

JAPANESE VISIBILITY

I. Opportunities for Collaboration

1. Possible opportunities for collaboration have been identified with the Japan International Cooperation Agency (JICA). The Japanese Embassy of Mongolia and JICA have been consulted and updated on project site selection and design measures.
2. The Japan Overseas Cooperation Volunteers could potentially support implementation of local level activities, including community consultations and trainings on collaboration models and business acumen, in participating *soums*; the project team will remain in close contact with the Japan Overseas Cooperation Volunteers focal point in Ulaanbaatar and see if an arrangement can materialize. The details of modalities will be finalized during grant inception phase.
3. JICA has been actively involved in the agriculture sector, as well as the vegetable farming sub-sector through its various projects in storage, greenhouses and marketing skills development.

II. Current JICA Projects in Vegetable Farming

4. A new JICA project, Increase of Farmers' Income by Development of Agricultural Produce Marketing and Soil Improvement, has recently started with the objective to establish a selling point and cooking station in Bornur *soum* in Tuv *aimag*. This project is very relevant to the subject Japan Fund for Poverty Reduction (JFPR) project. The project team is in close contact with JICA to follow design developments and experience under this. The subject JFPR project can learn from JICA and apply best practices and lessons learnt with regard to setting up a sales point under the project on the road from Ulaanbaatar to Eastern provinces. There is potential for collaboration and exchange of knowledge between the two projects.
5. Another JICA project, Improve and Promote Storage Technology for a Stable Farm Product Supply, has provided a storage facility in Bornur *soum* of Tuv *aimag* which offers a model for shared community storage for the subject JFPR project to learn from. In JICA's experience, location and materials and technology used for storage facilities, especially given the severe winter in Mongolia, is key to ensuring usability and operation of storage facilities. Lessons learnt highlight that climate and disaster resilient locally tailored design is essential to ensure successful use and effectiveness of storage facilities – the project team will further discuss and apply learnings from JICA for its own storage facilities planned to be set up across the four proposed project *soums*.
6. Another relevant JICA initiative is through Farmdo Co., a Japanese famous community-based vegetable retailer, which has partnered with and invested in a private enterprise Everyday Farm (supermarket/seedling distributors) in Mongolia that distributes quality vegetables in the Ulaanbaatar market. This initiative is part of JICA's Base of Pyramid (BOP) Business on Agricultural Income Generation, and offers learning for the project for vegetable value chains. The project team will continue to keep close communication with Farmdo to seek out opportunities for leverage market contacts and entry points for selling.

III. Lessons and Best Practices from Past Japan Fund for Poverty Reduction Projects

7. Lessons learned from past Government of Japan-funded projects have been incorporated in the project design. Particularly, good practices from Poverty Reduction through Community-Based Natural Resource Management, Establishment of Climate-Resilient Rural Livelihoods, and

Agriculture and Rural Development Project have been incorporated. These provide strong models for improving rural communities' livelihoods and value chain development.¹

IV. Stakeholder Communications Plan

8. The project has developed a stakeholder communications plan² to ensure that stakeholders and participants at all levels are adequately informed of the project activities and Asian Development Bank (ADB)/JFPR funding. The project implementation unit at the Ministry of Agriculture and Light Industry (MOFALI) may establish webpages on the MOFALI website as the primary portal for dissemination of project-related information and include information on and promote ADB/JFPR visibility. This could include the JFPR grant assistance report, project administration manual, progress reports, biannual work plans and procurement plans, among other project-related documents and links. Efforts will be made to publish documents in both English and Mongolian. The project implementation office will facilitate information exchange and sharing of lessons with the multi-sector project steering committee.

9. Project beneficiaries, selected from the four project *soums* and broader community of stakeholders in Darkhan, Selenge, Tuv, and Ulaangom *aimags* will be included in the project's planning, monitoring, and evaluation activities. Annual project planning and review meetings will be conducted to review and agree on annual work plans among the various project stakeholders. In such meetings, events, seminars, as well as in publications, advocacy materials, press releases, the project will promote ADB-JFPR visibility.

V. Visibility in Knowledge Materials, Workshops, and Events

10. In particular: (i) all knowledge material, training programs, seminars, and workshops under the grant will clearly indicate that the activities have received funding from the Government of Japan; (ii) JFPR logo will be used in any publications under the grant and in banners and any other materials used in workshops, project review missions, and on project learning symposium; (iii) all press releases issued by ADB and the executing agency with respect to the grant will refer to the financial contribution from the Government of Japan; (iv) MOFALI and ADB project team will consider having the grant signing ceremony in the field; (v) for all events, including signing ceremony, mission review workshops, etc. MOFALI will invite Japanese Embassy officials and JICA; (vi) civil works for small-scale infrastructure, project billboards/signage, project vehicle and equipment will carry the JFPR and Japan Official Development Assistance logos; and (vii) the web-based agricultural information system portal and corresponding mobile application will also carry the JFPR and Japan Official Development Assistance logos.

VI. Recipient Briefed on JFPR Guidelines for Visibility

11. The JFPR 2016 policy guidelines and requirements were explained to the executing and implementing agencies. The mission explained that the executing agency should comply with all JFPR guidelines in its entirety, along with following ADB policy, procedure, and guidelines. MOFALI confirmed their understanding of JFPR and ADB policies, including good practice for Japanese visibility, and assured the mission that they would follow it, starting with a courtesy call from MOFALI to the Embassy of Japan once the project is approved.

¹ ADB. 2008. *Grant Assistance to Mongolia for Poverty Reduction through Community-Based Natural Resource Management*. Manila; ADB. 2010. *Proposed Grant Assistance to Mongolia for Establishment of Climate-Resilient Rural Livelihoods*. Manila; and ADB. 2015. *Report and Recommendation of the President to the Board of Directors: Proposed Loans for Additional Financing and Administration of Technical Assistance Grant to Mongolia for the Agriculture and Rural Development Project*. Manila.

² Included in the project administration manual – linked document 2 to the Grant Assistance Report.