

2 Efforts for Spreading Awareness of Development Cooperation

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

In order to deepen the public understanding and support for the sustainable implementation of development cooperation based on the Development Cooperation Charter, MOFA and JICA are proactively engaged in encouraging discussion and dialogue on development cooperation, promoting development education, and disclosing and conveying information regarding the current status of development cooperation. In addition, MOFA and JICA provide opportunities for a wide range of Japanese nationals to directly participate in development assistance in developing countries and to experience ODA field work, through disseminating information to various regions and a broad range of people. At the same time, MOFA and JICA recognize the importance of strengthening human resources development and the foundations of knowledge, in order to respond appropriately to the increasing diversity and complexity of development issues. Japanese diplomatic missions and overseas JICA offices are making coordinated efforts on public relations activities in developing countries, aiming to enhance understanding in the international community towards the concept of Japan's development cooperation.

A. Strengthening public relations, information disclosure, and information dissemination

MOFA and JICA are striving to release and disseminate accurate information by linking to each other's ODA-related websites.⁹ MOFA also publishes an ODA email magazine, which introduces actual onsite experiences and episodes of development cooperation, provided by the staff of Japan's overseas diplomatic missions, members of JICA, employees of NGOs, staff of international organizations, and more stationed in the field.

In addition, MOFA is engaged in PR efforts using various media, to promote public interest and understanding toward international cooperation. In 2018, an animated video content, "Go! ODA-Man," was produced by MOFA featuring the popular anime, "Eagle Talon." In this video content, MOFA introduced development cooperation projects that are currently carried out around the world, such as the ASEAN Maritime Security Project, and Education Support Projects in Kenya, in an easy-to-understand manner. It was broadcasted in the Tokyo Metro's Train Channel, as well as via carriers such as BS Television, as part of the public relations activities aiming to reach out to a wide range of people.

Likewise, in May 2018, then State Minister for Foreign Affairs Kazuyuki Nakane appointed the Japanese

comedy duo "Penalty" as Goodwill Ambassadors for KUSANONE (Grant Assistance for Grass-Roots Human Security Projects), and entrusted them with duties relating to the public relations activities on KUSANONE.

One of Japan's largest international cooperation events called "Global Festa JAPAN" is held every year around the International Cooperation Day (October 6), jointly hosted by MOFA, JICA, and the Japan NGO Center for International Cooperation (JANIC). In 2018, the event was held at Symbol Promenade in Odaiba, Tokyo on Saturday September 29. A total of 268 entities, including NGOs, international organizations, embassies in Tokyo, enterprises, and relevant ministries and agencies took part in the event, which welcomed 43,888 visitors.

Moreover, Japanese diplomatic missions conduct public relations activities abroad to promote a deeper understanding of Japan's proactive international contribution through ODA. Specifically, they disseminate information through local news media by providing press releases on the occasion of signings and handover ceremonies related to development cooperation. The diplomatic missions also organize site-visit tours of Japan's development cooperation projects for the local media to provide opportunities for them to report on Japan's cooperation initiatives. In addition, the diplomatic missions distribute the English version of the White Paper on Development Cooperation to leading figures in their stationed countries to introduce Japan's development cooperation, host various lectures, as well as publish websites, PR pamphlets, and other sources of information both in English and local languages.

B. Information disclosure on implementation and evaluation of ODA

In 2010, the "ODA Mieru-ka Site" (a website for visualization of ODA) was launched in the JICA website to provide a concise explanation of the overview and outcome of ODA projects, and to further enhance public understanding and support for ODA. JICA publishes photographs, ex-ante/ex-post evaluations, and other related information on the website about ODA loan, grant aid, and technical cooperation projects out of all the ODA projects in the world, and continues its efforts to increase dissemination of ODA-related information.

Likewise, the MOFA website publishes a list of summaries of the specific achievements and lessons from the past projects funded by Grant Assistance for Grass-Roots Human Security Projects and Cultural Grant Assistance projects, including projects which proved to be effective or deficient, in order to promote more effective

⁹ MOFA's ODA website: <http://www.mofa.go.jp/policy/oda/index.html>
JICA's website: <http://www.jica.go.jp/english/index.html>

implementation of ODA.

C. Promotion of development education

MOFA organizes the “ODA Delivery Lecture,” which provides information and explanation about Japan’s international cooperation and ODA by sending Ministry officials as lecturers to junior high and high schools, universities, NGOs, and other places. Similarly, in order to support development education, JICA also provides the “International Cooperation Delivery Lecture,” which sends former JICA volunteers and others as lecturers, and promotes cross-cultural and international understanding by giving a talk on their experience and life in developing countries, upon requests from schools and other organizations. JICA also organizes “Visit JICA,” which welcomes visits by schools to domestic offices and the showcase facilities “JICA Global Plazas” located in Tokyo, Nagoya, and Sapporo. In addition, JICA conducts the “JICA Essay Contest on International Cooperation for Junior and Senior High School Students.” For teachers, JICA also provides 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 of utilizing their overseas experiences for teaching.

D. On-site ODA experience

Providing opportunities to experience development cooperation sites and the actual situation of ODA for as many people as possible, is one of the most effective ways to foster public understanding of ODA. In this respect, JICA is striving to support the dispatch of teachers and local government officials to ODA project sites.

E. Promotion of discussion and dialogue

The Government of Japan is holding information sessions across Japan regarding ODA-related initiatives including assistance for small and medium-sized enterprises through ODA projects. Likewise, lectures and symposiums are held to introduce trends in international cooperation and Japan’s efforts, offering opportunities to engage in dialogue with members of the public who have an interest in how Japan’s foreign policy and ODA should be implemented.

Furthermore, JICA organizes roundtables and lectures with representatives from local industries, government officials, experts, and local university and school staff, by utilizing its domestic regional offices. Through these efforts, JICA aims to encourage the sharing of the experience of international cooperation from different regions of Japan, as well as to promote regional revitalization.



A lecturer and students in an International Cooperation Delivery Lecture (Photo: JICA)

(2) Enhancement of Human Resources and Intellectual Foundations for Development Cooperation

The Government of Japan has set a target of 1,000 Japanese staff working in UN-related organizations by the year 2025. To achieve this, MOFA is cooperating with universities, Japanese offices of international organizations, and relevant government ministries and agencies, while proactively seeking out, training, and supporting human resources with the capacity to be active and to contribute on the world stage. As part of this mission, MOFA is engaged in PR to assist in finding human resources, with efforts such as providing guidance to explain the employment systems of international organizations, both in Japan and abroad, as well as holding career information sessions where explanations are given by executives and HR managers from international organizations visiting Japan.

MOFA conducts the Junior Professional Officer (JPO) Programme, which dispatches young Japanese people who wish to become the regular staff of international organizations, for two years in principle as staff in international organizations, and allows them to accumulate necessary knowledge and experience, with the aim of attaining a regular staff position after their tenure. As such, MOFA strives to nurture human resources to be active in international organizations, including in the area of development cooperation. Since the participation in this system in 1974, a cumulative total of approximately 1,700 people have already been dispatched, 59 of whom were in FY2017.

Additionally, in FY2015, MOFA reformed its existing human resources development program and launched the “Program for Global Human Resource Development for Peacebuilding and Development” with the purpose of finding and fostering human resources in peacebuilding and development cooperation, and developing their careers in a comprehensive manner. This program consists of: the “Primary Course,” which provides domestic and overseas training for individuals willing to pursue careers in the fields of peacebuilding and development, the “Mid-Career Course,” which supports the career advancement of individuals who already have a certain amount of practical experience in those fields, and the “Global Career Course” (started from FY2018) for professionals who hope to build

a new career in international organizations. Furthermore, the government of Japan provides “Career Development Support,” which imparts skills and knowledge necessary to obtain positions and advance careers, for those who seek employment in international organizations and NGOs in the fields of peacebuilding and development.

Moreover, since 1997, JICA has offered internships to graduate students and other individuals who conduct research closely related to development cooperation, and are willing to play an active role in this field in the future. In FY2017, 119 individuals were offered internships at various workplaces including the worksites of development consultants. In addition, the “Human Resources Information Center for International Cooperation” within 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. This initiative is based on the recommendations of the Second Consultative Committee on ODA Reform in 2002, and aims to provide more opportunities to people who have specialized knowledge and diverse experiences at ministries and agencies, JICA, NGOs, and international organizations. In addition, JICA offers the Associate Expert Program and the Capacity Enhancement Training among other types of training to foster and secure international cooperation professionals.

Furthermore, the Government of Japan secures human resources with a high degree of professional abilities and abundant work experience in developing countries through the Senior Advisor System. The JICA Research Institute conducts policy research based on actual experience in development cooperation using internationally recognized methodologies, while providing its research outcome and recommendation to the governments of developing countries and the donor communities in international development.

The Government of Japan will work with universities and research institutions, and strive to reinforce the intellectual foundations to plan and disseminate development cooperation activities by promoting joint policy research and intellectual networking among researchers from Japan and developing countries, while utilizing Japan’s strengths.