

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 outcomes, 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.

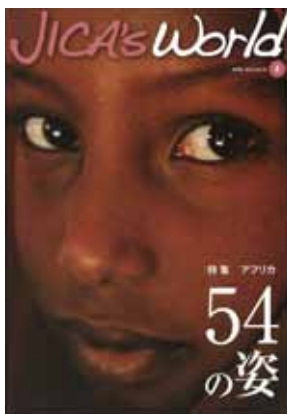
For the general public, JICA distributes information on an issue basis. The goal is to promote an understanding of the importance of international cooperation and results of this cooperation. To accomplish this goal, JICA uses its website and stories about subjects such as the global agenda, how the project addresses global issues, how JICA is going to implement projects to tackle issues, and what the project outcomes are. A quarterly magazine in English and a monthly magazine in Japanese contain a special feature about global trends and upcoming international conferences. In addition, the number of projects in the “ODA mieruka site” (website for visualization of ODA), which presents information including photos of ODA projects, was significantly increased. This makes public information on ODA projects even easier to understand.



JICA website



“ODA mieruka site” (website for visualization of ODA)



JICA's World (a monthly magazine in Japanese)



JICA's World (a quarterly magazine Arabic edition)

Several international conferences took place in Tokyo in fiscal 2012. For instance, there were conferences such as the Sixth Pacific Islands Leaders Meeting (PALM), the Tokyo Conference on Afghanistan and the World Bank IMF General Assembly. JICA's activities are very closely associated with these conferences. JICA used its website and publications to provide information in a format that is even easier to understand about projects, international conferences and other subjects.

Moreover, JICA utilized the Fifth Tokyo International Conference on African Development that was held in June 2013 to provide information about business opportunities in Africa to Japan's business community. JICA set up a website in cooperation with a private business magazine company for a special report about Africa. This site uses streaming video to provide “live” information about current situations and issues in Africa, the outcomes of Japanese ODA projects, and opportunities for Japanese companies in that area.

In response to the growing number of methods such as SNS for acquiring information, JICA is using Facebook, Twitter, YouTube, Ustream and other media to distribute information. Using these channels made it possible to give even more people access to information about JICA's activities.

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.



Visitors hear an explanation of a water purification unit that is combined with a bicycle.

In fiscal 2012, JICA invited 15 individuals from media companies in 10 countries to Japan to find out how Japanese technology contributes to solving issues in developing countries. The visitors saw Japan's advanced operating and management techniques for expressways, railways and other infrastructure components. They also interviewed people at SMEs in Japan that are aiming to both solve issues of developing countries and start overseas operations.

For opinion leaders in the media, academia, business sector and other fields, JICA issued a special edition of a magazine to explain the significance and importance of international cooperation for Japan. This edition contains a story about global human resources development.

For the overseas audience, JICA is strengthening its information dissemination through its website and English magazines. In fiscal 2012, the Arab Spring feature section of the English magazine was translated into Arabic 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 2012.

When the Tokyo Conference on Afghanistan took place in July 8, 2012, JICA's headquarters, Afghanistan Office and branch offices in Japan worked together to conduct public relations activities. From late May to the middle of June, various events were held throughout Japan to conduct outreach activities to the public about this conference. In addition, JICA incorporated Afghanistan feature articles in its website and publications and issued a brochure called "Afghanistan & JICA." This activity was structured to cover issues in Afghanistan and assistance provided by JICA. Furthermore, JICA Research Institute published "Afghanistan and Japan: Working Together on State-Building and Development." The book explains the human side of projects in Afghanistan, such as activities of experts in the country who are working on the revitalization of Afghanistan. JICA distributed the book to prominent individuals in this field and the public. Starting in the middle of June there was a seminar for reporters and prominent individuals and others. Prior to the conference, there was a symposium for the public and the support to collect news materials for the Japanese media in Afghanistan. Overall, JICA used many methods to distribute information about the conference.

JICA Official Supporter

The purpose of JICA Official Supporters is to share with the public stories on how JICA's cooperation helps solve various issues in developing countries. A professional tennis player Kimiko Date-Krumm, Go Kitazawa, a former member of the Japan national soccer team, and Naoko Takahashi, the women's marathon gold medalist at the Sydney Olympic Games, are assigned as Official Supporters and at work.



Children in El Salvador learn about disaster prevention and responses.

Mr. Kitazawa, who was a key player of Japan national football team, has visited more than 20 developing countries. In fiscal 2012, he went to Timor-Leste, which became independent in 2002. He saw agricultural assistance concerning rice production technologies and agribusiness for processing the country's large volume of coconuts to make products. During the stay, Mr. Kitazawa also held his usual soccer classes to interact with children. His visit was covered by news reports in Japan.

Ms. Takahashi, who is the gold medalist of a marathon, went to El Salvador and Nicaragua, her first visit to Latin American countries. She visited projects concerning damage from hurricanes and other natural disasters, prevention and treatment of Chagas disease, and other issues that both countries confront. She also saw the activities of Japan Overseas Cooperation Volunteers (JOCV) involving the rehabilitation of street children in society, environmental education, midwives and many other fields. The visit helped give her a better understanding of the activities of these volunteers. In Nicaragua, a marathon event was held in which Ms. Takahashi ran with about 200 children. She held hands with some children as she ran and cheered on the children until the last one finished, creating strong bonds with the children.

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Children enjoying a marathon in Nicaragua



Mr. Kitazawa views a rice growing project.