

# Public Relations Activities

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

## Public Relations Strategy and Achievements

To promote further understanding of and participation in international cooperation, JICA proactively disseminates information, such as about the issues confronting the international community and international cooperation initiatives, in a way that is tailored to the interests of a variety of people, including the general public as well as researchers and the media.

JICA is strengthening its public relations activities targeted at the general public to promote their interest and support in international cooperation. Specifically, JICA provides facts on what is the significance of resolving the issues faced by developing countries, what approaches are being taken to solve these issues and what outcomes are being achieved, along with human-interest stories, through JICA's website and other means.

In fiscal 2010, in order to illustrate the extent to which the daily livelihood of Japanese people is dependent on developing countries, contents based on the findings of the Japan-Developing Countries Interdependence Survey carried out in the previous fiscal year were posted on JICA's website and presented in pamphlets for elementary, junior high and high school students, and the general public.

- Elementary and Junior High School Students  
"You are Part of the World" (Video)  
Website/DVD
- Junior High and High School Students  
"What has become? The World and Japan" Website/Pamphlet
- General Public  
"Japan: Our Country Cannot Survive Alone" (Q&A format)  
Website/Book  
"An Interdependent World" (Video) Website/DVD  
"DATABOOK 2010" (Data and analysis)  
Website/Pamphlet

For the media, JICA's headquarters, overseas offices and domestic offices issue timely press releases. Workshops for



Members of the foreign media observing and collecting information about a training course on non-revenue water management

reporters on topical themes that provide explanation on recent activities are also organized. Furthermore, JICA provides opportunities for members of the foreign media to observe the programs implemented in developing countries and the trainings conducted in Japan. In fiscal 2010, JICA invited media representatives from 11 countries of Asia and the Middle East to introduce them to Japan's technologies and program management know-how with "water" as the theme. In addition, JICA has ongoing initiatives to enhance the understanding of opinion leaders, including those from the academic, political and economic communities, regarding the issues confronting Japanese society and the need for international cooperation.

JICA has also started using Twitter in fiscal 2010 and is expanding the means available for sharing information about JICA's activities.

For the overseas audience, JICA is strengthening its information dissemination through its website, English-language public relations magazines and other means. JICA further enhanced its English-language website by regularly posting feature articles and quickly posting news and updates and other stories as well as renewed its French-language website in July 2010.

## Public Relations Initiatives of Domestic and Overseas Offices

### JICA Global Plaza (Tokyo)

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

### Nagoya Global Plaza (Nagoya)

<http://www.jica.go.jp/nagoya-hiroba/index.html> (Japanese)

Global Plazas serve as hubs for promoting citizen participation in international cooperation and enabling them to learn about the issues facing the world, mainly developing countries, in an easy-to-understand format. There are currently two Global Plazas, one in Hiroo, Tokyo, and one in Nagoya, Aichi Prefecture. Global Plazas feature highly popular hands-on exhibitions that allow visitors to see, listen and touch. Global Plazas are also used as centers for disseminating information and for holding exchanges and trainings on international cooperation by citizens' groups.



Japan-Developing Countries Interdependence Survey  
<http://www.jica.go.jp/world/interdependence/index.html> (Japanese)



Guides with international cooperation experience are available to provide easy to understand explanations of exhibited items (JICA Global Plaza)



TV crew filming trainees who are listening to a lecture (Initiative of Tunisia Office)



The signing of Record of Discussions on a project between JICA and Cambodia (Initiative of JICA Okinawa)

JICA's domestic and overseas offices also carry out a variety of public relations initiatives as demonstrated below.

### Tunisia Office: Creation and Airing of Short TV Program for the Greater African Region

In cooperation with the Senegal Office, the Tunisia Office has created a 10-minute program about the maternal and child health initiatives in Africa which are being carried out as follow-up to the Fourth Tokyo International Conference on African Development (TICAD IV). The program has been aired 78 times in 32 countries.

### JICA Okinawa: "Praying for Peace" in Partnership with Overseas Offices

Jointly with the Okinawa Prefectural Peace Memorial Museum, a range of public relations activities about peace cooperation were implemented in partnership with the Cambodia Office and Thailand Office.

### Publications

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

The fiscal 2010 editions of *JICA's World* included stories about Japan's international cooperation initiatives, coinciding with the



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



*JICA's World* (English edition)

### Message from Official Supporter

Mr. Tsuyoshi Kitazawa, an official supporter of JICA, visited the Philippines in fiscal 2010. He observed the activities of JICA and Japanese NGOs aimed at tackling waste and environmental issues, including the decline of mangrove forests. More information about his visit is available on JICA's website and public relations magazines in Japanese.



JICA provides support to make recycled products from waste in Philippines, where garbage is posing a grave challenge. Mr. Kitazawa is holding a bag made of plastic straw.

United Nations Millennium Development Goals (MDG) Summit and the events marking the 60th anniversary of the UN Refugee Convention. The magazines also included special features on assistance activities in the areas of railroad and sports to generate interest among people who have had few opportunities to engage in international cooperation.

### Website

(<http://www.jica.go.jp/english/>)

The website provides a wealth of information about JICA's activities as well as about the countries receiving assistance. Additionally, the Japanese website accepts applications for viewing and renting photos of developing countries and JICA's activity sites.

In fiscal 2010, a new Japanese website was launched to provide a wide range of information about ODA activities in an easy to understand format. Many photos of JICA project sites are posted, and creative approaches are employed to enable viewers to understand a project from its beginning to end.

