

## 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 development cooperation, the Government of Japan is proactively engaged in encouraging discussion and dialogue on development cooperation, promoting development education, and disclosing and disseminating information regarding the current status of development cooperation. In addition, the Ministry of Foreign Affairs (MOFA) has strengthened its efforts as follows, based on one of the aforementioned recommendations of the Advisory Board for ODA, “Improve Japanese citizens’ understanding and recognition of ODA.”

#### 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 <sup>13</sup>. MOFA also publishes an ODA email newsletter <sup>14</sup>, which introduces experiences and episodes from the field of development cooperation by staff members of Japan’s overseas diplomatic missions, JICA, NGOs, international organizations, private companies, and others. MOFA also conducts public relations activities using social media such as Twitter. Moreover, in 2020, MOFA continued to distribute animated video contents, including the series of “Go! ODA-Man” and a simulation game “You can also be ‘ODA-Man!’” using the ODA PR character “ODA-Man” featured in the popular anime “Eagle Talon.” These video contents introduce the role and purpose of ODA as well as development cooperation projects that are currently carried out around the world in an easy-to-understand manner.

Furthermore, one of Japan’s largest international cooperation events called “Global Festa JAPAN” is held every year around the time of International Cooperation Day (October 6), jointly hosted by MOFA, JICA and the Japan NGO Center for International Cooperation (JANIC). Although the event was cancelled in order to prevent the spread of COVID-19, in its place, they co-hosted the joint international cooperation campaign “EARTH CAMP” online <sup>15</sup> in 2020, which was well received.



Official ODA PR character “ODA-Man”

In order for MOFA to promote a deeper understanding of Japan’s proactive international contribution through ODA, Japanese diplomatic missions disseminate information in each country such as by issuing press releases on the occasion of signing and handover ceremonies of ODA projects. The diplomatic missions also organize site-visit tours of Japan’s development cooperation projects for the local media in order to provide opportunities for them to report on Japan’s development cooperation initiatives. In addition, the diplomatic missions distribute materials such as PR pamphlets and the English version of the White Paper on Development Cooperation to leading government figures, the local media, experts, and others to introduce Japan’s development cooperation, as well as disseminate information in English or local languages via social media, websites, and other sources of information.

#### B. Information disclosure on implementation and evaluation of ODA

In 2010, the “ODA Mieru-ka Site” <sup>16</sup> (a website for visualization of ODA) was launched in the JICA website to clearly show the overview and outcome of ODA projects and further enhance public understanding and support for ODA. JICA posts photographs, ex-ante/ex-post evaluations, and other related information about ODA loan, grant aid, and technical cooperation projects out of all projects in the world on the website, and is making efforts to disseminate further 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 deficient, in order to promote more effective implementation of ODA.

<sup>13</sup> Please refer to the following websites:

MOFA’s ODA Website: <https://www.mofa.go.jp/policy/oda/index.html>

JICA: <https://www.jica.go.jp/english/index.html>

ODA Mieru-ka Site (a website for visualization of ODA): <https://www.jica.go.jp/oda/> (in Japanese only)

<sup>14</sup> Back issues of the ODA email newsletter are also available on the MOFA website (<https://www.mofa.go.jp/mofaj/gaiko/oda/mail/bn.html> (in Japanese only)).

<sup>15</sup> EARTH CAMP: <https://earthcamp.jp/> (in Japanese only)

<sup>16</sup> ODA Mieru-ka Site: <https://www.jica.go.jp/oda/> (in Japanese only)

### C. Promotion of development education

MOFA organizes the “ODA Delivery Lecture,” which provides information and explanations about Japan’s international cooperation and ODA by sending Ministry officials as lecturers to junior high and high schools, universities, NGOs, and other organizations in Japan. In order to support development education, JICA provides the “International Cooperation Delivery Lecture,” which sends former Japan Overseas Cooperation Volunteers (JOCVs) and others as lecturers to promote cross-cultural and international understanding by giving talks on their experience and life in developing countries, upon requests from educational and other organizations. JICA also organizes “Visit JICA,” which welcomes visits by students to domestic offices and the showcase facility “JICA Global Plaza.” In addition, JICA conducts the “JICA Essay Contest on International Cooperation for Junior and Senior High School Students.” For teachers, JICA offers 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.



In 2020, the ODA Delivery Lecture was also held via videoconference.

### D. On-site ODA experience

Providing opportunities for as many people as possible to experience development cooperation sites and see, hear, and understand actual ODA projects is one of the most effective ways to foster understanding of ODA among the Japanese people. For this reason, JICA is striving to support the dispatch of teachers and local public entities’ 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.

## Japan's Efforts toward Achieving the Sustainable Development Goals (SDGs)

—4th Japan SDGs Award—

The Government of Japan has been presenting the “Japan SDGs Award” since 2017 to acknowledge companies and organizations for excellent initiatives that contribute to the achievement of the Sustainable Development Goals (SDGs), from the perspective of making SDGs-related initiatives across Japan more visible and promoting those actions.

At the 4th Japan SDGs Award ceremony held in December 2020, Minna-Denryoku, Inc., a company making efforts to promote partnerships between regions through renewable energy under the concept of “traceable electric power™”, received the SDGs Promotion Headquarters Chair's (Prime Minister's) Award. Also awarded were efforts to achieve the SDGs in Japan and overseas by a broad range of organizations and groups. These included an agricultural high school striving to develop environmental and agricultural technologies to solve challenges in developing countries, and an NPO helping people with disabilities and former child soldiers become self-reliant.

### ○ Examples of Efforts by Award Recipients

· Minna-Denryoku, Inc. (The SDGs Promotion Headquarters Chair's (Prime Minister's) Award)

Minna-Denryoku, Inc. launched a renewable energy retail business in 2016 under the concept of “traceable electric power™.” The company realized the commercialization of an electric power traceability system that uses blockchain<sup>\*1</sup> for the first time in the world, allowing electric power consumers to know how much electric power they purchased and from which power plant.

In 2019, the company started the Yoko-Yoko Project, which links electricity users in Yokohama City, Kanagawa Prefecture with power generators in Yokohama Town, Aomori Prefecture, in the northern part of Japan. Using the traceability system, electricity produced in Yokohama Town is supplied to companies and other entities in Yokohama City. This project aims to promote decarbonization in the city and revitalize the regional economy, creating a circulating and ecological economy<sup>\*2</sup> through electricity between Yokohama City, which is an energy-consuming area and aims to become carbon neutral, and Yokohama Town, which produces an abundant amount of renewable energy.



Commemorative photo with Minna-Denryoku, Inc. (winner of the SDGs Promotion Headquarters Chair's (Prime Minister's) Award) at the 4th Japan SDGs Award ceremony (December 2020) (Photo: Cabinet Public Affairs Office of the Government of Japan)

· NPO Support for Woman's Happiness (The SDGs Promotion Headquarters Deputy Chair's (Foreign Minister's) Award)

In Laos, Support for Woman's Happiness partnered with a Laotian organization for people with disabilities to establish a facility where women with physical disabilities and women from ethnic minority groups can live and work together. The NPO supports the self-reliance of people with disabilities in both Japan and Laos by providing vocational training in using sewing machines and embroidery techniques in a facility established in Laos and by supporting them in making quality products in collaboration with people with disabilities in Japan.

In addition, people with disabilities in Laos, people with mental disabilities in Japan, Japanese designers, and others are working together to commercialize a traditional Laotian tea called butterfly pea flower tea in Japan and produce souvenir products. By sharing work among workshops in each country, the NPO has developed a system where people with disabilities can support each other across countries. As a result, products combining traditional Laotian and Japanese textiles have received positive reviews and are exhibited and sold not only in Laos but also at department stores and other venues in Japan.

As women have traditionally been the primary workforce in cloth making, which is the basis of the NPO's activities, women with disabilities can earn the same income as men.



Workshop for people with disabilities in Laos (Photo: Support for Woman's Happiness)

<sup>\*1</sup> Blockchain is distributed ledger (database) technology that enables the exchange of important data requiring a high level of reliability over open networks, such as the Internet. Using this technology can prevent forgery and falsification without the intervention of costly third-party organizations (intermediaries).

<sup>\*2</sup> A circulating and ecological economy is a concept that aims to maximize regional vitality by creating self-reliant and decentralized societies where regions maximize their regional resources, such as beautiful natural scenery, and by complementing and supporting each other's resources according to regional characteristics.

## (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 agencies by the year 2025. In order to achieve this target, Japan is cooperating with universities and offices of international organizations in Japan while proactively seeking out, training, and supporting human resources with the capacity to be active and to contribute on the world stage <sup>17</sup>. Furthermore, based on one of the aforementioned recommendations made by the Advisory Board for ODA, “Develop human resources for development cooperation,” MOFA is engaged in PR activities to find human resources with efforts such as providing seminars both within and outside Japan to explain the employment systems of international organizations, as well as holding career information sessions where explanations are given by executives and HR managers from international organizations visiting Japan.

Moreover, the Government of Japan strives to nurture human resources to be active in international organizations, including in the area of development cooperation, by conducting the Junior Professional Officer (JPO) Programme <sup>18</sup>, which sends young Japanese nationals who aspire to work in international organizations as regular staff for two years in principle to gain necessary knowledge and experience in international organizations and attain a regular staff position after their tenure (see also “Stories from the Field” on page 121 for the activities of a Japanese staff member dispatched to an international organization through the JPO Programme). MOFA has been dispatching JPOs through this programme since 1974, and a cumulative total of approximately 1,800 people have been sent, 52 of whom were sent in FY2019. In addition, since FY2015, MOFA has been implementing the “Program for Global Human Resource Development for Peacebuilding and Development <sup>19</sup>,” with the purpose of finding and fostering human resources in the field of peacebuilding and development and developing their careers in a comprehensive manner (see “Human Resources Development for Peacebuilding” on page 49 for details).

JICA is working to identify and develop human resources and make effective use of existing resources in the field of international cooperation based on



Ms. YOKOI Mizuho, head of the UNDP North-East Sub-Office, listens to healthcare providers describing the current situation at a reconstructed clinic in the village of Ngwom in Borno State, Nigeria. She worked at the UNDP Ghana Office through the JPO Programme until 2001.

the principle of “promoting all-Japan international cooperation activities.” Specifically, JICA operates the PARTNER (Participatory Network for Expert Recruitment) <sup>20</sup> website, a comprehensive international cooperation career information site that centrally distributes information not only from ministries, agencies, and JICA, but also from a wide range of international cooperation-implementing actors such as NGOs and international organizations, as well as from companies and universities. Through PARTNER, JICA provides recruitment information related to international cooperation, human resources registration services, information on various trainings and seminars, career counseling, and other services. 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 FY2019, 146 interns were accepted at various workplaces, including the worksites of development consultants. Based on the recommendations of the Second Consultative Committee on ODA Reform in 2002, JICA secures human resources with a high degree of professional abilities and abundant work experience in developing countries through the Senior Advisor System, as well as offers the Associate Experts Program and the Capacity Enhancement Training to foster international cooperation professionals.

Furthermore, the JICA Ogata Sadako Research Institute for Peace and Development <sup>21</sup> conducts policy-driven research on issues that developing countries face on the ground, working to strengthen Japan’s intellectual

<sup>17</sup> The Ministry of Foreign Affairs’ Recruitment Center for International Organizations website (<https://www.mofa-irc.go.jp/>) (in Japanese only) provides information on vacancies in international organizations and a variety of information on working in international organizations.

<sup>18</sup> JPO Programme: <https://www.mofa-irc.go.jp/jpo/seido.html> (in Japanese only)

<sup>19</sup> Program for Global Human Resource Development for Peacebuilding and Development: [https://www.mofa.go.jp/mofaj/gaiko/peace\\_b/j\\_ikusei\\_shokai.html](https://www.mofa.go.jp/mofaj/gaiko/peace_b/j_ikusei_shokai.html) (in Japanese only)

<sup>20</sup> International Cooperation Career Information Website “PARTNER”: <https://partner.jica.go.jp/> (in Japanese only)

<sup>21</sup> On April 1, 2020, the JICA Research Institute changed its name to the JICA Ogata Sadako Research Institute for Peace and Development in order to carry on and enhance the philosophy of the late OGATA Sadako, who spearheaded the establishment of the JICA Research Institute, and to strengthen its intellectual contributions to world peace and development.



presence in the international community. Building on this basic policy, the JICA Ogata Research Institute is currently working toward a new vision: “Co-Creating Practical Knowledge for Peace and Development.” To realize this vision, the Institute is conducting research at the international academic level, analyzing and synthesizing knowledge gained in the field, and providing feedback to JICA projects, thereby contributing to the realization of human security. The Institute is also tackling research on new development issues, such as how to strategically promote SDGs in the midst of significant social changes triggered by COVID-19. In addition, the Institute is promoting the JICA Development Studies Program as

one of the program’s responsible organizations, while further strengthening its functions as a center for research exchange and human resources 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 (see “ODA Topics” on page 148 for Japan’s revitalization efforts through international cooperation).

## Stories from the Field

### 8

## Voices of Japanese Personnel Working in International Organizations

### —Endeavors toward peacebuilding through education in Africa—

Addis Ababa, the capital of Ethiopia, is also known as the capital of Africa as it is home to many embassies and United Nations agencies, as well as the headquarters of the African Union (AU), and has the largest number of diplomats in residence on the continent. Addis Ababa is a highland city located 2,300 meters above sea level with a comfortable climate throughout the year, and in 1999, the United Nations Educational, Scientific and Cultural Organization (UNESCO)'s International Institute for Capacity Building in Africa (IICBA) was established there. The IICBA develops teacher policies, provides teacher training, and conducts relevant research and studies with the objective of strengthening teacher development in Africa. I have been serving as Director of the IICBA since April 2015. I believe that my work at the IICBA, which is to support teachers who are fundamental to the educational challenges in Africa, is my vocation, and I am working hard in that endeavor.

I have been engaged in education in Africa for almost 40 years, ever since I started working as a volunteer teacher in a rural village in Western Kenya in 1981 during my time at university. Through my experience working at a Zimbabwean NGO, JICA, the United Nations Children's Fund (UNICEF), and UNESCO, I have visited almost every country in Africa. People sometimes say that I seem more African than Japanese, or that I am a Japanese African. When a job opening for the position of Director of IICBA was posted in 2014, I applied with low expectations of being selected, as previous directors had been former cabinet ministers of African countries. Fortunately, I was hired. I hope to consider the development of African nations as seriously as, or even more seriously than, the people of Africa.

Teachers play an essential role in increasing enrollment rates and improving the quality and suitability of education. The IICBA has provided training to and exchanged opinions with instructors at education faculties at universities and has worked with teachers' unions to have teachers' voices reflected in policies. With regard to science and mathematics education, which most teachers are not so proficient at themselves, IICBA carries out STEM (Science, Technology, Engineering, and Mathematics) education in collaboration with the Centre for Mathematics, Science and Technology Education in Africa (CEMASTEA), which has been strengthened by JICA's assistance. In addition, IICBA has developed a Gender Responsive Pedagogy together with the Forum for

African Women Educationalists (FAWE), an organization for promoting girls' and women's education in Africa. Our motto is that Africa's challenges should be solved by Africa itself.

The biggest challenge facing Africa is ensuring peace and stability. Civil wars, armed conflicts with neighboring countries, conflicts arising from ethnic or religious issues, and other disputes hinder the development of the continent. Many African educators have a desire in their hearts to build peace through education. Japan's assistance is making this possible. In order to build peace

and to put an end to conflicts in African countries, where young people make up the largest percentage of the population, it is important that as many young people as possible embrace peace and work earnestly toward achieving it. Japan has been supporting peacebuilding and conflict prevention in Africa through the education of teachers in collaboration with UNESCO since 2017, and is currently providing training to approximately 5,000 young teachers from 25 African countries to improve their knowledge and skills on peacebuilding and mediation under educational programs and raise awareness of promoting peace and preventing extremism. The assistance under this project can be regarded as part of the New Approach for Peace and Stability in Africa (NAPSA), which Japan advocated for at the Seventh Tokyo International Conference on African Development (TICAD7) in 2019 (see also page 131 for details on NAPSA).

In the increasingly globalized world of the 21st century, I hope that talented young people in Japan will take an interest in developing countries, especially African countries. Many people in Africa have admiration and respect for Japan, seeing it as a country rising from the aftermath of World War II and huge earthquakes, as well as a country with knowledge and technology. While the African continent is geographically distant from Japan, its culture has much in common with Japanese culture. These similarities pleasantly surprise me in my work and daily life. Working at the United Nations is challenging as once you finish your task, you will have the next issue to deal with. I have heard that fewer young people in Japan want to engage in development cooperation work. However, I hope they will think about contributing to Africa from Japan all the more now that we are facing challenges from the COVID-19 pandemic.



The author holding a poster of peacebuilding education conducted with cooperation from Japan (Photo: UNESCO-IICBA)



The author receiving a warm welcome from children on her visit to a school in Côte d'Ivoire at an AU African Day of School Feeding event (Photo: UNESCO-IICBA)

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