

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 Strategies and Achievements

JICA utilizes various means and actively shares information on the current issues in developing countries, trends in the international community, and the international cooperation activities. With 2015 being the 70th anniversary of the end of the war, the Development Cooperation Charter as well as the Sustainable Development Goals (SDGs) were mapped out, and there were also other major movements that received significant domestic and international attention. Taking the opportunities, JICA publicized the events and initiatives.

1. Website and Social Media

JICA's website and social media feature the issues in developing countries, Japan's advantage in solving the issues and specific past achievements, while also introducing the stories of people engaged in JICA projects.

In addition, about 3,500 articles have been posted so far on the ODA mieruka site, a website for visualizing ODA that presents information such as photos of ODA projects to help Japanese people understand JICA's cooperation activities.

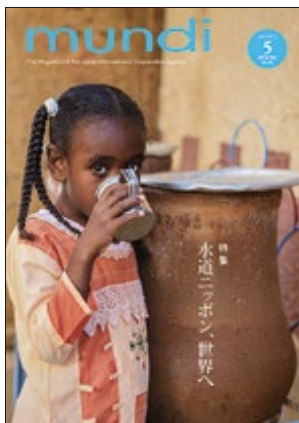
Strengthening the utilization of social media, JICA also provides useful information almost every day through Facebook, Twitter, YouTube, Ustream, and other types of social media.

2. JICA Monthly Magazine *mundi*

The JICA monthly magazine *mundi* contains a special feature about global trends and upcoming international conferences. Specifically, this magazine introduces JICA's initiatives, for example, by covering sports events for the Rio de Janeiro Olympics and focusing on Africa for the Tokyo International Conference on African Development (TICAD).

3. For the Overseas Audience

JICA is strengthening its information dissemination through its website and English edition of the magazine *JICA's World*. On



mundi, a monthly magazine in Japanese



JICA's World, a quarterly magazine in English

the occasion of the G7 Ise-Shima Summit and other international conferences, JICA helped create photo panels and movies of project achievements for media workers.

4. For the Media

For Japan's media, JICA's headquarters as well as domestic and overseas offices issue press releases in a timely manner. In addition, JICA conducts workshops for journalists that cover climate change countermeasures and health care as well as countries and regions such as Central Asia and Africa. For overseas media, under the theme "Disaster Restoration and Prevention," 18 media workers from nine countries in Asia and Latin America were invited to Japan, and JICA provided an opportunity that allowed them to cover JICA's support for disaster prevention activities and experience of restoration from

JICA Official Supporters

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 working as JICA official supporters since 2004 and 2012, respectively. The purpose of JICA official supporters is to share with the public on how JICA's cooperation helps to solve various issues in developing countries.

Mr. Kitazawa visited Cambodia in 2015 and observed Japan's contributions to boosting the popularity of soccer in the country. Ms. Takahashi visited Laos to learn about the world's worst situation in unexploded ordinance as well as JICA's assistance in sports for the challenged. They learned about the up-to-date situation and JICA's support in these developing countries, and their visits were broadcast on TV.



Mr. Kitazawa interacting with the students of the National Football Academy in Cambodia



Ms. Takahashi talking with a visually challenged athlete in Laos

the 1995 Great Hanshin-Awaji Earthquake as well as the current situation and reconstruction activities in the areas affected by the Great East Japan Earthquake in 2011.

5. Events

Under the main theme “The 50th Anniversary of Japan Overseas Cooperation Volunteers,” JICA, the Ministry of Foreign Affairs, and NGOs jointly hosted various international cooperation events in fiscal 2015. In addition, there were about 101,300 visitors to Global Festa Japan in Tokyo, 78,000 visitors to World Collaboration Festival in Nagoya, and 24,000 visitors to One World Festival in Osaka.

6. Japan Brand

Japan’s unique know-how, experience, and technologies born in Japan and cultivated in the field of international cooperation have contributed to the growth of many developing countries. In fiscal 2015, JICA announced “Japan Brand” in international cooperation, which contains problem-solving techniques, concepts of project models, and examples of practical cases in the fields of maternal and child health, disaster risk reduction, safe water, and so on. JICA shares these ideas and approaches with overseas countries as “Japan Brand” brochures.

7. Collaboration with the Media

JICA utilizes a cross-media approach with the cooperation of Mr. Akira Ikegami, a Japanese famous journalist. The topics mainly discussed were the future of ASEAN integration and the roles of ODA, focusing on the ASEAN Economic Community, founded in December 2015. The approaches included holding public symposiums, broadcasting a four-year anniversary special program of Future Century Zipangu (TV Tokyo) in December, publishing articles in the *Nikkei Business* magazine (New Year edition), and contributing online articles on ASEAN countries (Nikkei Business Online; January to March). These initiatives received great responses from Japanese citizens.

● Initiatives by Domestic Offices

Domestic offices actively provide the local media with information on international cooperation led by local governments, universities, SMEs, Japan Overseas Cooperation Volunteers, and other local organizations and individuals. Moreover, in order to help local media understand JICA’s efforts in depth, 19 media



“Japan Brand” brochures

workers from 14 local media outlets were invited to visit actual cooperation sites in developing countries.

● Initiatives by Overseas Offices

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 cooperation sites as well as holding seminars for reporters from Japanese media overseas.



Nantokashinakya Project

The Nantokashinakya (We Need to Do Something) Project, so-called Nan-Pro, which was started in July 2010, is promoting international cooperation through public participation. In this project, NGOs, international organizations, governmental agencies, private companies, local governments, and educational institutions collaborate to share with all of society the need for international cooperation. It is also expected to spread public action for international cooperation like waves through society at large.

Making People Feel Closer to International Cooperation

The Nantokashinakya Project is operated by the Japan NGO Center for International Cooperation (JANIC), the United Nations Development Programme (UNDP) Representation Office, and JICA. In partnership with more than 130 celebrity members and over 270 member organizations that agree with the concept of Nan-Pro, this project shares information on the situation in developing countries and opportunities related to international cooperation.

In the summer of 2015, this project marked its fifth anniversary. Since the autumn, JICA has been making efforts to help young people in their teens and twenties become more familiar with the Nan-Pro activities. The website design and user interfaces were renovated so that the website will be more user-friendly for smartphone users. In addition, a new column, “Sekaigamieru Topics” (literally, Topics to See the World), was added to the website to help visitors get various information on developing countries. As a result of strengthening the utilization of SNS, Nan-Pro Facebook has more than 30,000 fans today.

In 2015, actress sisters Alice and Suzu Hirose were invited to be Nan-Pro members. Ms. Alice Hirose visited the Philippines. Her visit to project sites related to fair trade was broadcast on TV. After returning to Japan, she attended a public event in August to speak about her experience in the country. Having many young fans, the event greatly encouraged them to learn about fair trade.



Ms. Alice Hirose at a meeting on fair-trade products at the site of Salt Payatas, a Nan-Pro NGO member organization in the Philippines