



Development education in progress (JICA Global Plaza Nagoya)

Implementation System: Cooperation Modality

Citizen Participatory Cooperation

Supporting Local Citizen Leadership in International Cooperation

Instilling International Cooperation in the Japanese Culture

One of the distinct features of Japanese ODA is the great number of opportunities Japanese citizens have to become directly involved in international cooperation activities. Japan's history of ODA support includes volunteer programs in developing countries as well as the help of experts and specialists who offer their know-how in a variety of disciplines. Local governments, universities, and the private sector also do their part by training technicians and students from developing countries in Japan. NGOs, each led by their independent visions and goals, have also long been instrumental in providing international aid.

By the same token, JICA continues to implement a variety of initiatives to not only support international cooperation by Japanese citizens, but also to deepen people's understanding of international issues and spark new interest in lending a hand.

The Objective of Development Education Enhancement Programs—Understanding Developing Countries in Their Current State—

JICA conducts development education enhancement programs with the aim of providing people in developing countries with the opportunity to realize their strengths. In fostering independent thought, assistance also allows recipients to return some of the knowledge gained further reinforcing the value of their own abilities. While placing particular emphasis on in-class activities, JICA dispatches participants from various volunteer programs such as Japan Overseas Cooperation Volunteers via the Lecture on International Cooperation Program to classrooms throughout Japan, and holds an international cooperation-themed essay contest for junior and senior high school students (75,010 entries). JICA also provides international cooperation opportunities for development-minded teachers through the Development Education Study Tour for

Teachers Program that has sent 149 teachers abroad to date.

JICA Partnership Programs—Joint Implementation of International Cooperation Activities Overseas—

Amid the growing need for diverse modes of support in developing countries, comprehensive grassroots-level support, disaster relief and emergency aid provided by citizen groups is reaching an increasing number of regions around the world today. JICA's own "JICA partnership programs" are likewise working to reach out to more people based on advice from a wide variety of organizations in Japan including NGOs, universities, local government entities, public-interest corporations, and other groups that specialize in international cooperation.

Expanding Citizen Group Human Resources and Supporting Organizational Enhancement

—Providing International Cooperation Activity Know-How—

Since 2007, JICA has worked to enhance and expand programs that support the further success of citizen group activities. Such programs include "Project Cycle Management (PCM) method training" and "NGO Human Resources Development Training" as well as the dispatch of advisors to NGO offices or overseas project sites to support their management project activities.

Using Japan's Domestic Offices as International Hubs

JICA has 17 domestic offices located throughout Japan. Its Hiroo office, located within Tokyo and dubbed the JICA Global Plaza, is one of the 17 that is particularly focused on raising awareness of international cooperation in various regions/prefectures in Japan. Additionally, JICA's international cooperation promotion officers located within each prefecture's International Association office act as JICA's link to local

citizens and hold local events and seminars in support of international initiatives.

In March 2009, JICA Chubu moved its office in close proximity to Nagoya train station and subsequently in June opened the Nagoya Global Plaza to the public. At the plaza's "experience zone," an experienced overseas support expert, referred to as a "Global Concierge," leads visitors through sensory exhibitions that encourage "seeing," "listening" and "touching." Through this experience, visitors are given a glimpse of actual conditions in developing countries and made aware of the global scale of issues faced by people in those regions of the world.

Visitors to Nagoya Global Plaza may also sample ethnic cuisines at the on-site café as well as purchase fair-trade commodities from Asia, Africa and Central and South America. In addition, the plaza is equipped with seminar space and meeting rooms that are available to international cooperation groups and citizens, where they may hold presentations on the successes of their activities.

By taking these steps, JICA hopes that one day international cooperation will be a commonplace activity for all Japanese people and will become a distinguishing characteristic of Japanese culture.

JICA Donation Fund for the People of the World

The JICA Donation Fund was launched with the aim of making international cooperation more accessible to the Japanese public. Donations contributed are applied to improving living conditions, upgrading medical and educational systems, and helping to solve a variety of issues in developing countries in cooperation with NGOs working directly in the field. In fiscal 2008, nine NGOs made use of donation funds to execute a variety of support efforts.

The Link between NGOs Dedicated to International Cooperation and Private Company CSR

JICA works to promote policies that strengthen partnerships between various organizations including private companies. As such, it positions active collaboration between NGOs and private companies—and in particular Corporate Social Responsibility (CSR) activities—at the heart of efforts to integrate individual social contribution endeavors and as an essential element of citizen participatory cooperation. (For more details regarding public-private partnerships, please see page 140.)

Presentation Contest Hosted in Cooperation with NGOs

On September 18, 2009, JICA Global Plaza hosted a collaborative presentation contest put together by a group of NGOs and the Japan Philanthropic Association whose primary activities include holding seminars and events that support the promotion of private-company CSR activities.

The contest was held as the culminating event of the “NGO Human Resources Development Training Program” conducted at the JICA Global Plaza. Among the 20 NGOs that participated in the year-long JICA training program, six NGOs undertook to make presentations for possible collaboration plans with private companies.

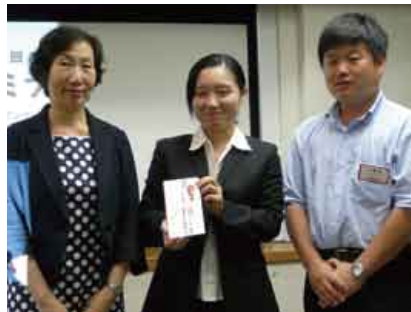


One of the groups delivering its presentation

The Link between NGOs and Private Company CSR

On the day of the contest, over 70 corporate representatives were in attendance. Driven by their CSR policies, the number of companies that tackle such issues as poverty reduction or environmental preservation for developing country is today increasing. As such, companies are more actively seeking partnerships with NGOs, who are familiar with such issues in developing countries through their grass-root level efforts

in various regions. The benefits of such partnerships are mutual, allowing corporations to promote international cooperation by offering indirect support through funding, the provision of goods, etc., while NGOs are able to improve the quality of their activities and enhance organizational management.



Grand prize being awarded to the winning presentation group

The Strengths of a Handful Become the Collective Strength of the People

Presenting NGOs delivered engaging proposals that surpassed simple activity introductions and pleas for support. Presentations instead captured the attention of corporate representatives in the audience by clearly highlighting the significance and advantages of cooperation plans. Asia Pacific Sustainable Development (APSD) an organization that supports development in the Solomon Islands earned the grand prize with its unique “the strengths of a handful” concept. As they proudly accepted their prize, the NGO once again touched on the importance of bringing together the individual strengths of private corporations and NGOs alike to empower the collective strength of people in developing nations and ultimately resolve the distinct social issues they face.

Following the presentation contest, several collaboration plans between attending companies and presenting NGOs, such as a joint charity event, emerged.

NGO Human Resources Development Training Program

The JICA Global Plaza training program aimed at boosting the organizational strengths of NGOs through the capacity building of young NGO staff. Participants are divided into two courses: project management and organizational management. The first half of the course consisted of a six-day seminar. Partici-



Boosting the organizational strength of NGOs through human resource expansion

pants analyzed specific issues faced by individual NGOs and devised plans of action to resolve such issues. Midway through the course, participants had the opportunity to practice implementing their plans under the guidance of course mentors. This part of the course is referred to as participatory training. Furthermore, JICA also provides participants with the opportunity to present their plans to companies and citizen groups. JICA believes private companies to be an important element in the promotion of citizen participation in international cooperation. As such, JICA Global Plaza will continue to provide a place where the power of NGOs and private companies can come together to resolve global issues through mutual collaboration.