

Public Relations Activities

JICA engages in public relations activities, disseminating information concerning its programs and projects—together with information on challenges developing countries face and the value of international development cooperation—through various media. In fiscal 2019, JICA disseminated various contents with a special focus on “Africa”—as Japan hosted the Seventh Tokyo International Conference on African Development (TICAD7)—as well as on “sport and development,” toward the 2020 Tokyo Olympic and Paralympic Games.

Website and Social Media

On its website, JICA introduces issues developing countries are facing, as well as JICA’s initiatives and their outcomes, to Japanese and international audiences. JICA also has a separate website called “ODA *mieruka* site,” which aims at visualizing JICA’s projects. This site offers a snapshot of each project with pictures and brief information. As of the end of fiscal 2019, it contains information on 4,594 projects. JICA also takes advantage of social media such as Facebook, Twitter, and YouTube to provide useful information in a timely manner.

JICA Magazines

The JICA monthly Japanese magazine *mundi* and its quarterly English magazine *JICA’s World* carry special features on current global issues and introduce JICA’s initiatives in specific sectors and regions in the world. Special features during fiscal 2019 included climate action, nutrition improvement, development cooperation based on Japanese knowledge and experience, the Western Balkans, and the Middle East.

For the Media

JICA discloses information largely through press releases from its headquarters and domestic offices. It also holds press briefings on specific topics. The headquarters focuses on development initiatives that are based on Japanese knowledge and experience as well as innovative approaches. Domestic offices, on the other hand, focus on activities mainly collaborating with local governments, universities, small and



Cambodia: Mr. Kitazawa visiting a Japan Overseas Cooperation Volunteer (JOCV) at work. This JOCV used to play in FC Ryukyu, the professional soccer club for which Mr. Kitazawa serves as ambassador.

medium enterprises (SMEs), and Japan Overseas Cooperation Volunteers (JOCVs) in respective localities.

For overseas media, JICA overseas offices issue press releases, hold briefings, and organize press tours to JICA’s cooperation sites. In fiscal 2019, JICA invited newspaper and TV reporters from 10 African countries to Japan and provided them with the opportunity to report on Japan’s experiences that can contribute to addressing development issues in Africa.

Events

JICA introduces international cooperation and its activities directly to the general public by organizing various events in Japan and abroad in cooperation with the Ministry of Foreign Affairs, local governments, universities, and NGOs. These events include Global Festa JAPAN, held annually in Tokyo.

JICA Official Supporters

The JICA official supporters are Ms. Kimiko Date, a former professional tennis player; 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. In fiscal 2019, Mr. Kitazawa and Ms. Takahashi visited Cambodia and Madagascar, respectively. Ms. Date spoke at the Fifth World Assembly for Women (WAW!), held in Tokyo. They extensively shared their own experiences and learning in developing countries, along with JICA’s various activities, through the media and at many events.

Reaching Younger Generations with Videos and Manga

JICA is committed to raising the awareness of younger generations so that they will be more familiar with developing countries and international cooperation. In fiscal 2019, JICA made use of TV programs, commercials, and *manga* to better reach these generations. For example, JICA created a concept video that depicts JICA’s activities in developing countries with the narrator reading Shuntaro Tanikawa’s poem *Watashitachi no hoshi* (“Our planet”). It also produced *manga* portraying the realities of human trafficking in Thailand.



▲ JICA concept video “Our Planet” now available on the YouTube JICA channel. ▶ *Watashi wo Torimaku Sekai no Hanashi* (“A story of the world surrounding me”), a *manga* written by girls’ comic artist Ira Ozaki based on her interviews with JICA experts (available in Japanese and Thai only)

