

4. Efforts for Strengthening the Foundations for the Implementation of Development Cooperation in Japan

(1) Efforts for Information Disclosure and Promoting Public Understanding and Support

The Development Cooperation Charter (decided by the Cabinet in February 2015) highlights the importance of gaining public understanding and support for development cooperation.

MOFA and JICA are encouraging public participation in development cooperation at various levels and in a variety of ways including: promotion of discussions and dialogues regarding development cooperation; promotion of development education; information disclosure regarding the current status of development cooperation; and dissemination of relevant information to various regions and a wide range of people. In addition, opportunities are provided for a broad range of Japanese nationals to directly participate in development assistance in developing countries and to experience ODA in the field. At the same time, Japan recognizes the importance

of human resources development, research cooperation, and public-private partnership (PPP) in order to respond appropriately to development issues, which are becoming increasingly diversified and complex. Similarly, it is important to enhance the understanding in the international community towards the concept of Japan's development cooperation, and the cooperation with educational and research institutions, such as universities, as well as NGOs is becoming increasingly important.

Furthermore, ensuring that Japanese assistance is known by many people in developing countries, not only inside Japan, is an essential process for the implementation of ODA projects. Thus, Japanese diplomatic missions and overseas JICA offices are making coordinated efforts to conduct public relations activities in developing countries.

A. Strengthening public relations, information disclosure and information dissemination

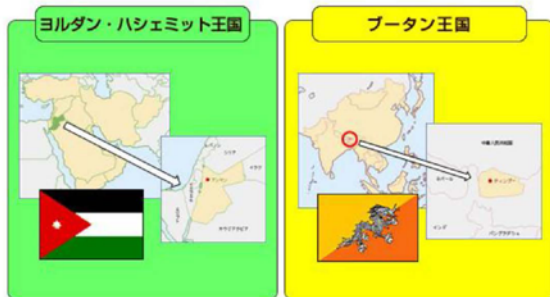
Both MOFA and JICA have websites related to ODA,¹¹ which are linked to each other, in an effort to release and disseminate accurate information to the wider public. In

addition, MOFA publishes an ODA email magazine, which introduces actual stories of experiences and episodes about development cooperation in the field from the staff of Japan's overseas diplomatic missions, members of JICA, employees of NGOs, and employees of private sector companies stationed in the field.

Since FY1993, MOFA has been making efforts to broadcast TV programs to increase Japanese people's interest in international cooperation and enhance their understanding. In 2016 the mini-program "Rediscovering the Good Things about Japan! The Treasures of Japan Recognized by the World" was broadcast on TV Tokyo four times and the special program "If I Change, the Future will Change: Search for the Treasures of Japan that Have Travelled Across the Seas!" was broadcast on the six station network of TV Tokyo. In the program the support to developing countries that is characteristic of Japan was



ODA メールマガジン第 338 号は、新シリーズ「国際機関と開発協力」第 1 弾としてヨルダン・ハシェミット王国から「ヨルダンの治安確保と安全維持のためにー国連プロジェクト・サービス機関 (UNOPS) を通じた日本の支援ー」、シリーズ「周年記念と開発協力」第 2 弾としてブータン王国から「日・ブータン外交樹立 30 周年」、シリーズ「TICAD VI」第 13 弾として JICA 本部から「TICAD VI サイドイベント「ジェンダー平等と女性のエンパワーメントが平和な社会を創るーアフリカにおける取り組みの課題と可能性について議論ー」と、国際協力局政策課から「命のパスポートが国境を越える」日本生まれの母子手帳が、世界中のお母さんの手に渡るまで<<ハフィントンポスト掲載記事>>」をお届けします。



ヨルダンの治安確保と安全維持のために
国際機関 (UNOPS)
を通じた日本の支援ー

An ODA e-mail newsletter published by MOFA. The newsletter introduces support provided by Japan to a wide range of countries. (<http://www.mofa.go.jp/mofaj/gaiko/oda/mail/index.html>).



The logo for the TV program titled "If I Change, the Future will Change: Search for the Treasures of Japan that Have Travelled Across the Seas!"

Note 11: MOFA ODA Website: <http://www.mofa.go.jp/policy/oda>

JICA Website: <https://www.jica.go.jp/english> JICA's ODA Mieru-ka Site: <http://www.jica.go.jp/oda>



“Oriental Radio,” a popular comedy duo in Japan, introduces international cooperation at the GLOBAL FESTA JAPAN held in Odaiba, Tokyo in October 2016.

named as a “Treasure of Japan,” and many “treasures” which were rooted in and appreciated in regions around the world were presented. Furthermore, the program presented how the development cooperation projects are implemented in regions around the world and explained about the significance of providing development cooperation. Aside from TV programs, information on development cooperation was disseminated to the public through various media, including newspapers and websites.

Japan’s largest international cooperation event called Global Festa JAPAN is held every year around the International Cooperation Day (October 6).¹² In 2016, MOFA, JICA, and the Japan NGO Center for International Cooperation (JANIC) co-organized this event at Symbol Promenade in Odaiba, Tokyo on the weekend of October 1 and 2. A total of 269 companies and organizations, including NGOs, international organizations, embassies in Tokyo, companies, and relevant ministries and agencies took part, and approximately 100,000 people visited this event.

In addition, Japan conducts public relations activities overseas to promote a deeper understanding of Japan’s proactive international contribution through ODA. For example, Japan disseminates information while utilizing local news organizations by providing press releases when signings and handover ceremonies related to development cooperation take place. In addition, Japanese overseas diplomatic missions plan site-visit tours to Japan’s development cooperation projects for the local media to provide opportunities for them

B. Website for visualization of ODA

In October 2010, the ODA Mieru-ka Site (a website for the visualization of ODA) was launched within the JICA website to provide an easy-to-understand explanation of the current status of ODA projects and other aspects of the overall flow, and to further increase public understanding and support for ODA. Photographs, ex-ante/ex-post evaluations, and other information are being posted for



The opening ceremony of GLOBAL FESTA JAPAN

to report on Japan’s cooperation. Furthermore, Japanese diplomatic missions host various lectures and create websites, PR pamphlets, and other sources of information both in English and local languages.



The ODA Mieru-ka Site. (a website for the visualization of ODA)

Note 12: International Cooperation Day: On October 6, 1954, a Cabinet decision was adopted regarding Japan’s accession to the Colombo Plan (the first international organization for assistance to developing countries, established following World War II in 1951), leading to Japan’s initiation of economic cooperation. In this connection, October 6 was designated “International Cooperation Day” by the adoption of a Cabinet understanding in 1987.

enriched information, in order to explain project overviews and processes from project formulation to completion with a focus on loan, grant, and technical cooperation projects around the world.

Likewise, the MOFA website publicizes summaries of the status of specific achievements and lessons learned from the past Grant Assistance for Grass-Roots Human

C. Promoting development education

MOFA sends its staff to junior-high and high schools, universities, NGOs and other places to give lectures in order to provide information and explanation about Japan's international development cooperation and ODA. In addition to this, to promote development education, JICA holds the Global Education Contest¹³ (JICA has been the main sponsor since FY2011) in which participants can showcase photos, global education practices and programs that can be utilized for development education. Similarly, to assist development education, in response to requests from schools and other organizations, JICA sends former JOCVs and others as lecturers for the International Cooperation Lecture to speak about life in developing countries and share stories of their experiences, aiming for the promotion of cross-cultural and international understanding. JICA also organizes Visit JICA, which welcomes visits by schools to JICA Global Plaza, Nagoya Global Plaza, and domestic offices. In addition, the International Cooperation Experience Program mainly for high school students and the JICA Essay Contest on International Cooperation for Junior and Senior High School Students are held.

D. On-site ODA experience

Providing as many people as possible with opportunities to experience development cooperation by visiting project sites to see the actual situation of ODA is one of the most effective ways to deepen public understanding of ODA. In this respect, Japan also places much emphasis on support for on-site ODA observation through study tours (e.g. university seminars), and support for sending teachers and officials from local governments to ODA project sites. Additionally, partnership with travel agencies to

E. Promotion of discussion and dialogue

Information sessions are held throughout Japan regarding efforts related to ODA such as supporting SMEs through ODA. Likewise, lectures and symposiums to introduce trends in international cooperation and Japan's efforts are also held to engage in dialogue, as necessary, with the people interested in how foreign policy and ODA should be implemented.

Furthermore, JICA organizes roundtables and lectures

Security Projects and Cultural Grant Assistance projects, including projects which proved to be effective as well as those which proved to be deficient, in order to promote more effective implementation of ODA. Since FY2014, some of the information in these lists has been integrated into each project's page on JICA's *ODA Mieru-ka Site* in an effort to further increase convenience.



A MOFA official delivers a lecture under the theme of "International Cooperation as a Profession – From the Viewpoint of Practical Diplomacy" to approximately 500 students of the Faculty of Law, Hosei University in October 2016.

Furthermore, for teachers, there are various training programs such as the Training Program for Development Education Leaders and the Study Tour Program for Teachers in which teachers are dispatched to developing countries with the aim to utilize such experiences in their lessons.

implement experience tours and observation tours are being strengthened. Furthermore, JICA launched a program called International Cooperation Reporters in 2011, which invites participants from the general public and provides them with opportunities to visit ODA project sites in person and report at various events after returning to Japan. Ten International Cooperation Reporters were sent to Indonesia and Zambia from August to September 2015 and to Senegal in 2016, respectively, to observe Japan's ODA projects in the field.

with representatives from local industries governments, experts, and local university and school officials, utilizing its domestic offices such as regional centers and branch offices. Through these efforts, JICA aims to promote sharing of the experience of international cooperation from the different regions of Japan, thereby promoting regional revitalization.

Note 13: Former name: Development Education/International Understanding Education Contest (renamed in FY2009)

(2) Developing Human Resources and Solidifying the Intellectual Foundations for Development Cooperation

In FY2015, MOFA reformed the existing human resources program and launched the Program for Global Human Resource Development for Peacebuilding and Development to find, train, and develop careers of peacebuilding and development professionals in a comprehensive manner. This program consists of: Primary Course, which provides domestic and overseas training for individuals wishing to pursue careers in the peacebuilding and development fields; and Mid-Career Course, which supports the career advancement of individuals who already have know-how and five or more years of experience in the peacebuilding and development fields. In addition, Career Development Support, which imparts skills and knowledge necessary to be appointed to positions, is offered to individuals seeking employment at international organizations and NGOs in the fields of peacebuilding and development.

Since 1997, JICA has offered internships to graduate students and other individuals who conduct research closely tied to development cooperation, and wish to play an active role in this field in the future. In FY2015, 109 individuals were offered internships at various workplaces, including the worksites of development consultants. Furthermore, based on the 2002 recommendations of the Second Consultative Committee on ODA Reform, the International Cooperation Expert Center was established within JICA in 2003 to offer professionals with specialized knowledge and diverse experience, opportunities to use

their talents at ministries and agencies, JICA, NGOs, and international organizations. As part of this program, JICA provides recruitment information related to international cooperation, human resources registration service, information on various training and seminars, career counseling, and other services on its PARTNER (Participatory Network for Expert Recruitment) website (<http://partner.jica.go.jp/>). In addition, JICA offers the Associate Expert Program and the Capacity Enhancement Training, among other types of training, to develop and secure international cooperation professionals.

Furthermore, the Senior Advisor System allows JICA to be staffed by experts with highly specialized capabilities and abundant work experience in developing countries. The JICA Research Institute, established in October 2008, conducts policy research based on actual experience in development cooperation using internationally recognized methodologies, while communicating with the governments of developing countries and the recipient communities of international development assistance.

In order to make use of Japan's strengths, the government will work with universities and research institutions and strive to reinforce the intellectual foundations to plan and disseminate development cooperation. This may take the form of joint policy research by researchers from Japan and developing countries or intellectual networking of such researchers.