

UNFPA partners with ADK to strengthen strategic communication and advocacy for promoting Sustainable Development Goals

Tokyo, Japan, 13 May 2021 – UNFPA, the United Nations Population Fund, today signed a partnership agreement with ADK Holdings Inc. (ADK), one of the major advertising agencies in Japan, to work together towards promoting the Sustainable Development Goals (SDGs) with a special focus on Goal 3 on health and well-being and Goal 5 on gender equality.

The partnership with ADK aims to co-create a path towards UNFPA's goals of achieving sexual and reproductive health for all, promoting gender equality, and ensuring rights and choices for all through realising strategic and effective communication and advocacy. With its expertise in the advertising and marketing industry, ADK will provide pro bono assistance to UNFPA's outreach activities in Japan.

“Communication has the power to bring new insights and fresh perspectives for people taking actions towards building a better future. It is heartening that we can accelerate our efforts in raising public awareness of UNFPA's global priorities and the SDGs hand in hand with ADK,” said Ms. Mariko Sato, Director of the Tokyo Representation Office, UNFPA.

Ms. Kanako Yoshimatsu, Department Director of Office of the President, ADK, underscored that: “We hope to co-create opportunities for more people to deepen their understanding of UNFPA activities and their efforts toward achieving the SDGs, and spread the word through the power of communication.”

Successful sustainable development requires dynamic and inclusive strategic partnerships that involve a variety of stakeholders. UNFPA works to develop partnerships that create shared opportunities and leverage on partners' added value, to support the mandate of the Organization in achieving universal access to sexual and reproductive health and rights, reduce maternal death and improve the lives of adolescents and youth.

About UNFPA

UNFPA delivers a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. The Tokyo Representation Office launched in September 2002, aiming to raise awareness among the Japanese people of UNFPA's work and the issues it addresses, as well as seeking support from Japanese policy makers, media and general public.

About ADK Group

The ADK Group consists of the pure holding company, ADK Holdings, and 3 operating companies (ADK Marketing Solutions / ADK Creative One / ADK Emotions) and is a major advertising agency group providing global services through its domestic and international network. In addition to the comprehensive solutions provided in the marketing area, ADK's strengths are also in the content business centering on TV animation. ADK has formulated the purpose statement, "Creating experiences to enrich lives" in 2020.