

# Public Relations Activities

JICA actively engages in wide-ranging public relations activities in Japan and abroad through its headquarters and domestic offices in Japan and over 90 overseas offices.

## Public Relations Strategy and Achievements

To promote further understanding and participation in international cooperation, JICA actively disseminates information, such as global issues, its projects and the outcome, and their impact in Japan, in a way that responds to the interests of a variety of people, including the general public as well as researchers, the media, business persons and others in Japan.

For the general public, JICA distribute information on an issue basis. To be more precise, through the website, stories such as what is the global agenda, how the project addresses global issues, how JICA is going to implement projects to tackle the confronting issues, and what is the project outcome are shared. *JICA's World*, a quarterly magazine in English and monthly in Japanese, contains a special feature about global trends and up-coming international conferences.



JICA's World  
(a monthly magazine in Japanese)



JICA's World  
(a quarterly magazine Spanish edition)

In fiscal 2011, JICA has made improvements in its website to make it easier to understand for users. Information on the top page has been divided between notices and feature stories and different entrances based on each targeted user have been prepared. In addition, the number of projects in the “ODA mieru-ka site” (website for visualization of ODA), which presents information including photos about ODA projects, was significantly increased. This makes public information about JICA's ODA projects even easier to understand. Moreover, to increase the provision of information to Japan's business community, JICA cooperated with a Japanese business magazine company to set up a website for disseminating a special report about Iraq. This site uses streaming video to provide “live” information about current situations and issues in Iraq, the status of Japanese ODA projects, and opportunities for Japanese companies in that area.



JICA website



“ODA mieru-ka site”  
(website for visualization of ODA)

For the media, JICA's headquarters and domestic/overseas offices issue press releases in a timely manner. In addition, JICA organizes media seminars to provide information regarding the current trends of Japanese ODA, based on media interests. Furthermore, JICA provides opportunities for Japanese and overseas media to observe ODA programs implemented in developing countries and training courses conducted in Japan. In fiscal 2011, JICA invited overseas media from nine countries that are highly vulnerable to natural disasters to Japan. These individuals heard a lecture on Japan's disaster prevention and reconstruction activities. They also visited the Tohoku region to gather information for reports about the damage inflicted by the Great East Japan Earthquake and reconstruction activities.

For opinion leaders in the media, academia, business sector and other fields, JICA issued a special edition of *JICA's World* to explain the significance and importance of international cooperation for Japan. This edition contains a story about the contribution of ODA to the Japanese economy, the realization of “opened reconstruction” after the earthquake in the Tohoku area, and common urgent issues both in Japan and overseas.



Overseas media listen to residents of an area affected by the Great East Japan Earthquake.

Twitter, which JICA started in fiscal 2010, is used for the provision of information to as many people as possible about various subjects ranging from specialized topics to events in which anyone can participate.

For the overseas audience, JICA is strengthening its information dissemination through its website and English magazines. In fiscal 2011, the Central and South America feature section of the English *JICA's World* was translated into Spanish and Portuguese and widely distributed.

### Public Relations Initiatives of Domestic and Overseas Offices

JICA offices in Japan and overseas conducted a variety of public relations initiatives in fiscal 2011.

#### Egypt Office: Protection for the cultural heritage of ancient Egypt

JICA is providing assistance for construction of the Grand Egyptian Museum, which will replace the Cairo Antiquities Museum, which had become too old to use. JICA responded to many media inquiries when a JICA team measured the Golden Mask of King Tutankhamun. JICA has also distributed photographs regarding its assistance for preservation activities and installed Japanese-language explanation panels at the Tutankhamun Corner of the Grand Egyptian Museum for the first time. This helps make tourists from all over the world understand the assistance provided by Japan.



JICA experts and the Golden Mask of King Tutankhamun

#### JICA Okinawa: Public relations activities for the center's 25th anniversary

When JICA Okinawa reached its 25th anniversary, a strategic public relations program was implemented that took full advantage of the network established with the media over the years. The program was based on the concept of "an international relationship center for the people of Okinawa." JICA cooperated extensively with a local TV broadcast and held a meeting for discussions with Okinawa media companies. These activities helped increase the number of people participating in the anniversary event as well as media exposure.

## Naoko Takahashi Named JICA Official Supporter

The purpose of JICA Official Supporters is to use well-known people to tell the public about how JICA's cooperation helps solve various issues in developing countries. In September 2011, Naoko Takahashi, the women's marathon gold medalist at the Sydney Olympic Games, became the third Official Supporter, in addition to professional tennis player Kimiko Date-Krumm and Go Kitazawa, a former member of the Japan national soccer team.



Ms. Takahashi at the press conference announcing her installment as a JICA Official Supporter

Her first visit was Myanmar, which is making rapid progress of democratization. While there is high expectation for strong economic growth, the country needs to improve care for disabled and other socially vulnerable people. She inspected JICA's on-going projects to encourage social participation of hearing-impaired people and to strengthen rehabilitation programs for cerebral palsy patients and other physically challenged people.

In fiscal 2011, Mr. Kitazawa visited Cambodia and Laos. He saw Japan's demining program in Cambodia. In Laos, he learned about the unexploded ordnances problem and visited the field of removal operations. After returning to Japan, he had opportunity to participate in a symposium as a speaker in Okinawa, where the problem of unexploded ordnances remains. Mr. Kitazawa made a speech on the casualties caused by land-mines and unexploded ordnances in Cambodia and Laos. He also sent messages for the audience to raise their awareness of the problem of unexploded ordnances, which is occurring among many countries, even in Japan as well.



Ms. Takahashi talks with people of Myanmar.



Mr. Kitazawa inspects activities to eradicate land-mines in Cambodia.