

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, such as the 60th Anniversary of Japan's ODA and the World Assembly for Women in Tokyo, WAW! Tokyo 2014.

In March 2015, following the Third UN World Conference on Disaster Risk Reduction, held in Sendai City, a special number of the JICA magazine was issued to introduce the outcomes of Japan's disaster prevention and reduction efforts to opinion leaders in the fields of media, academia, and economics.

In response to the growing number of methods for acquiring information, such as social networking, JICA continues using Facebook, Twitter, YouTube, Ustream, and other media to distribute information.

For the overseas audience, JICA is strengthening its information dissemination through its website and English magazines. At the venues of international events such as WAW! Tokyo 2014, held in September 2014, and the Symposium Commemorating the



mundi, a monthly magazine in Japanese



JICA's World, a quarterly magazine in English

JICA Official Supporters



Mr. Kitazawa, and a Senior Volunteer instructing on a quality control method at a technical high school in Mexico.

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

Mr. Kitazawa visited Mexico in September 2014. With a population of about 18,000 Japanese Mexicans, the country has a profound connection with Japan, and Mr. Kitazawa witnessed the continuous ties between the countries. He was invited to the ceremony for the completion of a project for the National Center for Actualization of Industrial Technical Education (CNAD), which has a long history of cooperation with JICA, and he also participated in the workshop by a Senior Volunteer who disseminated the *Kaizen* (improvement) activities in Mexico. Mr. Kitazawa also visited a local manufacturer that supplies automobile parts to Japanese automakers in the country. He found that the *Kaizen* efforts have been important not only for Mexico but also for Japanese companies there.

Ms. Takahashi visited Viet Nam and the Maldives in January 2015. In Viet Nam, she toured a series of ODA Loan projects, including the international terminal building at Noi Bai International Airport in Hanoi and the Vietnam-Japan Friendship Bridge (the Nhat Tan Bridge). Ms. Takahashi saw for herself that the main transportation artery of Viet Nam has been supported by Japan's cooperation initiatives. In the Maldives, she met a Japan Overseas Cooperation Volunteer (JOCV) serving as a coach for the badminton junior national team, and she saw how volunteers think, struggle, and achieve good results. On one of the islands with a population of 1,000 residents, Ms. Takahashi gave a PE class to pupils together with a volunteer who was the first Japanese volunteer on the island and who today provides physical training instruction. Her visit was broadcast on TV.



Ms. Takahashi visits a Japan Overseas Cooperation Volunteer serving at a rehabilitation center for children with disabilities in Viet Nam.

60th Anniversary of Japan's ODA, in November, JICA distributed the English edition of the magazine, containing a special feature about these events, to foreign media.

For the media, JICA's headquarters as well as domestic and overseas offices issue press releases in a timely manner. In addition, JICA conducts workshops for media workers that cover disaster prevention, education, and health care as well as countries and regions such as the Pacific, South Asia, and Brazil in order to provide information on JICA's recent cooperation trends. Furthermore, JICA provides opportunities for Japanese and overseas media to observe ODA programs implemented in developing countries as well as training courses conducted in Japan.

● Public Relations Initiatives of Domestic and Overseas Offices

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

Domestic offices actively provided the local media with information on international cooperation led by homegrown organizations and individuals, such as assistance for developing countries by local governments or universities in Japan with community-specific know-how and technologies, the studies and projects conducted by Japanese SMEs with assistance from JICA, and activities by Japan Overseas Cooperation Volunteers and Senior Volunteers dispatched to developing countries from local communities. As part of this effort, JICA hosted a seminar where its initiatives in Miyagi Prefecture were introduced to reporters in Sendai City at the Third UN World Conference on Disaster Risk Reduction in 2015. Moreover, in order to help local media understand JICA's efforts in depth, 17 reporters from 10 local media outlets were invited to visit actual cooperation sites in developing countries.

Overseas offices have made efforts at building relationships with local media in each country through carrying out press tours for them to visit JICA's operation sites as well as holding seminars for reporters.

In fiscal 2014, under the theme "Disaster Prevention and Reconstruction," 16 newspaper reporters from 16 Asian and Latin American countries were invited to Japan, and JICA provided an opportunity that allowed them to cover JICA's reconstruction experience and disaster prevention efforts in Kobe, which was affected by the Great Hanshin-Awaji Earthquake in 1995, as well as the current situation and reconstruction activities in Miyagi Prefecture, where the Great East Japan Earthquake struck four years ago.



Nantokashinakya Project Efforts from the Fifth Year

The Nantokashinakya Project (Nan-Pro), which was started in July 2010, is promoting international cooperation through public participation. The aim of the project is to expand awareness, understanding, support, action, and participation in international cooperation. The project shares information on organizations involved in international cooperation, such as domestic citizens' groups, local governments, government agencies, educational institutions, international organizations and corporations, in order to spread the concept like waves through society at large.

Creating Opportunities to Meet as Many People as Possible

Nan-Pro created a series of events to meet a lot of people in fiscal 2014. For example, in conjunction with the Fair Trade Week in May, Nan-Pro organized "Fair Trade Cafe" at 3x3 Labo (San San Labo) in Marunouchi, Tokyo, to set up a spot sale of products with the member groups, and also had a talk show and a fashion styling workshop by the guests. In June, Nan-Pro also hosted "Study Tour Expo" jointly with Waseda University. It was a trade show-like event where people could obtain information on study tours in many developing countries. Participants compared details of each study tour to find a suitable tour for their summer vacation.

In summer, Nan-Pro joined the "Nimaime-no-Meishi Summer Festival 2014 — Where NPOs Meet Members of Society," hosted by the NPO Nimaime-no-Meishi (literally, "second business card"). The theme of the symposium was "What needs to be done to let many people know about international cooperation?" About 300 people attended.

In autumn and winter, Nan-Pro participated in a series of events and festivals in various places under the theme of the 60th anniversary of international cooperation. It also joined the annual Global Festa Japan in Tokyo, the World Collaboration Festival in Nagoya, and the One World Festival in Osaka to run booths and also carry out talk shows and music events.

In fiscal 2015, Nan-Pro marks the fifth anniversary of its official launch. While continuing to promote the activities mentioned above, Nan-Pro will further aim to be available for everyone.



Many people visited Nan-Pro's booth at the Global Festa.