

Impact of International Cooperation on the Japanese Society

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The Impact of International Cooperation on Japanese Society

1. Background and Objectives

One major characteristic of Japan's technical cooperation is that it is conducted with the participation of a wide range of Japanese people. Apart from technical cooperation schemes based on individuals, such as the Dispatch of Japan Overseas Cooperation Volunteers (JOCV), Acceptance of Technical Trainees and Dispatch of Technical Cooperation Experts, there have been many cases of technical cooperation being conducted by an organization which may be joined by the administration and people of the target area for cooperation. These international cooperation activities of Japan are thought to not only contribute to the socio-economic development of developing countries, which is the principal objective, but also to have various impacts, including enhancement of the understanding of and support for international cooperation for developing countries in Japan and promotion of international exchanges in the private sector.

Based on the above understanding, the present study was conducted to clarify the direct impact on the participants of technical cooperation and the secondary impact on those close to the participants. To be more precise, the study mainly attempted to establish the impact on such personal aspects as "interest in abroad and the world" and "sense of values and changes of behaviour", impact on work aspects, including "information gathering and networking", and the situation of fresh participation in international cooperation activities through analysis of the findings of questionnaire and interview surveys.

2. The Impact on Those Involved in Technical Cooperation and People Close to Them¹

2.1 The Impact of Dispatch of Experts Scheme and JOCV Scheme²

The experience of overseas assignment under the Dispatch of Experts Scheme and the JOCV Scheme had a wide-range of impact on the participants, including changes of the sense of values, discovery of a new viewpoint for the work and the rearrangement/improvement of existing skills and know-how. It is suggested here that the participants of technical cooperation had a truly positive experience through exchanges with local people, including counterparts, and their own colleagues through field activities. Those individual experts and JOCV members with a long assignment period appear to have felt a generally stronger impact than experts dispatched under the Project-Type Technical Cooperation Scheme.

The situation of secondary impact on the direct participants of technical cooperation shows a strong impact in terms of enhanced interest in developing countries and a concrete change of behaviour among family members who have lived with or visited an individual expert or JOCV member in the place of assignment and also family members with “frequent” opportunities to listen to actual participants about his/her field experience.

However, the scores of JOCV members in terms of their fresh participation in international cooperative activities and the conveyance of their experience to the organizations to which they belong on their return to Japan are rather low, indicating a general tendency among JOVC members to keep their field experience as personal experience.

In contrast, there are a high percentage of experts, which systematically make the best use of their field experience within the organizations to which they belong and these experts appear to continue to be involved in international cooperation activities. To be more precise, some 30 - 40% of the organizations to which individual experts and project-type technical cooperation experts belong have begun fresh international cooperation activities using the dispatch of their

¹ Evaluation of the impacts by respondents of the questionnaire is conducted by scoring of 1 to 4 points with a higher score meaning a stronger feeling of impact. The median score is 2.5, i.e. neutral regarding impacts. Roughly speaking, a score above 2.5 means that there is an impact while a score below 2.5 means that there is little or no impact. It is possible to use the level of 3 points as a yardstick for a strong impact.

² In regard to impacts (and related items), the results of the most recent experience of the respondents (for example, experience of being dispatched as individual experts in the case of technical cooperation experts) were asked.

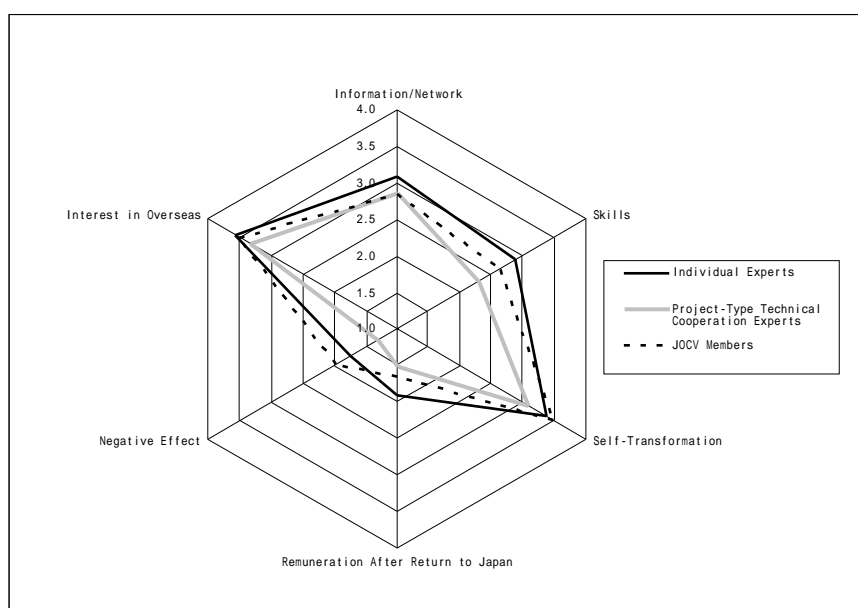
experts as a springboard. A similar proportion of experts also use their experience of overseas assignment as a springboard to participate in other international cooperation activities.

2.1.1 The Direct Impact on Participants

(1) Work-Related and Personal Impact

1) Work-Related Impact

Chart 1 Evaluation of the Impact of Overseas Assignment Experience on Jobs and Work

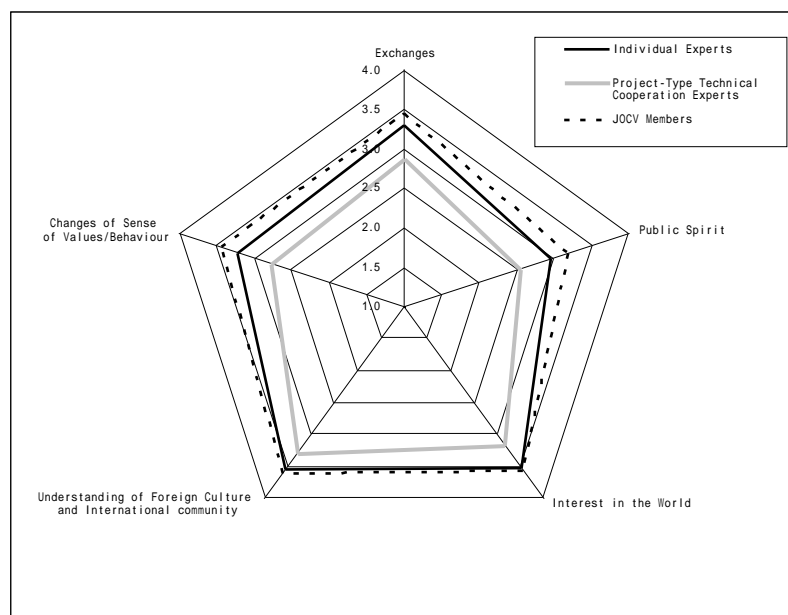


- In terms of work, all of the participants, i.e. individual experts, project-type technical cooperation experts and JOCV members, recognise a personal impact in the form of obtaining a new viewpoint and positive attitude.
- The general impact on project-type technical cooperation experts in terms of their job/work are rather small, presumably because of their shorter dispatch period on average compared to individual experts and JOCV members.
- Almost all of the participants recognise the value of their experience of working abroad and show strong interest in further overseas work.

- The score for “rearrangement/improvement of existing skills and know-how” is high. A noticeable fact here is that the relevant score among project-type technical cooperation experts is the highest, suggesting a positive impact of participation in technical cooperation on the improvement of skills and professionalism.
- Individual experts and JOCV members believe that their language and communication abilities have improved.
- The impact in terms of information/network on experts with experience of being dispatched as a project-type technical cooperation expert and JOCV members with a civil service or teaching background are strong compared to those with other types of background.

2) The Impact on Personal Aspects

Chart 2 Evaluations of The Impact of Overseas Assignment Experience on Personal Aspects



- Both individual experts and JOCV members experience a strong impact on personal aspects, including changes of the sense of values, widening of the scope of personal exchanges and interest in international cooperation activities. A stronger interest in and understanding of international community and an increase of friends at home and abroad are particularly noticeable.

- Project-type technical cooperation experts feel less of a personal impact than individual experts or JOCV members as in the case of an impact on job/work. The scores relating to exchanges with new friends and changes of the sense of values are particularly low.
- When analysed by each scheme, there is no tendency for a widely different level of impact depending on such attributes of the participants as the period of dispatch and frequency of dispatch. However, experts of 39 years of age or younger and female JOCV members record a high score for the impact of exchanges with people at home and abroad who are related to their assignment.

(2) The Substantial Impact of Experience of Overseas Assignment

- 33% of individual experts, 43% of project-type technical cooperation experts and 25% of JOCV members have been involved in or have participated in other international cooperation activities using their “overseas assignment” as a springboard. These activities mainly consist of the acceptance of technical trainees by the organizations to which these experts, etc. belong and their redispach as JICA experts. The international cooperation activities of JOCV members are particularly characterised by a high proportion of activities involving NGOs and ordinary citizens.
- Including experience of international cooperation prior to dispatch by the JICA, some 60% of experts and 35.6% of JOCV members have experience of participating in international cooperation activities conducted by the organization to which they belong, a local public body or NGO.
- In the case of some JOCV members, their experience of overseas assignment has influenced their subsequent career, including “enrolment at a Japanese university or graduate school” (a course other than international cooperation-related) (6.7%), “new employment by an organization specialising in international cooperation” (5.5%) and “study abroad” (4.3%). This type of impact tends to be high among women.
- Almost all individual experts and JOCV members have acquired new foreign friends through their overseas assignment compared to 70% among project-type technical cooperation

experts. The average number of new friends acquired is 10.9 for individual experts, 18.4 for JOCV members and 5.6 for project-type technical cooperation experts.

- 34% of individual experts, 25% of JOCV members and 12% of project-type technical cooperation experts have personally revisited their place of assignment after their return to Japan.

2.1.2 Extension Effects (Secondary Impact) on Those Close to Participants Via Participants Themselves

(1) Situation of Conveyance of Experience by Participants to Those Close to Them

- Many experts convey their experience of assignment abroad to their family members (slightly less than 90%) and work colleagues (slightly more than 80%) through conversations. There is a tendency for such experience to become a frequent topic of conversation among family members.
- In the case of JOCV members, while there are as many opportunities to talk about their experience to family members as in the case of experts, the proportion of those with the opportunity to convey their experience in their workplace is slightly less than 60% which is lower than the corresponding figure for experts.
- More than 50% of the organizations to which individual experts belong internally convey the assignment experience of participants through seminars or bulletins, etc. and many organizations have repeated such events. In contrast, slightly less than 20% of the organizations to which JOCV members belong conduct similar activities.

(2) Impacts on Family Members³

Chart 3 Assumed Impact of Experience of Overseas Assignment of Participants on Their Family Members (Evaluation by Participants)

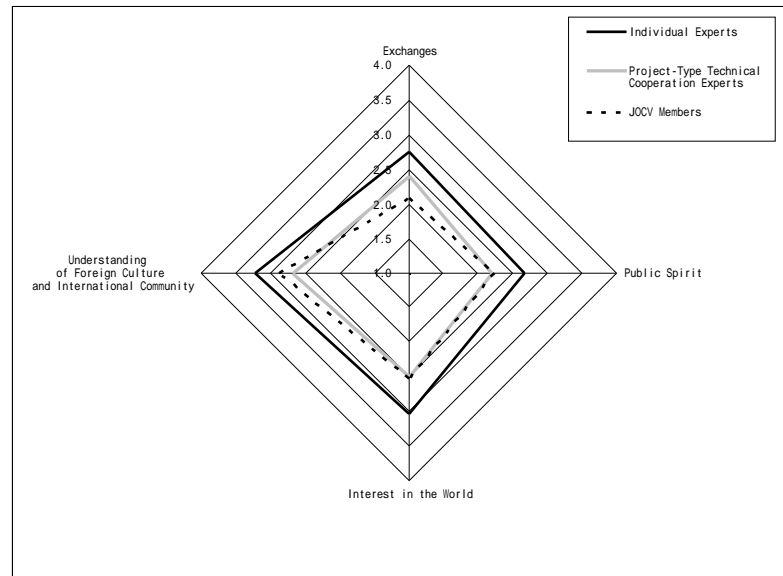
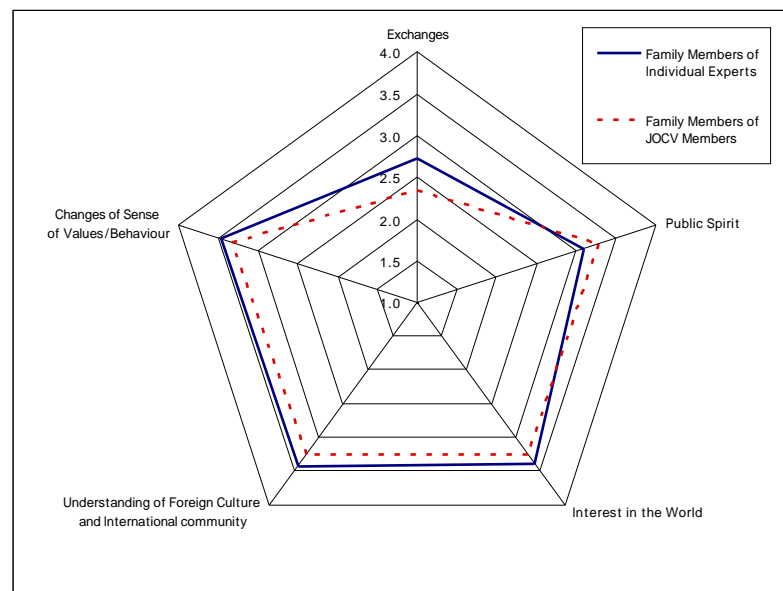


Chart 4 The Impact Through Relationship With Those Having Experienced Overseas Assignment (Evaluation by Family Members)



- The self-evaluation results of individual experts is that they have had a strong impact on their family members in terms of enhancing interest in and understanding of the international

³ The evaluation survey on impacts (by family members) was not conducted for those organizations to which project-type technical cooperation experts belong (Chart 4).

community and foreign culture. They also believe that the sphere of their impact has extended to include the behaviour and recognition of family members in the form of active exchanges with foreigners and participation in voluntary activities. In contrast, project-type technical cooperation experts and JOCV members believe that the impact on their family members remain at the level of enhancing interest and understanding.

- Meanwhile, family members are much more aware of the “very strong impact on them by participants” than the participants themselves, indicating a gap between the evaluation by participants and that by their family members. This phenomenon is particularly noticeable in the case of JOCV members.
- A higher evaluation score is recorded for family members who have lived together at the place of assignment (individual experts) or who have visited such place (JOVC members) and also among family members who have had “frequent” opportunities to listen to the experiences of participants during the period of assignment.

(3) The Impact on Organizations and Colleagues, etc.

1) Evaluation of Impact by Participants and the Organizations to Which They Belong⁴

Chart 5 The Assumed Impact of Experience of Overseas Assignment of Participants on Those Close to Them Other Than Family Members

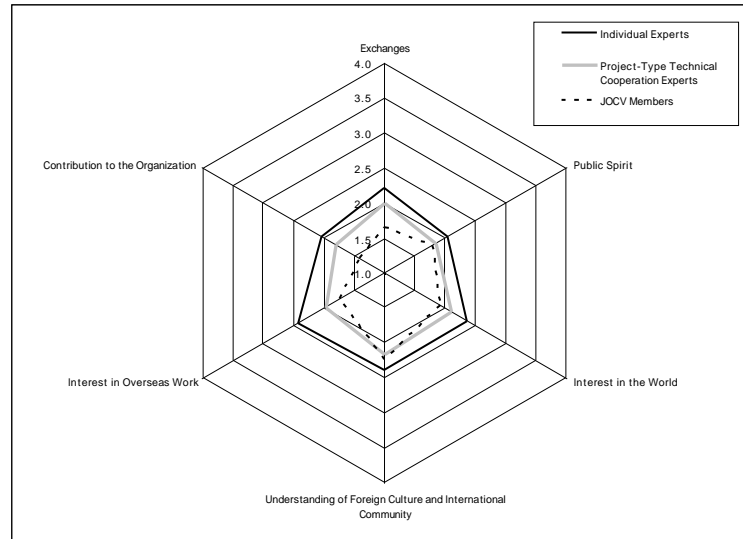
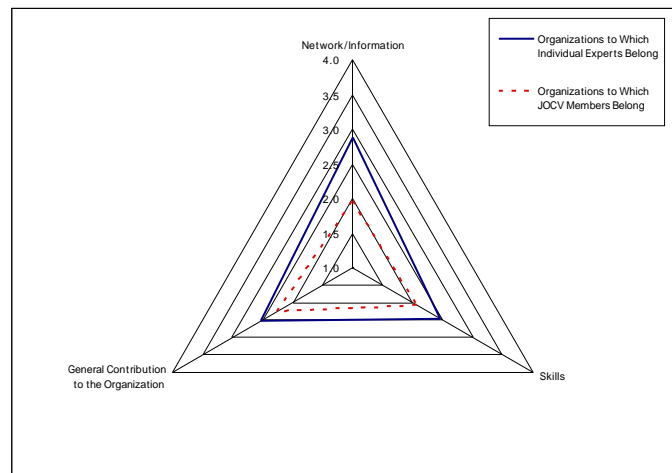
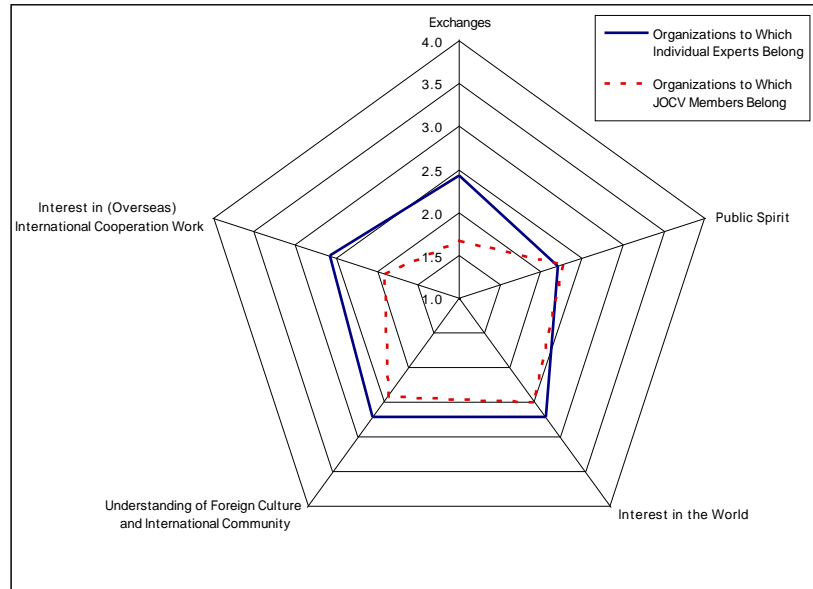


Chart 6 The Impact on Organization and Work Due to Presence of Person With Experience of Overseas Assignment (Evaluation by Organization)



⁴ The evaluation survey on impacts (by organizations to which participants belong) was not conducted for those organizations to which project-type technical cooperation experts belong (Chart 6 and Chart 7).

Chart 7 The Impact on Personal Aspects of Colleagues and Others Close to Those with Experience of Overseas Assignment Due to Presence of the Latter in the Workplace (Evaluation by Organization)



- The evaluation results indicate that the impacts on colleagues and friends, i.e. people other than family members, are generally weak. JOCV members in particular return a low score for every aspect.
- In the case of organizations implementing international cooperation activities and organizations with opportunities to internally convey the experience of participants, however, it can be seen that a relatively strong impact is felt on not only the organization and work but also on the personal aspects of colleagues. At these organizations, the score for networking at home and abroad is particularly high.

2) The Substantial Impact on Activities of Organizations

- Two-thirds of the organizations to which individual experts belong have had experience of conducting international cooperation activities, half of which, i.e. one-third of the total number of these organizations, began to conduct the said activities using the presence of an individual expert(s) or the dispatch of an individual expert(s) as a springboard.

- This tendency of conducting international cooperation activities of organizations coincides with the situation of personal involvement in the activities in question by individual experts, confirming the mutual linkage between the activities of organizations and those of individual experts.
- In the case of those organizations to which JOCV members belong, there are as few as five cases (10.2% of all) of international cooperation activities being conducted. All of these five cases were initiated with the presence of a former JOCV member or the dispatch of a JOCV member by an organization acting as a springboard. Such a reality suggests that the impact of a (former) JOCV member can be extended with the right opportunity.

2.2 The Secondary Impact Through Acceptance of Technical Trainees

The various impact of the acceptance of technical trainees on training organizations, training managers and participants of exchange programmes were examined based on the findings of the questionnaire which had been conducted with organizations accepting technical trainees and participants of exchange programmes in the Kyushu and Chugoku Regions.

The impact on training managers of technical training schemes are relatively small compared to those on individuals dispatched overseas and experts and JOCV members. The major factors for less impact on these people are assumed to be that (i) activities take place in Japan and (ii) the length of time during which contact is maintained with the trainees is shorter than the time spent by JOCV members and experts at the places of assignment.

Nevertheless, the impact appear to increase with a longer training time and a clear impact is seen in terms of “the rearrangement/improvement of existing skills and know-how” and “the acquisition of a new viewpoint and a new manner of conception”. A longer acceptance period not only deepens the friendship with trainees but also widens the networks at home and abroad due to an increase of the time in contact with related organizations in Japan.

Similarly in the case of accepting organizations, a secondary impact in terms of the acquisition of new information, creation of a network and internationalisation of the organization can be recognised with organizations which implement training, including the management of an entire course, over a long period of time or those with rich experience of training foreign personnel.

There is, therefore, a clear tendency for impact, particularly in the form of merits for domestic activities, to be strongly felt in accordance with more experience with the acceptance of technical trainees.

Meanwhile, the self-evaluation of the participants of exchange programmes indicates varied impact of such participation. A particularly strong impact is felt in terms of enhancing interest in and understanding of foreign culture, exchanges with friends and fresh interest in voluntary work. The key points to enhance the impact of participation in exchange programmes appear to be (i) the provision of opportunities for personal contact/exchanges with trainees through parties and home-stay, etc. and (ii) group activities involving friends, etc. instead of lone activities.

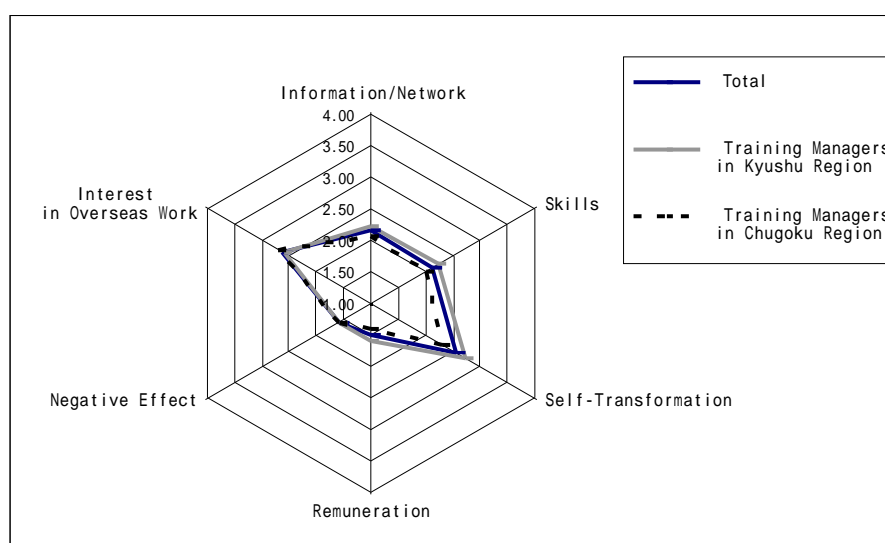
Analysis of the background leading people to participate in exchange programmes in the Chugoku Region reveals two principal reasons, i.e. “response to a request” and “on own initiative” (slightly less than 30% each). The sources of requests or information frequently mentioned include newsletters by local public bodies, the Hiroshima International Plaza, the JICA Chugoku International Centre and universities, indicating the positive effects of publicity and the influence of these organizations.

2.2.1 The Impact on Training Organizations

(1) The Impact on Training Managers

1) The Impact on Job/Work and Personal Aspects

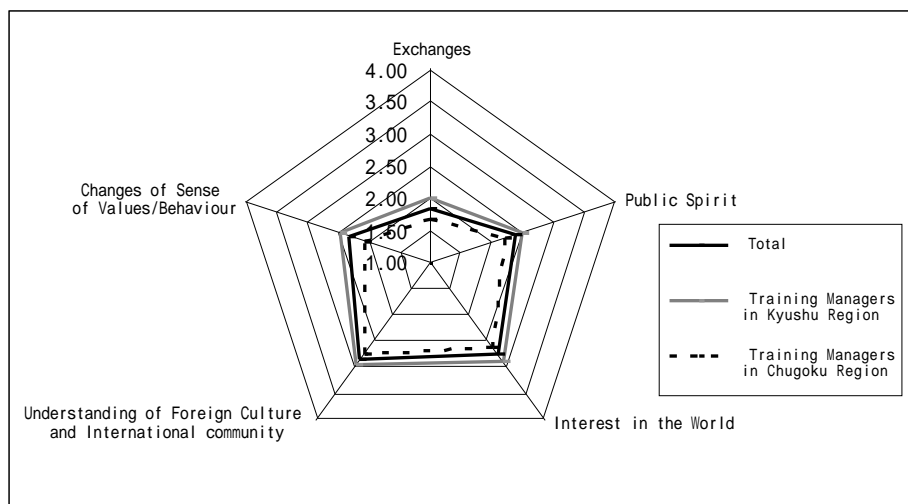
Chart 8 The Impact of Experience of Accepting Technical Trainees on Job and Work



- When training organizations are viewed collectively, there is little impact on the job/work or personal aspects of training managers. The causes for less impact on training managers compared to the impact on persons dispatched abroad as experts or JOCV members are (i) training activities take place in Japan and (ii) there is a tendency for technical training to account for only part of the daily work of those assigned as training managers.
- The actual degree of impact, however, considerably varies depending on the extent of involvement in a training scheme. In the case of organizations managing an entire training course (meaning a long period of acceptance), an impact is clearly seen in terms of “the rearrangement/improvement of existing skills and know-how” and “the acquisition of a new viewpoint and a new manner of conception”. Moreover, apart from a deepened friendship with the trainees, the domestic and overseas networks of training managers are widened because of the increased contact with related organizations in Japan.

- Even in the case of organizations which accept trainees for two days or longer (hosting part of a course), the score is higher than the general average for all aspects, indicating a tendency for the impact to become greater with a longer acceptance period.
- At universities and other educational institutions, the acceptance of technical trainees is evaluated as providing a valuable opportunity as well as experience to turn the attention to abroad when conducting business or research. When these organizations accept foreign experts as technical trainees, their relationship tends to become long term, illustrating the great advantages of such acceptance in terms of information exchange and the networking of personnel.

Chart 9 The Impact of Experience of Accepting Technical Trainees on Personal Aspects



2) The Substantial Impact of Acceptance of Technical Trainees

Chart 10 Experience of Making a Foreign Friend

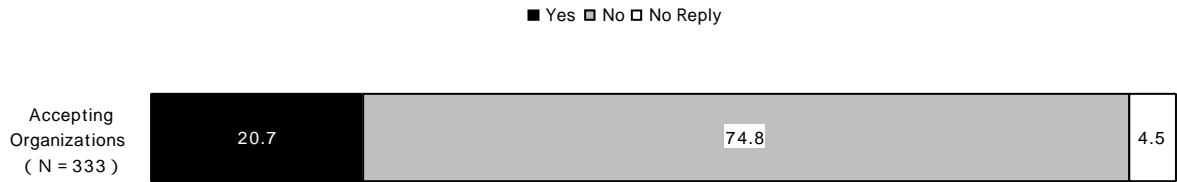
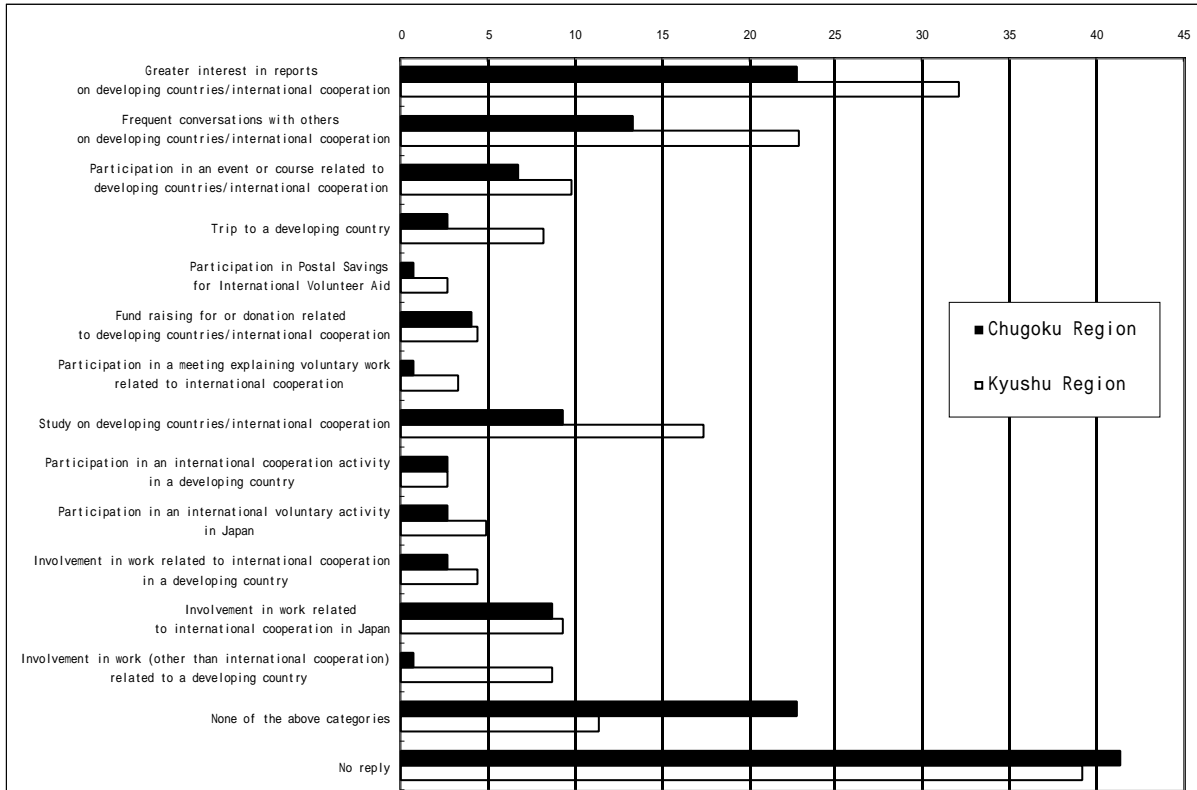


Chart 11 Spread of International Cooperation-Related Activities of Training Managers Following Acceptance of Trainees



- 20.7% of training managers have experience of making a foreign friend(s) through their involvement in the acceptance of technical trainees. Among those having made a foreign friend(s), 30.4% have made 10 or more friends and the overall average number of new friends is 8.5.

- More than half of those having made a foreign friend have experience of visiting the country of the friend. The frequency of communication is less than “once every six months” for more than 50% of those having made a foreign friend.
- 43.5% of training managers replied that their behaviour has changed in some way as a result of their involvement in a trainee acceptance scheme. Frequently mentioned changes are related to what can be described as “behaviour which does not require an active commitment”, including “greater interest in reports on developing countries/international cooperation”, although some 10% of training managers mentioned what can be called “behaviour involving an active commitment”, including “study on developing countries/international cooperation”.
- The substantial impact is greater in the case of organizations managing an entire course and people participating in an exchange programme and/or youth invitation programme.

(2) The Impact on Accepting Organizations and Colleagues Via Training Managers

1) State of Conveyance of Experience by Training Managers to Their Organizations and Colleagues

- Almost half (49.5%) of training managers have talked about their experience of being involved in the acceptance of technical trainees in the “workplace”. Most such conversations take place “from time to time”, however, as less than 10% of training managers have talked about their experience “frequently”. This figure is less than half of the figure for experts.
- 36.6% of organizations have made the acceptance of technical trainees internally known through in-house seminars and/or bulletins, etc. More than 80% of such organizations have done so within the last two years more than once (average of 6.3 times), suggesting an increased frequency of use of e-mail and other means of information dissemination.

2) The Impact on Accepting Organizations and Colleagues (Evaluation by Training Managers)

Chart 12 The Impact of Experience of Trainee Acceptance on Organization/Department and Its Business

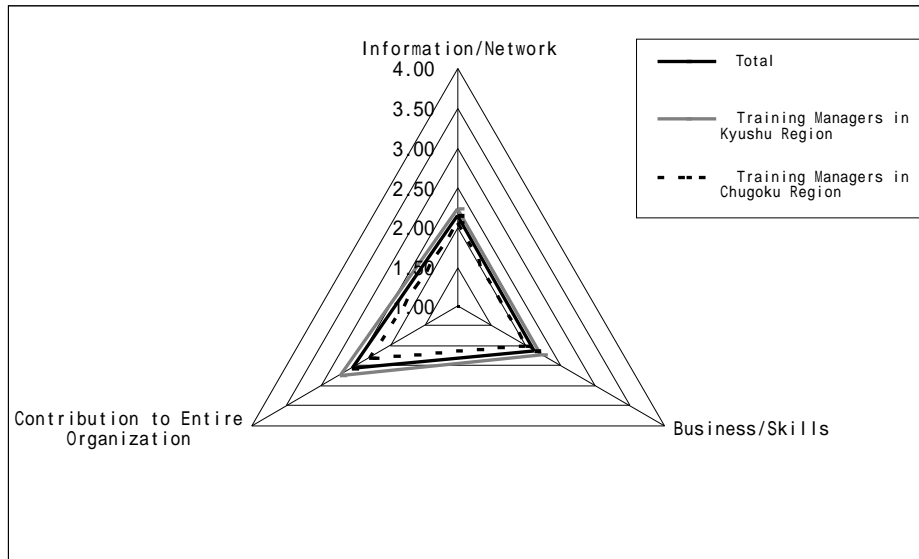
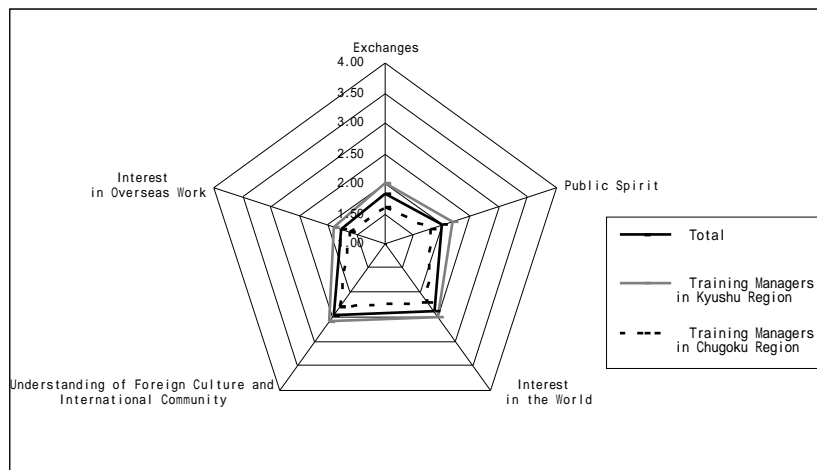


Chart 13 The Impact of Experience of Trainee Acceptance on Insiders Other Than Those Directly Involved



- The impact of trainee acceptance on accepting organizations and their business is generally low although there is a relatively strong impact acknowledged in connection with “internationalisation and image-up of the organization” as a result of the fact that an organization has accepted technical trainees.

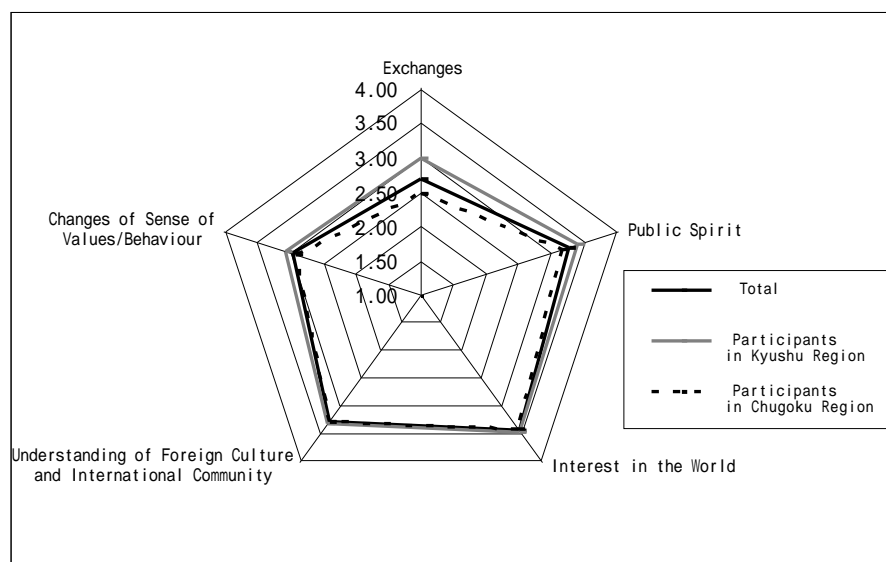
- Organizations, that have managed an entire course, evaluate the impact in terms of “access to information and networking” and “internationalisation and image-up of the organization”.
- The impact, on people other than those directly involved, including colleagues, is weak. However, interest and understanding have increased at organizations, which frequently accept trainees, or with rich experience of trainee acceptance and organizations which believe that the acceptance of trainees is a valuable opportunity to mix with people from other countries.
- The positive impact of internally conveying the experience of trainee acceptance can be confirmed with organizations which systematically convey such experience through seminars, etc. However, the frequency of everyday conversation regarding such experience between individual persons does not affect the impact at all.

3) The Substantial Impact of Acceptance of Technical Trainees

- Only 12% of the departments/organizations replied “Yes” to the question of “whether or not the connection with former trainees which have returned to their respective countries and with the organizations to which they belong has contributed to the core business of the accepting organization”, indicating that there are not many cases of the connection with former trainees proving useful for the core business of an accepting organization. One point to note here is that half (22) of the 44 organizations replying “Yes” replied that a useful contribution to their business by such a connection has been made more than once.
- 16.2% (54 organizations) of the accepting organizations have expanded the scope of their activities to include participation in international cooperation activities other than the trainee acceptance scheme of the JICA. Particularly noticeable new activities are the acceptance of trainees and the dispatch of experts independent from the relevant JICA and other official schemes.

2.2.2 The Impact on Participants of Exchange Programmes

Chart 14 The Impact of Exchange Programmes on Participants



- The participants of exchange programmes, including those which have attended various events and those which have invited trainees to their home, generally show a high level of impact. The level of impact is particularly high in regard to enhanced interest and understanding. This tendency is particularly noticeable among people with long and/or frequent participation in exchange programmes, young people (up to 39 years old) and those which have experienced a home stay or visit. The impact on these people has spread to their behavioural aspects, especially exchanges with foreigners.
- The key points to enhance the impact of participation in exchange programmes appear to be (i) the provision of opportunities for personal contact/exchanges with trainees through parties and home-stay, etc. and (ii) group activities involving friends, etc. instead of lone activities.
- 67.9% of the participants in exchange programmes have conducted some action related to developing countries and international cooperation. Frequently mentioned actions are related to what can be described as “behaviour which does not require an active commitment”, including “reading newspaper articles on developing countries/international cooperation”, although some 20% of the participants mentioned what can be called “behaviour involving an

active commitment”, including “attendance at events and seminars”, “donation and fund-raising” and “participation in international cooperation volunteer activities” in Japan.

- Analysis of the background leading people to participate in exchange programmes in the Chugoku Region reveals two principal reasons, i.e. “response to a request” and “on own initiative” (slightly less than 30% each). The sources of requests or information frequently mentioned include newsletters by local public bodies, the Hiroshima International Plaza, the JICA Chugoku International Centre and universities, indicating the positive effects of publicity and the influence of these organizations.

2.3 The Impact of Grand Aid, Development Studies and Development Cooperation

(1) The Impact on Employees

Chart 15 Evaluation of The Impact of Involvement in ODA-Related Work on Job/Work of Persons in Charge

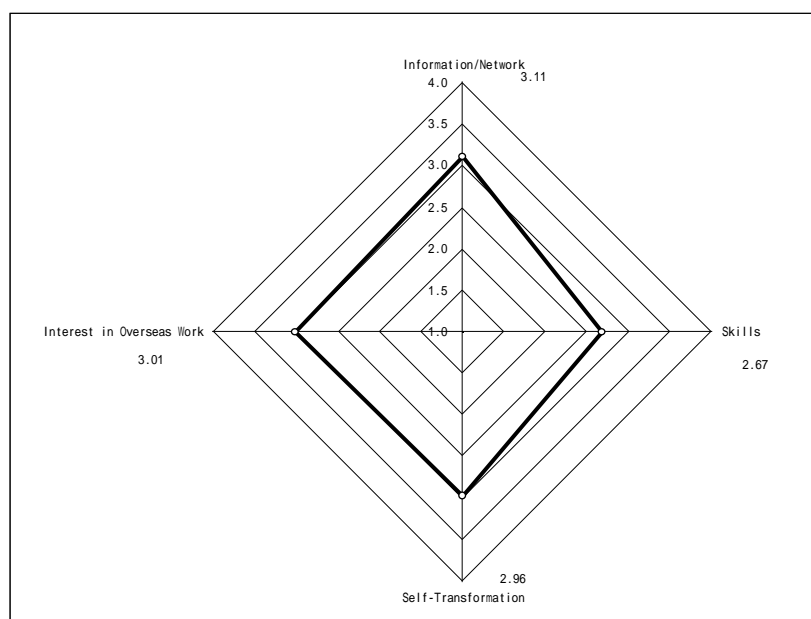


Chart 16 Evaluation of The Impact of Involvement in ODA-Related Work on Personal Aspects of Persons in Charge

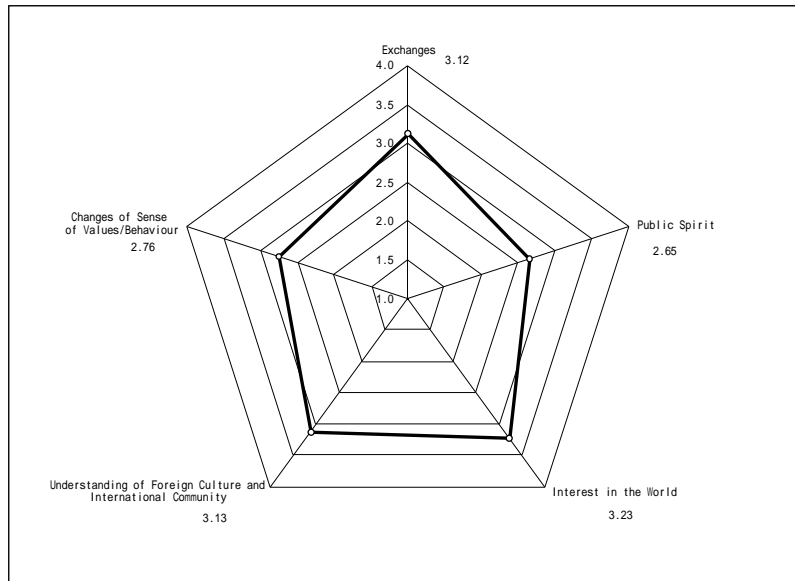
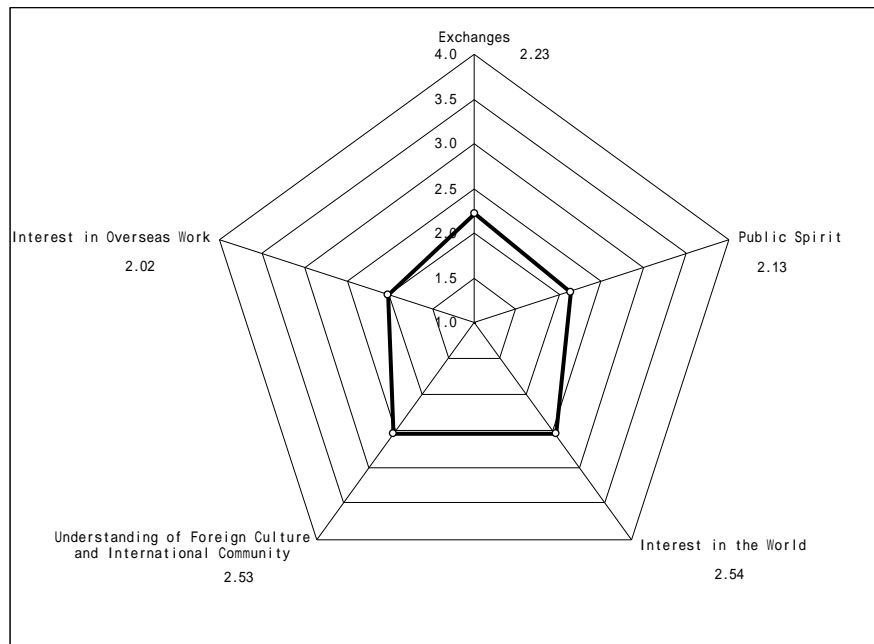


Chart 17 Evaluation of The Impact on Employees Not Directly Involved in ODA Project/Work



- The impact on the job/work of persons in charge are relatively high. A high score is recorded for access to information and the creation of networks. The scores are also generally high for the personal aspects of persons in charge.

- The impact on employees not directly involved are insufficient as they remain at the level of personal interest in and understanding of the international community.

(2) The Impact on Organizations (Non-Specialist Corporations for ODA)

Chart 18 Evaluation of The Impact of Involvement in ODA-Related Work on Businesses of Entire Organization

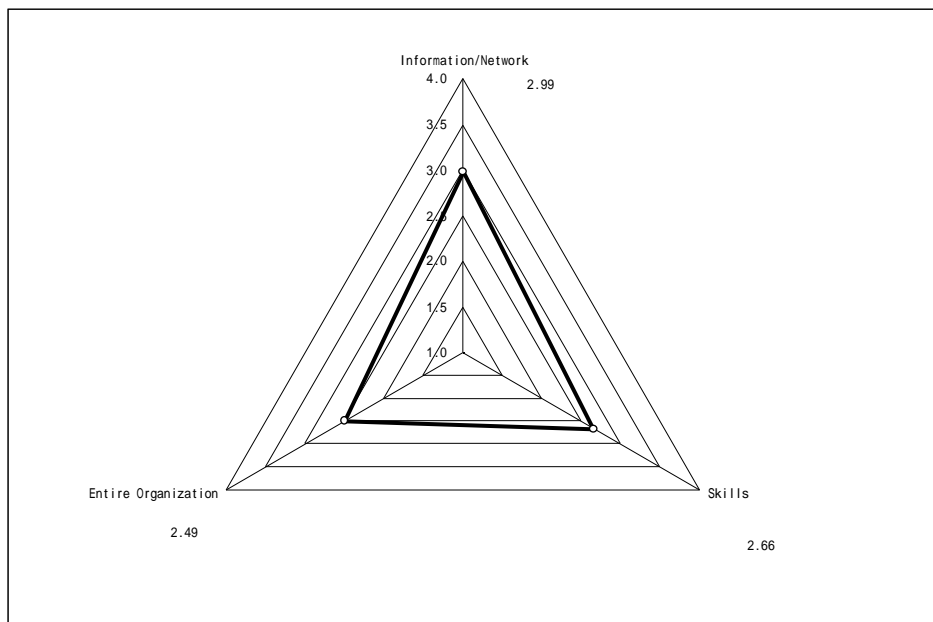
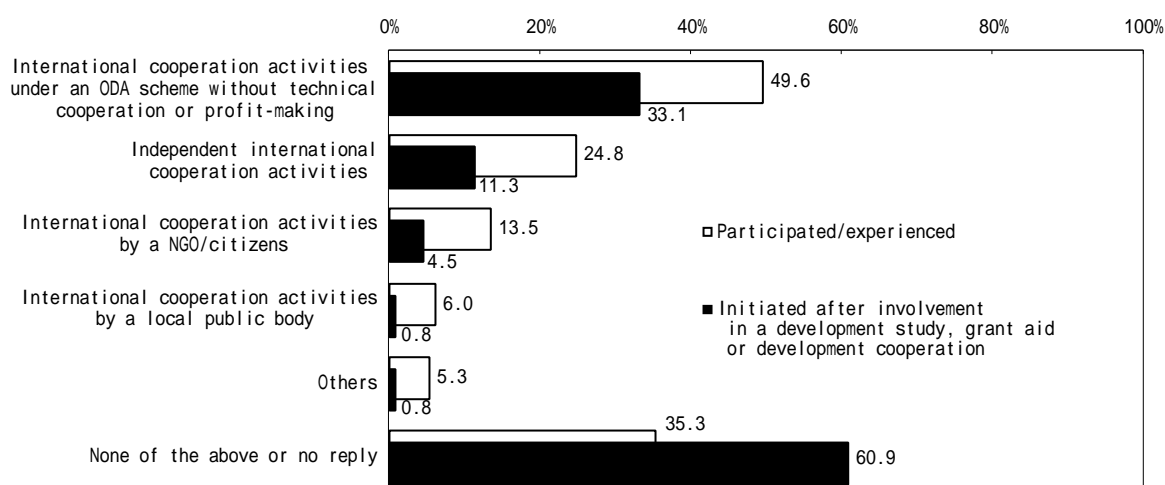


Chart 19 Wider Involvement in International Cooperation Activities Using ODA Projects/Work as a Springboard



- In the case of non-specialist corporations for ODA, a positive impact, mainly “access to useful sources of information for business”, is felt through involvement in ODA-related work and are evaluated as affecting the business of the entire organization. This tendency is particularly strong in the case of corporations, which have experienced non-profit making cooperation activities, or those involved in a development cooperation project.
- Some 40% of corporations, which have been involved in an ODA project/work, replied that their international cooperation activities have expanded to include the dispatch of experts and others as their initial involvement in an ODA project/work has acted as a springboard.

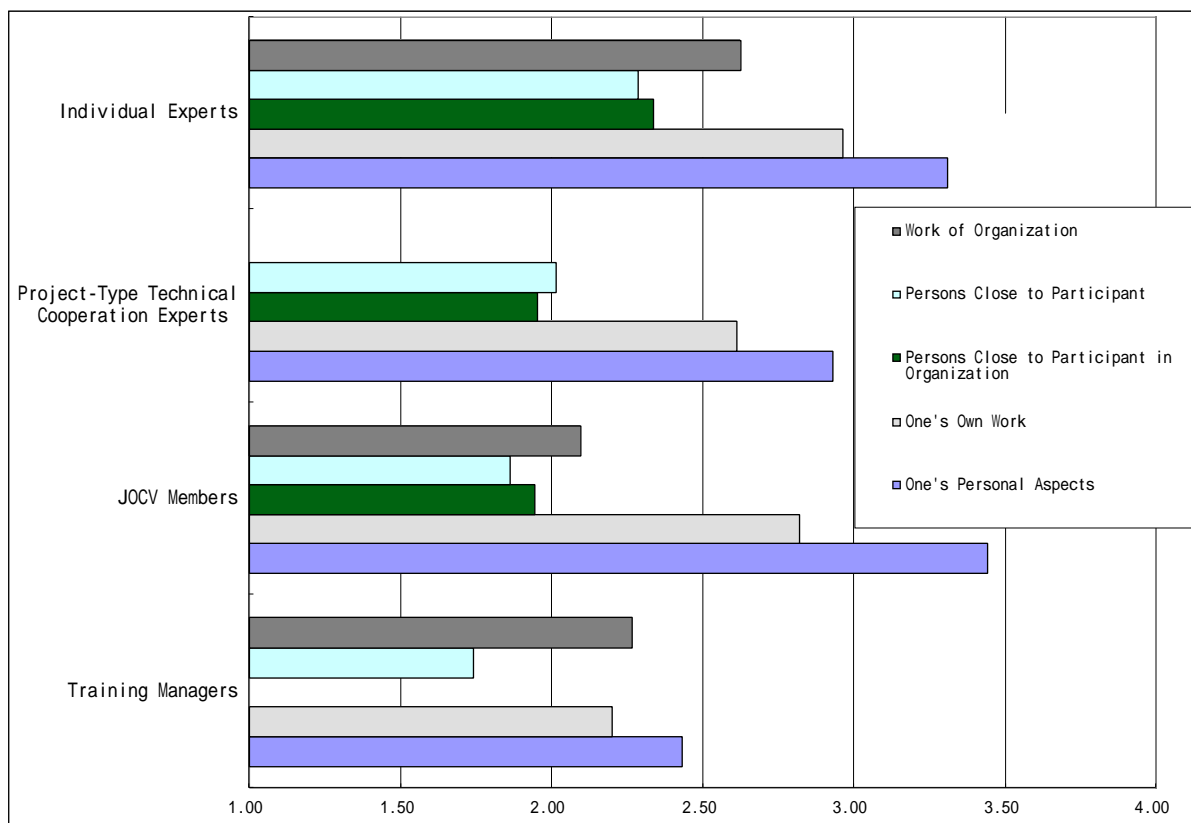
2.4 Overview of The Impact by Type of Technical Cooperation

Chart 20 shows the impact evaluation results by the main types of technical cooperation featured in the questionnaire survey. As already seen so far, the evaluation score is the highest for the personal aspects of the participants for every type of technical cooperation, followed by the score relating to the job/work of the participants except for training managers.

Individual experts and JOCV members, for whom the period of assignment in a developing country is generally long, point out a strong impact on their work. In contrast, even though project-type technical cooperation experts, for whom the period of assignment is short in many cases, point out an impact on both their work and personal aspects, the degree of this impact is

lower than that of individual experts and JOCV members. As far as the average scores are concerned, the evaluation scores for the impact on work and personal aspects of training managers are lower than the respective median points, indicating a lesser impact of involvement in international cooperation activities compared to other persons.

Chart 20 Impact Evaluation Results by Types of Technical Cooperation and by Types of Subjects of Impact



Notes

1. The impact on family members are evaluated by the participants themselves, i.e. individual experts and JOCV members.
2. No data is available for “the impact on the work of the organization” in the case of project-type technical cooperation experts and “the impact on family members” in the case of training managers, as the relevant questions were not asked.

As mentioned earlier, the score for the impact on family members exceeds 3 when evaluated by the family members of experts of JOCV members. Such results indicate that family members believe that “they feel a strong impact from those dispatched abroad” (under the dispatch of experts scheme and other schemes). In contrast, the evaluation score for the impact on family members by the participants of such schemes is below the median point for each type of participant. Such self-evaluation results that “experience as an actual participant has little

impact on family members” indicates under-estimation by the participants. Similarly, the evaluation score for the impact on those close to them (friends and colleagues) by the participants themselves is low. The impact on family members of individual experts are comparatively high. One factor for this is the family members’ own experience of living in a developing country together with the participant. It must be noted that all of the scores shown in Chart 20 are those for evaluation by the participants themselves.

The impact on the work of an organization tend to be lower than the impact on the work of the participants and do not reach a sufficient level except for individual experts. While high scores are recorded by the participants themselves for impacts in many aspects, particularly “access to sources of information and the creation of a domestic network” and “skills” (rearrangement/improvement of existing skills and know-how), the impact often fails to reach the work of the entire organization.

Analysed individually, the level of impact on organizations with a natural tendency to be involved in international cooperation activities, such as those to which individual experts belong or those accepting trainees, is similar to that for the participants depending on the extent of actual involvement of such organizations (for example, conducting its own international cooperation activities or managing an entire training course). However, in the case of JOCV, which has a strong aspect of personal commitment, the secondary impact on the work/business of the organization to which they belong are not particularly strong despite strong impact on the participants themselves, i.e. JOCV members.

3. Secondary Impacts on Japanese Society and General Public

The impact regarding international cooperation and international exchanges on Japanese society and the general public are examined in this section.

3.1 Routes for The Impact on Japanese Society and General Public

(1) Conveyance of Own Experience by Participants of International Cooperation to Japanese Society

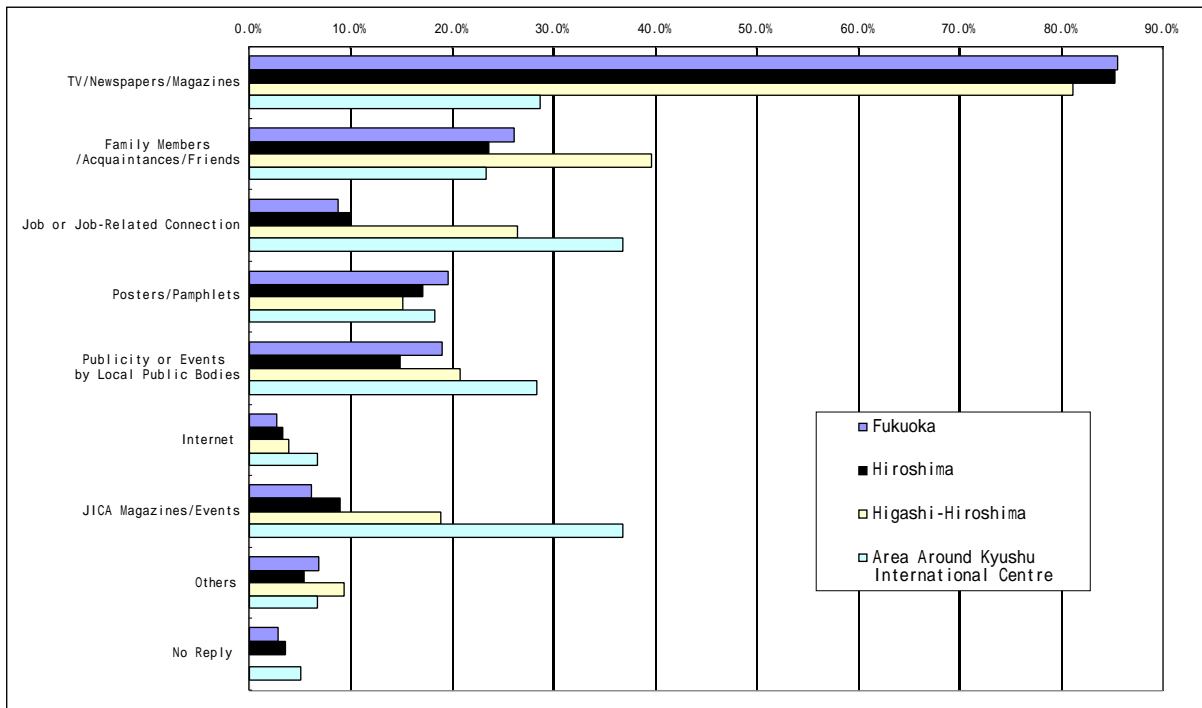
- More than 60% of individual experts and nearly 80% of JOCV members have the experience of talking “on private occasions”. While such experience of private talk is lower than the comparable experience of talking “in the workplace” (slightly higher than 80%) in the case of individual experts, the figure for private talk is higher than that for “talking in the workplace” (slightly less than 60%) in the case of JOCV members.
- More than one-third of training managers have the experience of talking “on private occasions”. This figure is lower than the nearly 50% for those who have talked about their involvement in training “in the workplace”, again indicating the low impact of their involvement in training work on them.
- Only one in five training organizations replied that it has had the opportunity to talk about the experience of international cooperation work to outsiders via a home page and/or other means. This figure is less than half of the figure for the internal dissemination of such experience (36.6%).
- Three-quarters of individual experts as well as JOCV members have had the experience of conveying their experience of assigned work overseas to many others through “salmon campaigns”⁵ in the form of lectures or seminars, etc. and this ratio is very high.
- In the case of JOCV members in particular, more than half (52.1%) have had the experience of “a lecture and/or seminar outside their own organization” and this figure is far higher than

⁵ “Salmon campaign” is the program JICA assists education which promotes understanding towards developing countries by dispatching lecturers. JICA dispatches employees, former experts and JOCV as lecturers.

that for the other types of participants. The conveyance of the experience of JOCV members is characterised by the predominant use of opportunities to address outsiders and the general public, reflecting the fact that their linkage to their organization is not as strong as that of individual experts or project-type technical cooperation experts.

(2) Routes for General Public to Recognise International Cooperation and International Exchanges and State of Their Involvement

Chart 21 Routes to Recognise Activities Related to International Cooperation and International Exchanges



- For an overwhelming proportion (85.4%) of the general public, “TV/newspapers/magazines, etc.” are the main route for them to recognise activities related to international cooperation and international exchanges.
- Meanwhile, a relatively large number of people in Higashi-Hiroshima, a city with a population of 117,000 and the home of the Chugoku International Centre, recognise the said activities through everyday human contact with “a family member/acquaintance/friend”, confirming the contribution of the activities of the Centre to their recognition.

- In the case of Kita-Kyushu City (population: just over one million), however, the proportion of each route is almost in line with the corresponding overall figure, presumably because of its large population size.
- Some two-thirds of the general public replied that neither themselves nor anyone close to them have any experience of involvement in ODA-related international cooperation or associated activities. Accordingly, no secondary impact of efforts to convey the experience of cooperation by participants and organizations are substantiated at the prefectural level of Hiroshima or Fukuoka.
- In Higashi-Hiroshima City where the routes for people to recognise international cooperation and exchange activities are quite different from the general picture, the proportion of people or those close to them who have been involved in international cooperation, etc. is as high as approximately 60%. Moreover, the proportion of people who have been actually involved is equally high at slightly less than 20%, showing a distinctively different pattern from other geographical areas.
- 17.6% of the general public have experience of listening to, seeing or actually socialising with trainees.

3.2 The Impact on The General Public

(1) Interest and Behavioural Tendencies of The General Public

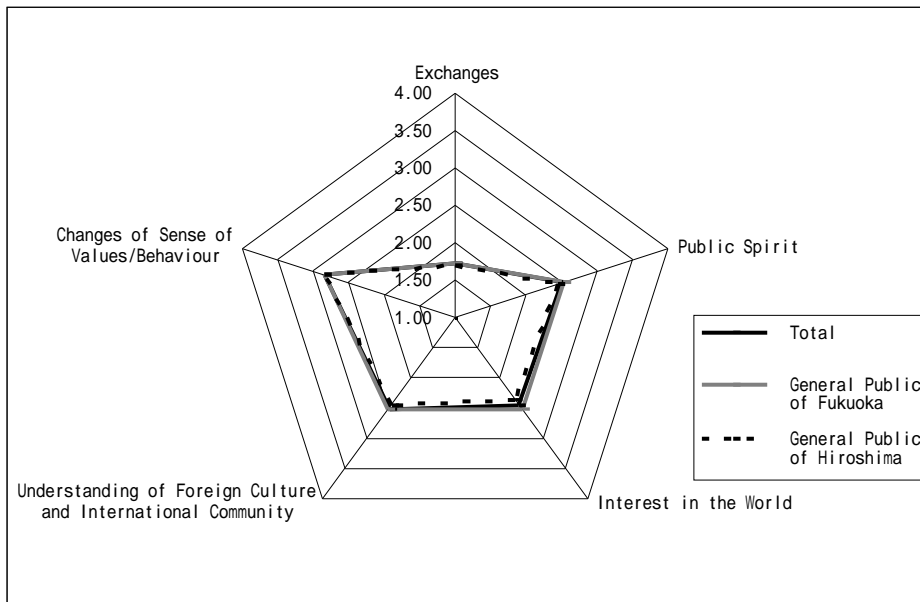
- In Higashi-Hiroshima City and the area around the Kyushu International Centre, there is a strong willingness among the general public to become involved in things, including participation in volunteer activities, events and seminars, suggesting a link between the level of international cooperation activities and the availability of many opportunities in these areas and a strong willingness to participate.
- In both Fukuoka and Hiroshima Prefectures, the recognition level of ODA and the JICA is higher than the national average. The facts that the JICA International Centre located in each of these prefectures leads to many opportunities for activities to be reported by local media and that local public bodies in both prefectures energetically promote international

cooperation activities are believed to be responsible for the higher level of recognition among the general public in both prefectures.

- It can also be seen that there is a large pool of supporters who are interested in ODA evaluation and international cooperation compared to the national average. However, the presence of a large number of strong supporters is offset by the presence of an equally large number of people who are not interested, making the average score the same as the national average score.

(2) The Impact on The General Public

Chart 22 The Impact of Involvement in International Cooperation and Communication with



Trainees on The General Public

Chart 23 The Impact of Involvement in International Cooperation and Contact with Trainees on The General Public (by Area of Hiroshima Prefecture)

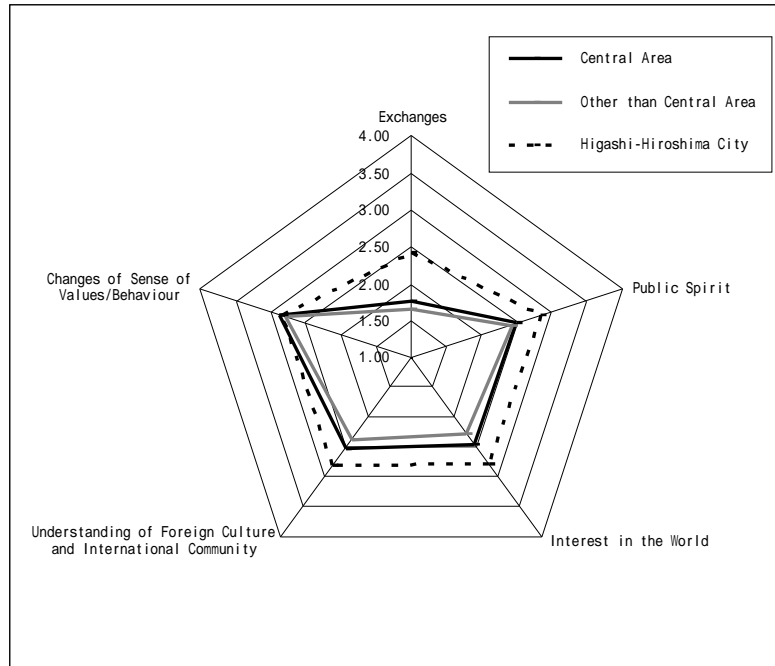


Chart 24 The Impact of Involvement in International Cooperation and Contact with Trainees on The General Public (by Area of Fukuoka Prefecture)

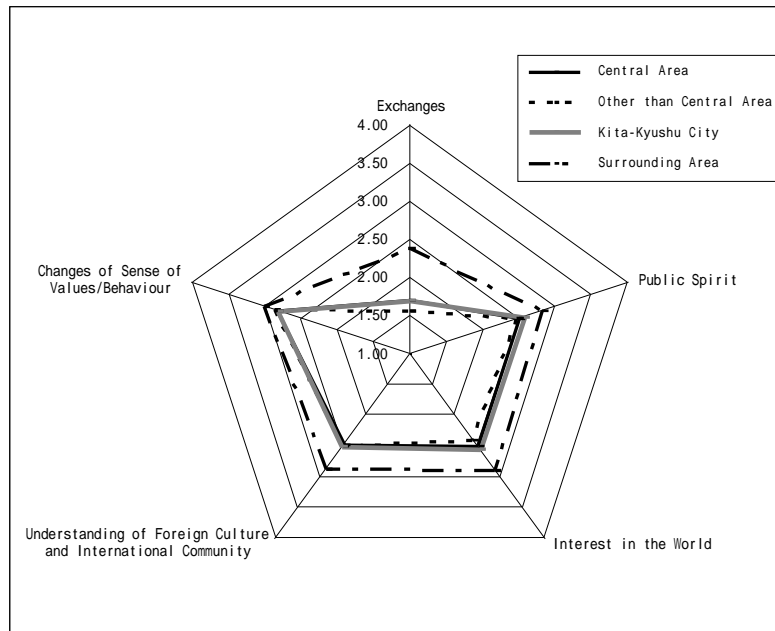
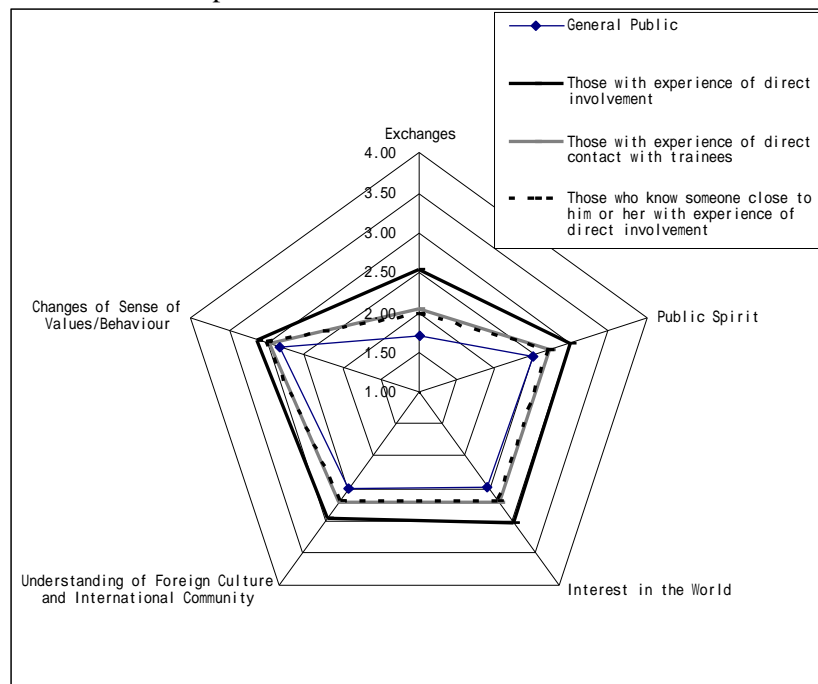


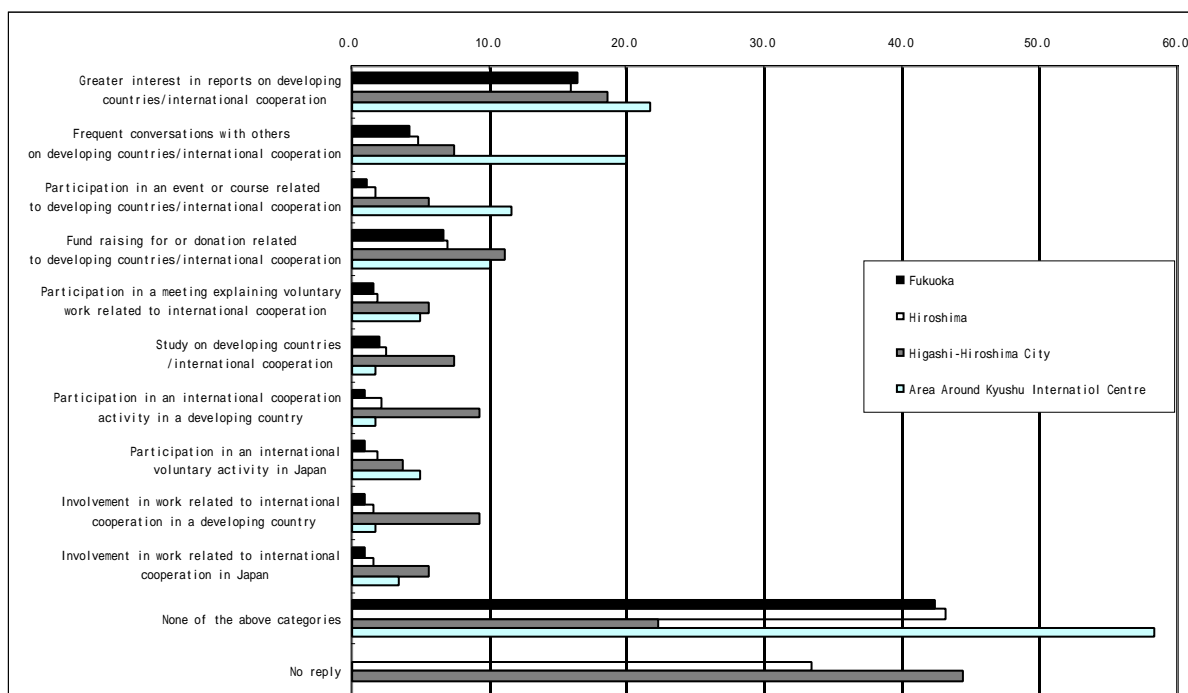
Chart 25 State of Participation in International Exchange/Cooperation Activities and Evaluation of Impact



- Through involvement in international cooperation and/or contact with trainees, the general public do feel an impact in relation to their sense of values as they “think about the meaning of happiness and affluence”. However, while no major impact is observed in regard to other aspects, a certain impact is observed in regard to many aspects in Higashi-Hiroshima City, the host city for the Chugoku International Centre, and the area around the Kyushu International Centre.
- The evaluation results indicate that direct involvement in some activities to communicate with people from developing countries is crucial for the general public to receive an impact. Secondary impact of some degree on the general public can be expected to take place if someone close to them is involved in international cooperation activities.

(3) Changes of Behaviour of The General Public

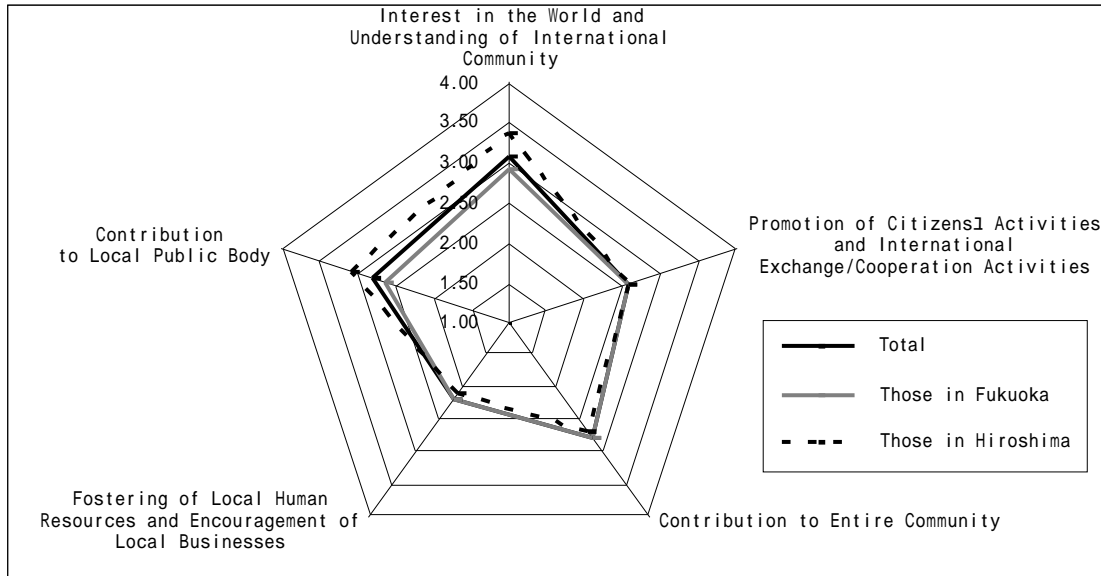
Chart 26 Spread of International Cooperation-Related Activities of General Public Following Involvement in Said Activities and/or Contact with Trainees



- 20% of the general public have conducted some new actions relating to developing countries or international cooperation following their contact with or new knowledge about Japan’s international cooperation activities and/or foreign trainees in Japan.
- The tendency to conduct such actions is comparatively strong in the case of people living in Higashi-Hiroshima City or near the Kyushu International Centre, “those with direct experience of involvement in international cooperation/exchange activities”, “those with direct experience of contact with trainees” and “those who know someone close to them with experience of direct involvement”.

3.3 State of Impact on Local Communities and Local Public Bodies

Chart 27 The Impact of Involvement in International Exchanges/Cooperation on Local Communities and Local Public Bodies



- Among the various activities conducted by local communities and local public bodies, the most frequently conducted activities are “international exchange/cooperation activities led by local residents or groups”, such as the provision of goods and funds by local exchange associations, followed by “independent activities by local public bodies”, including the acceptance of personnel and the exchange of students and “participation in or cooperation for international cooperation activities under ODA schemes, including the acceptance of trainees and invitations to young people.
- 37.8% of local public bodies have conducted “activities relating to international cooperation/exchange activities under ODA schemes” and these activities include salmon campaigns. Activities involving both a local public body and residents are home stays, home visits and meetings of former JOCV members and experts. In addition, local public bodies conduct salmon campaigns while local residents invite trainees to visit local schools.
- The main impacts of these activities are said to be “enhancement of local residents’ interest in the world and their understanding of the international community”, “increased interest/understanding and fostering of human resources within a local public body” and

“vitalisation and progress of the internationalisation of a local area”, suggesting strong expectations among local public bodies.

3.4 The Impact on Japanese Society and General Public

When people living in Fukuoka Prefecture or Hiroshima Prefecture are compared with the general public in Japan, the “recognition” of matters relating to international cooperation, such as ODA, JICA and the contents of international cooperation schemes, is one aspect of evaluation where the scores recorded by people living in these two prefectures are clearly above the national average. As the mass media is the dominant route for the general public to recognise international cooperation activities, the high level of recognition in Fukuoka Prefecture and Hiroshima Prefecture appears to suggest that publicity is vigorously conducted in these prefectures with good results.

However, the positive impact of publicity, through the mass media, fail to reach beyond the “recognition” level. The impact on “interest” and “participation” are only observed in the area around the JICA International Centre and the prefectural average in these aspects in Fukuoka and Hiroshima is practically the same as the national average.

In areas where the impact on “interest” and “participation” are observed, the JICA International Centre and other organizations with contact with the actual participations of cooperation schemes and/or trainees make a direct approach. These findings appear to suggest that activities, which directly involve people with experience of international cooperation, are essential to enhance the impacts on Japanese society and the general public. Here, societies of former JOCV members or experts can certainly play a significant role.

4. Conclusions

Japan’s technical cooperation has a strong characteristic of being conducted through broad participation of the citizens. We see cases not only on individual levels, such as Japan Overseas Cooperation Volunteers (JOCVs), trainee acceptance, and Technical Cooperation Experts, but also on the organizational level and cases where the administration and residents from corresponding regions act together. These international cooperation activities in Japan not only contribute to the principal objective, promoting the economic and social development of

developing countries, but also to create repercussions in improving Japan's understanding and support for developing countries as well as international cooperation, and promoting international communication.

The impact on volunteers and experts, who were dispatched overseas, consist of many areas, such as a change in sense of value, discovering new operational points of view, and improving their existing techniques. Participants can possibly spread this impact starting from their own organizations into Japanese society, but the current effects are insufficient. What we can see is a strong relationship between the experts and the organization in handling international cooperation. Going forward, it is necessary to resolve and spread these experiences, which tend to get buried in these attendants' daily life, to the rest of society. We can see tendencies, especially by JOCVs, to keep their experiences to themselves as "a very individual experience." The lack of valuation from the Japanese society towards ex-volunteers, who played an active role internationally, has always been pointed out. The research results raised anew the reality of Japan, especially the reality of ex-volunteers placing themselves in the organizational society. Therefore, as well as continuing efforts to raise the understanding of international cooperation from organizations, it is necessary to concentrate on extending channels other than organizations, meaning resolving experiences through families and the general society. It has also become evident that families of experts, who have not been emphasized as a resource for impacting international cooperation up until now, have adequate opportunities to do so. Going forward, it is effective for the JICA domestic offices, such as International center to be the center in proceeding with activities involving these people.

It is evident that the effectiveness of the acceptance of technical training participants depends on their length. For the organization and people in charge, there is a tendency to place more value on meriting impacts, such as internationalization and image improvement of the organization" and "constructing networks and securing information. Going forward, it is desirable to increase opportunities for exchanges between the accepting organizations and the trainees by making as much room as possible in the training schedule, so that taking part in the training project will be recognized as creating an impact. It is also important to further strengthen public information to support image improvements and to secure information and networks. We are seeing an adequate impact from people attending exchange programs. Going forward, as well as committing more ideas to making programs that people can easily attend alone or with friends,

and where one can easily find friends with whom to continue activities, we also feel that urging participation from the families of experts and volunteers is effective.

When comparing Fukuoka and Hiroshima prefectures with the Japanese citizens, Fukuoka and Hiroshima prefectures are clearly above national level in evaluating recognition for matters related to international cooperation, such as the Official Development Assistance (ODA), JICA, and international cooperation project contents. Because most of the citizens recognize international cooperation activities through the mass media channel, we suppose that the high level of recognition in Fukuoka and Hiroshima is due to an active public information activity that is gaining effect. However, effects resulting from public information from the mass media are only on the recognition level. Effects on interest and participation are only observed in areas around the JICA international center, and the general averages of both prefectures are at the same level as the national average. Regions where interest and participation are observed are areas where activities are directly performed through such organizations as the JICA international center with contact with actual participants of cooperation schemes and trainees. Therefore, in order to enhance the impact on Japanese society and the general public, there is a need to promote these activities. To make this happen, the roles carried out by the alumni associations of volunteers and experts is significant.

