

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 at over 90 overseas offices.

● Public Relations Strategy and Achievements

To promote further understanding and participation in international cooperation, JICA actively disseminates information on global issues, its projects and outcomes, and their impacts 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 people, and others in Japan.

For the general public, JICA distributes information to promote an understanding of the importance of international cooperation and the results of this cooperation. 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. In addition, the number of projects on the ODA *mieruka* site, a website for visualizing ODA that presents information such as photos of ODA projects, has significantly increased. This makes public information on ODA projects even easier to understand.

A quarterly magazine in English and a monthly magazine in Japanese contain a special feature about global trends and upcoming international conferences. In fiscal 2013, international conferences in which many heads of state participated were held in Japan, including the Fifth Tokyo International Conference on African Development (TICAD V) and the ASEAN-Japan Commemorative Summit Meeting. JICA's activities are closely associated with these conferences. JICA used its website and publications to provide information about JICA projects, international conferences, and other subjects in a format that is even easier to understand.

JICA set up a website in cooperation with a private business magazine to distribute information on Bangladesh and Pakistan, two countries with high business potential supported by their large young populations, but that have infrequent exposure among Japanese people in their daily lives. This site uses streaming video to provide “live” information about current conditions and issues in these countries, the outcomes of Japanese ODA projects, and opportunities for Japanese companies in that area.

In response to the growing number of methods for acquiring information, such as social networking, 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 as well as domestic and overseas offices issue press releases in a timely manner. In addition, JICA provides information on JICA's recent cooperation activities and other topics by organizing media seminars on issues such as resources and energy, water, disaster prevention, gender, and urban development, or on the regions such as Africa and ASEAN. Furthermore, JICA provides opportunities for Japanese and overseas media to observe ODA programs implemented in developing countries as well as training courses conducted in



The JICA website



ODA *mieruka* site, a website for visualizing ODA



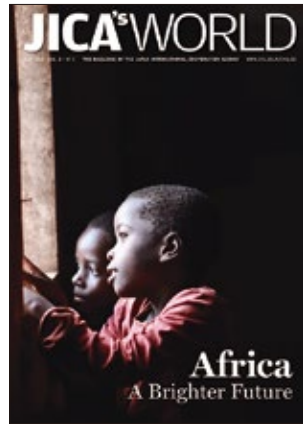
People from developing countries' media outlets visit one of Japan's leading manufacturers' commemorative museums of industry and technology.

Japan.

For opinion leaders in the media, academia, business sector, and other fields, JICA issued a special edition of a magazine featuring support for SMEs in starting overseas operations in order to explain the significance and importance of international cooperation for Japan. In fiscal 2013, JICA invited 13 individuals from media outlets in nine countries to Japan to find out how Japanese technology contributes to solving issues in developing



Mundi, a monthly magazine in Japanese



JICA's World, a quarterly magazine English edition.

countries. The visitors saw the sites where training participants from developing countries were attaining skills along with Japan's advanced operating and management techniques for expressways, railroads, and other components of infrastructure. They also interviewed people at SMEs in Japan that are aiming both to solve issues in developing countries and start overseas operations.

For the overseas audience, JICA is strengthening its information dissemination through its website and English magazines. At the conference sites of TICAD V, held in June 2013, and the ASEAN-Japan Commemorative Summit Meeting, held in December 2013, JICA engaged in information dissemination to the media by widely distributing copies of its English magazines that feature Africa and ASEAN regions.

● **Public Relations Initiatives of Domestic and Overseas Offices**

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

Domestic offices worked on communicating activities of the Japan Disaster Relief Team that JICA dispatched when Typhoon Haiyan, called Yolanda in the Philippines, struck that country, by introducing team members' efforts in disaster areas to the media, including those located where the members came from. Also, domestic offices proactively communicated to the local media the studies and projects conducted by Japanese SMEs with assistance from JICA.

Overseas offices' initiatives focused on communication to the local media and building relationships with local opinion leaders. As part of such initiatives, interviews between the chief representatives of JICA's overseas offices and incumbent or former government ministers were held in Thailand, the Philippines, Viet Nam, Cambodia, and Laos, and the interviews were posted on JICA's website as articles both in Japanese and in English.

JICA Official Supporter



Mr. Kitazawa visits a disaster-prevention project site in Brazil.

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 former member of the Japan national soccer team, Tsuyoshi Kitazawa, along with the women's marathon gold medalist at the Sydney Olympic Games, Naoko Takahashi, are assigned as Official Supporters and are at work.

Mr. Kitazawa, who was a key player on Japan's national football team, has visited more than 20 developing countries. In fiscal 2013, he went to Brazil, which was preparing to host the 2014 FIFA World Cup. The sites he visited included those where cooperation is provided for disaster prevention for risks such as landslides, for the Project on Implementation of Community Policing Using the Koban (Police Box) System, and for environmental conservation and rehabilitation through dissemination of agroforestry systems. Mr. Kitazawa also held his usual soccer classes to interact with children. His visit was covered in news reports in Japan.

Ms. Takahashi, the gold medalist in the 2000 Olympic marathon, went to Indonesia and the Philippines. In Indonesia she looked into a pump station with a flood prevention function as well as the Project on Nationwide Capacity Development of Police Officers for POLMAS Indonesian Civilian Police Activities. In the Philippines she looked into the Capacity Enhancement of Mass Transit Systems in Metro Manila Project, with expected results that include reduction of traffic congestion and air pollution, as well as a river-channel improvement project for disaster prevention.

Furthermore, in Makassar in South Sulawesi, Indonesia, Ms. Takahashi held a marathon clinic and ran with many local athletes. As well as teaching running skills, she also helped the participants experience the level of speed she achieved when she set the world record, and created strong bonds with the athletes who participated in the event.



Ms. Takahashi rides a Mass Transit Systems train in the Philippines.



Ms. Takahashi holds a marathon clinic in Makassar in South Sulawesi.