



NEWS RELEASE

December 25, 2020

Name of Company: Meiji Holdings Co., Ltd.
Name of Representative: Kazuo Kawamura, CEO, President and Representative Director
Code Number: 2269, 1st Section, Tokyo Stock Exchange

Notice concerning Partnership with UNFPA to Empower Women and Girls in Kenya

On November 18, 2020, Meiji Holdings Co., Ltd. (President and Representative Director, CEO: Kazuo Kawamura) has entered into a partnership with the United Nations Population Fund (UNFPA), Kenya (Representative: Dr. Ademola Olajide) to support socio-economic empowerment of women and girls in the Kibera informal settlement of Nairobi. Through a co-financing agreement with UNFPA Kenya, we will support the Feminist for Peace Rights and Justice Centre (FPRJC), a community based organization operating within Kibera, to enroll 200 women and girls in a training program that will equip them with income generating skills. The project will start from 2021 to cushion women and girls from the adverse socio-economic and psychosocial effects of the Covid-19 pandemic.

As “Food and Health” professionals, Meiji Group continues finding innovative ways to create a future where everyone around the world is happy and healthy. We have recognized that the number of people who need support has been increasing due to the spread of the Covid-19. Responding this situation, we have decided to support UNFPA, the lead UN agency promoting sexual and reproductive health/rights for women and girls across the world.

The impact of the Covid-19 pandemic continues to be felt in Kenya, particularly during this last quarter of the year, which has recorded more cases and an unprecedented increase in mortality. As of 23rd December 2020, over 94,000 people have been infected by the Covid-19 in Kenya. Mitigation measures such as curfew, social distancing and closure of public institutions including schools have led to loss of income for the majority of citizens. Women and girls are disproportionately affected due to pre-existing structural inequalities, discrimination and negative gender norms.



UNFPA Kenya visited the Kibera informal settlement of Nairobi to discuss potential supports for women and girls with FPRJC

The Kenya Bureau of Statistics showed in a recent study that the proportion of respondents absent from work due to the Covid-19 related issues was 61.9 per cent. The protection risks and actual experiences of gender-based violence (GBV) and harmful practices such as female genital mutilation (FGM) and child marriage has grown exponentially during the period of the pandemic, leaving many women and girls vulnerable.

Nairobi City County accounts for 45% of the entire corona cases in Kenya. A staggering 60% (2.5 million) of the Nairobi City County population live in informal settlements where the Covid-19 prevention and control measures such as social distancing and personal hygiene are not feasible due to congestion in residential areas, limited access to water, and awareness information and education. Fragile and constrained livelihoods in the informal settlements compel the population to embrace priorities that negate the need to address the Covid-19 pandemic.

We believe this partnership project will contribute to help people under such situation in Kenya and improve their livelihood.

“UNFPA Kenya appreciates this timely and relevant partnership with Meiji Holdings, Co., Ltd. By empowering women and girls economically, they can have a strong voice and participate in their community. The project will catalyze realization of the individual and collective potential of women and girls and reduce their vulnerability to discrimination and all forms of violence,” says UNFPA Kenya representative Dr. Ademola Olajide.

Though this partnership project, Meiji Group will contribute to work on Goal 5 “Achieve gender equality and empower all women and girls” of the Sustainable Development Goals (SDGs).



Girls in the Kibera

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