

Mentorship Collaboration for Young Social Entrepreneurs in Japan

28 February 2023

In a step towards empowering youth in Japan, Deloitte Tohmatu Group has joined hands with the Youth Co:Lab [Social Innovation Challenge Japan 2022](#), to provide mentoring support to young social entrepreneurs. Youth Co:Lab, an initiative co-led by the United Nations Development Programme (UNDP) and Citi Foundation, aims to empower and invest in youth so that they can accelerate the implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation, and entrepreneurship.

In February 2023, Deloitte Tohmatu Group and Citi Group formed joint teams to provide mentoring support to three winning teams of the Social Innovation Challenge Japan 2022 in a wide range of areas, including business model development, marketing, and fundraising.

This collaboration was made through Deloitte's global initiative "[WorldClass](#)", which aims to empower 100 million people to succeed in a rapidly changing global economy by 2030 in three areas: education, skills, and opportunities.

At the Social Innovation Challenge Japan 2022, a total of 54 applications from all over Japan and overseas were whittled down to eight finalists in two rounds of screening. The finalists presented their SDG business ideas to the judges and to an online audience of more than 200 people.

The three winning teams that will receive the joint mentorship are as follows:

- **Leave No One Behind (LNOB) Award**
Himawari Motojima, "REF PROJECT — breaking the chain of poverty with the power of business"
- **The Scalability Award**
Sho Nakata, Dots for Inc. "Building a digital platform in rural Africa"
- **The Audience Award**
Ryosuke Himeno, WAKU "Using high-growth seedlings to bring sustainability to the forestry industry"

The joint mentoring sessions will be organized regularly until June 2023.

About Youth Co:Lab

Co-created in 2017 by the United Nations Development Programme (UNDP) and Citi Foundation, Youth Co:Lab aims to establish a common agenda for countries in the Asia-Pacific region to empower and invest in youth, so that they can accelerate the implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation and entrepreneurship. Learn more at www.youthcolab.org or follow @youthcolab or follow @youthcolab