

5 International Cooperation Open to the Public

—Information Disclosure and Publicity—



JICA's Press Conference

Information Disclosure

JICA Plaza and Use of Internet

Based on the Law Concerning Access to Information Held by Independent Administrative Institutions, JICA introduced an information disclosure system and started to receive requests for information disclosure in October 2002.

In addition to the disclosure request system for institutional documents, JICA makes and stores, the information disclosure system involves an information service system for providing institutional documents. JICA actively provides not only the information stipulated in the law, but also information on the organization, activities, and financial affairs on the homepage.

Upon the introduction of the information disclosure system, JICA set up JICA Plaza at the headquarters and domestic

institutions, where the designated information stipulated by law is available on personal computers. With the aim of offering one-stop service that is open to the public, various information, documents, and electronic data that is uploaded on the Internet is available at JICA Plaza. Publicity pamphlets are distributed to visitors and audio-visual data (photos and videotapes) can be borrowed free of charge. Furthermore, announcement and tender for procurement and projects service as well as the results are all accessible. In fiscal 2002, JICA Plaza at the headquarters had more than 20,000 visitors, including general citizens, college students, and junior high and high school students on school trips, and received more than 10,000 inquiries and opinions on the phone.

Information available at JICA Plaza and on the Internet is listed in Figure 3-19.

Table 3-19 Outline of Information Service System

Basic information of the organization and system	Laws and regulations, organization overview, organization chart, functions, management officers list, locations, telephone numbers, fax numbers, program descriptions, etc.
Information on the current state of JICA activities	Project plans, project information, implementation policy, achievements, progress of the project, annual reports, audit reports, various program reports, statistical data, etc.
Information on budget and settlement of accounts	Budget, disclosure of final accounts, administrative cost statements, etc.
Contractual information on equipment and construction work	Announcement of projects based on open tender and results of tender, eligibility for participation, date of tender, bidding companies, bidding prices, successful bidders, contract prices, and various tenders and contract application forms, rule and regulations concerning tender procedure, etc.
Information on evaluations	Annual evaluation reports, ex-ante evaluation, mid-term evaluation, terminal evaluation and ex-post evaluation reports
Information collected and accumulated by JICA that is requested by citizens and companies	Country-specific living information, research reports, cooperation and Partnership Program with NGOs and local governments, support for development education, event schedule, etc.
Human resources recruitment information	Recruit information on JOCVs, senior volunteers, international cooperation personnel training

Outline of Information Service System

General Opening of the JICA Library and the Japanese Overseas Migration Museum

The JICA Library has been open to the general public since 1977. The library's collection consists of around 120,000 items, including a wide range of reports prepared by JICA, data collected and maps drawn by JICA study teams dispatched to developing countries, in addition to aid materials issued by international organizations, and many other items on developing countries. In fiscal 2002 the library was expanded in line with renovation, and part of the library was designated as open shelves to provide better service. In fiscal 2002, the library received about 8,500 visitors.

JICA set up the Japanese Overseas Migration Museum at the Yokohama International Centre in October 2002. The museum displays historic documents, maps, photos, picture images, models, houseware that emigrants carried, and agricultural equipment to recreate the life and work of emigrants in the past and the present. This enables visitors to look back on the history of Japanese emigration and shows the present picture of ethnic Japanese living overseas.

Public Relations Activities

Diverse Activities Extending World-wide

JICA intends to play an important role in the public relations activities of ODA programs. Many publicity activities are aimed at spreading awareness of aid programs at home and abroad and at ensuring that programs are accurately understood and widely supported. In particular, JICA is publicizing ODA through a variety of methods that include publication of various materials and sponsorship of special events, and at the same time is actively making information available to the mass media as follows.

JICA is required to further promote public participation in international cooperation as it became an independent administrative institution; thus, we are expanding publicity activities as well.

1. Production of Publications and Audiovisual Materials

The quarterly domestic publication *Kokusai Kyoryoku* (International Cooperation) and *JICA Frontier* are published for the Japanese public and schools, and readers related to JICA programs, respectively. Another magazine *Crossroads*

Front Line

● Tsukuba Public Opening of International Centre

Public Opening to the Regional Community timed to coincide with Science and Technology Week

Information Disclosure

Ethnic clothing

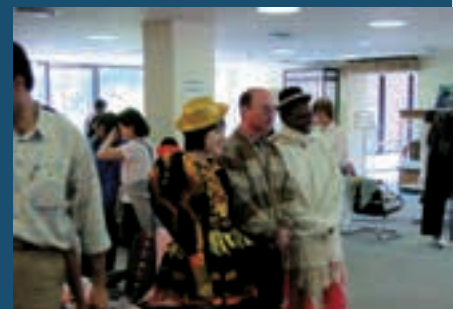
The Tsukuba International Centre was filled with colorful ethnic clothing on April 16 and 19, 2003. Following public openings of research institutes in Tsukuba Science City as part of Science and Technology Week, the center was also open to the public and attracted many visitors.

Many staff members of the center came to work in their own ethnic clothing or borrowed such clothing from their friends. Usually, people at the center wear dark jackets and ties or work clothing, but on these two days it was filled with color.

600 visitors in two days

Six hundred citizens visited the center on the two open days. The training rooms and experiment facilities were opened, and ethnic clothing and housewares of Bangladesh, Bolivia, China, Egypt, Laos, and Zambia, etc. were displayed. Visitors could try on the clothing and have their pictures taken. There was a booth introducing activities of NGOs in Ibaraki Prefecture and ethnic food was offered in the cafeteria.

This was the second year that the Tsukuba International Centre was opened to the public. Through such events, we hope to help local residents



Public Opening of the Tsukuba International Centre

become more interested in and understand more about JICA and ODA as well as the international center.

(Tsukuba International Centre)

is published for those related to volunteer programs. These publications serve to deepen understanding of and widen the scope of support for JICA's operations.

JICA Network, available in English, is aimed at overseas readers; its purpose is to provide information to partner country governments and people as well as other donors* (donor countries and agencies), including international organizations.

We also actively promote public relations and information service on an Internet homepage. We try to expand the content of information by introducing program details and the candid opinions of people engaged in international cooperation, and transmitting information on developing countries. In order to

enhance the capacity of information transmission from the front line, almost all the overseas offices and domestic offices have set up homepage since 2002.

As a result of this expansion in the content of the JICA homepage, every month the Japanese homepage receives more than 200,000 hits, and the English homepage receives more than 10,000 hits.

In addition, JICA has been publishing *JICA Mail Magazine*, which provides up-to-date information on recruitment and events every 15 days. The registered addresses exceeded 20,000 in February 2003, two years after its first issue. At the moment, we only have the Japanese version but

Front Line

● Yokohama Establishment of Yokohama International Centre

Aiming for New Center with Multi-functions

Public Relations

Core of public relations and regional collaboration

The establishment of JICA's Yokohama International Centre integrates the functions of two centers, namely, the Kanagawa International Fisheries Training Centre in Nagai, Yokosuka City, and the Overseas Emigration Centre in Isogo-ku, Yokohama City. Construction began in November 2000, and was finished at the end of June 2002. It was officially opened on December 4, 2002. The official opening ceremony was attended by the governor of Kanagawa, the mayor of Yokohama, relevant members of the parliament, and officers of relevant municipalities and organizations.

The main activities of the center include the acceptance of technical training participants and support for emigrants in Latin America and ethnic Japanese. Furthermore, utilizing its favorable location, the center is the hub of public relations in Kanagawa Prefecture and regional cooperation programs as a JICA facility open to the regional community. The center actively hosts recruitment sessions for Japan Overseas Cooperation Volunteers, supports development education, and offers

lectures in collaboration with colleges. The center accompanies the Japanese Overseas Migration Museum as an emotional anchor for 2.5 million Japanese emigrants and ethnic Japanese (NIKKEI) who are active overseas and propagates knowledge about the past, present, and future of emigration.

Full utilization of functions

In the support program for Japanese Emigrants and Ethnic Japanese, the center performs a comprehensive coordination function for acceptance of training in Japan for members of overseas Japanese communities; 146 new participants were accepted throughout Japan in 2002. At the same time, the center itself accepted 68 participants: 36 for four group training courses and 32 for individual training courses. We also carried out supplementary technical training and pre-dispatch training for Japan Overseas Development Youth Volunteers, pre-dispatch training for Senior Cooperation Experts for Overseas Japanese Communities of Japanese descent, and Japanese language training for students of overseas



The newly constructed Yokohama International Centre

Japanese schools. On November 9 and 10, the center was used as a venue in the South Kanto area for achievement tests for students of Japanese descent living in Japan, which was sponsored by the Embassy of Brazil, and more than 300 students and their guardians visited the center.

In addition, the center held "Photo Exhibition: Asians in Brazil" with the Embassy of Brazil from December 14, 2002 to January 16, 2003, and "Photo Exhibition: Heartwarming Bantanal, Brazil" with Takanori Yugawa, a Japanese emigrant to Brazil, from March 1 to 16, 2003. The center works on public relations aggressively.

(Yokohama International Centre)

JICA will continue to improve the structure and the content of information to better serve users.

Television programs, videos, photographic panels, and pamphlets introducing JICA operations are constantly being produced to provide easily accessible information. Through the weekly television broadcast of *Chikyu Kazoku* (The JICA Report) from fiscal 1999 to 2002, we presented the activities of JICA experts and JOCVs from around the world. The video clip of this program is available on the homepage and can be borrowed free of charge at the above-mentioned JICA Plaza and used as teaching material at schools, etc.

2. Organization of Events

Highlighting International Cooperation Day, October 6, various events for public relations include international cooperation campaigns (lectures, seminars, video showings, panel displays, etc.) presented throughout Japan by JICA domestic offices in collaboration with local governments, NGOs, and related organizations. Civic lectures on international cooperation are held throughout the year for the benefit of the general public. Such events contribute to promoting international awareness of local areas.

In fiscal 2002, JICA held an International Cooperation Festival in Hibiya Park jointly with Japan NGO Center for International Cooperation (JANIC) and Japan Bank for International Cooperation (JBIC)* in cooperation with the Ministry of Foreign Affairs (MOFA). 181 organizations including 113 NGOs participated in the festival, and collaboration with NGOs was strengthened. Many citizens visited the festival, which provided a good opportunity to become familiar with the situations in developing countries and the activities of international cooperation. In addition, JICA holds ODA town meetings with the Ministry of Foreign Affairs throughout the country; fiscal 2002 resulted in five meetings in places such as Nagoya and Akita.

As publicity for the transformation to an independent administrative institution, JICA sponsored a Symposium on peace and international cooperation, the Peace Talk Marathon 2003-2007, which took place on August 30, 2003, in Tokyo. This symposium will be held in 47 prefectures throughout the country over a three-and-a-half-year

period.

3. Approaches to the Mass Media

JICA Press Release is distributed to representatives of the mass media and other specialists on a timely-basis. JICA Press Release presents a full range of up-to-date information on JICA programs. In fiscal 2002, JICA started an e-mail press release service for Japanese journalists who are interested in JICA and ODA, as well as overseas Japanese correspondents. In addition, scholars and staff writers of national and local newspapers take the opportunity offered by JICA to visit project sites in developing countries so that they can deliver hands-on information to the public for better understanding of international cooperation. As a result, articles on topics relating to JICA appeared on average twice a day in the national press and 10 times a day in the local press in Japan in 2002.

Kimiko Date, a professional tennis player, was inaugurated as JICA's official supporter in August 2002 and she is actively engaged in JICA's activities. She visited Bangladesh to observe JICA's activities and offered tennis lessons to local children in February 2003.

4. Overseas Public Relations

JICA's overseas offices play a key role in promoting public relations activities overseas. In fiscal 2002, as many as 69 offices, were involved in presenting panel displays or symposiums, and producing pamphlets and videos. Such activities are increasing year by year. Overseas offices have received high praise from local journalists, who have few opportunities to make field trips, for organizing local press tours to JICA project sites.



Kimiko Date visiting a JICA project site in Bangladesh