

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 and 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 other means. 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 also 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.

(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” and is 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 use 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 four countries in January 2017: Samoa, Albania, Former Yugoslav Republic of Macedonia (FYROM), and Mauritius. MOFA also established a Consulate-General in Bengaluru (India) in January 2017. 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 addition to the establishment of more diplomatic missions overseas, in order to better respond to the complex international challenges and make international contributions

comparable to other major countries, it is necessary to further increase the number of staff members. At the same time, the training system for staff members should be strengthened to improve the practical knowledge, capability, and foreign language ability of each individual diplomat as well as the enhancement of public relations skills through them. MOFA continues its efforts to ensure the necessary foreign policy implementation structure while further streamlining its organization.

MOFA included 714.0 billion yen in the budget for FY2016 to support the foreign policy implementation structure as well as promote diplomacy on the basis of Proactive Contribution to Peace as the chair country of the G7, as well as one of the non-permanent members of the UN Security Council.

(Role of Intellectuals in Diplomacy)

As is referred to in the National Security Strategy, 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 interaction with 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



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

Dissemination of Information through Press Conferences

| | |
|------------------------------------|------------------|
| Minister for Foreign Affairs | 140 times |
| State Minister for Foreign Affairs | 1 time |
| Press Secretary | 22 times |
| Total | 163 times |

*From January 1 to December 31, 2016 Text posted MOFA website

Dissemination of Information through Documents

| | |
|---|--------------------|
| Statements by the Minister for Foreign Affairs | 19 times |
| Statements by Press Secretary | 50 times |
| Press releases by the Ministry of Foreign Affairs | 1,368 times |
| Total | 1,437 times |

*From January 1 to December 31, 2016 Counted by MOFA

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. 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 in various forms, which include distribution of information by documents such as MOFA press releases, 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 respective hometowns.

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 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 simple ways, 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's website



Official Facebook of MOFA



MOFA for Kids

MOFA has enhanced the function of sending messages in English pertaining to Japan's foreign policies, Japan's positions on international affairs and the varied attractiveness of Japan. Information is also available through the websites of Japanese embassies and consulates general overseas in local languages.

With regard to provision of information through social media, MOFA uses Facebook and Twitter, as well as YouTube.

(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 and other themes in which the people have much interest and give candid answers to the questions and opinions of the participants. In November 2016, Foreign Minister Kishida visited Miyagi Prefecture as part of the new initiative "Local to Global" Project and held the symposium "Dialogue with Foreign Minister Fumio Kishida: Delivering a Message to the World about the Attractiveness and the Strong Recovery of Tohoku," which featured a keynote speech by Foreign Minister Kishida and a panel discussion.

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

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 | 17 times |
| Diplomatic Talk | 59 times |
| Talk for High school | 115 times |
| Visits by elementary and junior and senior-high school students to the Ministry | 122 times |

(*From January 1 to December 31, 2016)



Visit by Foreign Minister Kishida to Miyagi Prefecture under the "Local to Global" Project (November 23, Miyagi Prefecture)



Lecture on the International Situation (June 10, Bandai Community Hall, Niigata Prefecture)

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.").

Moreover, Japan's ODA policies and specific measures are introduced to the public through various symposia, lectures and "ODA Delivery Lectures" for which officials from MOFA are dispatched to schools, etc. (28 lectures in 2016).

MOFA issues the journal "Diplomacy" with the aim of raising people's interest in diplomacy through active discussions on



Visits by elementary, junior and senior-high school students to MOFA: Meeting between the members of the *Mezase Komura Jutaro Juku* (The School for Aspirants to Become the Next Jutaro Komura) organized by the Nichinan City Board of Education, Miyazaki Prefecture, and Parliamentary Vice-Minister for Foreign Affairs Takei (August 23, MOFA, Tokyo)



Journal on foreign affairs entitled "Diplomacy"

Number of Public Opinion Communications

| | |
|-----------------|--------------|
| By e-mail | 83,292 times |
| By phone | 6,689 times |
| By fax / letter | 1,213 times |

(*From January 1 to December 31, 2016)

foreign policies from a wide range of opinion leaders, including scholars, journalists and NGOs. In 2016, it featured the G7 Ise-Shima Summit, the 6th Tokyo International Conference on African Development (TICAD VI), the U.S. presidential election and a variety of other diplomatic events and issues, publishing a large number of papers by famous experts from Japan and abroad, among others.

Moreover, in order to promote further understanding on the organizational structure and foreign policies of MOFA, various pamphlets that explain them in an

understandable manner were released. In particular, for the G7 Ise-Shima Summit, public communication aimed at the Japanese people from all walks of life was conducted including the release of pamphlets before and after the meetings, construction of a summit website, and the installment of a public communication booth at the State Guest House, Akasaka Palace. 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.

(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 28,000 by the end of 2016.

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 2016, MOFA received 543 requests for disclosure, and the documents totaling 166,794 pages were disclosed.

2 Strengthening Foreign Policy Implementation Structure

While the security environment surrounding Japan has become increasingly severe, and diplomatic challenges are diversifying, Japan's foreign policy implementation structure is not sufficient compared to 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. Under such recognition, MOFA is enhancing overseas diplomatic missions such as Embassies and Consulates General, advancing restructuring of the Ministry as well as developing personnel structure.

Diplomatic missions overseas, such as Embassies and Consulates General, 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

Column Messaging through the Foreign Media at the G7 Ise-Shima Summit

As the whole world turned its eyes to the G7 Ise-Shima Summit, the Government of Japan communicated a wide range of messages to the world through direct communication by Prime Minister Abe, Presidency briefings, foreign journalist invitation programs and press tours.

Prime Minister Abe contributed an article to the *Wall Street Journal* before the Summit. The Presidency press conference held by Prime Minister Abe at the end of the Summit was aired by major media outlets including NHK, CNN and the BBC.

During the Summit, at the International Media Center (IMC), MOFA communicated actively and thoroughly to foreign media through initiatives such as six Presidency briefings on the content of each session by the Press Secretary for Foreign Affairs.

In addition to the discussions at the Summit, MOFA conducted pre-Summit press tours to Hiroshima Prefecture and Mie Prefecture for foreign media and also invited overseas reporters and TV production teams in order to showcase the attractiveness of Japan, such as Japan's natural surroundings, society, and traditional culture to the world. These efforts led to coverage by the British and Italian media of Ise-Shima's natural beauty and the local traditional fishing of *ama* female divers. MOFA also invited 11 reporters from 11 countries including India, the Philippines, Malaysia, Bangladesh and Papua New Guinea, and two TV production teams, who covered high-quality infrastructure, health, and women's empowerment, which were key agenda items at the Summit.

Through these efforts, the appeal of Japan, including its culture and initiatives, was conveyed broadly worldwide. These initiatives were not only covered by major media outlets in G7 member countries, but also through media outlets in Asia, Africa, the Middle East and elsewhere.

For the G7 Hiroshima Foreign Ministers' Meeting, Foreign Minister Kishida made contribution articles in the media outlets of four countries, including *Le Figaro* of France. This was to communicate to the world that the G7 would take the lead in addressing issues faced by the international community including initiatives towards "a world without nuclear weapons." The image of G7 foreign ministers laying wreaths at the Cenotaph for Atomic Bomb Victims in the Hiroshima Peace Memorial Park was reported by media worldwide.



Presidency press conference by Prime Minister Abe (May 27, Mie Prefecture)



Presidency briefing at the G7 Hiroshima Foreign Ministers' Meeting



Invited journalists covering *ama* traditional female divers



Presidency Briefing



International Media Center

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 2017, Japan established Embassies in four countries: Samoa, Albania, the Former Yugoslav Republic of Macedonia (FYROM), and Mauritius. MOFA also established a Consulate-General in Bengaluru (India) in January 2017. The establishment of the five diplomatic missions overseas in these five countries is significant for Japan in terms of the following viewpoints.

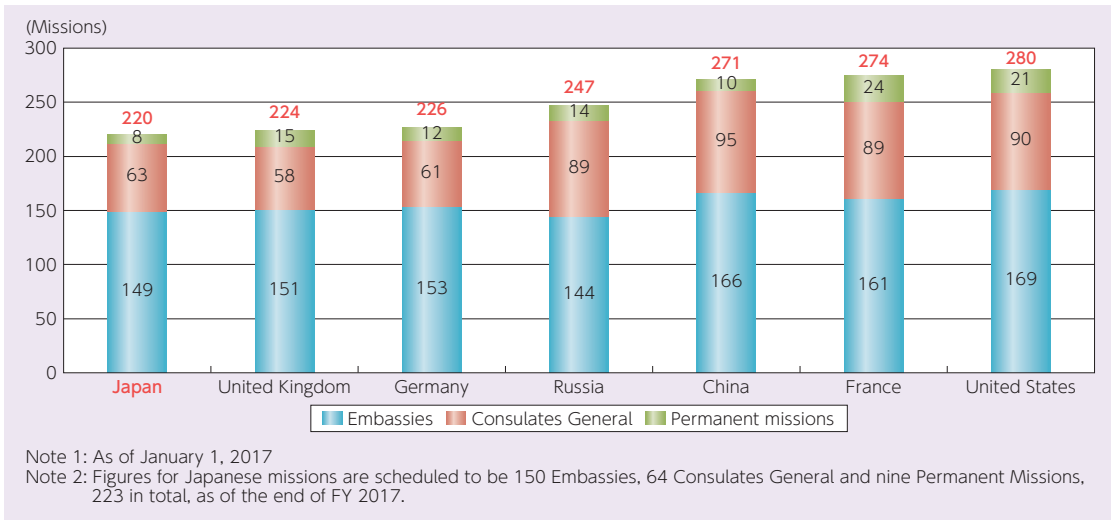
Samoa is one of the major countries in the region with the largest population in the Polynesian region. Samoa has the Secretariat of the Pacific Regional Environment Programme (SPREP), along with the regional offices of the Food and Agriculture Organization of the UN

(FAO) and the UN Educational, Scientific and Cultural Organization (UNESCO). Thus, Samoa is important as the center of information gathering and strategic communication in the region. It is also an important country for Japan, as it has been supporting the Japanese position in the international arena to date, among other matters.

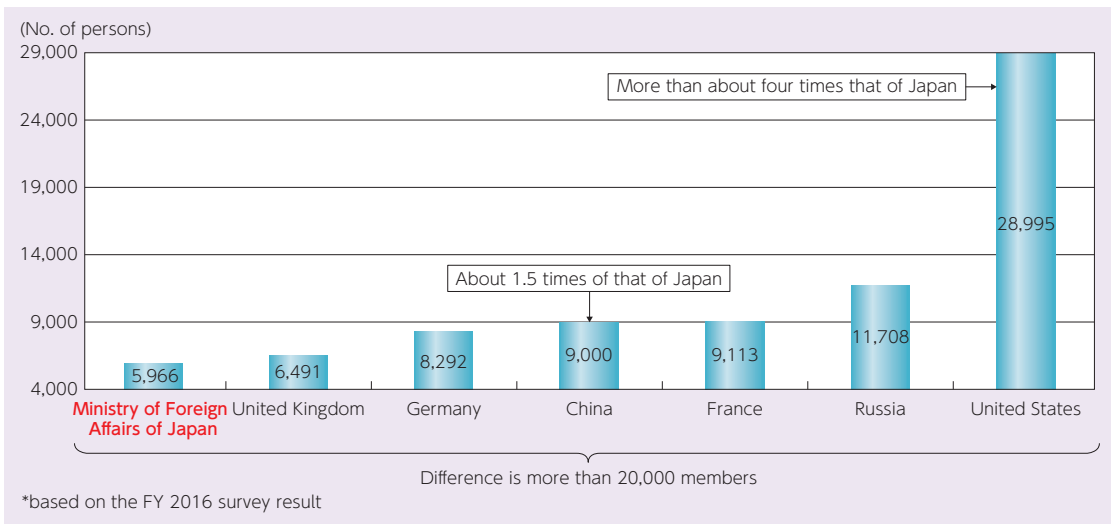
Albania is the base for Albanians, who widely live in the southern part of the West Balkans (with a total population of approximately six million). Albania has an important role in the stability and development of the region. The strong impact of Albanian immigrants (approximately 3.5 million people) in Europe and the U.S. and rich mineral resources also give significance to the country.

After independence, the Former Yugoslav Republic of Macedonia (FYROM) continues reform efforts, aiming at joining the EU and NATO. Strengthening the relationship with the FYROM is an important context for

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



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



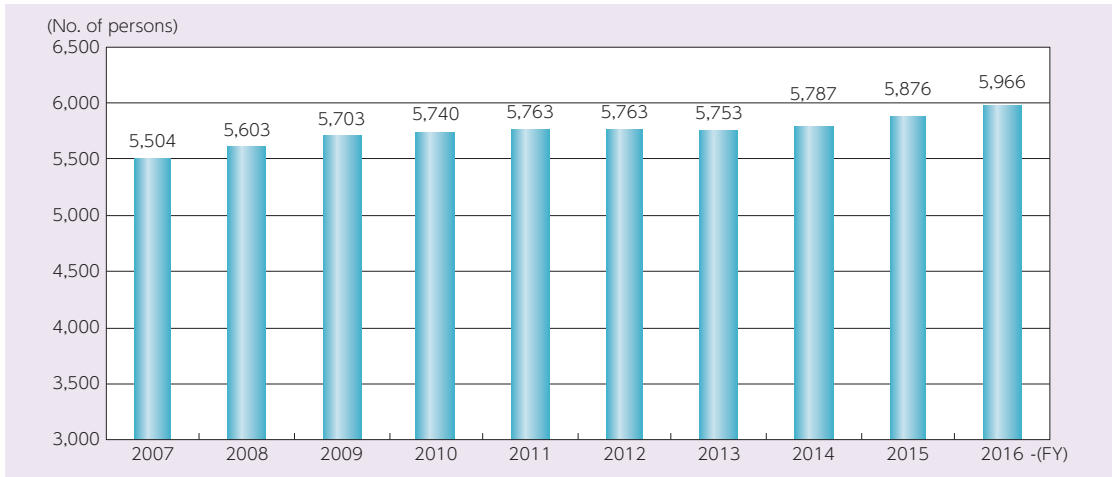
Japan in order to strengthen relations with the EU and NATO. Japan is also one of the biggest donor countries to the FYROM.

Mauritius is a stable democratic country with a good business environment. In the future, it is estimated that the country will be a hub of information and people from abroad as a relay point for investments in Africa, so a potential for Japanese economic activities is expected.

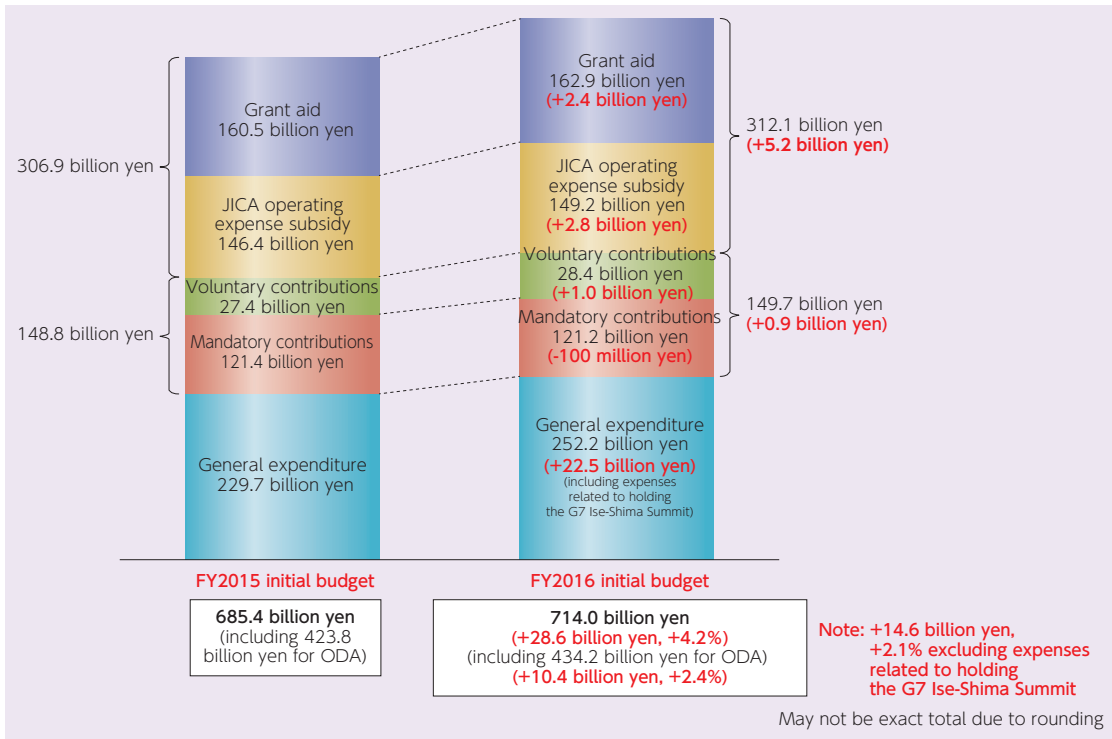
Bengaluru (India) is the center of India's rapidly growing IT industry. The numbers of Japanese nationals and companies in the region are growing rapidly, giving rise to the need for building a structure which constantly provides Japanese nationals and companies in the region with swift and thorough protection, as well as consulate and corporate support services.

As of FY2016, the number of the

Number of Staff Members at MOFA



Comparison of the initial budget FY2016 with the initial budget of FY2015



diplomatic missions overseas¹ is 220 (149 Embassies, 63 Consulates General and eight Permanent Missions). The number is still fewer than that of other major countries

such as the U.S. (280 missions) and China (270 missions).

In FY2017, to further strengthen the foreign policy implementation structure,

¹ Diplomatic missions that have a physical office with one or more full-time employees

Japan will establish an Embassy in Cyprus.

Cyprus is an EU member state, but it is close to the Middle East. Its geopolitical significance has been growing in recent years as the result of such factors as the destabilization of the state of affairs in the Middle East and the flow of refugees into Europe. Moreover, timely information gathering and local response is necessary since it may serve as a destination for evacuation in the case of an emergency in the Middle East or Africa.

Japan also plans to establish a new Consulate-General in Recife, in Northeast Brazil, which has gained increasing importance in the Brazilian economy. The region to be under the jurisdiction of the Consulate-General is home to approximately 180,000 Japanese immigrants and descendants, or *Nikkei*, and is an important region for strengthening ties with the *Nikkei* community, which Japan attaches importance. Japan also plans to establish a Permanent Mission of Japan to the African Union (AU) in Addis Ababa (Ethiopia). It is from the view that Japan places great importance on strengthening relations with the African Union Commission (AUC), the executive organ of AU, and also with the respective African countries to further promote support for the development of Africa through the Tokyo International Conference on African Development (TICAD) and efforts regarding important policy issues such as UN Security Council reform.

In addition to the establishment of more diplomatic missions overseas, it is important to secure and increase the number of staff members to support diplomacy at the diplomatic missions overseas and MOFA. 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 5,966 in consideration of the importance of strengthening the foreign policy implementation structure including bolstering safety measures, the implementation of "Japan's foreign policy that takes a panoramic perspective of the world map" and the promotion of economic diplomacy, as well as the result of bolstering the International Counter-Terrorism Intelligence Collection Unit established in MOFA. This number is, however, 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 FY2017, MOFA plans to increase its staff members by 99 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 714.0 billion yen in the budget for FY2016 (an increase of 4.2% from FY2015) to support the foreign policy implementation structure and as the G7 presidency and non-permanent member of the UN Security Council to 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 FY2016 supplementary budget was 193.5 billion yen, with 25.0 billion yen being budgeted as an economic measure for bolstering safety measures for Japanese nationals abroad, full response to risks from the UK leaving the EU and for supporting overseas development of infrastructure, etc. A budget totaling 168.5 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 infectious diseases. By identifying the following key issues and to significantly strengthen the foreign policy implementation structure and further expand ODA that contributes to the national interest to undertake such issues, MOFA’s FY2017 initial government budget proposal appropriated 692.6 billion yen: (1) safety measures against terrorism and other threats for Japanese nationals abroad and within Japan, (2) dealing with and increasingly opaque international state of affairs, (3) diplomatic efforts to propel the Japanese economy including the regions, and (4) strategic communication.

In order to promote Japan’s national interests, it is essential to strengthen the foreign policy implementation structure. Japan 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 streamlining the structure itself.

3 Role of Intellectuals, etc. in Diplomacy

In building a future international order in the drastically changing world, it is becoming more apparent that experts from the private sector can take the initiative in freely conducting policy discussions on a global scale without being bound by the official views of governments, which in return have 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 the international economic policies of each country, and the Shangri-La Dialogue, which provides prominent experts and ministers of the world with an opportunity to discuss Asian security issues. There is an ever increasing importance to develop human resources of think tanks (study and research institutions) to take part in such discussion arena and to utilize experts of universities and other organizations in major countries.

In order to strengthen Japan’s diplomatic power in the medium- to long-term by expanding the intellectual base on Japan’s diplomacy and security and promoting



Policy Forum toward the G7 Ise-Shima Summit: Changes and Challenges (May 12, Tokyo)

diplomacy that involves a broad range of people, MOFA launched a subsidy scheme for study/research on foreign policy and security in FY2013 which aims to enhance think tank's abilities to collect/analyze/release information and to make policy recommendations. The outcomes of the study and research have been used for foreign policy planning. The subsidy scheme continued to be implemented in FY2016.

In 2016, experts' meetings were held including the one in May in the run-up to the G7 Ise-Shima Summit under Japan's presidency, and had lively discussions among experts.