

## Cool Japan Strategy (Summary)

### 1. Introduction

#### What is Cool Japan?

Cool Japan (CJ) refers to the attractions of Japan that render it cool (or have the potential to do so) in the eyes of the world. Rather than being confined to food, anime and pop culture, it has the potential for unlimited expansion to encompass a variety of fields, reflecting changing global interests.

#### Changes in the environment around CJ

The environment around CJ is undergoing major changes. The ambit of CJ has broadened, becoming so diverse that each individual will have their own perspective on what it is. Qualitative changes are also taking place among the people worldwide on which CJ initiatives focus, with factors including a rise in the number of foreign nationals who have a deep knowledge of Japan. Furthermore, with advances in digital technology creating more diverse means of disseminating information and allowing information to be transmitted ever faster, the pace of change in global trends is escalating, leading to concerns that various CJ initiatives will be unable to respond quickly enough.

#### The vision CJ should aspire to achieve

The soft power of CJ is an extremely potent means of ensuring Japan can maintain its presence and influence on the global stage. To ensure sustainability, while taking environmental changes into account, it is necessary to put in place an environment in which CJ initiatives can enjoy ongoing global empathy, while constantly evolving.

#### Aiming to revitalize society and bolster soft power via CJ initiatives

Now that Japan has entered the Reiwa (“Beautiful Harmony”) era, we want to develop an environment in which as many people as possible can undertake co-creation under a new CJ Strategy, in order to generate creative activities that embrace diversity amid a beautiful harmony throughout Japan, and thereby bolster the soft power and dynamism

of Japanese society.

## 2. Issues Apparent from Initiatives to Date

### Specific outcomes and issues

Via efforts to date, CJ initiatives have been implemented in a wide range of fields, leading to such positive outcomes as expanded networks of personal connections and a rise in the number of foreign nationals who feel affection toward Japan. At the same time, there have been a number of issues, including examples in which it was not possible to achieve the requisite objectives in terms of overseas expansion.

(Figure 1) Examples of success relating to CJ

Regional Initiatives	Individual Content
<ul style="list-style-type: none"><li>• As a result of resort development based on a global perspective, Niseko in Hokkaido sees the number of foreign households as a percentage of all households in the town increase to around 15% during winter</li><li>• At Mount Koya in Wakayama Prefecture, the successful efforts of a Buddhist monk originally from Switzerland to spread the word about the area has resulted in Europeans accounting for the majority of foreign visitors and a large number of those staying overnight</li><li>• Naoshima in Kagawa Prefecture has become the artistic mecca attracting the greatest attention from most foreign nationals interested in Japan. The British edition of National Geographic Traveller selected the Setouchi region as the top destination on its Cool List 2019—the only Japanese destination on the list—and mentioned the Setouchi Triennale 2019 as a particular highlight</li><li>• Thanks to a single photograph taken by a Thai visitor—showing Mount Fuji, a five-story pagoda, and cherry blossoms in the same shot—that went viral, Arakurayama Sengen Park attracts numerous visitors from across the globe, particularly when the cherry blossom is in bloom, with people flocking to a spot where people can see a view with several typically Japanese elements in one go</li></ul>	<ul style="list-style-type: none"><li>• The success of local grassroots PR efforts based on clear identification of targets in respect of saké has resulted in the firm establishment of an initiative in which chefs and sommeliers from famous Parisian restaurants judge and award prizes to their top saké picks. The number of chefs and sommeliers participating as judges totaled 96 for the 2017 and 2018 events combined, but reached 93 for FY2019 alone, and their efforts to promote saké at their own restaurants have substantially contributed to the popularization of sake</li><li>• The koi carp for which Niigata Prefecture and Hiroshima Prefecture have become famous for producing have achieved widespread popularity in Europe, Asia, and the Middle East, among others. In 2018, the sale at auction of a single koi for 200 million yen made international headlines</li><li>• Exports of bonsai to Asia and other regions have been growing, with exports of trees and bonsai in 2017 valued at 12.6 billion yen. In Saitama Prefecture, which is famed for bonsai production, the Omiya Bonsai Art Museum opened in Saitama City in 2010 and attracts numerous foreign tourists</li><li>• In the field of otaku culture, groups that organize otaku events across the globe have formed a network and the number of people attending their events worldwide has reached a total of 3.5 million annually</li></ul>

### Factors apparent in the background to points raised

These include a failure to share an understanding of the aims of CJ—to secure global empathy and use it as a base for fostering Japan’s soft power—and an overly strong focus on the “product-out” mindset. The lack of a sense of crisis fostered by the fact that the splendor of the diverse attractions across Japan had yielded some positive outcomes was another point raised.

### 3. CJ Problems to Be Overcome by the New Strategy

#### Intrinsic issues

The fact that an awareness of the original viewpoints, aims, and aspirations of CJ had not been fully shared lies at the root of many of the problems.

#### Global perspective

In many cases, a strong sense of the global perspective was lacking and, as a result, there was no awareness even of matters essential to promoting CJ, such as areas where the perceptions and tastes of people from other countries differ from those of Japanese people, and qualitative changes among people around the world.

#### Product-out mindset

CJ was based on a “product-out” mindset—a product-oriented approach that seeks to market to the world things that Japanese nationals have devised, which appear acceptable from a Japanese national’s perspective. However, there were few activities based on the “market-in” approach of starting from the perspective of people in other countries. This has led to problems in various settings, including probing Japan’s attractions in greater depth, building partnerships with stakeholders, and disseminating information.

#### Creative approaches to communication

In undertaking CJ initiatives, it is necessary to spread the word about Japan’s appeal worldwide. The use of stories is also an effective means of promoting partnerships among stakeholders in communication settings, but this approach has not been fully utilized so far. Nor have there been adequate moves to leverage digitalization in communications in response to changing social modalities, including means of disseminating information.

### 4. Aspirations

We must seek to ensure that all stakeholders share an understanding of the aims of

CJ, promote initiatives based on the market-oriented approach of starting from a global perspective, pursue the breadth of range and depth that are Japan's innate strengths, and communicate all this effectively, while ensuring that people worldwide participate in CJ activities as fans of Japan.

#### Promoting a shared understanding of CJ's aims and viewpoints

CJ is an initiative that seeks to enhance Japan's brand power through global empathy with Japan's various distinctive features, and to increase the number of foreign nationals who have an interest in Japan, understand and respect Japanese traditions and culture, and feel affection towards Japan (Japan fans). It is necessary to establish a shared awareness of CJ's aims and viewpoints, including positive impacts on Japan itself.

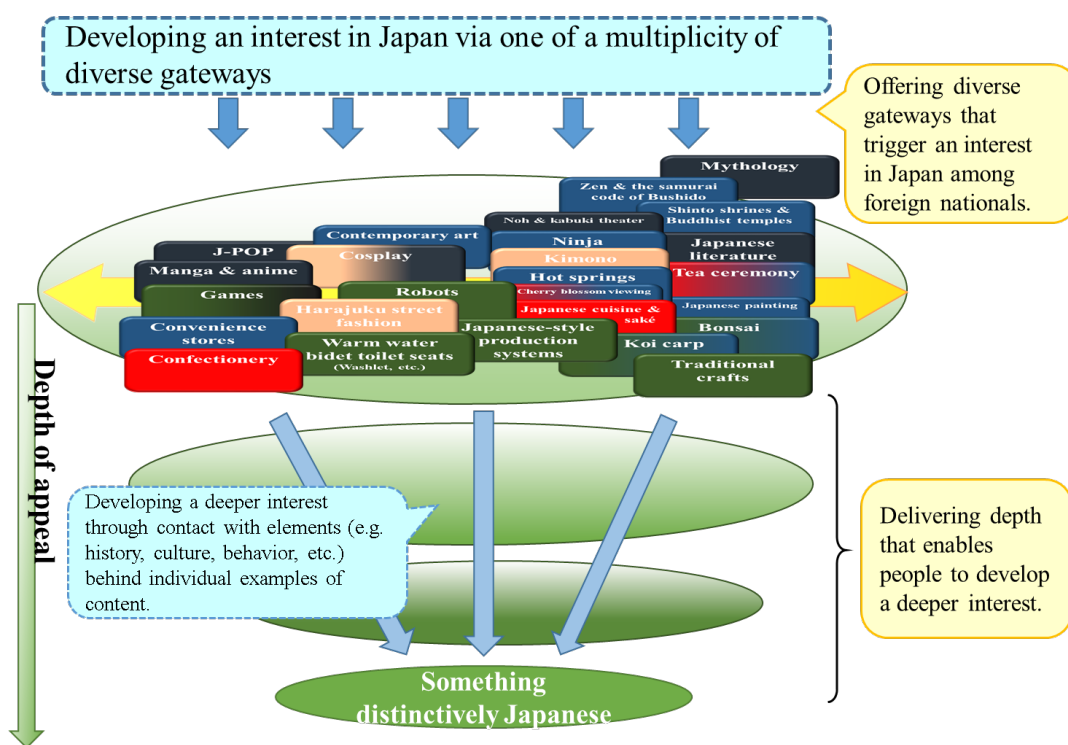
#### Overcoming the product-out mindset to focus on the global perspective as a starting point

As the perspective of Japanese nationals differs considerably from the perspectives of people in other countries, it is necessary when undertaking CJ initiatives to first understand and be conscious of the differences between Japanese and global perspectives. Accordingly, it is necessary to gather and analyze fundamental data on markets and industries, and on major changes in the interests of people worldwide, and then to share the findings with a wide audience.

#### Continuing to pursue both breadth in gateways and depth

For many foreign nationals, specific content such as food and anime serve as gateways to their developing an interest in Japan; "something Japanese" underlying these things arouses empathy in them and they develop a love of Japan. As shown in Figure 2, one of Japan's unique strengths is the ability to maintain and expand the breadth of the "gateways" via which people develop an interest in our nation, while further increasing their interest by showing them the depth to be explored therein, so leveraging this strength will be essential to ensuring the sustainability of CJ.

(Figure 2) Pursuing diverse gateways and depth



Honing the ability to communicate in a way that is heard

It is important to create and tell easily understood stories. Stories do not need to be told in sentences and paragraphs of text; paintings, manga, and short films can be equally effective, as can putting together a cluster of short films or audio pieces in order to attract interest to a particular gateway, for example. Furthermore, in light of the growing value of real-world experiences, it is vital to disseminate stories while maintaining an awareness of synergies between the virtual and the real worlds.

Leveraging breadth and depth to strategically increase the number of Japan fans

It is important to strategically increase the number of Japan fans by leveraging the breadth of gateways to elicit interest on the part of as many foreign nationals as possible, and showing them the depth to be explored therein, and then to work in partnership with them to further expand and reproduce Japan fans. Increasing the number of Japan fans has a wide range of advantages, and it will be necessary to strategically promote efforts through collaboration among stakeholders.

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

In ensuring the sustainability of CJ, it will also be crucial to ensure that highly talented foreign nationals in a variety of fields stay in Japan long term for work and the like. As such, there are calls to expand the scope of application of statuses of residence, to further encourage long-term stays in Japan.

From the CJ perspective, what is important is for Japan to put in place an environment in which foreign human resources gather in Japan and engage in creative activities, by putting out the positive message that Japan is keen to accept and use talented foreign nationals from across the globe. Accordingly, as well as ensuring the spread of information provision initiatives being undertaken by various ministries, it is necessary for relevant ministries and agencies to work together to consider such matters as the acceptance of foreign human resources and improvement of associated operational efforts.

## 5. Direction of Measures

### Building consistent nationwide frameworks and ensuring they function

Individual ministries and agencies currently handle individual projects, with the Cabinet Office taking charge of overall coordination. Going forward, the conventional division of roles will be maintained, but initiatives will be implemented to increase consistency with CJ-related measures by the government as a whole and to increase their effectiveness from the perspective of CJ.

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

The attractions found in each part of Japan are the cornerstone of efforts to promote CJ initiatives. Proactive participation by provincial areas that are home to many such attractions is required, but given feedback that CJ is a new field for provincial areas and SMEs, we will leverage measures more readily accepted by them as a gateway while seeking to appeal to them effectively. In addition, to further draw out the potential of provincial areas in terms of their CJ aspects, we will put in place an

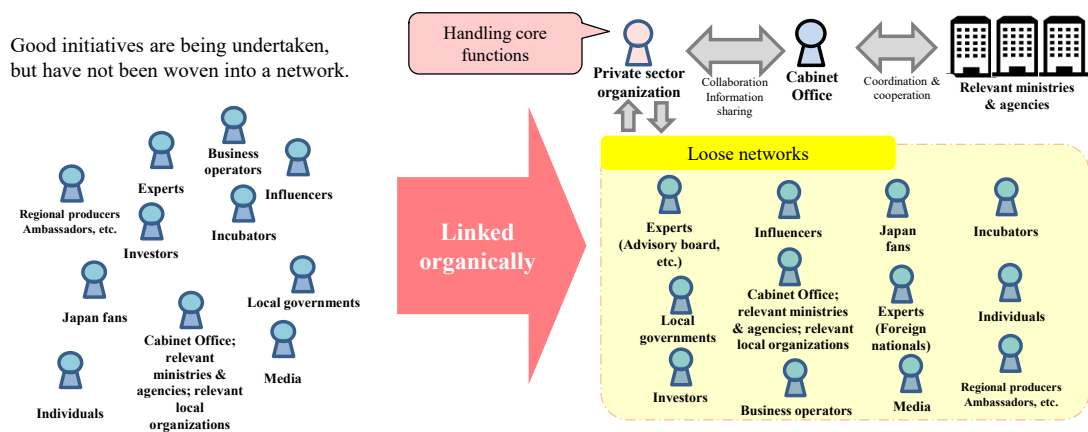
environment in which local governments and provincial businesses can readily implement CJ initiatives by sharing with them the basic data and analysis required for promoting CJ.

Creating frameworks to strengthen wide-ranging collaboration

By organically linking domestic and overseas stakeholders, we will build loose networks that encompass numerous stakeholders and thereby strengthen both vertical collaboration within individual fields and horizontal collaboration spanning multiple fields and regions.

(Figure 3) Framework for strengthening horizontal collaboration

- 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 build networks of stakeholders and 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.



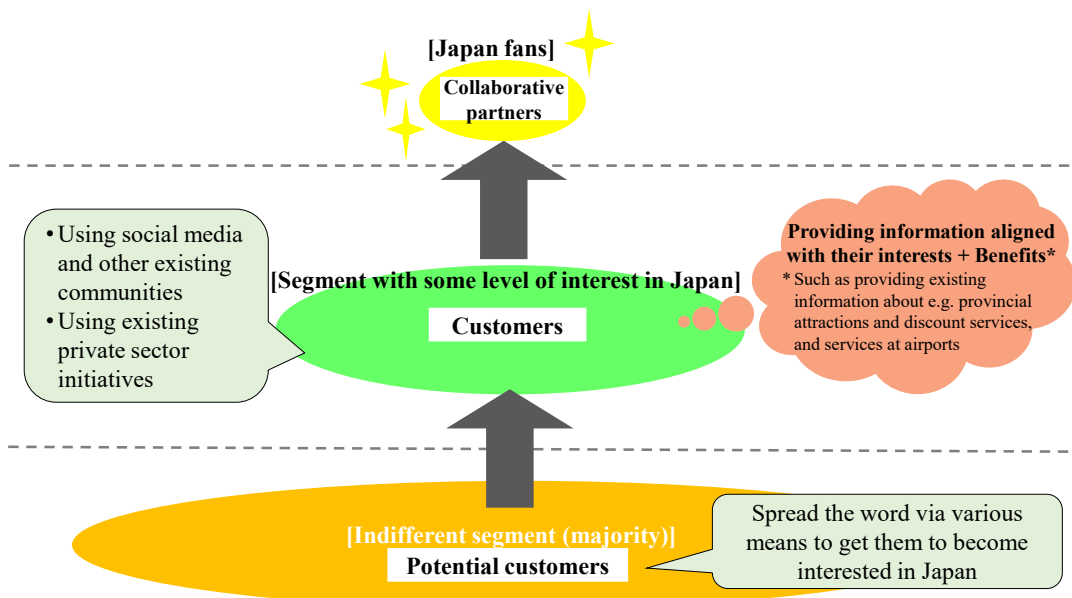
An organization that functions as a core is required to build networks that encompass a wide range of stakeholders and ensure that they function effectively. As CJ is essentially a private sector-led initiative, it is appropriate for a private sector organization to fulfill these core functions. This core organization will work with stakeholders in these networks while fulfilling a role in promoting CJ initiatives as a whole, by such means as gathering, collating, analyzing, and sharing basic data

required for implementing CJ, along with marketing, forming stakeholder networks, and establishing a shared awareness among stakeholders.

Effective initiatives for increasing the number of Japan fans

To increase the number of Japan fans, we will analyze counterpart attributes and implement effective approaches with an awareness of the objectives. In doing so, we will gain accurate perceptions of the different interests of such fans and the depth of their empathy, and make it possible for them to obtain information that matches these characteristics. Working in partnership with existing platforms such as social media, and with existing initiatives targeting foreign nationals interested in Japan, including services for travelers and otaku events, we will disseminate information that is custom-made, as far as possible, and seek to provide benefits. These benefits will basically start with benefits that the private sector can provide, but some are also calling for the provision of benefits that only the government can deliver. We will collaborate with relevant ministries and agencies in considering the overall mechanism for broadening the base of Japan fans, and will start by implementing those aspects that are feasible.

(Figure 4) Approach to increasing the number of Japan fans





### 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. Moreover, while examining protection mechanisms, we will also consider mechanisms for further developing CJ by facilitating appropriate use of CJ content.