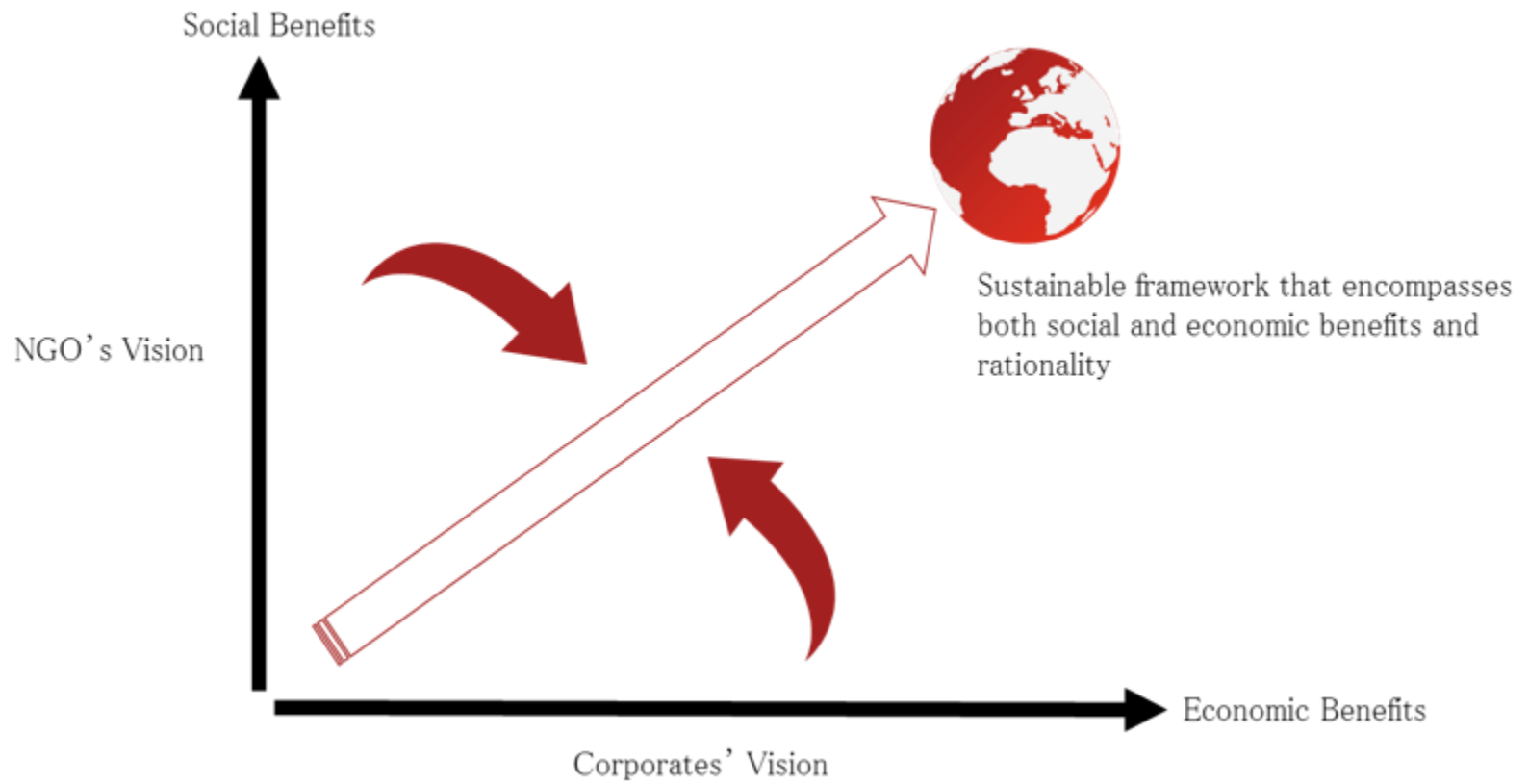


Innovative case 6 : ‘More Impact’

Innovation platform for NGO/Business collaboration
on innovation from Japan’s experience



More **Impact**



Common vision

'Team' spirit

Respecting the strengths

Periodic forums to identify partners

Side Event on May 24



More Innovation for More Impact

The lessons from Japan towards regional and global innovation alliance



Objective:
To present a **practical methodology** towards 'More Innovation for More Impact', with specific cases and **lessons learnt from Japan**. The side event will end with a set of recommendations for the future regional and global innovation alliance.

Date: May 24
Time: 9:00 - 10:30
Venue: Rumeli Hall 1
(The Lütfi Kırdar Convention and Exhibition Center (LKCC) building)

Organizers (A Joint Session with NGOs, Enterprises, and Government)



イノベーションで世界を救う、持続可能な開発プラットフォーム

Humanitarian Innovation Forum Japan 2016

日時 2016年3月13日(日)
10:00-17:30
(開場9時 18:00-20:00)

場所 東北学院大学
土樋キャンパス 8号館
界川記念ホール

対象 NGO、NPO、企業、団体、大学、国際機関など

主催 シンパシ、プラットフォーム(JPI)、国際能力開発センター(CIGI)、東洋、東洋日本ネットワーク(LCC-DRR)、東北学院大学、共済会

協力 国際人道復興支援財団(NICHI)、主催者共アソシエーション(向上ネットワーク)LSM、プライスウォーターハウスクールズ株式会社、みやま国際復興センター(国際学)JICA、協賛者、グローバル・コンパクト・ネットワーク(シンパシ)

事務局 人道支援イノベーション協働委員会
〒100-8305 東京都千代田区千代田1-1-1 日本橋三井ビルディング
申込 URL <http://goo.gl/forms/ZXER8RUlpoa> (申込URL) 申込締切日 2016年2月29日(月)まで 必ずお申し込みをお願いします。

参加費 無料



世界以上の難民、また世界の難民を救うための活動を行う必要

約6,000万人

約17年

年間約2億人

年間約36兆円

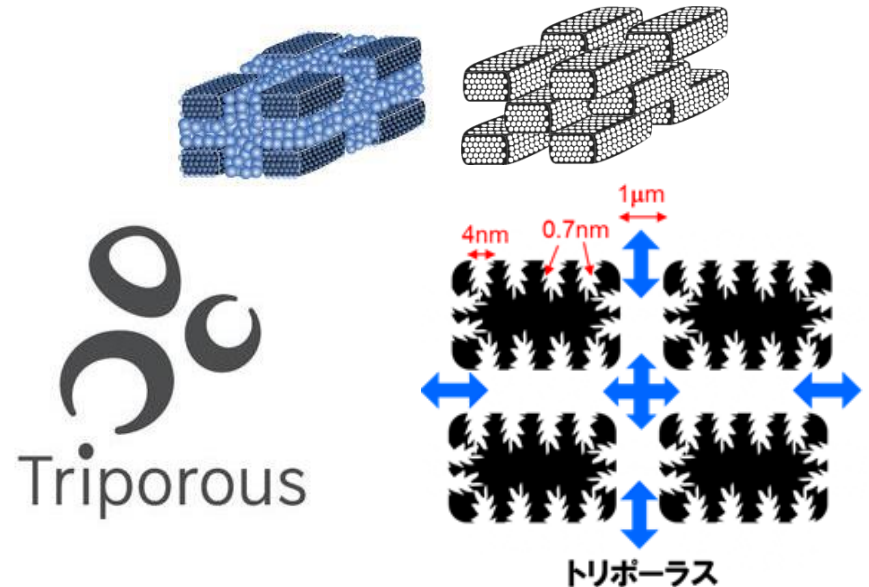
皆さまの技術とアイデアを世界のために
災害・難民支援、医療・衛生分野、復興・環境分野など、国際的な人的資源の協働性がかつてないほど高まり、既存の手法のみでは、抱え続ける問題に臨むことはもはや不可能です。毎年5月にトクコ・イスタンブールで開催される世界人道サミットにおいて、イノベーションによる人道支援改革が重要課題として取り上げられています。




- **Mitsui Chemical:**
FastAid
Packaging technology



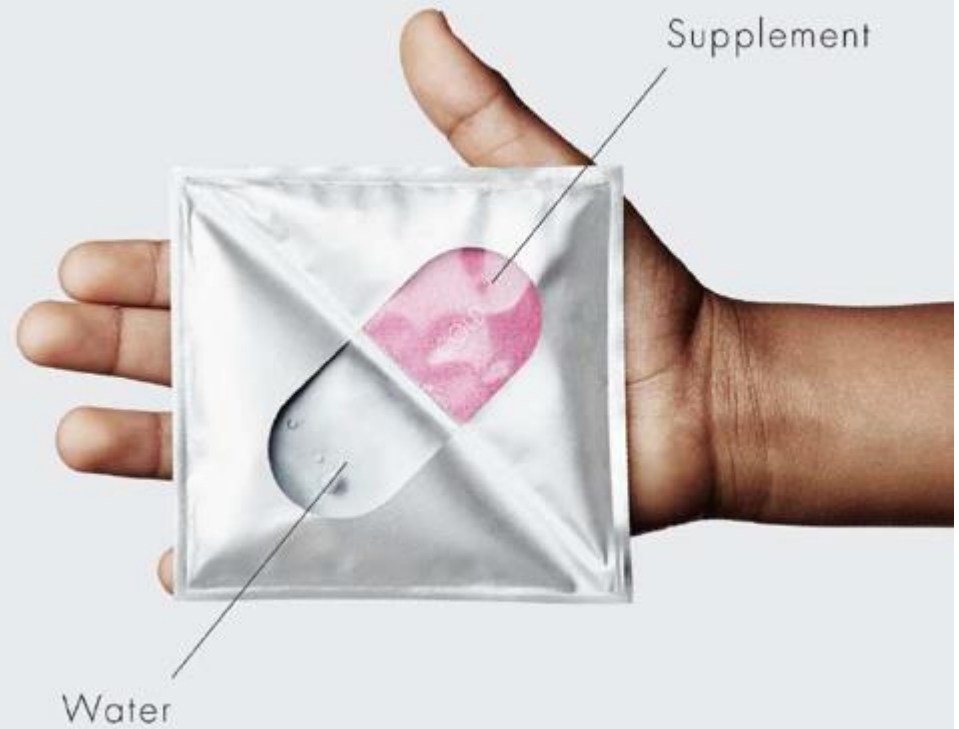
- **SONY: Triporus™**
Purification / absorption
technology



FASTAID

新技術ロック&ピールを使い
水と栄養を同時に支給できるサプリメントパッケージ

STEP



1. Research, discussion into both domestic and international social issues and possible solutions (NGOs and Corporates utilize this phase to enhance understanding of each other)
2. Identify key issues to solve, and come up with potential solution ideas and hypothesis of why it would work
3. Conduct research / feasibility study with clear plan and budget
4. Further enhance the well-researched solution planning and implement the project
5. Evaluation, improvements, expansion, and further investments.



LESSONS SO FAR :

Success elements for
NGO/Corporate relationship

1 . Sharing the 'Goal'

Sharing a common goal between NGOs and Corporates is significantly important.

Differential of Viewpoints

Magnitude of issues for NGO vs. Size of markets for Corporates are totally different in many cases, unfortunately.

The question is : How we should make those different ideas into a common point of view and shared goal?

Cooperation or Just a Deal

If NGOs and Corporates had merely 'Give and Take' mentality;
- the project is likely to fail eventually.

Shared Goal is the Key

In any new venture, there should be a lot of ups and downs inevitably;
- but when all of members are sharing a common goal,
finally they can find out a right direction to go on.

2. Translating information

The fact: The languages used by NGOs and Corporates are totally different.

Necessity of Translation

The coordinator should interpret, breakdown, and re-organize the context from each side to the other.

NGOs to Corporates

If NGOs can breakdown the issues on the ground into 'business challenges';
- Corporates can see easily their spaces in the solution.

Corporates to NGOs

If Corporates can explain its technology in easy language;
- people can utilize it and come up with innovative idea by using it.



3. Being on the ground is the 'Strength'

NGOs should be at the driving seat on the ground.

Initiative

When it comes to working on the ground, Corporates are rarely professionals;

- NGOs should lead the team using their experience, knowledge, and great insight.

Need first

Discussions between NGOs and Corporates must always focus on 'need-first';

Ideas from Corporates should always be welcome, but all of them should be customized and enhanced carefully, according to the real needs from the grounds.



4. Information - Sharing vs. Protection

Different Codes

NGOs tend to try to share information as much as possible;

- but don't forget that Corporates have a culture to keep and protect it.

Competition

If a project has two or more similar companies from a same industry, those companies would get worried about the leaking of information to the other;

- A solution for this is to allocate different company's strength to each segment of a value-chain.



5. Build and nurture 'Coordinators'

Now we really need a lot of great innovation coordinators,
who can connect and organize multi stakeholders, based on common vision.

Current Situation

Given the lack of such coordinators in this moment,
those precious knowledge, experience, and resources in each sector are not linked yet.

Proposal

We'd like to advocate to this RIF-Asia to think how we can develop such coordinators,
as a matter of urgency.

