

Public Relations Activities

From its headquarters as well as its domestic and overseas offices, JICA disseminates information concerning its programs and projects together with challenges facing developing countries and their relations with Japan through various media and activities.

In fiscal 2017, JICA launched a unified PR initiative that focuses on a specific topic for a specific period. The topics focused on were the 50th anniversary of the Association of Southeast Asian Nations (ASEAN) in August and Universal Health Coverage (UHC) in December.

● Website and Social Media

JICA's website and social media present issues surrounding developing countries, JICA's initiatives together with outcomes, and other features based on actual cases. JICA takes advantage of social media such as Facebook, Twitter, and YouTube to provide useful information not only in Japan but also abroad.

● JICA Magazines

The JICA monthly Japanese magazine *mundi* and its quarterly English magazine *JICA's World* contain special features on timely topics, including the latest and upcoming international conferences. These magazines also introduce JICA's initiatives on some of the challenges that are attracting growing attention. Assistance for refugees, businesses tackling the Sustainable Development Goals (SDGs), and people engaged in international cooperation were among the topics featured in fiscal 2017.

● For the Media

JICA's headquarters and domestic offices issue press releases on specific assistance operations. They also hold workshops on specific topics. The headquarters focuses on support activities that are characteristic of Japan as well as innovative activities by JICA. Domestic offices, on the other hand, focus on assistance chiefly extended by local governments, universities, small and medium enterprises (SMEs), and Japan Overseas Cooperation Volunteers (JOCVs) in respective localities.

For overseas media, JICA overseas offices issue press releases, hold workshops, and organize press tours to JICA's cooperation sites. In fiscal 2017, JICA invited newspaper reporters from 10 Southeast Asian countries to Japan on the occasion of the 50th anniversary of ASEAN, thus providing them with the opportunity to report on Japanese technology and experience.

● Events

JICA introduces its activities directly to the general public at international cooperation events such as Global Festa JAPAN, an annual event held in Tokyo, among others. JICA organizes such events of various kinds in Japan and abroad either independently or jointly with the Ministry of Foreign Affairs, local governments, universities, and NGOs, drawing

many visitors.

● JICA Official Supporters

Mr. Tsuyoshi Kitazawa, a former member of the Japan national football team, and Ms. Naoko Takahashi, the women's marathon gold medalist at the Sydney Olympic Games, have been working as JICA official supporters. They visited Colombia and Viet Nam, respectively, in fiscal 2017. They learned about the realities in these developing countries and JICA's various activities to address them, and their visits were extensively covered and reported by the media.



Nantokashinakya Project

The Nantokashinakya Project (*nantokashinakya* means "We need to do something" in Japanese), called Nan-Pro, is to promote international cooperation through public participation. The project is jointly operated by the Japan NGO Center for International Cooperation (JANIC), the United Nations Development Programme (UNDP) Tokyo Office, the United Nations Information Centre (UNIC) Tokyo, and JICA. In partnership with celebrity members and 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.

To reach out to young people, Nan-Pro places more focus on the entertainment aspect. By aligning promotional events with web- and SNS-based PR, the project tries to stimulate interest in and action for international cooperation in society at large. In fiscal 2017, Nan-Pro placed special emphasis on explaining the SDGs in plain language.



Mr. Ichiro Yatsui, a Japanese entertainer, on his visit to a JOCV at work in Sri Lanka in a series reporting on the SDGs. In this series, Mr. Yatsui interviewed officials at NGOs, UN agencies, and businesses engaged in the SDGs and collaborated with a well-known YouTuber.