



October 1st, 2008 JICA became “New JICA”

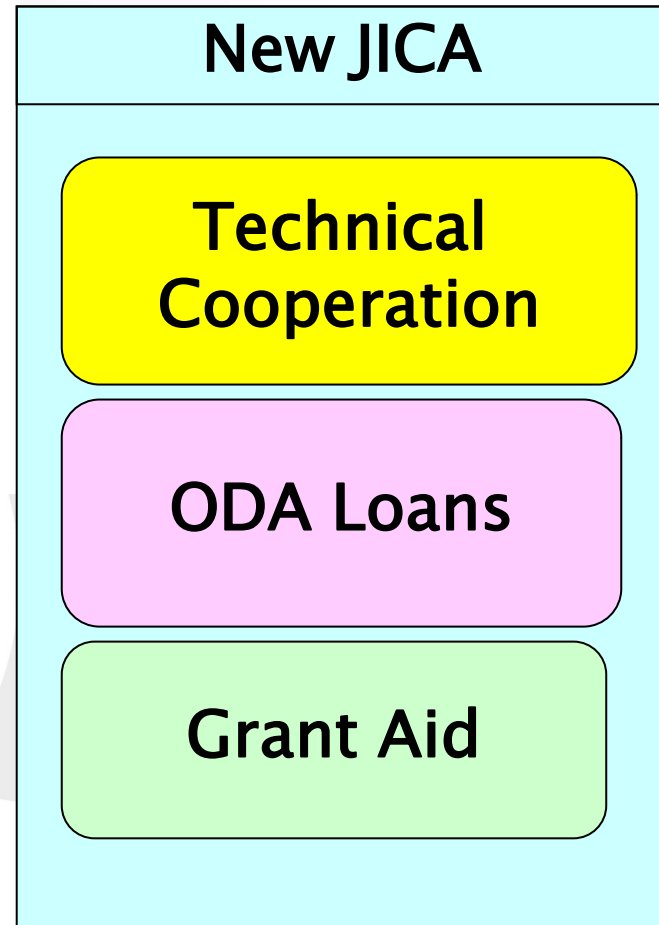
“Inclusive and Dynamic Development”



President Sadako Ogata



*Speed Up,
Scale Up,
Spread out*





JICA's Public Outreach Strategies: towards building a strong constituency

Our outreach targets are:

-Current taxpayers

-Future taxpayers

=Development Education

Because all our grant and T/C budget depends wholly on tax money.



JICA's Public Outreach Strategies: towards building a strong constituency

Means of outreach are:

(Direct approach for current taxpayers)

-Town hall meeting series by JICA staff, ex-volunteers & experts

-Citizen Travel Program (MOFA)

-Website

-Global Festa Japan -International Cooperation Week

in Tokyo and major cities

(Indirect approach for current taxpayers)

-Press release

-Journalist travel program

-Opinion leaders/ celebrity travel program



JICA's Public Outreach Strategies: towards building a strong constituency

Means of outreach are:

(Direct approach for future taxpayers)

–Student group tour to JICA Global Plaza in Tokyo



–Student essay contest and travel program

(Indirect approach for future taxpayers)

–Teacher travel program