

## Basic Strategy for Global Communication of the Government for FY 2010

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Working Group on Global Communication in the  
Government and Related Organizations of Japan

[JAPANESE](#)

In order to enhance Japan's international presence and communicate the "Japan brand" to the world, priority areas that exemplify Japan's strengths and attractiveness will be defined.

These priority areas will be the focus of global communication efforts by the government, acting in unison, in collaboration with the private sector, and with enhanced communication methods.

Communication will be conducted with the audience in mind, reflecting each target country's needs and interests, as opposed to being one-way.

### **1. Communicating the Japan Brand**

For the purpose of revitalizing Japan, the nation's strengths and attractiveness, as well as the underlying philosophy, will be communicated to the world, with a special emphasis on the growing Asian region. Breaking away from a sense of introspection and stagnation, dynamic and confident interaction with the world will be sought. "Japan brand" will be established and communicated based on the nation's ability to solve global issues and push the frontier of human potential.

### **2. Establishing Priority Areas**

In the near term, global communication efforts will focus on the following priority areas, which exemplify Japan's strengths and attractiveness.

(1) Japan's strengths: Japan is proud to have the longest healthy life expectancy in the world, as well as the lowest CO2 emission per GDP among advanced economies. As the world's population continues to age, and other countries' environmental problems grow more serious, "life (health) innovations" and "green innovations" developed in Japan will help address those global issues, and will develop into industries that drive economic growth. Global communication will focus on geographies where large demand exists in these innovations of science, technology, service, and social systems.

(2) Japan's attractiveness: There is growing interest around the world, in both the East and the West, in such facets of Japanese life and culture as food, fashion, music, and animation films. By actively communicating the attractiveness of these products and services, latent demand in tourism and healthcare provision should also be realized.

(3) Japan's philosophy: Underlying philosophy for Japan's strengths and attractiveness will be globally communicated. Japan can differentiate itself from other countries by emphasizing its new growth model where its economy, environment, and society mutually strengthen each other. We will also establish our international presence by promoting Japanese concepts advocated in the world, such as human security.

### **3. Government Unity and Public-Private Collaboration**

The government will act in unison and in collaboration with the private sector in its global communication of priority areas.

(1) The limited government resources available for global communication need to be used effectively. Information sharing will be thoroughly pursued among government ministries and agencies including related organizations; duplication of efforts will be avoided; resources pooled in activities where collaboration will lead to more effectiveness; and the government will act in unison.

(2) Since Japan's image overseas is shaped to a large extent by the private-sector through Japanese companies, products, services, and famous Japanese individuals, public-private collaboration will be pursued in priority areas of global communication.

(3) Images and messages transmitted should be well coordinated and coherent, reflecting domestic, export, and overseas operations strategies of the relevant parties in the economic arena.

### **4. Enhanced Communication Methods**

In order to conduct global communication effectively, communication methods will be enhanced.

(1) Communication will be sought not only with the media in major advanced economies, but also with media in emerging countries, especially in Asia. Adaptability to new media, in addition to mass media, will be enhanced.

(2) A comprehensive communication strategy will be deployed to make use not only of media but also international conferences, think tanks, and other fora that have international influence.

(3) For subjects attracting high levels of international interest, information will be provided promptly in appropriate foreign languages on government websites and other media.

(4) Comprehensive and effective methods to communicate Japan's strengths and attractiveness will be investigated.