

About the Cool Japan Strategy

Secretariat of Intellectual Property Strategy Headquarters
Cabinet Office
September 2019



Japan. Cool Japan.

Cool Japan Initiatives to Date (1)

-2011

- **Establishment of the Cool Japan Promotion Office within METI** (2010)

2012-2014

Primarily focused on enhancing the dissemination of information

- **Establishment of the Minister of State for Cool Japan Strategy** (December 2012)

2015-2018

Aiming to achieve economic growth

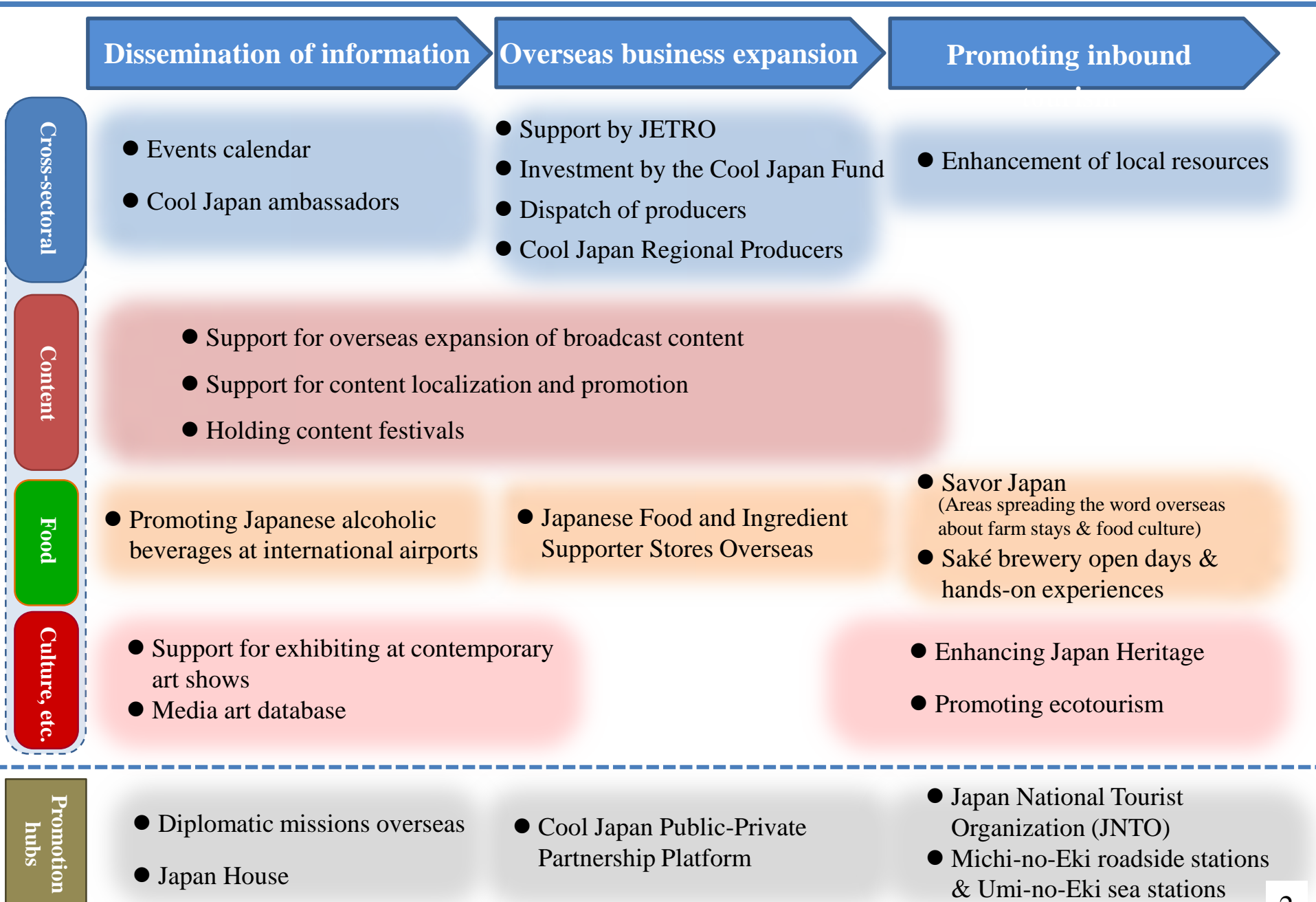
- **Cool Japan Strategy Public-Private Collaboration Initiative** (June 2015, Cool Japan Strategy Promotion Council)
- **Establishment of the Cool Japan Public-Private Partnership Platform** (December 2015)
⇒ Holding seminars and networking events to facilitate public-private and cross-industry partnerships and create new business opportunities

2018-

Developing a more in-depth strategy

- **Intellectual Property Strategy Vision** (June 2018, Intellectual Property Strategy Headquarters)
⇒ Positioned Cool Japan as part of intellectual property strategy
- **Intellectual Property Promotion Plan 2019** (June 2019, Intellectual Property Strategy Headquarters)
⇒ “Japan will formulate a new Cool Japan Strategy by around the summer of this year and implement it in cooperation with relevant ministries and agencies, with the aim of laying the foundations for the long-term continuation and development of Cool Japan through the cooperation and collaboration of many people.”

Cool Japan Initiatives to Date (2)



Evaluation of Initiatives to Date

- Forums including the EUREKA! Meeting (19 foreign nationals) and the Create Japan WG (6 foreign nationals and 6 Japanese nationals) were organized to seek the views of experts, including foreign nationals, and various issues relating to Cool Japan were identified.

Outcomes

- Increases in the value of exports and number of foreign visitors to Japan
- CJ initiatives taking place in a more diverse array of fields
- Built up stakeholder knowledge and lessons
- Human resource development and discovery
- Increase in foreign nationals with a profound understanding of Japan
- Gradual development of systems and environments, including foreign human resources



1st EUREKA! Meeting



5th Create Japan WG

Environmental changes

- Increasingly diverse perceptions of Japan's appeal
- Adverse impact due reliance on existing/stereotypical attractions
- Qualitative changes among foreign nationals
- Changes in media

Issues

- Lack of collaboration among stakeholders resulted in failure to generate good initiatives
- Lack of foreign nationals' viewpoints
- Failure to drill down deeper into Japan's appeal and amass knowledge
- Failure to spread the word effectively
- Control tower functions of the Cabinet Office are weak

Aspirations of the Cool Japan Strategy

- To enhance Japan's brand power by securing global empathy and bolster Japan's soft power by increasing the number of foreign nationals who feel affection towards Japan (Japan fans)

Current problems

- Failure to share an understanding of the objectives of CJ
- Product-out mindset
- Lack of awareness of global perspectives
- Failure to drill down into the true nature of Japan's appeal
- Good initiatives are being undertaken within Japan and overseas, but they have not been woven into a network

Share understanding
of the objectives of CJ

Secure empathy
Increase the number of
Japan fans

Aspirations

- Shared understanding of CJ's aims and values
- Strategically securing Japan fans
- Market-oriented approach of starting from a global perspective
- Partnerships with foreign nationals
- Pursuing breadth and depth in the attractions of Japan
- Strengthening collaboration by developing stakeholder networks

Measures

- (1) Building consistent nationwide frameworks and ensuring they function
- (2) Achieving greater depth in vertical initiatives (focused on individual fields and regions)
- (3) Creating frameworks to strengthen wide-ranging collaboration
- (4) Effective initiatives for increasing the number of Japan fans
- (5) Initiatives to support the leveraging of intellectual property

Direction of Measures (1)

(1) Building consistent nationwide frameworks and ensuring they function

The Cabinet Office and individual ministries and agencies will implement initiatives aimed at increasing the consistency of CJ-related measures by the government as a whole, and further boosting their effectiveness from the perspective of CJ.

- The Intellectual Property Strategy Headquarters will oversee the formulation of medium- to long-term CJ policies and execute the strategy.
- Establishment of the CJ Strategy Council (tentative name), consisting of the Minister of State for CJ Strategy and State Ministers from relevant ministries and agencies.

(2) Achieving greater depth in vertical initiatives (focused on individual fields and regions)

Many attractions are located in provincial areas and the potential of those areas in terms of CJ aspects needs to be further drawn out.

- Efforts to make effective appeals to provincial areas, such as leveraging measures that will be readily accepted by such stakeholders, including intellectual property creation education, regional revitalization, and support for SMEs.
- Development of an environment in which local governments and provincial businesses can readily implement CJ initiatives by sharing with them the basic data and analysis required for promoting CJ.

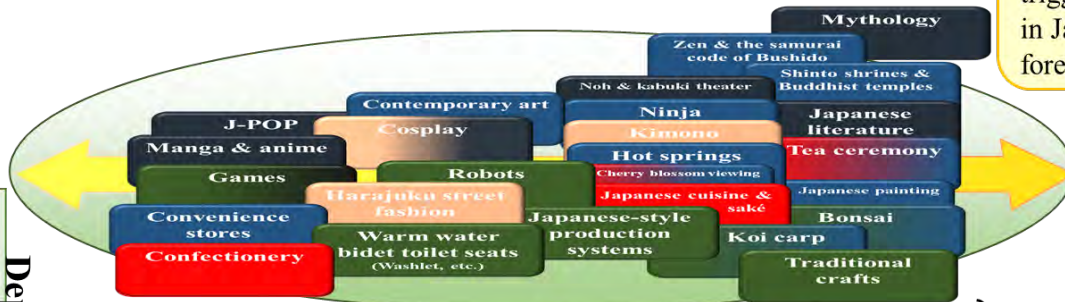
Breadth and Depth of Cool Japan Gateways

- Japan has a multitude of attractions, ranging from the spiritual to the physical, and from the profound to the popular.
- While maintaining and expanding the breadth of the “gateways” via which people develop an interest in Japan, we can further increase their interest by showing them the depth to be explored therein.

Developing an interest in Japan via one of a multiplicity of diverse gateways

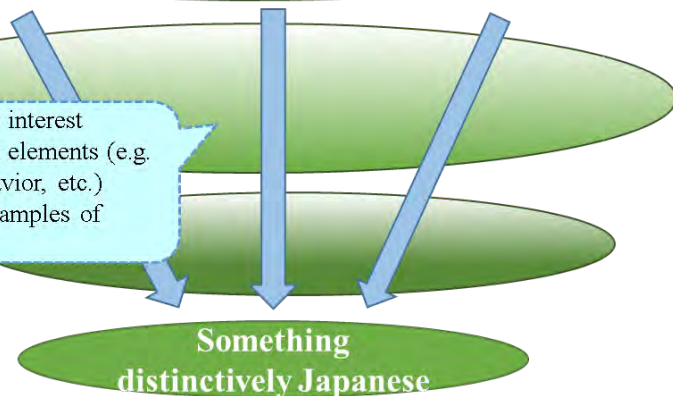


Offering diverse gateways that trigger an interest in Japan among foreign nationals.



Depth of appeal

Developing a deeper interest through contact with elements (e.g. history, culture, behavior, etc.) behind individual examples of content.



Delivering depth that enables people to develop a deeper interest.

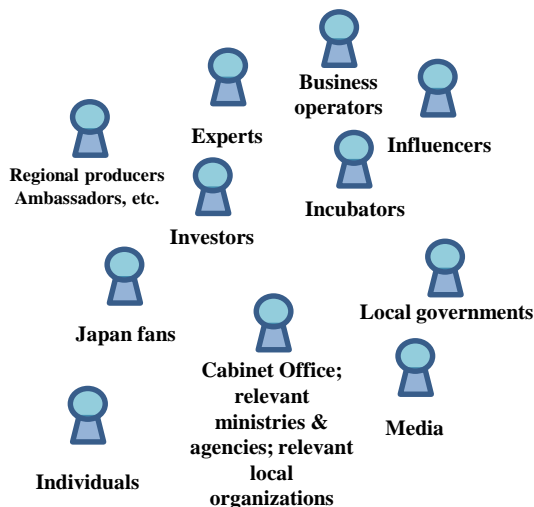
- Create and tell easily understood stories.
Aggregate the necessary knowledge and data
Networking and human resource development, etc.
- Devise ways of spreading the word tailored to the digital age
Leverage social media, etc.
Use AI to analyze appeal, etc.

Direction of Measures (2)

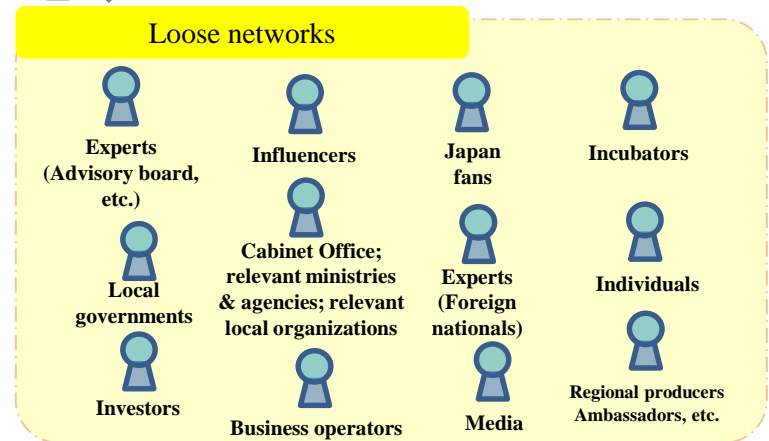
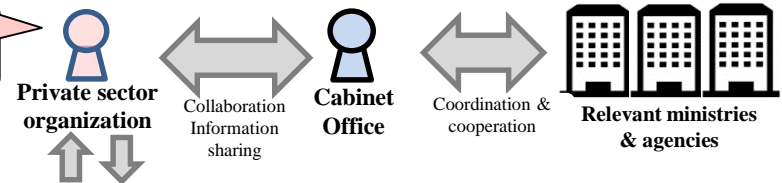
(3) Creating frameworks to strengthen wide-ranging collaboration

- Build loose networks that encompass numerous stakeholders, both within Japan and overseas, such as members of the Public-Private Partnership Platform. Aim to ensure that these networks become infrastructure that generates new initiatives as spontaneous linkages form between various ideas and personnel.
- Need for a private sector organization that functions as a core (e.g. investigation, analysis, and sharing of basic data, and formation of stakeholder networks), in order to ensure these networks function effectively.
- The Cabinet Office will provide this private sector organization with the necessary support, such as cultivating links with collaborative partners.

Good initiatives are being undertaken, but have not been woven into a network.



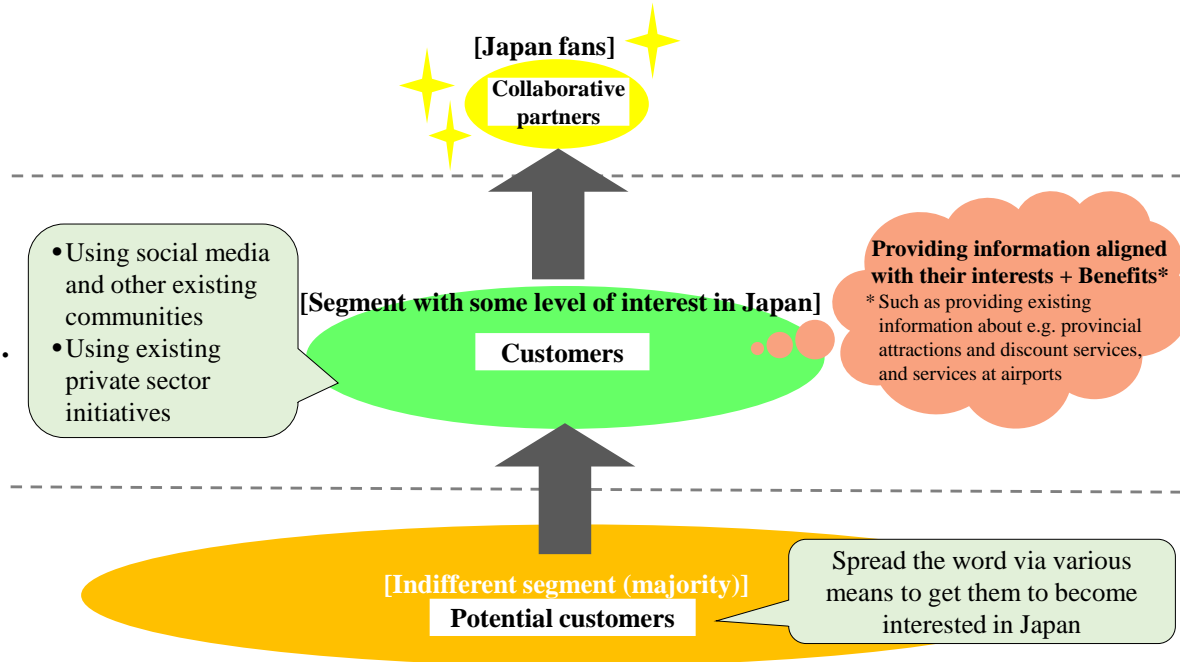
Handling core functions



Direction of Measures (3)

(4) Effective initiatives for increasing the number of Japan fans

- Leverage the networks of diplomatic missions overseas, etc.
- Provide information tailored to the interests of foreign nationals and the depth of their empathy. Work with existing services to disseminate customized information to foreign nationals with a particular interest in Japan.
- Consider making use of benefits (supplied by the private sector and the government) to increase the effectiveness of efforts to spread the word.



○ Encouraging long-term stays by foreign nationals required from a CJ standpoint

It is vital to put in place an environment that ensures that talented foreign nationals will gather in Japan and undertake various activities, including creative activities.

- Ensure the spread of information provision initiatives being undertaken by relevant ministries and agencies (such as the Foreign Residents Coexistence Center (tentative name)*).
- It will be necessary to strike a balance with public feeling and safety considerations while undertaking deliberations in partnership with relevant ministries and agencies regarding the acceptance of foreign human resources and promotion of operational improvements.

* Due to begin operating in FY2020, this center will bring together the consultation service functions of relevant administrative bodies, and provide foreign nationals, individuals and organizations supporting them, and the consultation services of local government bodies with a one-stop service through which they can obtain accurate information.

Direction of Measures (4)

(5) Initiatives to support the leveraging of intellectual property

In the sense that CJ as a whole could be described as a branding strategy for Japan, it is closely related to intellectual property mechanisms, so ensuring that intellectual property is appropriately protected is vital. As such, we will work with relevant ministries and agencies while taking the requisite measures.