



For Press Release

Partnership between Japan Travel and Objectif Sciences International

Nutrico Project: Citizen science based on traditional foods in Japan

Tokyo, Japan (April 26th, 2022) – Japan Travel KK is pleased to announce our official partnership with Objectif Sciences International (OSI), a non-profit organization founded in 1992. OSI's mission is education in participatory science and scientific research for sustainable development.

OSI is recognized as a public interest organization and NGO and has consultative status with the Economic and Social Council of the United Nations. Objectif Sciences International is also a member of several other organizations relevant to its mission (AAAS, ECSA, ...).

The goal of Japan Travel is to leave a positive impact on tourism and create lasting memories for those who visit, promoting and preserving Japanese heritage and tradition through sustainable and culturally conscious travel services that demonstrate the beauty of Japan.

The main objective of the OSI and Japan Travel partnership is to develop OSI projects in Japan. Japan Travel will become their exclusive Japan-based agent, helping facilitate science travel-related services for both inbound and outbound markets. The first Japan tour is planned for Ibaraki prefecture, with Japan Travel further promoting tours for Japanese going overseas to France, Costa Rica, and many other locations during the 2-year commitment. Ibaraki is a major agricultural producer, with many traditional food producers and vast expertise in the realm of food processing and fermentation. The prefecture's close proximity to Tokyo offers easy access for citizen scientists and tourists alike.

The Ibaraki-focused Nutrico Project involves a science-based program, providing insights for citizen scientists into the traditional food industry of Japan, encompassing the full ecosystem of food growing, processing, usage, and marketing. The project will be structured to involve—and support—the local community. A special emphasis will be applied to the role of women in science and raising awareness of the importance of maintaining traditional methods and foods.

It is planned to deliver the project as a series of on-site and remote educational science camps, with participants learning real scientific techniques and analysis with advanced equipment, and deep-dive exploration of food biological systems. A broad range of scientific disciplines will be offered covering the “farm-to-plate” ecosystem, ensuring variety, relevance and market-relevant solutions.

The following SDGs (Sustainable Development Goals) are relevant for this project: (3) Good health and well-being, (6) Clean water and sanitation, (8) Decent work and economic growth, (9) Industry, innovation, and infrastructure, (12) Responsible consumption and production, (13) Climate action, (15) Life on land, (17) Partnerships for the goals.

About OSI

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About Japan Travel KK

Japan Travel KK is Japan's only “Full Stack” inbound travel company, producing the largest (by content volume) and second largest (by traffic) inbound travel site, underpinned by a digital marketing services team, full-scope custom travel agency supporting 6 languages, e-commerce site with many original products and services, and travel-focused software engineering business.

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