

Public Relations Activities

From its headquarters and offices in Japan and overseas, JICA actively disseminates information concerning challenges faced by developing countries and their relations with Japan, and an array of JICA initiatives, in a manner to meet various people's interest and concern.

In fiscal 2016, JICA engaged in public relations activities taking advantage of the opportunities of international conferences and events, including the Tokyo International Conference on African Development (TICAD), the International Conference on Maternal and Child Health (MCH) Handbook, and the 2016 Summer Olympics in Rio de Janeiro.

● Website and Social Media

For general public, JICA's website and social media present issues surrounding developing countries, JICA's initiatives together with outcomes, and other features based on actual cases.

Since fiscal 2016, JICA has strengthened the utilization of social media and now provides useful information both in Japan and overseas through Facebook, Twitter, and YouTube.

● JICA Magazines

The JICA monthly Japanese magazine *mundi* and its quarterly English magazine *JICA's World* contain special features related to JICA initiatives, incorporating recent global trends and upcoming international conferences.

● For the Media

For Japan's media, JICA's headquarters as well as domestic and overseas offices issue press releases in a timely manner. JICA also conducts workshops that cover certain issues, countries, or regions in which JICA provides the media with information concerning its cooperation activities. For overseas media, JICA overseas offices issue press releases. In addition, in fiscal 2016, JICA headquarters invited journalists from 14 African countries to Japan in advance of the TICAD, providing them with opportunities to cover Japan's experiences that can contribute to overcoming development challenges in Africa.

● Events

It is also important for JICA to host events in order to disseminate information directly to Japanese general public concerning its activities carried out in developing countries. In cooperation with the Ministry of Foreign Affairs and relevant NGOs, in fiscal 2016 JICA organized the Global Festa Japan in Tokyo, the World Collaboration Festival in Nagoya, and One World Festival in Osaka, which a great number of visitors attended.

● JICA Official Supporters

Mr. Tsuyoshi Kitazawa, a former member of the Japan national football team, and Ms. Naoko Takahashi, the women's

marathon gold medalist at the Sydney Olympic Games, have been working as JICA official supporters, and they visited Myanmar and Bhutan, respectively, in fiscal 2016. They learned about the up-to-date situation and JICA's support in these developing countries, and their visits were broadcasted on TV.

● Initiatives by Domestic and Overseas Offices

Domestic offices actively provide the respective local media with information on international cooperation led by local governments, universities, small and medium enterprises (SMEs), Japan Overseas Cooperation Volunteers, and other local organizations and individuals.

Overseas offices have made efforts at building relationships with local media in each country through carrying out press tours for them to visit JICA's cooperation sites as well as holding seminars for reporters of Japanese media overseas.



Nantokashinakya Project

The Nantokashinakya (We Need to Do Something) Project, so-called Nan-Pro, is promoting international cooperation through public participation. The project is jointly operated by the Japan NGO Center for International Cooperation (JANIC), the United Nations Development Programme (UNDP) Tokyo Office, the United Nations Information Centre (UNIC) Tokyo, and JICA. In partnership with more than 130 celebrity members and over 260 member organizations that agree with the concept of Nan-Pro, this project shares information on the situation in developing countries and opportunities related to international cooperation. It is intended to familiarize young people with international cooperation by holding events and disseminating information on websites and social media, and to promote interest in and action for international cooperation widely in society.



Mr. Sakana Kun, a Nan-Pro member, visited the Amazon in Brazil and observed local activities for biodiversity protection. The famous young Japanese fish scientist communicated the importance of efforts to protect the natural environment through TV programs.