

Public Relations Activities

JICA proactively engages in wide-ranging public relations activities in Japan and abroad through its headquarters in Tokyo with 17 domestic offices and over 60 overseas offices.

(1) Public Relations Strategy of New JICA

To promote further participation in and understanding of international cooperation, JICA engages in broad-ranging public relations activities based on the three basic principles of (1) focus on proactive dissemination of information; (2) make efforts to promote a deeper understanding of JICA-led international cooperation programs and the importance of international cooperation; and (3) cultivate further public relations awareness among JICA employees and related parties.

JICA is strengthening its “public relations regarding issues” targeted at the general public. “Public relations regarding issues” involves communicating information about the various issues faced by the international community and the activities being undertaken to solve these issues. This type of public relations focuses mainly on disseminating specific information such as on what is the significance of solving issues faced by developing countries, what approaches are being taken to solve these issues and what results are being achieved. To convey this information in an easy-to-understand manner, this public relations actively integrates human-interest stories while utilizing various mediums such as JICA’s website and public relations magazines to introduce JICA’s activities.

For public relations targeting the news media, JICA also issues timely press releases and implements workshops for reporters that focus on a host of themes. JICA also provides the news media from each country with opportunities to view actual cooperation project sites, mainly at our bases in Japan and overseas. For opinion leaders such as persons from academic, political and economic circles, JICA strives to nurture an understanding of the issues faced directly by Japanese society and the need for international cooperation.

JICA is also strengthening its ability to disseminate information overseas utilizing such tools as its website and English-language public relations magazines. In fiscal 2009, JICA upgraded its English-language website with such measures as regularly posting



Workshops held for reporters

feature articles on the “Focus on” section of the JICA website “News” site, and quickly posting and updating news and other stories while also renewing its French-language website (launched in July 2010).

(2) Public Relations Initiatives of Domestic and Overseas Offices

JICA Global Plaza <http://www.jica.go.jp/hiroba/english/index.html>

JICA Global Plazas serve as hubs for citizen participation in international cooperation and were established to educate the public in an easy-to-understand format about various issues around the world, mainly those faced by developing countries. There are currently two JICA Global Plazas at the Hiroo office in Tokyo and in Nagoya, Aichi Prefecture. Global Plazas feature highly popular sensory exhibitions that enable visitors to see, listen and touch. JICA Global Plazas are also used as bases for disseminating information and for holding interchanges and training on international cooperation by citizens’ groups.

(Refer to page 148, Citizen Participatory Cooperation)



Interchange between trainees and local citizens through a story-telling session using picture books (JICA Chubu/Nagoya Global Plaza)

Public Relations Grand Prix

JICA established the Public Relations Grand Prix (sponsored by the Office of Media and Public Relations) in line with efforts to strengthen the public relations awareness of persons involved with JICA across the entire organization and to encourage the proactive implementation of public relations activities. In fiscal 2009, the Grand Prix award was won by JICA Tohoku, which earned high acclaim for its public relations regarding issues and its community-based public relations activities.



JICA Plaza News tohoku, a monthly public relations magazine published by JICA Tohoku (winner of the Grand Prix). Besides the latest international cooperation topics and various categories of data, this magazine contains numerous stories about persons from Tohoku who play active roles in international cooperation.



Public Relations Strategy of the Tunisia Office (Overseas Office Award)

The Tunisia Office has established the position of PR officer for the Arabic media, and by undertaking Arabic public relations activities in addition to activities carried out in English and French, this office has significantly increased its media public relations achievements.

(3) Various Types of Publications

Besides the *JICA's World* monthly public relations magazine, JICA produces and distributes numerous pamphlets and leaflets that promote a deeper understanding of JICA-led international cooperation programs.



◀ *JICA's World*
(a monthly public relations magazine)

▲ *JICA's World* (English edition)
(a public relations magazine published once every two to three months)



▲ *Crossroads* (a monthly public relations magazine covering JICA's volunteer programs)



▲ *JICA PROFILE*

JICA also offers various other types of publications. Please visit the JICA website for more information.

(4) Website (<http://www.jica.go.jp/english/index.html>)

JICA's website provides a wealth of detailed information about JICA's activities as well as country-specific information. This website contains the latest information, including press releases and timely topics, concerning international cooperation. It also provides information not found in the annual report regarding financial results as well as program results and related updates. Additionally, the website contains online applications for using or viewing photographs of developing countries and cooperation sites.



Making International Cooperation a Close Part of People's Lives—New Public Relations Initiatives

JICA is promoting new public relations initiatives to raise the awareness of international cooperation among as many people as possible. The Nantokashinakya Project (Nan-pro) (<http://nantokashinakya.jp/>) (Japanese only) that started in July 2010 aims at promoting active public participation, encourages the public to find what they can do for developing countries and international cooperation by informing them of what is happening in the world and how they are all connected to each other. Using its website as a platform, JICA conveys information on international cooperation as well as holds events such as concerts. Moreover, various celebrities

and experts participate in projects as project members and JICA is having its message transmitted using a variety of formats that include blogs, participation in events and Internet-based TV (refer to page 134).

To specifically and quantitatively analyze the depth of interdependence between Japan and developing countries, JICA carried out the Japan-Developing Country Interdependence Survey (<http://www.jica.go.jp/world/interdependence/>) (Japanese only) from March to September 2009. JICA has disclosed a report from this survey on its website. Based on this survey, JICA created an animated movie for elementary school and junior high

school students, and this movie is being used in classes at these schools. (Refer to page 6).

