

Form B-2
(FY2022)
Must be typed

Date (日付)

_____ (Date/Month/Year: 日/月/年)

Activity Report -Science Dialogue Program-
(サイエンス・ダイアログ事業 実施報告書)

- Fellow's name (講師氏名): HERIBERTO RUIZ TAFOYA (ID No. P20304)

- Name and title of the lecture assistant (講義補助者の職・氏名)

- Participating school (学校名): Takefu High School in Echizen city

- Date (実施日時): 21/06/2022 (Date/Month/Year: 日/月/年)

- Lecture title (講義題目):

Methodology for studying Corporate Packaged Food Consumption: The case of Mexico City and Manila

- Lecture format (講義形式):

◆ Onsite ・ Online (Please choose one.) (対面 ・ オンライン (どちらか選択ください。)

◆ Lecture time (講義時間) 75 min (分), Q&A time (質疑応答時間) 15 min (分)

◆ Lecture style (ex.: used projector, conducted experiments)

(講義方法 (例: プロジェクター使用による講義、実験・実習の有無など))

- Lecture summary (講義概要): Please summarize your lecture within 200-500 words.

We live on a slum planet (Davis, 2006). Approximately 820 million inhabitants live in insecure and precarious houses in developing countries. These places are surrounded by threats of various kinds. The Philippines and Mexico are among the top ten countries with the highest number of slum dwellers. In Metro Manila, a city of about 14 million people, there are more than 2,000 squatters and more than four million slum dwellers (Garrido 2019; UN Habitat, 2016). In the Mexico City metropolitan area (22 million inhabitants), the number of urban poor is estimated between 4 and 6 million people (OECD 2017; UN Habitat 2016). Along with poverty, access to food becomes a major present and future concern. If there is not enough land for agriculture, if rivers and seas

are polluted and there is no capital to produce their own food, slum populations are destined to depend on "others", in particular corporations, to sustain their lives. In this context, the purpose of my presentation is to share with you, students interested in food retailing and consumption in life in large cities in developing countries. In particular, it explains how to approach an investigation of food consumption in urban poor neighborhoods: Introduction, Method, Results, Analysis, and Discussion.

My research results show that in recent times, **corporate packaged food** (branded foods, beverages, condiments, in cans, sachets, packets and bottles) are gaining prominence among poor urban households. Originally, packaged foods were designed to be sold to the middle and wealthy classes, but today they are also consumed by the poor. The three main reasons explain this phenomenon: Affordability, availability and adaptability. This is the main thesis of my presentation.

Finally, a relevant point I would like to share with you is that I was born and raised in the periphery of Mexico City and have done my research in Manila. Therefore, these cities are the focus of my research. In addition, these cities have a common history as both were dominated by the Spanish Empire for three centuries. They have cultural similarities such as religion, gastronomy, celebrations, the existence of indigenous (native) peoples, among other common characteristics to be considered in the presentation.

Key words: Manila, Mexico City, Urban poor, Slums, Corporations, Packaged Food, Brands, Research Framework.

◆Other noteworthy information (その他特筆すべき事項):

Professors at the Takefu High School in Echizen city suggested giving a presentation with less than 15 words by slide in order to be clear to the eyes of 80 students in a classroom.

During previous weeks we also agreed on the outline or contents of the presentation as the English level of the students is not so advanced.

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Students prepared answer to questions, others prepared short messages to me, and some others were active making questions.

I presented the basic way of framing experiences of consumption in Mexico, the Philippines and Japan

- Impressions and comments from the lecture assistant (講義補助者の方から、本事業に対する意見・感想等がありましたら、お願いいたします。):

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Questionnaire

Please fill out the following questions so that we can take advantage of your impressions in enhancing the JSPS Science Dialogue Program.

- Fellow's name (講師氏名): HERIBERTO RUIZ TAFOYA (ID No. P20304)
- Participating school (学校名): Takefu High School in Echizen city
- Date (実施日時): 21/06/2022 (Date/Month/Year:日/月/年)

1. What motivated you to participate in the "JSPS Science Dialogue" program?

I considered the idea of sharing knowledge among young people and the motivation to feel the senses of being in front of a group of Japanese high school students.

2. What did you do to make your lecture easily understandable for Japanese students?

I submitted a list of keywords in advance

I sent two discussion questions in advance

I wrote maximum 15 words by slide

I added a lot of photos as much as possible

I added names and products from Japan

I spoke using a good microphone in my headphones, my voice is usually clearer than the normal microphone of my laptop..

3. If you have any advice how to facilitate communication with Japanese students, please describe it.

Send questions in advance,

Find support with English language professors in their high-school

Use examples of everyday life

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4. What were your impressions of participating in this program?

It is a good idea, for my part, I feel good to contribute a little, modestly with my presentation.

5. In what ways do you think the students benefited from the program?

Maybe it opened up their view of the world and how to do research in developing countries

6. Was it meaningful in terms of your fellowship activities? If yes, please describe in details.

It helped me gain experience presenting to an unusual audience. Without this program, I would find it difficult to interact with high school students in Japan.

I was also able to see the behind the scenes of preparing an event. The timing, forms and organization of events at institutes in Japan are different compared to other experiences in other countries.

7. Would you like to give another lecture again if you are requested? (If yes, please let us know when it would be convenient for you.)

I would love to, but my JSPS scholarship is about to end. Thank you very much

We appreciate your kind cooperation, and wish you every success in your research.