What was the contribution of the Takemi Working Group in the G8 Process?

In the process toward the Toyako Summit, a landmark was the policy speech given by Mr. Koumura, then Minister of Foreign Affairs, in November 2007: "Collaboration for Global Health and Japanese Foreign Diplomacy – From Okinawa to Toyako". We actively provided recommendations toward this speech.

In addition, from December to January the following year, Mr. Takemi wrapped up a recommendation proposal to G8 together with researchers at Harvard University Graduate School of Public Health led by Professor Michael Reich. These recommendations were featured in *The Lancet*. Moreover, based on this proposal, the group held dialogues with numerous international participants in global health as well as making on-the-spot visits to Thailand and Zambia. In accordance with the feedback gained there, the group compiled a final bilingual report, "Global Health, Human Security, and Japan's Contributions". This report was presented at the international symposium, "From Okinawa to Toyako: Dealing with Communicable Diseases as Global Human Security Threats", held right before TICAD IV in May 2008, and co-hosted by Friends of the Global Fund, Japan, of which our center is in charge, The Global Fund to Fight AIDS,

¹ Japan International Cooperation Agency

² Japan Bank for International Cooperation

Tuberculosis and Malaria (The Global Fund), and the Ministry of Foreign Affairs. The conference was attended by such people as the then Prime Minister, Mr. Fukuda, former Prime Minister Mr. Yoshiro Mori, Ms. Sadako Ogata, Chair of the JICA Board, Mr. Michel Kazatchkine, Director-General of the Global Fund, Mr. Peter Piot, Director-General of UNAIDS, and Mr. Masaharu Kono, Deputy Director-General of Foreign Affairs. Excerpts from this report have also appeared in *The Lancet*. Through this series of international dialogues, I believe the group was able to exercise a distinct influence on the G8 Process.

The conference in May successfully proposed the necessity of well-balanced support between infection control and health system strengthening, having reviewed international cooperative efforts on three major infectious diseases in order to determine more effective methods of utilizing the cooperation that had progressed rapidly since the G8 Kyushu Okinawa Summit in 2000.

Please provide us with details of the second phase, commencing after the G8 Summit.

In the first phase, we succeeded in creating momentum toward all-inclusive meetings, culminating in the G8 Summit itself. In the second phase, we are working to maintain the momentum to the Summit in Italy and thereafter. The end of the Summit does not signal the end of our work. In addition to the most recent paper by Takemi and Reich, "G8 and strengthening of health systems: follow-up to the Toyako Summit", we published a dissertation on three policy fields - health workforce, health financing, and health information - written by Jimba, Rannan-Eliya, and Shibuya, respectively. In November 2008, "Follow-up to the G8 Hokkaido Toyako Summit: International Conference on Global Action towards Health System Strengthening" was held, facilitating discussion among 150 researchers and practitioners in the field of global health from home and abroad.

As marked by the participation of overseas experts in the task force in the second phase, we have actively sought to take a global perspective from the very beginning of discussions. Accordingly, we will endeavor to convey our final report, "Global Action for Health System Strengthening: Policy Recommendations to the G8", to relevant parties around the world. We also expect that this report will lead to more concrete actions being taken through international dialogue. Furthermore, we are intending to hold seminars around the world, in Asia, Africa, Europe, and the Americas, in addition to our activities currently focused toward Italy.

How will the central theme in the field of global health change from now on?

I think the current movement toward global health system strengthening will continue. It goes without saying that global health is one of the central issues within the concept of "Human Security", and is fundamental to assuring the security of nations or regions. I believe it's inevitable that there will be even more need for cross-sectoral collaboration and activities involving not only doctors but also the political, academic, business, and NGO sectors.

Mr. Yojiro Ishii
Group Director, Group III (Health I), Human Development Department,
Japan International Cooperation Agency (JICA)

Please tell us about JICA's role in the G8 Toyako Summit process.

In around July 2007, we were asked by the Ministry of Foreign Affairs (MOFA) for our hand in developing a framework to accommodate global health issues toward the Toyako Summit meeting and thus became involved in the G8 process. I would say our task was to provide hands-on information so that local realities could be reflected in the drafting of and discussion on global health policy. Those of us working in the field had sensed the strains and imbalances brought forth by the big trend of infectious diseases initiatives that began in 2000 and had felt it was time for a major review. My impression is that so much emphasis was laid on disease-specific measures that projects tended to become short-term output-oriented and lacking in the ideas of human resources development and government capacity building to support the projects, and sustainability. I think there were even projects that exceeded the capacity of local health administrative services. We knew from field experience, the importance of establishing a health system that could support various health programs. In 2007, JICA was involved in studies for health system strengthening. The results were provided to MOFA and the essence was firmly incorporated into Minister Komura's policy speech.

In terms of your collaboration with MOFA, can you name any activities besides providing local input?

Our relationship with MOFA has historically been mainly a linkage with the Grant Aid and Technical Cooperation Division, which is the contact for JICA projects. However, in order to participate in more inclusive policy debate we came to join hands with the Global Issues Cooperation Division and sometimes also with the Ministry of Health, Labour and Welfare, thereby activating free discussion across different organizations. I believe that we owe these developments to MOFA's proactive stance towards adopting a participatory approach. It was advantageous for both parties that we were able to incorporate insight on global health from the ground-- some from JICA -- into MOFA's high-level diplomatic debate.

Furthermore, we were granted the opportunity to have officials from MOFA understand the current status of global health and cooperation in more detail and in depth. When we were discussing the framework toward the G8 meeting, we invited MOFA to visit project sites for a better understanding of the issues faced on the ground. MOFA officials actually toured project sites in Africa and attended international conferences on global health where they voiced policy-level ideas that could not be covered by JICA alone

What has JICA accomplished through the G8 process?

In the recent G8 process, JICA was able to increase its exposure in the diplomatic areas of global health. We would point out an issue faced on-site and a MOFA officer would immediately set up a forum for discussion on that issue with policy-makers of G8

countries. This process enhanced our capacities in the foreign policy aspects of global health. JICA has strengthened its diplomatic power during the past year and has taken a large step towards self-sustainability. JICA has always remained in MOFA's shadows, leaving diplomatic negotiations up to MOFA; however, the G8 process helped JICA to play more roles.

Furthermore, participation in conferences, including "From Heilingendamm to Toyako" (July 2007) and "Global Health Cooperation: Issues and Responses" (August, 2007), hosted by the Japan Center for International Exchange (JCIE), set us in a new partnership with the Global Fund. JICA's activities are originally closely related to those of the Global Fund, and the two organizations have collaborated at the local level in over twenty projects in developing countries, but liaisons between our headquarters had been weak. We gradually came to discuss policy issues with the Fund and are now represented in The Global Fund's board meetings. We also directly debate specific issues regarding the implementation of the Fund's programs. Against this backdrop, we are gaining a better picture of an ideal partnership with The Global Fund. Through such activities, JICA's position in the international community has changed greatly. The accomplishments in the recent G8 process in terms of JICA were: (1) JICA successfully incorporated not only issues of volumes of aid but also of its quality into the diplomatic debate; and (2). JICA's international arena for development aid was significantly expanded. I am very thankful to Professor Kurokawa and others who were involved.

Ms. Sumie Ishii

Executive Director, Japanese Organization for International Cooperation in Family Planning (JOICFP) /

Poverty and Development Unit Leader, 2008 Japan G8 Summit NGO Forum

What was the most important NGO activity in the recent G8 process?

A unique feature of the recent G8 process was that the government and NGOs / civil society were brought together in partnership because the Ministry of Foreign Affairs (MOFA) took a participatory approach and NGOs collectively delivered “one voice.” MOFA eagerly approached NGOs and we were given many opportunities to discuss guidelines toward the Toyako Summit. For us, the most important of these events were the series of four informal workshops we held with MOFA from December 2007 through February 2008. When we were consulted by the ministry, we decided to organize four workshops: the first workshop was on Millennium Development Goals (MDG) 4 and 5; the second, on MDG6; and the third, on health systems. At our fourth workshop, we invited international NGOs to discuss global trends. On the NGO side, we put a lot of effort into these workshops and would thoroughly discuss each theme amongst ourselves prior to our meetings with the ministry. Because the workshops had a limited membership, we closed our doors to those who sought to come in just as an observer and requested that everyone present speak.

What did you accomplish through the workshops?

I can give three major outcomes of these workshops. First, we were able to gain an understanding of global trends. Each NGO employed their international networks to collect and analyze information and data. Then, based on these assessments we were able to clarify what Japan could do and what roles were expected of Japan – this was our second accomplishment. The third, is that we were able use our findings to propose to MOFA guidelines for global health from the NGO standpoint. These outcomes were eventually all incorporated into the Toyako framework, but more importantly for the Ministry of Foreign Affairs – I assume – they were able to grasp an overall idea of global health issues.

I think MOFA came to us with their request for such workshops not just because they had decided to take a participatory approach but also because health-related NGOs in Japan are relatively well-organized and we had earned a certain level of MOFA’s trust in part through the regular MOFA-NGO forums that have continued for the past ten years.

Are there any other activities that you would consider important?

We have been involved in four main activities besides the workshops:

First, we campaigned to include health issues in the G8 agenda with the cooperation of other health-related NGOs. From July 2007, we met once every two months to discuss how we could incorporate health into the G8 agenda. NGOs joined hands to formulate a proposal which recalled that Japan had taken an epoch-making initiative to include health issues focused on infectious diseases in the agenda at the Okinawa Summit in 2000 and therefore stressed that the health agenda would be an integral part of Japan’s international

contribution and global leadership. It was, however, quite a challenge to balance the different priorities of individual health NGOs. Because individual NGOs are small, it is difficult for us to prove our credibility alone. Thus, we devoted ourselves to formulating a unified opinion, or “one voice,” and focused on enhancing our legitimacy. These efforts enabled NGOs to unite as one sector and engage in dialogue with Civil G8 and the Prime Minister.

Second, we succeeded in largely including global health in the NGO Forum’s position paper. It was a difficult task to agree on one framework that all NGOs could accept, but we finally decided on a structure that added health systems to MDGs. The process was very open - we selected leading NGOs for each of the health-related MDGs (4-6) and health systems and had them draw up a draft for other NGOs to comment on by email. We were also careful to include numerical figures and global coherence. When the position paper was completed, we held a briefing for the media, lawmakers, political parties and government. Because the position paper covered all of our ideas in print, it served as useful reference for anyone developing proposals and press releases and it helped in maintaining coherence among our statements and communications. By also releasing an English version, we were able to reach a wide audience of stakeholders. This process also led to the capacity-building of NGOs themselves.

A third important activity was the TICAD Action Plan which we made in the TICAD IV NGO Network (TN-net). The TN-net membership comprised TICAD civic society organizations and G8-related NGOs. Because Japan’s commitment to Africa in TICAD was very important in the sense that it would forecast Japan’s leadership in the global health field at the G8 meeting, we joined hands with the government and devoted much effort into this project. With an aim to lay firm groundwork for G8, we carefully considered the contents and made a total of four recommendations – three, at preparatory meetings and one, for the main meeting – and actively issued a number of press releases. We had the opportunity to listen to local voices through the African partnership forum and were able to incorporate concepts including monitoring indicators and follow-up mechanisms. Thus, I think we succeeded in formulating a good action plan. It was a process that contributed significantly to building on our accountability.

Fourthly, we were able to conduct public advocacy on the G8 meeting itself and global health through the media at the International Media Center (IMC). With so much reference to the recent G8 meeting as the Environment Summit, it was a great accomplishment for us that local NHK and commercial television programs featured global health. This owes greatly to the fact that MOFA set up NGO space within the venue of the G8 meeting, near the IMC. Being granted such space enhanced the voice of NGOs both domestically and internationally.

Please give us your thoughts about the overall G8 Toyako process.

As aforementioned, I was involved in many different events in the G8 process. Each of these events were, of course, important and meaningful, but I think what was even more valuable was the process of working with other NGOs in preparation of these events. Priorities are varied among different NGOs and thus are often incompatible. However, by balancing these differences and finally becoming one, a strong network can be established.

This network can communicate “one voice” and have influence. This was supported by the strong intention of MOFA to take a participatory approach throughout the Toyako process, regardless of the risks entailed. Health-related NGOs have thought very highly of their approach and hope that it will be adopted again in the process towards Italy.

Mr. Masaki Inaba

Program Director for Global Health, Africa Japan Forum

Please tell us what role NGOs played in the G8 Hokkaido Toyako Summit process.

The G8 Kyushu Okinawa Summit built momentum towards combating the three major infectious diseases – setting a vertical axis – whereas the recent Hokkaido Toyako Summit addressed the enhancement of inclusive health policy by incorporating the concept of health system strengthening – a horizontal axis. The groundwork laid by health-related NGOs through prolonged grassroots activities led to commitments by sectors at the high-level, such as the Ministry of Foreign Affairs (MOFA). In the Toyako process, NGOs organized the G8 Summit NGO Forum in January 2007 to conduct advocacy, including formulating a position paper and engaging in public relations. I believe these steady efforts have finally been rewarded.

As we worked on the Toyako Framework for Action on Global Health at the G8 Health Experts' meeting, officials from MOFA eagerly listened to what different sectors had to say and NGOs took care to provide detailed input at workshops and other opportunities. It was the first time for NGOs to be invited by government and we dedicated all our efforts in response, thereby building a good relationship of trust with the government. When the ministry requested opinions of activists overseas, we employed our NGO network to invite people from key NGOs abroad to join in the discussions. In Japan, we do not share the tradition of having health experts design health policy unlike the U.S. or U.K. ; generalists have been the policy-makers and perhaps, this was the backdrop for the openness to diversified views. I reaffirmed the importance of a bureaucratic sector linked to other sectors and not closed within itself in policy-making.

What role did the Civil G8 Dialogue held in April 2008 play in terms of NGO networks?

The Civil G8 Dialogue was meaningful in two aspects: First, by inviting civil societies from overseas to engage in dialogue with Japan's Sherpa, Japan's civil society was able to perform its responsibilities. We listened to the individual demands of overseas civil societies, balanced their differences and theoretically coordinated them so that we could precisely deliver their voices to Japan. The other significance of the Civil G8 Dialogue was that Japanese NGOs were able to prove their reliability to the Japanese government and Sherpas. We were able to demonstrate that we were disciplined democratic organizations that the government could rely on and collaborate with towards the G8 meeting.

The strength of an NGO is its organic network with NGOs worldwide. If the government was in need of specific information, it could consult us, and we would employ our network to have the information ready promptly. This is a way in which we can lend a hand in developing frameworks for action. It also shows the significance of incorporating civil society into governance.

What are the future challenges?

One large challenge is that there are no financial commitments from the G8 countries. In order to take action – whatever the action – financial resources are required. In other

words, without financial commitments, we cannot take sufficient action. I believe grassroots groups such as NGOs have the role of expanding options in policy debate by venturing to voice matters that others would be reluctant to say. I think this is an important activity in deriving the “best answer” to the policy-making formula. Therefore, I intend to continue to be frank about financial support instead of avoiding the subject.

**Dr. Ichiro Kanazawa,
President, Science Council of Japan**

How was Science Council of Japan involved in the G8 Toyako Summit process?

With the Japanese government hosting the 2008 G8 summit, Japan also took the initiative in formulating the Joint Science Academies' Statements at the G8+5 (South Africa, China, India, Brazil and Mexico) Science Academies' meeting. Just when we were contemplating on what the agenda should be, in July 2007, UK Prime Minister Brown stated, "With many of the MDGs still off-track at the halfway point to the target year of 2015, this seeks to accelerate progress on achieving them." Later, in September, when I was on the phone with Mr. Kouno, G8 Sherpa, he noted that global health issues would probably be discussed in various aspects at the G8 summit meeting. I then decided on global health as one of the G8 Science Academies' themes for 2008. In October, I formally decided to raise climate change and global health on the 2008 agenda and organized task teams for the development of statements. In January 2008, we presented the framework to the InterAcademy Council (IAC) and received comments from scientists worldwide. In March, we held a G8 Science Academies' meeting in Japan to refine the statements, which would be submitted to the respective heads-of-state all on the same day in June. The joint statements have been announced on our website and also in press releases.

Please name some accomplishments resulting from these activities.

I believe the formulation and announcement of the statements served to accomplish two things:

First, the process of adjusting and integrating the views of academies representing various countries, formulating statements and submitting them to the Prime Minister left us with a proposal with strong impact. After repeating discussions over the internet followed by debates in person and further talks over the internet, we succeeded in formulating one unified proposal signed by all members of G8+5 – no one opted out. This was a significant achievement. Everyone could deliver a concerted voice of the academia to policy-makers in their respective countries.

The second accomplishment was that we were able to draw up a multi-dimensional proposal with depth. We defined global health to be "threats to human health globally" and referred to lifestyle-related diseases suffered in both developing and developed countries as well as infectious diseases and maternal and child health in developing countries. We also extensively gathered insight from the Ministry of Health, Labour and Welfare and other organizations. I believe we have concluded a statement on global health worthy of its name.

Please tell us if any improvements could be suggested for any part of the process.

I think we should have listened more to the views of stakeholders. We succeeded in incorporating comments from government, but we had little exchange with other sectors, including academic circles and NGOs. If we could have reflected the views of those sectors, we would have been able to pursue even higher quality.

We could also have put a little more effort into public relations. If we had presented

the statements to various related groups, including the Japan Society of Public Health, Japanese Association for Infectious Diseases and the Science and Technology in Society (STS) forum, we might have had more people interested in our efforts.

Please tell us your plans for continued activities related to global health beyond 2009.

There are many pressing global issues, including climate change, energy and poverty, challenging the science councils of the world. Energy and immigration have been raised on the agenda for 2009. Although global health has not been included this time, health is closely related with other global issues and cannot be abandoned. Acknowledging the importance of global health, the Science Council seeks to provide ongoing support for it.

Mr. Masamine Jimba
Professor, Department of International Community Health,
Graduate School of Medicine, The University of Tokyo

Please tell us about your main activities as a health expert in the G8 process.

First of all, I was involved in contributing papers to journals. I would compile papers to provide supportive data at various conferences held in Japan, research the evidence of comments made and publish the outcomes of each conference in academic journals. The purpose of this work was to communicate the accomplishments of the G8 process to the rest of the world. Today, global health is led by various experts /activists and journals – the *Lancet*, in particular. I sought to publish Japan's achievements in the *Lancet* and other journals in order to expose Japan's efforts to the world's feedback so that improvements can be made to increase the quality of its work.

Japan had embraced many field-workers who have contributed to international cooperation in local fields but lacked thought leaders of global health. By making contributions to academic journals, Japan's theoretical foundation has been enhanced. However, Japan is not yet established enough to work independently; therefore, we were helped by Harvard University.

Having attended many international conferences, what do you think they have accomplished in terms of global communication?

Next, I engaged myself in providing output at international conferences. This activity was meaningful in the sense that we were able to involve international opinion leaders and carefully examine our efforts from diverse perspectives. I believe that by attending not only conferences held in Japan but going to New York and Washington D.C. to exchange views with the world's opinion leaders, I was able to boost the quality of Japan's output. Through debating the future direction of human security and global health at various forums, I could convey Japan's current situation to other countries. I was highly motivated by this work and my findings have been reflected in the different papers I have written. I had the opportunity to meet a variety of people at the Tropical Medicine Conference held in Asia and a meeting on health workforce held in Geneva. During this process, it became clear to me which of the overflowing information was important and what I should focus on in the future.

Attending a series of conferences, I gained access to not only information obtained in research papers and books but also first-hand information from leading experts. I was – although indirectly – also attracting their attention towards the G8 process underway in Japan. Various conferences can be utilized to exercise significant impact on global society. Furthermore, basic information regarding the process had already been published in the *Lancet* and there was a shared understanding about the milestones (as leaders of a field are always conscious of such information); this made it easy for me to speak

How did you work with domestic networks?

We engaged in inclusive debate in the Working Group on Challenges in Global Health and Japan's Contributions (Takemi Working Group). I also acted as consultant specializing

in health for government agencies. I responded by email to ad hoc inquiries from Ministry of Foreign Affairs (MOFA) and extended advice on maternal and child health. I also conducted reviews on human resources and provided feedback on the diverse documents delivered to me. Ongoing cooperation was essential in fostering a relationship of trust.

Please tell us of any other activities that you have been involved in.

I have also engaged myself in activities at the Japan Medical Association. In October 2008, I held the first of a series of meetings aimed at bringing global health issues home to Japanese doctors. My plan is to have a membership of around ten people, comprising mainly global health experts and ministries, media and NGO as well. Many Japan Medical Association members are concerned about global health, but the reality is that it is difficult to encourage action as a group. Therefore, I intend to continue my efforts for at least two years. There are many issues of concern for Japanese doctors, including those of healthcare for non-Japanese residents, SARS, HIV/AIDS, bird flu, etc. With global health addressing disparities as a priority issue, there is much to be learned by the Japanese health sector from the goals of global health. How should we address the socially disadvantaged? The ultimate goal is for global health to serve as a catalyst for discussions about what healthcare should really be about.

Reflecting on the G8 meeting, what would you say was the key?

There are three factors to the success of the G8 process, namely, leadership, dialogue and the milestone approach. People gathered under the strong leadership of Professors Takemi and Mr. Yamamoto to consider an ideal framework through open dialogue. Also, by clearly announcing each milestone, we were exposed to global feedback, based upon which we could improve the messages that we communicated under strong leadership. This positive cycle of events served to be the key to success.

Mr. Yasuhide Nakamura

**Professor, International Collaboration, Graduate School of Human Sciences,
Osaka University**

What was the most significant feature of the G8 Toyako Summit meeting?

I believe the most significant accomplishment in terms of global health issues at the Toyako Summit was the decision to discuss health system strengthening. The Working Group on Challenges in Global Health and Japan's Contributions (Takemi Working Group) emphasized continuity from Okinawa to Toyako and abandoning the over-concentration on infectious diseases. However, just proposing a u-turn from infectious diseases to maternal and child health would not solve anything and therefore, intense discussions went on about what could be done to cover MDGs 4, 5 and 6. Then, the concept of human security was incorporated and the idea of health system strengthening emerged.

Mr. Koumura, then Minister of Foreign Affairs, made it clear in his speech that this was the way forward. The speech itself was, needless to say, very important but what gave it such global influence was its publication in *The Lancet*. A novel event for a speech delivered by a foreign minister to be published in such a prestigious academic journal, the publication had three significant meanings: First, the Japanese government had communicated a message addressing the global society. Second, by publishing the speech in an academic journal it was made open to discussion; and third, it unexpectedly received encouraging responses from worldwide. Therefore, Mr. Koumura's contribution to *The Lancet* greatly impacted on the G8 process and led to the success of the summit meeting.

What are the challenges remaining from the process?

One of the things that we failed to achieve was adequate media exposure. Global health is heavily covered in the world media but not as much in Japan. Asked what was discussed at the summit meeting, people should be able to answer not only "climate change" but "global health" as well. Health system strengthening is a very important agenda but at the same time an elusive concept. While AIDS and malaria-control are easy for the public to understand, health system strengthening cannot be as easily conceived unless one is a health expert. Thus, when we are discussing health system strengthening, we need to employ some kind of "converter" — a role that the media could assume. I believe that if health system strengthening could be described to the public more simply, then it would make more progress.

Improvements can also be made in the way G8 meeting outcomes are announced. Final documents from the G8 meeting can be found on the website of MOFA, but I would not say that they are intelligible. We should, for example, inform the public of the accomplishments made regarding global health at the Toyako Summit and of the high appraisal that we have received from the international community. By doing this, people who were involved in the process can take pride in their work, the public can become more interested, and Japan as a country can devote more efforts to global health as a country – and this good cycle can be continued.

Mr. Ray Nishimoto
General Manager, Planning & Coordination Office, Agricultural Chemicals Sector,
Sumitomo Chemical Co.,Ltd.

Sumitomo Chemical has been highly noted for its contribution to Roll Back Malaria by its production of anti-malaria bed nets and building and establishing a plant in Tanzania. Please tell us how the company became involved in this movement.

The project originated with providing the technology at no cost to a local company called A to Z Textile Mills Limited in 2001. In 2003, production began, first with 5 million nets per year. Then, given increasing demand in Africa for these nets, we established Vector Health International Limited, a joint venture company between Sumitomo Chemical and A to Z, in order to expand production. Production was begun in the latter half of 2006 and started to pick up in 2007. Then, in February 2008, we invited Tanzanian Vice President Shein to the opening ceremony of the plant to which Yonekura, the President of Sumitomo Chemical also attended. This project has been a successful example of cooperation between a local Tanzanian company and a Japanese company. We have been able to make both a direct contribution by providing Olyset and thus helping people exposed to the risk of contracting malaria, and an indirect contribution by creating employment at the plant that we established in Tanzania and therefore improving the local economic situation. Sumitomo Chemical is the only major enterprise producing bed nets in Africa and we had to overcome many obstacles, but considering the positive effects we have had, including the creation of jobs, I believe we are doing some good.

This kind of project will end in failure if one tries only to make money out of it. They require the capacity to make long-term commitments to local operations as well as core technology. Furthermore, in our case, partnership with a highly motivated Tanzanian firm became the key to our success. I also believe that President Yonekura's leadership was a significant factor. Our president took the initiative in implementing this project, which embodies our business philosophy to consider not only our corporate benefits but also those of society as whole, and therefore employees could devote all our efforts into the project.

What was the world's response to Sumitomo Chemical's activities?

Our approach of not just providing financial or material resources but engaging in business locally, thereby employing local people and supporting the community economy has attracted worldwide attention. We have earned kudos from a various directions: In February 2008, then US President Bush visited our plant in Tanzania, then Prime Minister Fukuda introduced our project at the Davos meeting the same year, and Mr. Bill Gates acknowledged us by referring to the project as "creative capitalism." Last year, we were invited to many international conferences to speak about our company's undertakings. At TICAD IV, we co-sponsored a side event with the Global Fund and made a presentation on the effects that Olyset nets have had. Only a short time before TICAD IV, Yonekura was given the opportunity to talk about Olyset nets before African heads-of-state and business leaders at the Business Call to Action hosted by the UK Department for International Development (DFID), where he announced his plans to expand from Tanzania in Eastern

Africa to Nigeria in Western Africa. Furthermore, in September, Yonekura spoke at the Malaria Summit, a side event of the UN General Assembly. Therefore, in 2008 we experienced more developments than we have ever before seen in our activities in the global health field. Before the G8 Summit, we were struck by the highness of international concern for malaria when we received inquiries from the UK and the US that they wished to approach the Japanese government regarding bed nets but did not know how they should contact it. At the summit meeting as well, there were discussions on distributing bed nets with long-lasting effects. I believe our efforts have had some part in bringing such events about.

Once our company was acknowledged in the malaria-conscious community, we found ourselves in close liaison with many contacts within the community and we gained exposure in new spheres – as aforementioned, we have been asked to attend international conferences and have been consulted when an overseas organization was seeking access to Japan.

Against the backdrop of international recognition and high demand, we have steadily increased our production of bed nets, which marked an annual production volume of 38 million nets at the end of 2008, and is scheduled to rise to 45 million nets annually at the end of 2009, and 60 million nets in 2010. We are currently advancing feasibility studies for the setting up of a new plant in Nigeria in Western Africa. I believe we have been on an upward spiral of making technological contributions, receiving high international appraisal, and enhancing contributions.

What can a private enterprise (private sector) do to contribute to global health?

Public-private cooperation in making visits to Africa and exchanging information is very important. In April 2008, the Nippon Keidanren (Japan Business Federation) issued a report calling for economic growth in Africa. It proposed that it was indispensable that companies set up local operations for the creation of jobs and the diversification of industries in developing countries and that it was important for the public and private sectors to join hands in improving infrastructure. As a result, a mechanism that will enable private companies to propose ODA-eligible projects will be adopted and such ODA projects will soon begin to be assessed on-site. We can contribute to activating such public-private collaborations.

Ms. Aiko Doden

Senior News Commentator, Japan Broadcasting Corporation (NHK)

Please tell us about your activities in the media relating to the challenges in global health.

In the belief that dividing the world into regions doesn't allow a complete picture of international affairs to be shown, I created a "Challenges on Development in Developing Countries" section, dealing with all the issues taken up by MDGs, such as global health, poverty, and literacy levels. We reported on the bed net project at Sumitomo Chemical's Tanzania factory, which contributes to preventing the spread of malaria, as well as the activities of Table For Two³ and the JICA project in Indonesia to spread the use of Japan's maternal and child health handbook. In the process of covering all the aspects of MDGs, I felt strongly that the media cannot be directly involved in the activities of global health, but that it can be involved via the work of transmitting.

In what ways can the media "transmit"?

I have been doing two types of activity: "Reporting at length within a program" and "Transmitting messages to various audiences at various times".

An example of the former is a special program, "How To Respond to Calls from Africa", which was aired in June 2008, although I started developing the idea two years before TICAD. In that program, Bono from U2, Mr. Zoellick, President of the World Bank, Ms. Sadako Ogata, Chair of the JICA Board, and Mr. Jean Ping, Chairperson of AU, joined the discussion together with people from business and U.N. agencies, and many students from NGOs, as multi-stakeholders for supporting the development of developing countries. The discussions were very lively and the program was a great success in gaining a high audience rating. In addition, I found it significant that the program could serve as a "platform" where people could exchange and interact with each other. Even after filming had finished, and despite their busy schedules, I saw Bono, Ms. Ogata, and Mr. Zoellick continue their conversations with the students in the studio, and even move to a different location just so they could continue talking. The program itself was a one-off event, but it was also able to serve as a link to the next step for the movement. I think that we in the media can participate in such a movement through such initiatives.

How was this special program planned?

The background to the making of this special program was an awareness that too little had been informed or presented by Japan in relation to Africa, global health, and support for developing countries. That's why I thought of presenting a major project from Japan at the same time that both TICAD IV and the G8 Summit were to be hosted by Japan. It was difficult to introduce such themes as Africa or malaria where there was little or no interest in them, but with the involvement of key persons such as Bono and Mr. Zoellick, we

³ TABLE FOR TWO was launched by Japanese members of The Forum of Young Global Leaders. Company cafeterias that participate serve healthy meal options, with the company donating 20 cents to TABLE FOR TWO for each healthy meal served. Using these donations, school meals are then provided at participating schools in developing countries at a cost of just 20 cents per meal.

increased our power to “transmit”. Especially in Japan, it is important to set a precedent, and I hope this special program will set a strong precedent to encourage the making of more programs of this kind in the future.

Please give us an example of the other method of “transmitting”.

For “Transmitting messages to various audiences at various times”, we broadcast on such topics as Table For Two, JICA’s activities, or the Sumitomo Chemical mosquito net project, from different perspectives and on numerous occasions. By doing so, little by little we can eventually reach and inform a large number of viewers about global health or the problems of Africa. In the media, we cannot easily orchestrate activities with clearly visible outcomes, such as generating a large amount of money at one time or setting up an NGO. The media does, however, have the ability to inspire in people a consciousness that moving one’s heart in a sincere way will gradually lead to a bigger movement. In the instance of the special program mentioned earlier, for the students from NGOs the inspiration might have been the once-in-a-lifetime experience of meeting and talking with Bono, and that experience could eventually lead to stronger solidarity or help build a coalition. We in the media can plant seeds for this purpose, and we can find many opportunities to report such milestones or events as “Three months to the G8” or “World Malaria Day”. Even if the audience rating each time is relatively low, a rating of just 1% in Japan still equates to 1.3 million viewers, and so continuation of this activity will, I believe, lead to a big movement.

What kind of role can the media play in the field of global health?

What I am always conscious of in doing these activities is “Making Japan a Keyword”. That is, to the general public, such a theme as global health is unfamiliar, and it is difficult to feel the reality when told that diseases are spreading in countries far away. However, by connecting such themes with Japan’s contributions and the wisdom and efforts of Japanese individuals, they come closer to people’s hearts and start to exercise an influence on them. For this purpose, we try to insert as many interesting episodes as possible when reporting. For the media, lobbying is not a purpose, and our “target” is not the government or business, but we must work to inform and involve individual citizens. I always try to focus on pursuing the most effective method of conveying what we believe now needs to be conveyed.

Sometimes, I myself attend conferences abroad or am interviewed. On such occasions, I would like to transmit in an emphatic form, both to Japan and to global society, the role that Japan has been playing, and should be ready and willing to play, on international challenges such as global health.



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