

JICA Public Relations Activities

JICA is actively involved in a diverse and proactive public relations approach targeting the people in both domestic and international through its headquarters in Tokyo with 17 domestic offices and about 100 overseas offices.

Public Relations Strategy of New JICA

In order to promote stronger participation and understanding in international cooperation, JICA engages in public relations activities based on the following three basic principles: (1) active dissemination of information; (2) efforts to promote a deeper understanding toward JICA-led programs and the importance of international cooperation; and (3) moves to cultivate further public relations awareness among JICA employees and related parties.

Following the begins of new JICA in October 2008, increasing interest both domestically and internationally in JICA activities has led the Agency to built the pathway of communication with media outlets effectively. JICA is also working to issue the press releases more timely and host workshops for reporters under a variety of themes including assistance for the Middle East and Afghanistan as well as climate change. In addition, as a general public relations tool, JICA tries to cover human-interest stories actively to help the people understand more easily. On the back of close links with domestic offices, responsible for promoting cooperation based on citizen participation, JICA

posts information on various media, including JICA's website and public relations magazines.

More importantly, JICA is increasing its ability to disseminate English-language information overseas via its English website and regular publication of public relations magazines. JICA is also making efforts to incorporate its international network of overseas offices in public relations-related planning support.



Workshop held for reporters

JICA Global Plaza—Bringing your dreams to life—

A Hub of Training, Interaction and Information Dissemination for Fostering Solidarity with and Empathy for the People of Developing Countries

The JICA Global Plaza was established as a hub for citizen participation in international cooperation. The Plaza serves as an information dissemination conduit. Endeavoring to better educate the general public, it emphasizes global issues with particular interest in developing countries, which are presented in an easy-to-understand format. The JICA Global Plaza is also used as a training center as well as a funnel to disseminate information from citizen groups involved in international cooperation. Through these and other means, steps are taken to foster solidarity with and empathy for the people of developing countries.

Through the JICA Global Plaza, JICA actively supports all international cooperation activities and endeavors to increase citizen participation in international cooperation through JICA-led volunteer programs. Taking the aforementioned into account, JICA ensures that grassroots international cooperation can be provided consistently and reliably to all people living in developing countries. (For more information about JICA activities, please refer to page 138.)

Public Relations Performance from Fiscal 2008

- ▶ Total visitors to the JICA Global Plaza: **126,772** (a year-on-year increase of 14,312). Of this figure, group visitors totaled 8,407 (a year-on-year increase of 402).
- ▶ Exhibitions and Themes

Theme	Term
Africa TICAD Tokyo International Conference on African Development	March 4 to April 27, 2008
The Concept of Human Security (1) Feature: "Year of Japan-Brazil Relations" Commemorative Exhibit of 100 Years of Japan-Brazil Immigration	April 29 to June 29, 2008
The Environment Exhibit: Protecting the Earth	July 1 to August 31, 2008
The Concept of Human Security (2)	September 2 to November 30, 2008
Considering the Issue of Food Shortages "Hunger x Opulence"	December 2, 2008 to March 1, 2009
The Concept of Human Security (3)	March 1 to May 31, 2009

- ▶ JICA Global Plaza facility usage: **547 cases**
- ▶ E-mail Magazine Global Plaza News editions: **26**
- ▶ E-mail Magazine Global Plaza News registered subscribers: **4,348**

* The JICA Global Plaza consists of seminar rooms, a main meeting room and lecture hall on floors two and three; as well as accommodation facilities on floors four and five. All facilities are available for rent by civic groups, local governments and foreign embassies for international cooperation and international programs.

For more information, please visit the JICA Global Plaza website.
 URL: <http://www.jica.go.jp/hiroba/english/index.html>

Nagoya Global Plaza Opens

In June 2009, JICA opened the Nagoya Global Plaza in Nakamura-ku, Nagoya, Aichi Prefecture as a satellite office of the JICA Global Plaza, itself located in the Hiroo district of Tokyo. The Nagoya Plaza, separated into the four unique zones of “Experience,” “Foods,” “Shopping” and “Activities,” is an interactive facility where patrons can enjoy learning by gaining information about global issues and developing countries.



Information on Various JICA Publications, Including Public Relations Magazines and Pamphlets

In addition to regular publication of public relations magazines, JICA also produces and distributes numerous pamphlets and leaflets introducing JICA-led international cooperation programs.

Official JICA publications are as follows:



1. JICA's World (a monthly public relations magazine)
 2. JICA's World (English edition) (a public relations magazine published once every two to three months)
 3. JICA PROFILE
 4. Crossroads (a monthly public relations magazine covering JICA's volunteer programs)
- In addition to the above, JICA produces various other publications.

Please visit the JICA website for more information.

JICA's Website

The JICA website provides a wealth of information regarding JICA's activities and country-specific information on partner countries.

Examples of information and online applications available on the JICA website:

- Information not found in this annual report regarding financial results, program results and related updates
- Online applications to use or view photographs of developing countries and projects
- Up-to-date information on international cooperation, including press releases and hot topics

Top page

URL: <http://www.jica.go.jp/english/index.html>

News: Focus on

URL: http://www.jica.go.jp/english/news/focus_on/



News: Photo Gallery

URL: <http://www.jica.go.jp/english/news/photos/>