

The Final Report “Development of Human Resources for Cool Japan” (Abstract)

The Cabinet Office of Japan
Intellectual Property Headquarters Office

March, 2018



Japan. Cool Japan.

1. The Review Session “Development of Human Resources for Cool Japan”(Overview)

- 1 Established in February 2017, this review session has defined the kinds of human resources needed for “Cool Japan” businesses (e.g. content, fashion, design, food, and tourism), and has comprehensively and consistently built up measures to develop and utilize “Cool Japan talents”.
- 1 Six human resource types needed to promote the Cool Japan initiative were defined in the final report. For each type, the final report describes policy measures for human resource development educational institutions and in industry, as well as measures for effectively using and acquiring/accumulating foreign human resources. (Specifically, the report built up new initiatives focused on foreign talents and regional producer talents, based on related government policies and researches.)

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|---------------------------------------|--|
| [Chair person] | Minister of State for "Cool Japan" Strategy |
| [Members] | |
| Kyoichi Ikee | Professor, Faculty of Economics, Meiji Gakuin University / Honorary Professor, Keio University |
| Takaaki Umezawa | Partner and Japan Chairman, A.T. Kearney |
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| Koichiro Hayakawa | Member of the Regional Inbound Promotion Working Group, The Japan Chamber of Commerce and Industry |
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| [Participants from Government] | |
| | Intellectual Property Strategy Headquarters, Cabinet Office |
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| | Office for Promotion of Regional Revitalization, Cabinet Office |
| | Ministry of Internal Affairs and Communication |
| | Ministry of Foreign Affairs |
| | National Tax Agency |
| | Ministry of Education, Culture, Sports, Science and Technology |
| | Agency for Cultural Affairs, |
| | Ministry of Agriculture, Forestry and Fisheries |
| | Ministry of Economy, Trade and Industry |
| | Japan Tourism Agency |

Review Session launched

(February 24, 2017)



The First report (May 26)

Built up policies based on six human resource types:

- (1) Producer talent,
- (2) Advanced business management talent,
- (3) Advanced design talent,
- (4) Specialist talent,
- (5) Foreign talent,
- and (6) Regional producer talent.

The Final report

(March 30, 2018)



1. Policy outcomes accomplished based on the activity goals determined at the First Report
 2. Organized comprehensive activity goals and new measures with a focus on Foreign Talents and Regional Producer Talents
- è Based on the final report, relevant government offices and stakeholders will seek solutions while exchanging opinions, then government consultation meetings check progresses of related policies.

Key point 1-1: Foreign Talent

Foreign Talents under the Cool Japan initiative are defined as “leaders or supporters of overseas business exploration of relevant industries and of inbound tourism.” They contribute to basis of Cool Japan initiatives and market development, both in Japan and overseas.

Ex. Foreign talents who increase the value of the Japan brand overseas by setting up restaurants based on their study or work experience in Japan.

Basic concept

- We must recognize that **Foreign Talents** play very important roles in promoting the overseas expansion of **Cool Japan**-related businesses and inbound tourism, rather than as workers to compensate for Japan’s labor shortage.
- To help recruit, retain, and effectively utilize **Cool Japan Foreign Talents**, we must pay attention to the career paths of international students and take the necessary measures to seamlessly link their educational stages (e.g. academic degrees) and their working stages. (e.g. employment or career enhancement)

Public/private sector movements during Review Session discussions.

I Expanding job opportunities for Foreign Specialists (such as international graduates) in Japan

The permitted period foreign specialists stay was extended from two years to five years under the government initiative to develop human resources to spread Japanese cuisine overseas

I Initiative to develop Cool Japan Foreign Specialists in overseas countries

Ex. The Kadokawa Content Academy runs an educational institution in Southeast Asian countries to foster human resources who create Japanese content

| Major ministerial measures (excerpt) First summary, May 2017 | Actions have been taken before the final summary and future actions |
|---|---|
| Figure out a way for Cool Japan senior Foreign Specialists to easily use a “Point System” for senior human resources (see note) | <ul style="list-style-type: none"> • <u>Winning prestigious awards related to Cool Japan, etc. will be added under the point system for senior human resources.</u> Relevant regulations are now under consideration for amendment. [Cabinet Office (Intellectual Property Strategy office), Ministry of Justice] |
| Make it possible to accept Cool Japan foreign talent within the Special National Strategy Zone from a local perspective | <ul style="list-style-type: none"> • <u>The amended National Strategic Special Zones has incorporated a framework to establish a new standard that can replace the current entry permit standard and was enforced in September 2017.</u> Based on the amended law, a regional conference and relevant government offices will review the proposals of local governments. [Cabinet Office (Regional Revitalization Bureau)] |
| Formulate a guideline for employment of international students in Cool Japan industry | <ul style="list-style-type: none"> • <u>Sort out and disclose specific cases regarding visa permission for Cool Japan industries as a guideline</u> (September 2017). [Ministry of Justice] |

(Note: The Point System for talented human resources gives privileges to highly competent foreign specialists. For example, it may be easier to obtain permanent residence status at a certain total point (points are assigned for set qualifications like academic background and work experience).

Key point 1-2: Activity goals for effective use and accumulation of Foreign Talents

On going initiatives

Initiative to achieve smooth employment of Foreign Talents through cooperation among industries, governments, and schools

Specific measures:

- | Advanced measures are implemented by local governments and private companies (e.g. Fukuoka Prefecture and Active Gaming Media Inc.) to offer a matching services for host companies and international students
- | JETRO advises companies that want to accept Foreign Talents on how to smoothly recruit international students and retain them for long-term.
- | Local governments established consultation desks for foreign talents who wish to work or stay in Japan

Initiative in legal systems for effectively using and acquiring/accumulating Foreign Talents

Specific measures:

- | Immigration Control Law
 - Improvement in the point system for senior human resources: Special plan to add winners of renowned Cool Japan awards (amendment in relevant laws is expected by summer 2018) to its scope
 - Formulated guidelines for organizing visa permission application rules for Cool Japan-related industries, while indicating easy-to-understand specific cases (disclosed in September 2017)
- | Acts on National Strategic Special Zones
 - Made it possible to establish an alternative standard for current entry permits for Cool Japan Foreign Specialists in the National Strategic Special Zones (enforced in September, 2017)

Initiative to encourage more diverse foreigners to consume Cool Japan

Specific measures:

- | Uses of *omotenashi* (Japanese-style hospitality) textbook for tests in overseas countries
- | Established a long-stay visa status for foreigners who spend time for sightseeing and vacation purposes in Japan (introduced in June 2015)
- | Estonia's "e-Residency" (issuing electronic special status to foreign non-residents to allow them to establish companies online with lowered corporation tax)
- | Certified "Cool Japan Ambassadors" who facilitate research on Japanese philosophy, etc. in overseas countries

New initiatives

Raise the nationwide initiatives of sharing information on innovative cases and promoting mutual support and cooperation for effective acceptance of foreign talents within regions, between regions, among industries/academias/governments, and between central and local governments.

Specific measures:

- Facilitate above cooperation on various measures and initiatives from the perspective of Cool Japan
- Boost implementation of innovative local cases

- | Formulate a **scheme that enable companies and Foreign Talents smoothly and effectively obtain information** of said initiatives described above

- | Achieve **further improvements of the legal system** to ensure smooth employment of foreign talents who lead and support Cool Japan.

Specific measures:

Consider the system that enable visa examination status to be known by applicants.

- | Enable private companies and local governments to obtain **available rules and measures to accept the foreign talents needed in their organizations and communities**

- | Make efforts to diversify and increase the number of foreigners who willingly consume Cool Japan, by **formulating a schemes to deepen their sense of belonging to Japan.**

Specific case:

Develop measures to foster more foreigners who have a sense of belonging and connection to Japan, while learning from overseas cases such as Estonia's e-Residency.

Key point 2-1: Regional Producer Talent

Regional Producer Talent under the Cool Japan initiative are defined as “people who can discover local Cool Japan resources and use them to create products and services that are highly regarded in overseas markets, by creating new value through gathering and editing (curating) those resources.”

Ex. People who work for the tourist industry ⇨ Professionals who can create new tourist attractions by adding value, from new perspectives, to the traditional culture which have so far failing to attract attention of local residents.

Policy concepts

∅ There are not enough Regional Producer Talent who can identify the attractions of local communities and create products and services out of them. Inbound tourism is certainly a sector that can be expected to achieve very high growth. However, considering that people are shifting spending from goods to experiences, we need a large number of Regional Producer Talents in the tourism sector.

Public/private movements during the Review Session

I Promoting the creation of products and services out of local resources

Ex. Promoting Japanese-style Destination Management/Marketing Organizations (DMO).

Develop a basic program to develop human resources who produce and manage sightseeing locations by using DMO methods.

I Development of Regional Producer Talent in educational institutes

Ex. Initiative of community internships

Wakayama University carried out an initiative called “community internships”, allowing students to stay in local communities and study how to achieve effective use of local resources to realize community revitalization, by understanding problems in communities and by exchanging opinions with local residents.

| Major ministerial measures (Excerpt) First summary, May 2017 | Actions that were taken before the final summary and future actions |
|---|--|
| Formulate programs to develop Regional Producer Talent at educational institutions | <ul style="list-style-type: none"> Commissioned an investigation of distinctive features of universities and other educational initiatives in the private sector to outline the abilities required for Regional Producer Talent. Then, examine trials (with government aid) to develop the needed abilities. Also through this, formulate innovative cases that can be referred to by other parties and spread the outcomes (including effective methods all over Japan. [Cabinet Office (Intellectual Property Office)]) |
| Support cooperative initiatives among creators knowledgeable about overseas markets and small and medium-sized businesses to discover local resources | <ul style="list-style-type: none"> Carry out said initiatives as a <u>projects supporting the creation of “Japan brand”</u>. Through such projects, provide Cool Japan Regional Producer Talent candidates with opportunities to learn. [Ministry of Economy, Trade and Industry] |
| Develop a program to develop human resources to manage sightseeing locations by using DMO methods | <ul style="list-style-type: none"> <u>Formulate basic and advanced programs and provide study sessions</u> based on said programs. [Japan Tourism Agency] |
| Support exchanges between domestic groups that carry out the artist-in-residence (AIR) programs and overseas groups | <ul style="list-style-type: none"> Support <u>reciprocal exchange programs between Japanese and overseas groups (accepting and sending artists)</u>. |

Key point 2-2: Policies for effective development of Regional Producer Talent

Abilities needed for Regional Producer Talents

(Discussed at the review session based on the result of an investigation commissioned to NTT Data Institute of Management Consulting, Inc.)

(1) Ability to discover/create local attractive features

Ability to sense value, creativity, and branding ability to demonstrate a variety of attractive features in an integrated manner

(2) Ability to create total value

Design-minded thinking, ability to generate and communicate attractive stories

(3) Ability to collaborate with others

Leadership, casting ability, and talent to collaborate with various local people and foreign specialists

(4) Ability to communicate with others

Ability to utilize digital marketing and influencers

(5) Ability to develop business overseas

Ability to formulate effective strategies based on market features and ability to communicate with foreign specialists

(6) Ability to execute projects

Fund-raising know-how and ability to use relevant laws

Coordinate totally so that human resources fostered through governments and educational institution initiatives collectively have the abilities described above

Policies and education varieties to foster Regional Producer Talent

Relevant government offices

- Chiho Sosei College (Cabinet Office): Broadly providing practical curricula in the form of e-learning
- Local Story Project (Ministry of Economy, Trade and Industry): Identifying and examining methods to improve local attractive features through stories.
- Japan Public-Private Partnership Student Study Abroad Program (Tobitate! Young Ambassador Program) (Ministry of Education, Culture, Sports, Science and Technology): Developing human resources who can contribute to local communities through studying abroad and internships overseas.
- Promotion of the Center of Community (COC+) (Ministry of Education, Culture, Sports, Science and Technology): Developing human resources that local communities needs, through collaboration among universities and other local institutions.

Institutions for higher education, etc.

- Social science-based type: Providing training programs in which students learn creating products and services from local resources in collaboration with various local groups, while learning business administration
- Design and content oriented type: Providing training programs to seek solutions for local problems from design perspective, based on academic fields such as the natural sciences and fine arts
- Food sciences and agricultural sciences based type: Providing training programs related to food and recipe-creation by using local food materials and culture, based on nutrition science and agricultural science
- Tourism studies: Providing opportunities to learn how to revitalize rural regions and industries through tourism, using local resources

- **Sharing various initiatives**

- **Promoting cooperation among regions for development and the effective use of Regional Producer Talent**

Effective creation, communication, and expansion of local attractivenesses by effectively developing, recruiting, and retaining Regional Producer Talents

Creating an environment where Regional Producer Talents can play their role

Improve organizational systems and environments to effectively use Regional Producer Talents on the front lines

Accept outside human resources proactively

- Supporting the artist-in-residence program
- Local Community Vitalization Aids
- Going to rural areas, returning to hometowns , going to larger cities close to hometowns

Specific policy:

Study problems and solutions so that more Foreign Talents can engage in producing local attractive features

Share information among industries, universities, and governments, among government agencies, and among educational institutions to accumulate a sufficient number of Regional Producer Talents who satisfy the required quality standards as a whole.

Key Point 2-(1): Producer Talent

The Producer Talent under the Cool Japan initiative are defined as a core human resource group who lead Cool Japan industries by having both skills: (1) the **professional skills** to understand the quality and intent of creators' artwork and appropriately value it; and (2) the **business skills to make marketable products from that artwork**.

Ex. Anime creator à Professionals who can plan and direct anime production and develop businesses such as movie broadcasting and distributing DVDs

Policy concept

Ø In order to strategically develop Producer Talents, it is necessary to secure **places where people can learn both professional skills and business skills in a synthesized manner or places where experienced content/anime creators can systematically learn business skills**.

Main measure example

| Major ministerial measures (First summary, May 2017) | Actions taken before the final summary and future actions |
|--|--|
| To prepare for establishing new-type colleges to develop ability including practical skills, build up a scheme that can reflect industrial sector needs. | • Established standards for <u>new-type colleges to develop ability including practical skills</u> in September 2017. The standards require <u>developing an educational curriculum through the industrial sector and assigning more teachers with a practical business background</u> . |

Key Point 2-(2): Advanced Business Management Talent

The Advanced Business Management Talent under the Cool Japan initiative are defined as “**professionals who can play a leading role in industry to sustainably develop Cool Japan industries**, by creating new industry value and improving productivity.”

Ex. Business leaders at global food service companies who can carry out marketing activities and develop a new sales channels.

Policy concepts

Ø It is necessary to **develop and effectively use human resources who are capable of satisfying industrial needs**, it is also important to **effectively utilize Advanced Business Management Talent** in the industrial sector

Main measures

| Major ministerial measures (first summary (May 2017)) | Actions have been taken before the final summary and future actions |
|--|--|
| Support the establishment of MBA courses specializing in specific industrial fields through collaboration among educational institutes and industrial sector | <ul style="list-style-type: none">• <u>Supported curriculum development of a MBA course in tourism</u>• Educational events, public relations, etc. will be carried out to encourage <u>human resource development through industry-academic collaboration.</u> [Japan Tourism Agency] |
| Facilitated maintenance and improvement of education and researches, through enabling educational institutions high-level to flexibly adopt successful talents at frontline business as educators. | <ul style="list-style-type: none">• <u>A policy to ease restrictions on the minimum number of units that teachers with practical business backgrounds teach (decreasing it from six to four)</u> was approved by the College Subcommittee of the Central Council for Education.• Currently, legal amendment procedures are underway to realize the above system. [Ministry of Education, Culture, Sports, Science and Technology] |

Key Point 2-(3): Advanced Design Talent

Advanced Design Talents under the Cool Japan initiative are defined as “**professionals who are capable of designing not only in terms of design in narrow meaning, but entire product and service lines including in phases such as planning, pricing and developing sales channels considering user experiences.**

Ex. Professionals who are capable of creating products with good design while maintaining superb function using state-of-the-art technologies, and then developing businesses with those products.

Policy concepts

- Ø BTC-minded human resources (professionals who fully understand and integrate business administration, technology, and creativity (BTC)) is becoming increasingly important.
- Ø We must prevail quality design education, and develop human resources who can meet the needs of the industrial sector, through promoting industry-academic collaboration and providing educational programs to private businessmen, focusing on the importance of design

Key Point 2-(4): Specialist Talent

Human resource **with professional skills**, in fields such as content or anime creators, chefs, and designers

Policy concepts

- Ø Educational institutions can foster enough talented specialists who are indispensable for industries
- Ø It is necessary to create more opportunities where young specialists can create and demonstrate their artwork

Main measures

Major ministerial measures (first summary(May 2017))

Examine standards to modify guidelines to instruct chef schools so that more teachers with practical business backgrounds can be flexibly involved in human resource development.

Actions taken before the final summary and future actions

- Plan to review and revise “educational guidelines for chef training schools for training professionals” so that the teachers with practical business backgrounds can be flexibly involved in human resource development [Ministry of Health, Labour and Welfare]