

**Cool Japan Strategy Public-Private Collaboration
Initiative**

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Cool Japan Strategy Promotion Council

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Members of the Cool Japan Strategy Promotion Council

Cool Japan Strategy Public-Private Partnership Initiative

- A Report by the Cool Japan Strategy Promotion Council -

1. Introduction

(The Target of Cool Japan)

Cool Japan refers to the aspects of Japanese culture that non-Japanese perceive as “cool.” The target of Cool Japan “encompasses everything from games, manga, anime, and other forms of content, fashion, commercial products, Japanese cuisine, and traditional culture to robots, eco-friendly technologies, and other high-tech industrial products.” (Intellectual Property Strategic Program 2011)

(The Cool Japan Strategy)

The Cool Japan Strategy, a key part of Japan’s overall brand strategy, is an effort that aims to disseminate Japan’s attractiveness and allure to the world and to incorporate and harness global growth for domestic economic growth. More specifically, the expectations for Cool Japan are not limited to economic expansion contributions through the communication of Cool Japan information and the expansion of goods and services overseas; a multiplier effect is expected that will increase consumption in Japan through the growth of Japan enthusiasts overseas that, when linked to Visit Japan initiatives, will lead to greater numbers of overseas visitors to Japan.

Private-sector businesses are the prime actors in moving Cool Japan efforts forward, whereas the government’s role is to back forward-looking private-sector businesses. Under this division of roles, businesses producing new attractive goods and services targeted under Cool Japan and businesses rediscovering and reshaping, and disseminating and expanding, traditional Japanese attractions are expected to be invigorated and, through the acceleration of competition and renewal, Japan’s economy is expected to be rekindled.

(The 2020 Tokyo Olympic and Paralympic Games and Beyond)

The world’s attention will focus on Japan as we prepare to host the 2020 Tokyo

Olympic and Paralympic Games, and the period leading up to the Games is a golden opportunity to ramp up the Cool Japan strategy. To maximize the potential of this opportunity, and to use it as a checkpoint toward further economic growth rather than a transient surge, we need initiatives that focus on the time leading up to the Games and the period after the Games.

(The First and Second Phases of the Cool Japan Strategy)

Since the appointment, at the inauguration of the second Abe Cabinet, of a Minister in charge of Cool Japan to promote the Cool Japan Strategy, meetings have been held with fruitful discussions with the Cabinet Secretariat acting as the Cool Japan secretariat. At the Cool Japan Promotion Council, in the first phase, debate centered on strengthening the ability to communicate and disseminate Cool Japan, which led to the Action Plan to Strengthen Cool Japan Communications. The Cool Japan Movement Promotion Council, in the second phase, set “Japan, a country providing creative solutions to the world’s challenges” as the mission of Cool Japan and compiled the ideas to realize this mission in the Cool Japan Proposal.

(The Cool Japan Strategy Promotion Council)

In January of this year, the Cool Japan Strategy Promotion Council, the third phase council, was launched, as the culmination of all the previous discussions. This council, with the participation of public and private-sector members, was set up with the concept of establishing a business plan that will boost our economy, treating all the Cool Japan policies as an ecosystem and focusing on the period leading up to the 2020 Tokyo Olympic and Paralympic Games and beyond. The purpose of which is to entrench the Cool Japan Strategy as a national strategy that will add value to the Japan brand and lead to economic growth.

The council, taking a bird’s eye view of all Cool Japan policies, has debated how to connect various policies to elevate the economic benefits and in which policy directions the government should push, with specific private-sector-led business projects in mind in each field.

The discussions took into account connections with Visit Japan and regional

creations.

(The Cool Japan Strategy Public-Private Partnership Initiative)

This initiative is based on the discussions presented above and takes the perspective of deepening the Cool Japan Strategy. The initiative puts together a number of cases of model private-sector efforts and spells out future efforts that the government should pursue.

2. Five Perspectives on Deepening and Enhancing the Cool Japan Strategy

The Council's discussions and debates have pushed forward considerations about what is important from the perspective of deepening and enhancing the Cool Japan Strategy. The ideas that arose from this process can be consolidated around the following five points.

(1) Connecting diverse initiatives laterally through the perspective of design

- Cool Japan initiatives cover a wide territory, both within each Cool Japan field — content, cuisine, fashion — and at each stage of information dissemination, overseas expansion, and inbound-tourism promotion. The players, too, encompass a diverse range of people and organizations, both in the public and private sectors.
- Forming partnerships organically is key to connecting these diverse initiatives laterally under the Cool Japan concept and to portraying the attractions of Japan. It is also important to elevate Japan's attractiveness by planning and compiling all customer touch points — such as information dissemination, provision of goods and services, and experiences — from a design* perspective.

※ *Design* as used here does not mean design in the literal sense of artfully creating something. Design is used in the broader sense of integrating the *functional value* (quality and specifications) and the *emotional value* (artistic sense and texture) of a product or service as seen from the customer's point of view and striking a fine balance between these values while keeping them at a high standard. For example, when devising an individual product or service or when planning an inbound-tourist experience, design is the process of effectively conceptualizing and refining ideas starting from the customer's manifest and latent needs.

(2) Bringing policies and businesses together

- Attempts have been made to coordinate and link the various players undertaking Cool Japan initiatives. It is undeniable, however, that there is still insufficient public and private collaboration, as well as collaboration among industries, and

that most efforts have not progressed beyond only one-off endeavors.

- It is imperative, accordingly, to obtain a big-picture view of government and private-sector Cool Japan activities and to bring together and coordinate government policies and private-sector business activities in a way that crosses boundaries between fields in order to forge efforts that are effective from the country's standpoint. Furthermore, it is important to link efforts at each stage of information dissemination, overseas expansion, and inbound-tourism promotion and to harness them into a united trend.

(3) Constructing a human resources hub

- Human resources are the key to executing the Cool Japan Strategy. It is important to effectively create and disseminate the world-class attractions of Japan. And to do this, it is vital to build a hub that will draw creative people working in the Cool Japan fields from around the world to Japan in order to amass and elevate the creativity of these people and to eventually disseminate it to the world. Once this hub is formed, it will have the potential to generate a virtuous circle that draws in more creative people who further boosts Japan's attractiveness.

(4) Incorporating the views of non-Japanese

- There are many Japan fans overseas who love content, cuisine, fashion, and other things from Japan. These people are potential partners to further spread Cool Japan in other countries. On occasion, the things that non-Japanese people regard as "cool" are not necessarily what Japanese people consider to be the "attractions of Japan." Conversely, we must be careful of situations in which Japanese people ship products and services overseas, believing them to have the "allure of Japan," without accounting for the views of non-Japanese, who may reject the products and services because they feel a value system is being imposed on them.
- From this viewpoint, working jointly with non-Japanese fans of Japan and influential non-Japanese people is an effective part of disseminating and expanding Cool Japan overseas. It is also important reconsider and revise what the "attractions of Japan" are from the point of view of these non-Japanese people so

that broader audiences abroad will accept Japanese products and services as cool.

(5) Enhancing regional attractions

- Japan's regions have vast amounts of potential Cool Japan resources, such as regional cuisine, local saké varieties, and traditional crafts. Unfortunately, these resources, for the most part, lie dormant and unused. And even when individual regions have unearthed and used these resources, we have noticed that their overseas expansion has been hit and miss and has not contributed to raising the attractiveness of the entire country.
- Therefore, it is necessary to unearth Cool Japan resources lying dormant in regional areas and, by compiling and curate them in a way that adds value, package them as *products* that appeal to overseas customers. It is also crucial to package these products from an overall perspective so these regional resources create appeal for Japan at large.

3. Sample Projects as Private-Sector Models

Based on the five perspectives given above, we should look to accelerate Cool Japan initiatives led by the private sector. At the Council, we decided not to stop with a declaration grounded on the prevailing view of what the Cool Japan Strategy should be. Instead, we decided to suggest concrete project ideas as outcomes of the Council's discussions and the networks of knowledge private experts.

This resulted in concrete project ideas that will serve as models for private-sector initiatives in four areas: *design*, *content*, *cuisine*, and *regions / tourism*. Summaries of the projects are provided below.

We hope that the private sector will realize these projects with use of government assistance.

(1) Design-centered project

- Since design is a major driving force that bolsters the competitiveness of Japanese industry, this project calls for the establishment of the world's foremost *design lab / school*. This design lab / school will bring overseas designers to Japan to help accelerate industry innovation.

(2) Content-centered project

- This project involves the establishment of an *agent organization* that will unify the Japanese music industry and drive overseas advancement with the goals of promoting the overseas expansion of J-Pop and elevate its multiplier effect. Another important issue is facilitating collaborations between music, film, and other content forms. To this end, the project will also construct an *artist database* to manage IDs issued to individual artists and an *archive of creative works* that will collect and streamline the use of past creative works. The project will also take advantage center of the Takeshiba District National Strategic Special Zone to create a center with human resource development and application functions.

(3) Cuisine-centered project

- This project entails setting up a graduate school in cuisine, the *Tokyo Harvest City*,

and hubs in key overseas cities in order to form a *Japan Experience Community*, which would seek to disseminate information, promote overseas expansion, and stimulate inbound tourism under a common banner. The ultimate goal of the Japan Experience Community would be to connect cuisine-centered initiatives in various fields together and expand the number of Japan fans.

(4) Regions / tourism-centered project

- The purpose of this project is to promote regional Cool Japan initiatives. It involves establishing a framework for *local Cool Japan production businesses*. The framework discovers and refines, from the point of view of non-Japanese people, attractive food and crafts lying dormant in regional areas as well as interesting experiences in local areas and develops these resources from an overall perspective in a way that harmonizes them with the attraction of Japan while encouraging overseas expansions and the creation of new industries.

Attachment 1 provides details of these initiatives.

4. Government Cross-Cutting Initiatives

In order to advance the Cool Japan Strategy further, the Cabinet Secretariat (Intellectual Property Strategy Promotion Headquarters) will use its command center functionality to bundle together various ministry and agency initiatives and promote the following initiatives as unified government initiatives based on the five perspectives laid out above.

(1) Creation of a public-private partnership platform

- It is essential to strengthen Cool Japan collaborations between the public and private sectors and among different industries and to build a horizontal platform for Cool Japan initiatives so it is possible to continually form collaborative projects like those described above. To this end, we will launch a new public-private partnership platform, composed of members from related ministries and agencies, related institutions, and nongovernment organizations, that serves as (1) a venue for forming and matching dynamic collaborative Cool Japan projects and (2) a venue for sharing cutting-edge practices (such as knowledge on merchandising content). The purpose of the platform will be to strengthen collaborations between the public and private sectors and among different industries in the Cool Japan fields and effectively promote Cool Japan initiatives as a nation.

(2) Formation of a hub that brings together people and information from many fields and disseminates information

- Related government ministries and agencies will work together to assist the invitation of highly creative people from around the world in design, food, content, and other fields where Cool Japan resources lie and to encourage the development of our own creative people. This assistance assumes private-sector initiatives aimed at constructing a hub with information gathering and disseminating functions.

(3) Creation of networks of Japan ambassadors composed of non-Japanese people

- Efforts have started to enlist non-Japanese Japan fans with communication skills in the Cool Japan resource fields to help communicate and disseminate information overseas. It is hoped that connecting these efforts will lead to multiplier effects. Based on this expectation, we will form networks consisting of these non-Japanese people as Cool Japan ambassadors and request their assistance in further disseminating information and providing feedback. The end objective is to disseminate Cool Japan messages more effectively.

(4) Establishment of regional Cool Japan consulting offices

- The Japan External Trade Organization (JETRO) and other related institutions have assisted the overseas development of regional businesses in the Cool Japan fields. There are also movements at municipal governments, which are the core regional players, to establish Cool Japan consulting frameworks, and networks among municipalities have started to form. In partnership with JETRO and other related institutions, and in collaboration with municipalities, we will open regional Cool Japan consulting offices to strengthen frameworks that provide consulting and assistance to ambitious businesses in local regions.

(5) Creation of lists and networks of regional producers

- Our local regions lack the knowledge and the specialists with curation and production skills needed to unearth local Cool Japan resources and link them to overseas development and inbound tourism. To combat this problem, we will create lists of specialists and people with the know-how to tie local resources to overseas development and inbound-tourism stimulation. We will create networks comprising these people to enable the provision of information to regions and to share nationwide perspectives.

Attachment 2 provides an overall picture of the efforts related government ministries and agencies are pursuing in each stage and field.

Sample Projects as Private-Sector Models (Project Ideas)

The Cool Japan Strategy Promotion Council debated what initiatives are desirable in each of the four themes — *design, content, cuisine, and regions / tourism* — and how initiatives can be connected to other fields. The aim of the discussions was to come up with suggestions of sample projects that can be used as private-sector models. The following sections provide outlines of each sample project.

It is hoped that these sample projects that can be used as private-sector models will be moved toward implementation looking ahead to the 2020 Tokyo Olympic and Paralympic Games and beyond.

(1) Design-centered project

(Project name)

Since design is a major driving force that bolsters the competitiveness of Japanese industry, this project calls for the establishment of the world's foremost *design lab / school*. This design lab / school will bring overseas designers to Japan to help accelerate industry innovation.

(Present conditions and challenges)

- With the intensification of global competition, Japan's industries (especially automotive, consumer electronics, and other BtoC industries) are have a tough time differentiating themselves on solely *functional value* — i.e., quality and performance — that had been the bedrock of their traditional competitiveness. It is imperative that Japan's industries accelerate innovation, place new priority on elevating *emotional value* — i.e., design, texture, and lifestyle, and take possession of powerful brands that can fight on the global market.
- Corporation innovation accelerates through the organic interconnection of three elements — business, technology, and creativity (BTC). Design is an element that

drives these interconnections, and design is at the core of finding a fine balance between functional value and emotional value when planning products, services, and customer experiences.

- Although Japan has a large number of world-class people in the design field, their abilities have not been leveraged to boost the international competitiveness of corporations. Two things are essential: corporations utilizing design to accelerate innovation, as a key driver of future industrial competitiveness, and the industrial world nurturing and making use of advanced creative personnel (BTC personnel: people who understand and can integrate the three BTC elements).
- We should aim for Japan and Tokyo to become the world's design hub, in order to accelerate innovation that uses design in the industrial world and to attract and develop BTC personnel who can promote innovation acceleration. Fashioning Japan and Tokyo as a design hub will, at the same time, go a long way in boosting Japan's brand image.

(Project details)

- The project will establish a domestic design lab / school that will gather designers from around the world to tackle cutting-edge innovation themes in industry and society.
- We will invite researchers and faculty members at the forefront of their fields from Japan and abroad. To accomplish this, the lab must fulfill the following requirements:
 - (1) conduct research projects and training programs in English;
 - (2) construct the capacity to allow activities to progress flexibly, without the constrictions of traditional university frameworks (begin with a focus on side ventures with other universities and private corporations); and
 - (3) pursue joint projects with many universities and private corporations with a focus on fields where Japan holds an advantage (such as materials, biotech, and robotics).
- The project will aim for a fast launch in two phases:
 - (1) short term (two to three years): Build a track record in innovative initiatives in

the design sector that have global appeal, and carve out a position as a global design hub; and

(2) mid-to-long term: Evolve into a graduate school that develops and supplies advanced BTC personnel to industry.

- The project will set up a research and planning group for design strategy within the lab that will operate as a think-tank function for the government (much like the UK's Design Council).

(Outcomes)

- The project will result in the formation of a worldwide network of researchers and graduates who had attended the design lab / school, which will boost the presence of Japan as a global design hub.
- The project will prompt the attraction and retention of excellent young researchers and entrepreneurs in the design field to Japan.
- The project will advance the design field and boost industrial competitiveness in Japan and Asia through joint projects with researchers at the design lab / school and the use of advance BTC personnel nurtured by the lab.

(Expectations on government)

- Views were given that the government should back the movement to establish a design lab / school, as well as provide financial support, in order to instill a consciousness in industry that design is critical to boosting the international competitiveness of corporations.
- Views were given that Japan should also adopt a means to allow graduates from the lab / school to stay in Japan after graduation and contribute to Japan's industrial development, much like the post-study work visa in the UK and other countries (a two-year work visa granted to advanced international students after completing their program without any specific employer).

(2) Content-centered project

(Project name)

This project entails the establishment of a *J-Pop agent organization* and a *content usage hub* that will propel the unified overseas expansion of Japan's music industry.

(Present conditions and challenges)

- Although the presence of J-Pop, which is popular primarily in Asia, has dwindled somewhat with the rise of Korean artists, the music field has a large multiplier effect in connecting with other content forms since it features as a major component in movies, games, and events.
- Globally, and in Japan too, there has been a shift away from music sales as the prime revenue stream for the music industry to income derived from live performances and associated advertising and from merchandising.
- Over the long term, as the population declines, the live performance market in Japan is anticipated to shrink, but overseas the live performance and event market is on an upswing.
- To develop Japan's music industry, it is essential that Japanese artists tour in other countries. Japanese artists, with some exceptions, are not well known in other countries, making it difficult to attract audiences, sponsors, and the media to live performances. There are also many challenges in terms of profitability of overseas tours and media exposure.
- Furthermore, compared to film and other fields, small and medium enterprises in the music industry venture overseas on their own, and there is presently a lack of government support measures for these initiatives.
- Although Japanese artists should ideally band together when expanding into overseas markets in the interest of raising their profile to attract an audience, individual businesses and organizations have made only sporadic and haphazard efforts in this regard. Consequently, establishing an organization with the ability to coordinate within the industry is necessary.
- It is also necessary to push forward with collaborations with other fields as a means to boost the local appeal of J-Pop.

(Project details)

- Establishment of an agent organization
 - The project will establish an agent organization that provides coordination within the music industry and supports the coherent expansion by the industry into overseas markets.
 - With the organization deepening connections with local media and sponsors, a network of interested parties in Japan and abroad will be formed that will help overcome cultural differences and language barriers.
 - By developing J-Pop promotions that are more lasting than one-off events and setting up bases in other countries, the organization will be able to increase the drawing power and profitability of events due to reductions in equipment transport costs.
 - The organization will also carry out the role of raising the appeal of events by sparking street buzz about J-Pop in other countries and arranging for collaborations between music and other fields, such as anime series and fashion that are popular overseas.
- Creation of a content usage hub
 - The project will also establish an artist database (artist commons) to manage IDs issued to individual artists and arrange an archive of creative works that will collect and streamline the use of past creative works. With these tools, and by taking advantage of the Takeshiba District National Strategic Special Zone, the project will increase the accessibility of individual artists and creative works and promote content usage as well as construct a center with human resource development and application functions.

(Outcomes)

- The project will result in the entire music industry expanding into overseas markets on a continuous basis.
- A foundation will be created, by pushing collaborations between music and other fields, for the local acceptance of J-Pop.

- The construction of agents, an artist commons, and an archive (AAA) will consequently spark a large multiplier effect for other Cool Japan fields.

(Expectations on government)

- Views were given that the government should support the costs of setting up an agent organization, the costs of establishing databases and archives, and the ongoing costs until the private sector can get up to speed and run these on its own.
- Views were given that the government should pursue examinations into promoting content usage, so that the archives will be used effectively, as well as provide a matching site to encourage collaborations between music and other businesses.
- Creating films set against the scenery of a given country and screening the films in other countries is a powerful way of conveying the attractions of the country. Some countries provide tax incentives to attract foreign film crews to their country. Views were given that the Japanese government should also establish similar tax breaks and incentives to draw overseas filmmakers to Japan.

(3) Cuisine-centered project

(Project name)

This project aims to construct a *Japan Experience Community* with Japanese cuisine at its core by transforming Tokyo into *Tokyo Harvest City*, a global food hub.

(Present conditions and challenges)

- The popularity of Japanese cuisine is on the rise overseas, evidenced by the increasing numbers of Japanese restaurants opening around the world each year, and awareness of Japanese saké and other alcoholic beverages is climbing. Japanese cuisine and beverages can be used as persuasive content that deepens non-Japanese people's affinity for Japan. Consequently, conveying Japanese cuisine, combined with other fields, is an effective way of communicating Japan's lifestyle and attractiveness.
- On the other hand, individual attempts to convey Japanese cuisine are not sufficiently powerful to get our message across. This is why constructing an ecosystem (the Japan Experience Community) is important to continuously circulate messages about Japanese cuisine domestically and abroad.
- It is essential when constructing this ecosystem to foster a mood so that a wide swath of stakeholders — individuals, corporations, local governments, central government, and related organizations — participate in the ecosystem and move it forward.

(Project details)

- To construct the Japan Experience Community on the domestic front, a platform (a cross-sector committee) will be set up to lead the following initiatives, which will transform Tokyo, Japan's most influential communication center, into Tokyo Harvest City, a global food hub.

(1) One initiative is to set up a graduate school in cuisine as a hub for disseminating information. The school's role will be to propagate correct Japanese cooking and Japanese alcoholic beverages and to boost the brand power of Japanese cuisine and drinks.

- (2) Large-scale events will draw overseas tourists as a means of connecting Japan's local regions and Tokyo and disseminating information through Tokyo. An example is brand building with a Japan Harvest Week, consisting of numerous harvest festivals and events held in each region of Japan during autumn, and hosting BtoB and BtoC events during the same season.
 - (3) The New Toyosu Market and the Oda Market will be made into communication centers open to the world.
 - (4) Permanent weekend street markets will be turned into tourist spots.
 - (5) Parks and harbor areas will be transformed into complexes that bring together food, entertainment, and sports.
- An effective way of communicating information in other countries is to start with creating enthusiastic fans of Japanese cuisine and having them spread Japanese cuisine at the family and household level. To accomplish this, the project will create hubs in key overseas cities, similar to that in Tokyo, through the following initiatives.
 - (6) One initiative is to set up centers at local food courts and markets to make them into hubs that popularize Japanese cuisine.
 - (7) More fans of Japanese cuisine will be created by making these hubs into multi-store facilities and enhancing distribution functions to promote the creation of markets where Japanese ingredients are readily available. These hubs can not only help popularize local food businesses overseas but also serve as centers to attract inbound tourists to Tokyo and all regions of Japan.
 - (8) Another effective measure is to send instructors to local culinary schools and academies in the interest of conveying proper Japanese cooking.

(Outcomes)

- By transforming Tokyo into a food-hub city, it will be possible to use the city not just as the center of information communications but also as a tourism spot, which attracts international visitors.
- Because the project will broadly popularize Japanese cuisine in other countries, it is expected to build up an ecosystem of business activities around the expansion of

Japanese food into overseas markets. This will be accomplished domestically through the creation of mechanisms that will disseminate and sustain Japanese food culture and internationally by putting into action strategies for food-related industries to expand in waves overseas. The project will also contribute to spreading local brands from Japan's regions, which will in turn revitalize rural areas.

(Expectations on government)

- Views were given that the government should provide both personnel and financial assistance toward forming stakeholder networks and organizations, both domestically and abroad, and toward communicating information.
- On the domestic front, views were given that related ministries and agencies should come together and take the initiative in conceiving and implementing a graduate school in cuisine in Tokyo.
- Views were given that the government should provide both personnel and financial assistance toward establishing the Japan Council (tentative name) that will coordinate, from a design perspective, local food hubs in order to popularize Japanese food and drink overseas.
- Views were given that the government should aid the deployment of expert instructors to local culinary schools and academies in order to educate non-Japanese chefs in Japanese cooking.

(4) Regions / tourism-centered project

(Project name)

This project involves establishing a framework for *local Cool Japan production businesses* that promotes, in a comprehensive fashion, the development of regional resources with the aim of opening up overseas demand.

(Present conditions and challenges)

- In advancing the local Cool Japan strategy, it is important to reorganize and develop, from a design perspective, regional resources that are well received overseas.
- To accomplish this, it is vital to construct network frameworks connecting highly specialized creative people — such as producers, creators, artisans, and constructors — in other countries, in Tokyo, and in local areas with corporations, administrative branches, media outlets, educational institutions, and financial institutions.
- Under these frameworks, it is necessary to curate regional resources in keeping with overseas needs, to encourage advanced business development, and to step up promotion activities that link up with overseas media organizations.
- One challenge is that most of the SMEs whose business domain is regional resources do not have internal departments capable of overseas expansion, promotion, branding, and other functions. Another challenge is employing people with foreign language skills. Therefore, establishing a specialized external development business entity that makes use of the network frameworks is crucial in advancing the local Cool Japan strategy.

(Project details)

- The project will create new business frameworks for the purpose of developing the local Cool Japan strategy under industry-government-academic financial partnerships.
- The project will create new network frameworks that connect specialists in Japan and abroad who are knowledgeable about overseas market needs and have a

design perspective.

- In order to further expand the rapidly growing inbound tourism market and to revitalize regional economies, the project will bolster the development and promotion of informative Japan content in partnership with overseas media organizations and will open up demand for regional resources by drawing overseas visitors to regional areas.
- The project will construct regional food culture development frameworks that bring together chefs and manufacturers in order to strengthen the development of local Cool Japan, centering on Japan's food culture, for which overseas markets have high expectations and satisfaction and which is a strong contributor to regional economies.
- Working in partnership with the Cool Japan Fund, the project will promote local Cool Japan businesses as well as bring in various funds and capital related to Cool Japan.
- The project will build support structures and develop regional resources with strong links to regional financial institutions (such as regional banks and credit unions).
- We will promote these types of projects through strong collaborations with Visit Japan as well as projects conveying the appeal of Japanese cuisine and Japanese food culture, projects promoting saké brewery tourism, and projects that stimulate the creative industries.

(Outcomes)

- The project will lead to increased ambition to enter overseas markets, horizontal development of business know-how, and region branding by moving ahead with the visualization of marketing strategies for each local Cool Japan strategy target country, resource development in each region, and accumulation of concrete successful practices.
- It will be possible to provide non-Japanese with the enjoyment of comparing Japan itself by encouraging the construction of local Cool Japan strategies for each cuisine, craft, and other regional resource and the development of experiential

inbound tourism programs for each area.

- It will be possible to promote revitalization of regional economies, development of new industries, and generate employment by integrating the Cool Japan Strategy and local region creation.

(Expectations on government)

- Views were given that the government should provide appropriate information on effective policies for promoting local Cool Japan, given that there is latent potential in making use of the various policies the government promotes, such as regional creation, tourism stimulation, and assistance in the “sixth” industrialization of agriculture.
- Views were given that the government should establish and make use of government-related regional hubs (such as rest areas along highways and marine leisure spots) as local Cool Japan centers, along with ordinance-designated cities and other regional cities.
- Views were given that the government should consider making use of the Japan Houses to be developed, since effective communication of information overseas is essential in promoting local Cool Japan.
- Views were given that the government should consider collaborations and partnerships with programs encouraging inbound tourism specializing in cuisine in order to advance policies that bolster the local Cool Japan strategy, which is primarily focused on Japanese food culture.
- Views were given that the government should create cross-ministerial organizations to promote local Cool Japan and construct frameworks that connect local governments and private corporations.

Upcoming Government Initiatives (Action Plan)

Related government ministries and agencies will undertake the following initiatives based on discussions at the Cool Japan Strategy Promotion Council.

1. Information Dissemination

Conveying the attractions of Japan under the Cool Japan banner to other countries goes beyond just expanding our economy by means of pushing products and services into overseas markets. From the viewpoint of creating ties between Japan and the world, effectively spreading information about Cool Japan abroad, and delivering our message not just to non-Japanese people who are already fans of Japan but also to people who have never been interested in Japan before, will have people take an interest in Japan. It is important, furthermore, to generate the conditions for ongoing exchanges of people and information by forming flows of people and information with Japan as the common reference point. Another crucial element, in the interest of establishing platforms for disseminating information, is promoting the nurturing of people with deep insight into the culture and markets of both Japan and other countries.

To these ends, related government ministries and agencies will undertake the following initiatives.

« Collaboration with non-Japanese fans of Japan »

(Creation of networks of Japan ambassadors composed of non-Japanese people)

- This effort entails forming networks of non-Japanese Japan fans with communication skills in the Cool Japan resource fields as Cool Japan ambassadors and enlisting them to help further communicate and disseminate information overseas and provide feedback. (taken from the main text)

- Bring together non-Japanese fans of Japan appointed by related government ministries and agencies who are active in Cool Japan fields and enlist their cooperation in further communicating Cool Japan information to people of influence in the respective fields **【Cabinet Secretariat (Intellectual Property Secretariat)】**
- Institute training in Japanese saké in Japan to nurture experts overseas who are properly knowledgeable about Japanese alcoholic beverages **【Cabinet Secretariat (Japanese saké), MOF (National Tax Agency), MAFF】**
- Expand the scope of the Japanese Cuisine and Food Culture Goodwill Ambassadors already appointed in Japan to include non-Japanese working to promote Japanese cuisine overseas and appoint new goodwill ambassadors **【MAFF】**
- Organize CoFesta Ambassadors primarily from international students who are fans of Japanese content to introduce the attraction of Japanese content to their own countries and other countries **【METI】**
- Promote the creation of networks of Japanese and non-Japanese who are making great efforts to disseminate the attractions of Japan to non-Japanese and of Japanese and non-Japanese who are assisting with the Visit Japan project **【MLIT】**

(Invitations to non-Japanese people)

- Set up opportunities for people to experience the fortes and attractions of Japan and promote greater overall understanding of Japan through schemes that extend invitations to non-Japanese people and involve personal interaction **【MOFA】**
- Invite influential overseas media outlets and effectively disseminate information about the attractions of Japan to help to communicate more effectively content, traditional crafts, and other Cool Japan resources **【METI, MOFA】**
- Invite travel programs from other countries and people who are well-known communicators in their home markets, such as influential bloggers and Youtubers, to communicate regional attractions, including Cool Japan resources, to every corner of the world **【MLIT】**

«Information dissemination using various media channels and venues»

(Information dissemination using official government media channels)

- Increase the frequency and opportunities to showcase Cool Japan content via Japan Gov, the official government English site, and official government accounts on Facebook, Twitter, and other social media 【*International Public Relations Office*】

(Information dissemination using government offices abroad, Japan Houses, and other venues)

- Communicate the attractions of Japanese culture, cuisine, music, and other fields through public-private partnerships using reception events and other occasions at government offices abroad 【*MOFA, MAFF, Cabinet Secretariat (Japanese saké), MOF (National Tax Agency)*】
- Convey the attractions of Japan to segments previously not interested in Japan by making use of the new Japan Houses (tentative name) that will be set up in other countries 【*MOFA*】

(Information dissemination using international airports)

- Promote the attractions of Japanese saké and shochu to overseas visitors by offering samples of Japanese saké and shochu and providing information on saké breweries they can tour at Japan's major international airports (Narita, Haneda, Chubu, and Kansai) 【*Cabinet Secretariat (Japanese saké), MOF (National Tax Agency)*】

(Information dissemination using video content)

- Further strengthen Japan travel programs and the dissemination of materials introducing regional Cool Japan resources, such as local confectionaries and local sakés, by means of related ministries and agencies cooperating and assisting the overseas deployment of broadcast content that conveys regional attractions 【*MIC, MOFA, METI, MLIT*】
- Disseminate regional Cool Japan merchandise and tourist information by making

use of Cool Japan Fund investment projects (such as the Japan Channel and Japan Mall projects) 【*METI, MLIT*】

- Gather information held and accumulated by film commissions throughout the country and disseminate information to Japan and abroad on attractive Japanese locations with film commission that collects through a National Location Database, as a means of arranging circumstances for overseas film crews to create and communicate video content; furthermore, provide information on leading efforts that can be used as references when transforming film locations into tourism resources that will help revitalize local regions 【*MEXT, MLIT*】
- Convey the attractions of our diverse culture and spark other countries interest in Japan by assisting the exhibition of Japan's excellent contemporary art at overseas art festivals and by launching projects that honor excellent works of anime and other media art and introduce prize-winning works to a broad audience in Japan and abroad 【*MEXT, MOFA*】

《Combination of events to boost the impact of information dissemination》

- Create and share an ongoing event calendar that summarizes all Cool Japan events that related government ministries and institutions participate in; furthermore, push for the combination of events in the framework of the new public-private partnership platform 【*Cabinet Secretariat (Intellectual Property Secretariat), related government ministries and agencies*】
- Generate more effective appeal to audiences abroad by linking various events related to games, anime, films, music, and other content, as well as industries with a close relationship to content, to form the world's largest content festival (co-festa) 【*METI*】

《Construction of an archive of media art》

- In order to encourage the usage of a media art database constructed for the manga, animation, game, and media art fields, carry out appropriate maintenance and management of the database and enhance its content by promoting the collection and entry of new information in the database, in partnership with the private

sector, and upgrading the system 【*MEXT*】

- Implement a model project within the research and study into the construction of an archive for culture-related materials and assist the formation of a core archive in a model field, such as design; encourage the construction, operation, and joint use of archives in all fields by moving ahead with network construction in the fields 【*MEXT*】

《Hub formation and personnel development》

(Formation of a hub that brings together people and information from many fields and disseminates information)

- Related government ministries and agencies work together to assist the invitation of highly creative people from around the world in design, food, content, and other fields where Cool Japan resources lie and to encourage the development of our own creative people; this assistance assumes private-sector initiatives aimed at constructing a hub with information gathering and disseminating functions 【*MIC, MEXT, METI, MAFF*】 (taken from the main text)

(Development and utilization of international content personnel)

- Aid the development of internationally minded creative personnel who can assist in joint productions with other countries, by providing opportunities such as studying at overseas educational institutions (film schools) and internships 【*METI*】
- Continue to provide opportunities to work and study abroad in order to nurture performers and artists into internationally minded creative personnel 【*MEXT*】
- Construct personnel development platforms that support the overseas expansion of local Japanese content through Cool Japan Fund investment projects 【*METI*】

2. Overseas Expansion

The objective of overseas expansion is to directly assist the development of Japan's economy by expanding attractive Cool Japan products and services overseas and leveraging overseas growth markets. From the viewpoint of spreading Japan to the world, three things are important to promote overseas expansion by Japanese companies: directing the focus of companies that have no overseas expansion experience at overseas markets, laying the groundwork for overseas expansion and enabling ongoing overseas expansion, and connection one overseas expansion with the next in a unified manner.

To these ends, related government ministries and agencies will undertake the following initiatives.

«Unified overseas expansion through partnerships»

(Creation of a public-private partnership platform)

- Launch a new public-private partnership platform, composed of members from related government ministries and agencies, related institutions, and nongovernment organizations, that serves as (1) a venue for forming and matching dynamic collaborative Cool Japan projects and (2) a venue for sharing cutting-edge practices (such as knowledge on merchandising content); the purpose of the platform will be to strengthen collaborations between the public and private sectors and among different industries in the Cool Japan fields and effectively promote Cool Japan initiatives as a nation **【Cabinet Secretariat (Intellectual Property Secretariat), related government ministries and agencies (taken from the main text)】**

(Overseas expansion of broadcast content in collaboration with other fields and industries)

- With an eye to producing multiplier effects in different fields and industries, such as increasing overseas visitors to Japan and communicating about Japan's advanced technology, cuisine, and music, assist ongoing initiatives that create broadcast content and disseminate it overseas, for the purpose of revitalizing local

regions, while collaborating with adjacent industries, including related government ministries and agencies and other industries 【*MIC*】

(Assistance for content localization and promotion)

- Assist ongoing initiatives that promote content, such as localizing content with subtitles and dubbing, exhibiting at international trade fairs, and running advertisements, to encourage the overseas expansion of Japanese content 【*METI*】

(Assistance for the overseas businesses of Cool Japan related companies)

- In order to assist the overseas expansion of companies related to Cool Japan, carry out business matching by exhibiting at overseas trade fairs and inviting overseas buyers with the assistance of JETRO, conduct cross-field PR overseas to highlight the attractions of regions, such as crafts and agricultural produce, and implement tourism industry projects that link exports, inbound investment, joint development, and personal interaction 【*METI*】

«Visualization of the Japan brand»

(Japanese restaurant recommendations)

- Create a framework for nongovernment organizations to recommend Japanese restaurants overseas, as supports of Japan's food culture, that actively trying to adopt Japanese ingredients and Japanese alcoholic beverages 【*MAFF, Cabinet Secretariat (Japanese saké)*】

(Certification of made-in-Japan food products)

- To ensure the quality of made-in-Japan food products is conveyed properly, examine a certification system for made-in-Japan food products to distinguish Japanese specialties and Japanese products created with traditional methods from those that are not 【*MAFF*】
- Examine revising geographic labeling systems and other systems to boost brands of Japanese alcoholic beverages 【*Cabinet Secretariat (Japanese saké), MOF(National Tax Agency)*】

(Quality certification of products and designs)

- In the fashion field, run the J ∞ Quality Product Certification Project — led by the Japan Apparel Fashion Industry Council, which involves attaching certification labels, at the request of companies, to apparel products manufactured completely in Japan through a three-step process of weaving / knitting, dyeing and finishing, and sewing **【METI】**

3. Inbound Tourism Stimulation

The objective of using Cool Japan resources to stimulate inbound tourism is to contribute to revitalizing the Japanese economy, including regional economies, by inviting non-Japanese people who, by means of information dissemination and overseas expansion, have become interested in Japan to visit and consume in Japan. From the viewpoint of calling the world to Japan, it is important to unearth and refine Cool Japan resources that appeal to non-Japanese and to continue to arrange conditions that are receptive to non-Japanese people in order to attract overseas visitors to Japan.

To these ends, related government ministries and agencies will undertake the following initiatives.

«Communicating regional attractions»

(Communicating and experiencing regional resources by making use of rest areas along highways)

- Turn rest areas along highways into hubs for communicating regional attractions overseas by using them as *Cool Japan showcases* that communicate and let people experience the local history and culture and regional resources; furthermore, promote the communication of regional resources at marine leisure spots **【MLIT】**

(Ongoing information dissemination to overseas visitors)

- To capture repeat overseas visitors, regularly communicate tourist information using the Japan National Tourism Organization (JNTO) Facebook page **【MLIT】**
- Strategically disseminate information to attract overseas visitors to regions with wonderful natural resources by, for example, enhancing information on access and activities on the Ministry of the Environment's national parks website and the national parks section on the Japan Guide website **【Ministry of the Environment】**

«Refinement and utilization of tourism resources»

(Uniform refinement of tourism resources)

- Unify regional development measures that make use of tourism resources and

measures to stimulate tourism, such as structural development, arranging conditions to receive tourists, and enhancing intermodal passenger transport, and raise the level of regional tourism resources to international standards 【*MLIT*】

(Use of local cuisine and agricultural, mountain and fishing villages as tourism resources)

- Promote initiatives that tie together the attractions of agricultural, mountain and fishing villages and tourism demand, by, for example, pairing attractive regional cuisine and agriculture as *local cuisine and picturesque rural scenery* and using these as tourism resources 【*MAFF, MLIT*】

(Use of Japanese saké as tourism resources)

- Link with other tourism resources various initiatives such as opening up saké breweries to guests and providing saké breweries tours, creating events, stamp rallies, and other promotions that feature Japanese saké, and developing tours for overseas visitors 【*Cabinet Secretariat (Japanese saké), MLIT, MOF (National Tax Agency)*】

(Use of local nature as tourism resources)

- Assist regional ecotourism activities, such as training guides and developing attractive programs to promote and popularize ecotours, ascertain the needs for activities in national parks aimed at non-Japanese visitors, and engage in promoting ecotourism 【*Ministry of the Environment*】

«Groundwork to make Japan visits by overseas visitors more convenient»

(Creation of foreign language descriptions of cultural properties)

- To fully convey the value and attraction of cultural properties that embody Japan's history and culture to overseas visitors, examine approaches and key points to providing simple English descriptions, including the use of ICT, and assist the dissemination of information about cultural properties in English 【*MEXT, MLIT*】
- By making related organizations aware of the Technical Guidelines for Nature

Parks and Facilities, which incorporates cases of multilingual signage, promote the development of consistent and uniform signs and markers in all national parks by 2020 and support the application of universal design to toilets and other facilities; furthermore, enhance assistant measures to local governments, with the subsidies created in FY 2015, and through these measures, advance multilingual signage
【*Ministry of the Environment*】

(Establishment of free Wi-Fi areas for overseas visitors)

- By making use of the Conference Promoting the Establishment of Free Public Wireless LAN and simplifying authentication procedures across carrier boundaries, construct a mechanism that allows users with a one-time registration to sign into around 200,000 Wi-Fi spots all over the country 【*MIC, MLIT*】

4. Unearthing and Conveying Regional Attractions

In deepening the Cool Japan strategy, it is essential to promote the unearthing, refinement, and dissemination of Cool Japan resources lying dormant in regional areas. On the other hand, these regional areas face the problem of not having enough people with overseas expansion information or know-how or with the abilities to develop overseas businesses. To advance Cool Japan initiatives in regional areas, we must lower the bar for interested private businesses to expand regional attractive products and services overseas. At the same time, we must pursue initiatives that attract non-Japanese fans of Japan to regional areas through information dissemination and overseas expansion.

To these ends, related government ministries and agencies will undertake the following initiatives.

«Strengthening regional Cool Japan consulting and support frameworks»

(Creation of lists and networks of regional producers)

- Promote the creation of lists of specialists and people with the know-how to tie local Cool Japan resources to overseas development and inbound-tourism stimulation and create networks comprising these people to enable the provision of information to regions and to share nationwide perspectives (taken from the main text)
 - Bring together individuals and organizations with experience in Cool Japan fields, based on the related government ministries and agencies' lists of regional producers, and provide information **【Cabinet Secretariat (Intellectual Property Secretariat)】**
 - Examine creating lists of people with experience in expanding exports and developing businesses overseas, from the standpoint popularizing Japanese cuisine and food culture abroad **【MAFF】**
 - Examine creating lists of producers and designers with expertise on the needs of overseas consumers and overseas sales channels **【METI】**
 - Examine creating lists of people with expertise on tourism activities based on Cool Japan resources **【MLIT】**

(Deployment of producers to make use of regional resources)

- Promote the unearthing and refinement of regional Cool Japan resources and usage of these resources as tourism resources by deploying producers to regional areas with expertise on overseas markets as well as provide test marketing venues primarily for SMEs; furthermore, examine assisting regional revitalization through tourism stimulation that uses these resources **【METI, MLIT】**

(Establishment of regional Cool Japan consulting offices)

- In partnership with JETRO and other related institutions, and in collaboration with municipalities, open regional Cool Japan consulting offices **【METI】** (taken from the main text)

«Assistance to regional SMEs in cooperation with the Cool Japan Fund»

- Discover and organize regional enterprises that have the potential to receive new investments from the Cool Japan Fund and assist regional SMEs in information dissemination and opening markets in cooperation with Cool Japan Fund investment projects (such as the Japan Channel and Japan Mall projects) **【METI】**

«Disseminate and exchange regional cultural attractions»

(Expand Japan Heritage)

- Certify around 100 Japan Heritage properties by FY 2020 (certify 18 properties in FY 2015) that express in story our culture and traditions through regional history attractions and characteristics; furthermore, have regions lead the overall arrangement and usage of attractive tangible and intangible cultural properties that are essential in telling stories and disseminate these cultural properties to Japan and the world **【MEXT】**

(Promotion of culture programs)

- In order to make the 2020 Tokyo Olympic and Paralympic Games a success as a cultural festival and to showcase our culture and attractions to the world, make

use of culture programs and other opportunities held in localities across the country starting after the close of the 2016 Rio de Janeiro games to promote initiatives to refine and develop cultural and artistic resources, such as strategic creative activities in media art and contemporary art, attractive regional cultural arts, festivals and other traditional performance art, and world-class tangible and intangible cultural properties, as well as revitalize regions and attract visitors to regional areas 【*MEXT, MOFA*】

(Promotion of the Host City / Host Town Plan)

- From the viewpoint of contributing to regional revitalization and tourism stimulation leading up to the 2020 Tokyo Olympic and Paralympic Games, promote the Host City / Host Town Plan, which strives to make personal, economic, and cultural exchanges between local governments across Japan with participating countries and regions 【*Cabinet Secretariat (Olympic and Paralympic Games Promotion Office)*】

Members of the Cool Japan Strategy Promotion Council

Government Members

- Shunichi Yamaguchi : Minister in charge of the Cool Japan Strategy<Chair>
- Masaaki Taira : State Minister in charge of the Cool Japan Strategy<Vice-Chair>
- Hiroshige Seko : Deputy Chief Cabinet Secretary
- State ministers of MIC, MOFA, MOF, MEXT, MAFF, METI, MLIT
- Yohei Matsumoto : Parliamentary Vice-Minister in charge of the Cool Japan Strategy
- Takeo Hirata : Secretary General, Secretariat of Headquarters for the Tokyo 2020 Olympic and Paralympic Games, Cabinet Secretariat (special advisor to the Cabinet)

Private-Sector Experts

- Astrid Klein : architect / Klein Dytham architecture
- Yoshiko Ikoma : fashion journalist / director, Miyake Issey Foundation
- Takaaki Umezawa : chairman, A.T. Kearney K. K., Japan
- Masahiro Oishi : president, the Federation of Music Producers Japan
- Tomo Kamei : co-founder and CEO, Tokyo Otaku Mode Inc.
- Shujiro Kusumoto : president & CEO, Cafe Company Co., Ltd.
- Koichi Saura : president & CEO, Urakasumi Sake Brewery, Saura Co., Ltd.
/committee chairman of the Demand Development Committee, Japan Sake and Shochu Makers Association
- Soichiro Takashima : Mayor of Fukuoka City
- Tomotaka Takahashi : CEO, Robo Garage Co.,Ltd.
- Hiroyuki Takahashi : JTB Corp. President & CEO Group Headquarters
- Kinya Tagawa : director, Takram Design Engineering
- Danny Choo : producer, Culture Japan
- Hitomi Tamaoki : representative director, Tsumugi Corporation
- Tate Kristopher : president and CEO, development manager, ConnectFree K.K
- Tom Vincent : CEO, Tonoloop Networks, Inc.
- Yusuke Nakagawa : president and CEO, Asobi System Inc.
- Ichiya Nakamura : professor, Graduate School of Media Design, Keio University
- Takeshi Natsuno : guest professor, Graduate School of Media and Governance, Keio University
- Hidemi Fukuhara : producer, Ace Production
- Yasuo Miyakawa : president and CEO, Sunrise Inc.
- Kenichi Watanabe : social producer, Genki Japan

Related Organizations

- Nobuyuki Ota : CEO, Cool Japan Fund Inc.
- Miyako Hamano : executive vice-president, Japan External Trade Organization