

Section 3



Diplomacy with the Support of the Public

Overview

(Proactive communications to the Public)

Public understanding and support are indispensable for the smooth implementation of Japan's foreign policy. As such, providing prompt and clear explanations on the policy details and on the role of government is crucial. Accordingly, the Ministry of Foreign Affairs (MOFA) is committed to enhancing the structure of public relations, using all forms of media, lectures, and publications in an agile and effective manner.

To provide information in a timely fashion, regular press conferences are conducted by the Minister for Foreign Affairs, the State Minister for Foreign Affairs, or the Press Secretary, while extraordinary press conferences are held as necessary. MOFA releases statements by the Minister for Foreign Affairs or Press Secretary announcing the stance of the Government of Japan on specific issues, and issues press releases that provide information on MOFA's activities. In addition, the Minister, State Ministers, and Parliamentary Vice-Ministers explain the Government's foreign policies directly to the public through appearances on TV and by means of other media. MOFA also assists in facilitating reporting activities of the diplomatic events.

MOFA's official website swiftly distributes information about diplomatic activities of the Prime Minister and the Foreign Minister,

and provides the latest and basic information on Japan's foreign policy and international affairs. MOFA also communicates through various social media platforms including Facebook, Twitter and YouTube.

MOFA organizes speeches by the Minister for Foreign Affairs to promote public relations through dialogue with Japanese nationals and holds various lectures by its officials at international exchange organizations, universities and high schools nationwide to promote understanding of Japan's foreign policy and the international situation, as well as to cultivate the next generation of Japanese leaders. Moreover, MOFA strives to improve two-way communication with the public through such public consultation initiatives as receiving comments and opinions on its official website.

(The Declassification of Diplomatic Records)

To further enhance the public understanding of and confidence in Japan's foreign policy, MOFA established the "Committee for the Promotion of the Declassification of the Diplomatic Records" actively engaging itself in the smooth transfer of records and in their declassification. In addition, MOFA has been engaged in efforts to facilitate the public of the diplomatic documents in accordance with the Public Records and Archives Management Act.

(Strengthening Foreign Policy Implementation Structure)

Amid rising number of the diverse diplomatic challenges, it is vital to strengthen the foreign policy implementation structure, which is the basis of diplomacy. MOFA is continuing its efforts to strengthen the foreign policy implementation structure, while allocating its limited resources to high priority areas in order to promote flexible diplomacy that can respond appropriately to the changes in both domestic and international situations.

With regard to the diplomatic missions overseas, which are overseas bases for Japanese diplomacy, MOFA established Embassies in the following six countries in January 2016: the Maldives, the Solomon Islands, Barbados, Tajikistan, Turkmenistan and Moldova. MOFA also established as well as Consulate-Generals in the following two cities in January 2016: León (Mexico) and Hamburg (Germany). However, the number of the diplomatic missions overseas remains smaller than those of other major countries. MOFA is therefore committed to strategically improving this situation.

The number of staff members at MOFA is relatively small compared to that of other major countries. In order to better respond to the complex diplomatic challenges and make international contributions comparable to other major countries, it is necessary to increase the number of staff members. At the same time, the training system should be strengthened to improve ethics and expertise, foreign language ability as well as public relations and intelligence skills of each individual diplomat. MOFA continues its efforts to ensure the necessary foreign policy implementation structure while further streamlining said structure.

MOFA included 685.4 billion yen in the

budget for FY2015 to support the foreign policy implementation structure as well as promote diplomacy from the view point of Proactive Contribution to Peace at the 70th anniversary of the end of World War II.

(Role of Intellectuals in Diplomacy)

As is referred to in the National Security Strategy (approved by the Cabinet in December 2013), expanding the intellectual base for Japan's diplomacy and security and promoting diplomacy that involves a broad range of people will lead to a strengthening of Japan's diplomatic power in the middle-to long-term. Therefore, MOFA will deepen collaboration with domestic think tanks in the diplomacy and security fields, strengthen their development and reinforce support, and actively make use of the insights of private sector intellectuals.

1 Proactive Communications to the Public

(1) Information Provision through Domestic Media

MOFA has committed itself to appropriate information provision through various media, such as newspapers, television and the Internet in order to gain the understanding and support of Japanese nationals for Japan's foreign policy. In particular, the press conferences of the Foreign Minister are open to various media including Internet media and the records and videos of the press conferences are posted on the website of MOFA. On the occasion of overseas visits by the Prime Minister or the Foreign Minister, information is sent from the visited countries so that the people can easily trace and understand the processes and outcomes. In addition, MOFA carries out information provision and cooperation for media coverage



A regular press conference by Foreign Minister (MOFA, Tokyo)

Dissemination of Information through Press Conferences

Minister for Foreign Affairs	110 times
State Minister for Foreign Affairs	5 times
Press Secretary	23 times
Total	138 times

*From January 1 to December 31, 2015 Text on MOFA web site

Dissemination of Information through Documents

Statements by the Minister for Foreign Affairs	27 times
Statements by Press Secretary	56 times
Press releases by the Ministry of Foreign Affairs	1,353 times
Total	1,436 times

*From January 1 to December 31, 2015 Researched by MOFA

in various forms, which include transmission of information on foreign policy using email newsletters, provision of information on foreign policy to local media, and interviews of high-level officials of MOFA by newspapers of their hometown.

When factual errors and insufficient information are reported by the media, MOFA will submit an appeal for correction when it is deemed necessary and will contribute its views or post its views on the website of MOFA upon announcement at a press conference. These are all efforts to gain an accurate understanding of Japan's approach and stance domestically and internationally.

(2) Information Provision through the Internet

MOFA actively works on provision of information through the Internet using websites and social media in order to garner understanding and support for Japan's foreign policy from Japanese nationals and from the international community.

MOFA's Japanese website swiftly distributes information about diplomatic activities of the Prime Minister and the Foreign Minister, and provides the latest news on such as Japan's foreign policy and international affairs. Furthermore, MOFA posts a wide range of contents including "Easy Ways to Understand International Situations," which explains international situations in an understandable manner, and "MOFA for Kids" for the students of elementary and junior/senior-high schools.

Regarding MOFA's English website as an important tool for public diplomacy, MOFA has enhanced the function of sending messages in English pertaining to Japan's foreign policies and Japan's positions on international affairs. Information is also available through the websites of Japanese embassies and consulates-general overseas in local languages.

With regard to social media, in addition to Facebook and Twitter, MOFA uses YouTube for providing videos (in 10 languages) on Japan's foreign policy.

(3) Dialogue with Japanese nationals

MOFA promotes "Public Relations through Dialogue with Japanese nationals" to provide the people of Japan with an opportunity to directly talk to the Foreign Minister and its officials.

As a part of such opportunities, MOFA holds "Talk to the Minister" to give explanations on Japan's foreign policies and the principles



MOFA's website



Official Facebook of MOFA



MOFA for Kids



Video concerning Japan's foreign policy

and other themes in which the people have much interest and give candid answers to the questions and opinions of the participants.

MOFA is committed to using various occasions to promote understanding of foreign policies and international affairs. For instance, MOFA organizes lectures by its officials at international exchange organizations, universities and high schools throughout Japan, through “Lecture on the International Situation,” “Diplomatic Talks,” and “Talks for High School Programs.” It also holds the “International Issue Presentation Contest” for university students and debate sessions between university students and young officials of the ministry through “Dialogue with Students,” as well as providing opportunities for young students to visit MOFA (“Visits by elementary, junior and senior-high school students to MOFA.”).

Japan's ODA policies and specific measures are introduced to the public through various symposiums, lectures and “ODA Delivery

Number of Lectures on Various Topics Offered by the Ministry and the Number of Visits to the Ministry by Elementary and Junior/Senior-High School Students

Lecture on the International Situations	20 times
Diplomatic Talk	74 times
Talk for High school	122 times
Visits by elementary and junior and senior-high school students to the Ministry	81 times

(*From January 1 to December 31, 2015)



Lecture on the International Situation (September 10, Makuhari Public Hall, Chiba City)



Visits by elementary, junior and senior-high school students to MOFA (May 14)

Lectures” in which the officials from MOFA are dispatched to schools (52 lectures in 2015).

MOFA issues the journal “Diplomacy” with the aim of raising people’s interest in diplomacy through active discussions on foreign policies from a wide range of opinion leaders, including scholars, journalists and NGOs.



Journal on foreign affairs titled “Diplomacy”

In 2015, its main theme was the 70th anniversary of the end of World War II. The journal featured and highlighted various diplomatic issues, such as the Development Cooperation Charter and security, and published a number of papers by prominent experts from around the world.

Moreover, in order to promote further understanding on the organizational structure and foreign policies of MOFA, pamphlets that explain them in an understandable manner were released (in Japanese only). Such pamphlets include “Japan & United Nations,”

“Convention on the Rights of Persons with Disabilities,” “To Make Women Shine,” and “The Job of Diplomacy - We, Living on the Earth (for elementary and junior high school students).” ※English titles are provisional.

In addition to the above, MOFA surveys public opinion through various forms of media, including the website of MOFA, the website of Prime Minister of Japan and His Cabinet, and the electronic governmental Public Comment Procedure (“e-Gov”), as well as through telephone calls, fax messages and letters. Opinions and comments gathered from the public are shared throughout MOFA and used as a reference in policy making and planning.

Number of Public Opinion Communications

By e-mail	101,882 times
By phone	8,267 times
By fax / letter	9,064 times

(*From January 1 to December 31, 2015)

(4) The Promotion of the Declassification of Diplomatic Records and the Information Disclosure

MOFA has voluntarily declassified its diplomatic records at the Diplomatic Archives since 1976. The Rules on the Declassification of Diplomatic Records, which were established in May 2010, stipulates: (1) declassification of diplomatic documents created more than 30 years ago in principle and (2) the establishment of the “Committee for the Promotion of the Declassification of the Diplomatic Records” which is chaired by parliamentary Vice-Minister for Foreign Affairs as well as attended by external experts, to further promote the declassification of diplomatic records and improve its transparency. The number of files which has been transferred to the Diplomatic Archives and made public more since May 2010 reached approximately 25,000 by the end of 2015.

Furthermore, MOFA discloses information pursuant to the Act on Access to Information Held by Administrative Organs while giving considerations to the national security, the relationship of mutual trust with other countries, the impacts on diplomatic negotiations, and the protection of personal information. In 2015, MOFA received 599 requests for disclosure, and the documents totaling 112,143 pages were disclosed.

2 Strengthening Foreign Policy Implementation Structure

While the security environment surrounding Japan is increasingly severe, and diplomatic challenges are diversifying, Japan's foreign policy implementation structure is less sufficient than that of other major countries. As the host country of Tokyo 2020 Olympic and Paralympic Games, it is necessary to enhance the foreign policy implementation structure so that it will be equivalent to that of major countries. In view of this, MOFA is devoted to enhancing its foreign policy implementation structure by reforming the personnel structure and diplomatic missions overseas.

Diplomatic missions overseas, such as Embassies and Consulate-Generals, not only represent Japan but also play a key role in diplomatic areas, such as information gathering on the diplomatic frontline, provision of information to the public overseas, promotion of diplomatic relations, and international contribution. At the same time, they are also responsible for operations directly related to the improvement of benefits for Japanese nationals, such as protecting their lives and safety, providing support for Japanese companies, promoting investment and tourism, and securing energy and other resources.

In January 2016, Japan established Embassies in six countries: the Maldives, the Solomon Islands, Barbados, Tajikistan, Turkmenistan and Moldova. The establishment of Embassies in these six countries is significant for Japan in terms of the following viewpoints.

As for the Maldives, about 40,000 Japanese people visit the country every year. As located on the Indian Ocean sea lane, it has geo-political importance. The Maldives is friendly to Japan, providing consistent support in the international arena.

The Solomon Islands are bestowed with marine resources such as tuna, as well as mineral resources. In addition, it is necessary for Japan to further strengthen the implementation structure for the Recovery and Repatriation of the Remains of Japanese War Dead.

Barbados is located at an important hub of regional transportation in the East Caribbean area. It is also important for Japan for the purpose of further strengthening relations with major countries of the Caribbean Community (CARICOM), which possess an influence, and have a similar stance with Japan in the international arena.

Tajikistan has a long border with Afghanistan, and thus the country is important in terms of anti-terrorist and anti-drug measures, as well as in contributing to the stability of the entirety of Central Asia. Japan has friendly relations with Tajikistan, a trustworthy country in the international arena.

Turkmenistan is a resource-rich country with the world's fourth-largest reserves of natural gas. Japanese companies participate in a development project with a total investment of 18 billion US dollars. It is also important for regional stability since the country shares borders with Afghanistan and Iran.

Moldova is located at a point of strategic

importance between the EU and Russia, and has been working on democratization and market-oriented economic reform. The country is also important from the perspective of keeping a close watch on the regional situation.

Since the need for supporting Japanese companies is increasing rapidly and provision of information to the public overseas in other cities in addition to capitals is needed, Japan established Consulate-Generals in León (Mexico) and Hamburg (Germany) in January 2016. The Consulate-General in León has jurisdiction over the Bajío region, where many Japanese companies mainly in the automobile industry have started business and the number of Japanese nationals has been increasing rapidly in recent years. In Hamburg, the International Tribunal for the Law of the Sea (ITLOS), which plays increasingly important role for the peaceful settlement of maritime disputes in recent years, has its seat. Also, some of German prominent media companies have the headquarters in Hamburg.

As of FY2015, the number of the diplomatic missions overseas is 215 (145 Embassies, 62 Consulate-Generals and 8 Permanent Missions). The number is still fewer than that

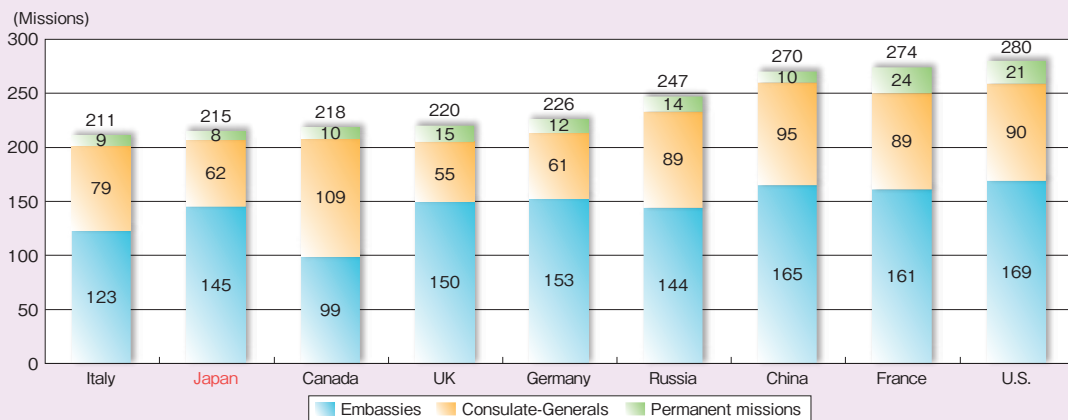
of other major countries such as the U.S. (280) and China (270).

In FY2016, based on the idea that it is essential to further strengthen the foreign policy implementation structure, Japan will establish Embassies in four countries: Samoa, Albania, the Former Yugoslav Republic of Macedonia (FYROM), and Mauritius.

Samoa has the largest population in the Polynesian region and is one of the major countries in the region. Samoa has secretariats or regional offices for international organizations: the Secretariat of the Pacific Regional Environment Programme (SPREP), the Food and Agriculture Organization of the UN (FAO), and the UN Educational, Scientific and Cultural Organization (UNESCO). Samoa is important as the center of information gathering and disseminating communication in the region and for its sea-lane location.

Albania is the base for Albanians, who widely live in the southern part of the West Balkans (The total population of Albanians in the region is about 6 million). Albania has an important role on the stability and development of the region. The strong impact of Albanian immigrants (about 3.5

Comparison of the Number of Diplomatic Missions of Japan with Major Countries



Note 1: Situation as of January 1, 2016.

Note 2: Figures for Japanese missions are scheduled to be 149 Embassies, 63 Consulate-Generals and eight Permanent Missions, 220 in total, as of the end of FY 2016.

million) on Europe and the U.S. and rich mineral resources also give significance to the country.

After independence, the FYROM continues reform efforts, aiming at joining the EU and the NATO. Strengthening the relationship with the FYROM is important for Japan in order to strengthen relations with EU and NATO and information gathering on the EU and the Balkan regions, etc. Japan is one of the biggest donor countries to the FYROM.

Mauritius is a stable democratic country with a good business environment. In the future, it is assumed that the country will attract information and people from abroad as a relay point for investments in Africa. There is a potential for Japanese economic activities.

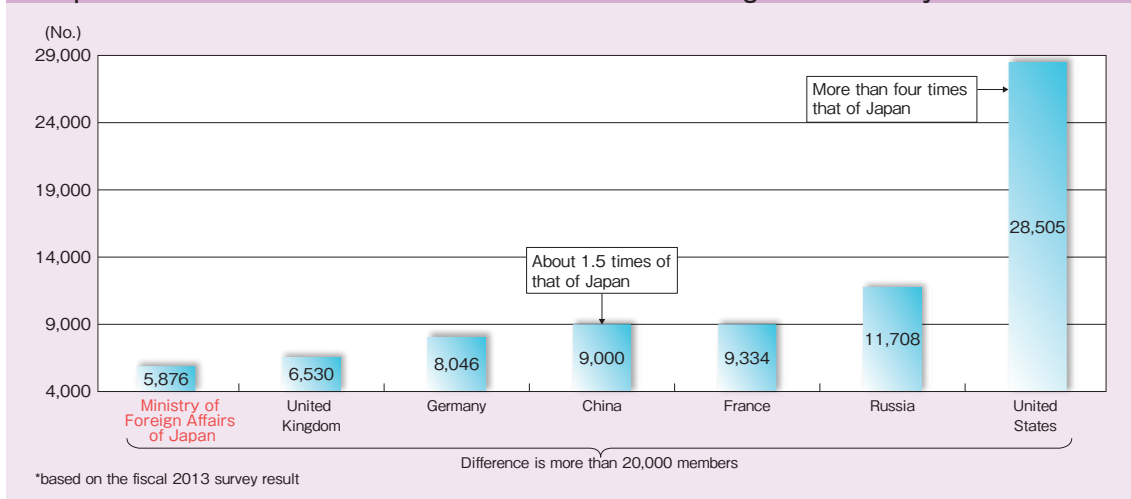
Japan also plans to establish a Consulate-General in Bengaluru, which is a center for the rapidly growing IT industry in India. The number of Japanese nationals and companies in the city has sharply increased.

The current terrorism-related situation is very severe. In recent years, Japanese became victims of terrorism in Syria and Tunisia, etc. ISIL named Japan as one of its targets. Meanwhile, the November 2015 Paris attacks also occurred.

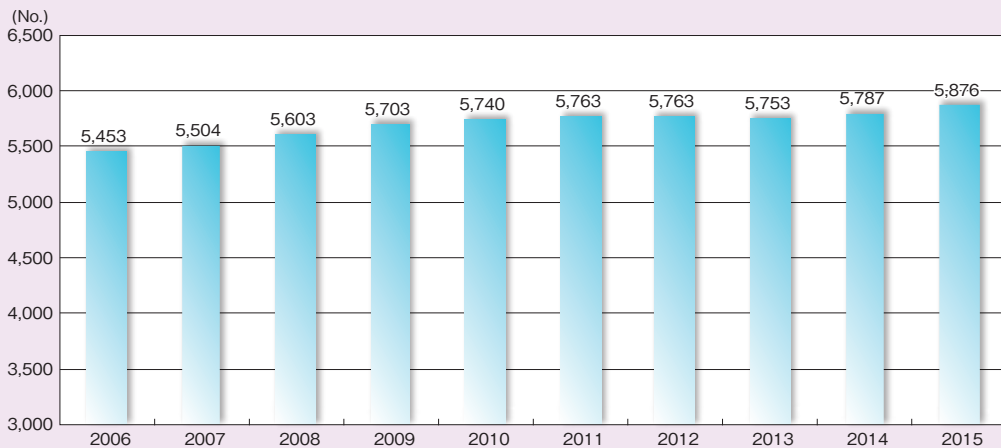
Based on a fact that the threat of terrorism against Japan is real, a “Counter Terrorism Unit - Japan” was launched in December 2015 so that the Government of Japan, as a team with the Prime Minister’s Office as headquarters, can promote efforts to strengthen international counter-terrorism measures, including information gathering.

As for the number of staff members, given the government’s policy to reduce the overall personnel expenses across all ministries in the light of the current severe budget situation, MOFA set the number of staff members to be 5,876 in consideration of the importance of strengthening the foreign policy implementation structure including the implementation of “Japan’s foreign policy that takes a panoramic perspective of the world map” and the promotion of economic diplomacy. This number, however, is still insufficient when compared to that of other major countries. MOFA continues efforts to build a structure suitable for our national power and diplomatic policy. In the meantime, based on the understanding that enhancing the foreign policy implementation structure remains necessary in FY2016, MOFA plans

Comparison of Number of Staff Members At Ministries of Foreign Affairs in Major Countries



Number of Staff Members at MOFA

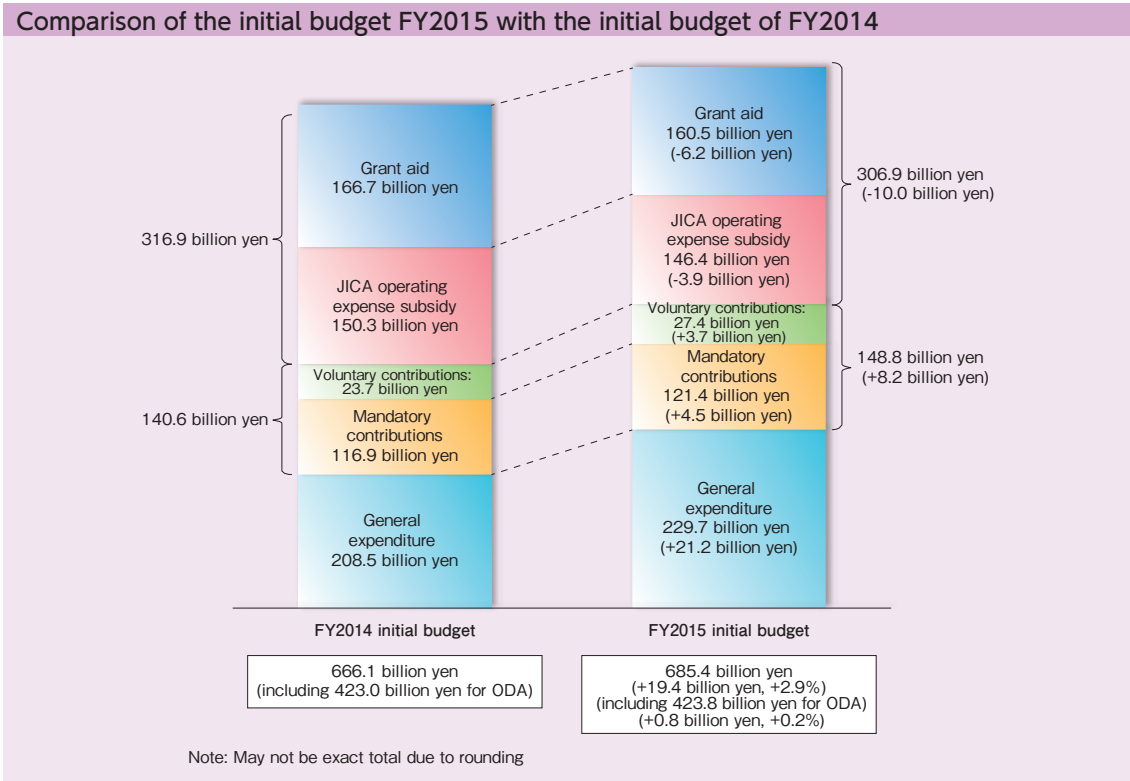


to increase its staff members by 90 persons in order to address important issues such as bolstering safety measures for Japanese nationals overseas and strengthening the functions for gathering terror-related information, further expansion of the “Proactive Contribution to Peace” initiative, and promotion of economic diplomacy and supporting the overseas activities of Japanese nationals, as well as strategic provision of information.

MOFA appropriated a budget of 685.4 billion yen in the budget for FY2015 (an increase of 2.9% from FY2014) to support the foreign policy implementation structure and further strengthen the “Japan’s foreign policy that takes a panoramic perspective of the world map” under “Proactive Contribution to Peace” based on the principle of international cooperation. The total amount of MOFA’s FY2015 supplementary budget was 209.5 billion yen. The budget totaling 186.6 billion yen was allocated as additional financial demand for humanitarian/ counter-terrorism/ society stabilization assistance, including measures to solve refugee issues, and support for responses to global issues including natural disasters and wide-area infections. In addition, a total of

22.9 billion yen is allocated for TPP related measures such as developing the system for the international economic dispute resolution and extending support for overseas operation of Japanese companies and local governments through the use of ODA. By identifying the following key issues and to significantly strengthen the foreign policy implementation structure and dramatically expand ODA to undertake such issues, MOFA’s FY2016 initial government budget proposal appropriated 714 billion yen (an increase of 4.2% from FY2015): (1) bolstering safety measures for Japanese nationals overseas/ strengthening information gathering functions, (2) strategic communication, (3) contribution to global issues based on the policy of “Proactive Contribution to Peace,” and (4) economic diplomacy/ regional vitalization.

In order to promote Japan’s national interests, it is essential to strengthen the foreign policy implementation structure. We will strategically continue to proceed enhancement of foreign policy implementation structure, so that it will be equivalent to that of other major countries, while further streamline the structure itself.



3 Role of Intellectuals, etc. in Diplomacy

In building a future international order in the changing world, it is becoming more apparent that experts from the private sector are able to take initiative in freely conducting policy discussions on a global scale without being bound by the official views of governments, which in return has an impact on the world's opinion, as well as on the policy decisions of each government.

Some of the examples include World Economic Forum (Davos), which has a large influence on international economic policies, and the Shangri-La Dialogue, which provides prominent experts and ministers of the world with an opportunity to discuss Asian security issues.

This tendency is increasing and there is an increasing importance for human resource

development for think tanks (study and research institutions) and the cooperation of experts from such organizations and universities, so that Japan is able to take part in the discussion arenas of major countries.

Based on the understanding that expanding and strengthening the intellectual base on Japan's diplomacy and security and promoting diplomacy that involves a broad range of people will lead to strengthening Japan's diplomatic power in the middle- to long-term, MOFA launched a subsidy scheme for study/ research on foreign policy and security in FY2013 which aims to improve the abilities of think tanks to collect/ analyze/ send information and to recommend policies. The outcomes of the study and research have been used for planning and developing foreign policies. The subsidy scheme continued with its scale expanded in FY2015.