



**Japan.** Cool Japan.

## Key takeaways of Eureka! Meeting

Intellectual Property Strategy Headquarters

Cabinet Office

13th May, 2019

# The 1st EUREKA! Meeting (11th March)

Participants	Country
Kwan Srisongkram	Thailand
Lauren Rose Kocher	The US
Danny Choo	The UK
Chad Mullane	Australia
Christian Schmitz	Germany
Albert Okamura	Peru



## ○ Main topics

- ‘Read the room’ represents Japanese culture with both positive and negative aspects
- While politeness and keeping unwritten manner are beautiful, but difficult to understand for foreign people
- Obedience to precedents may contribute to keeping tradition as well as preventing innovative activities
- ‘*Omotenashi*’ can be realized along some ‘manual,’ but ‘*kokorodukai*’ can not.
- Japanese people tend to see foreigners as a group not as an individual, which impedes closer interactions between them
- While Japanese charms reside in rural areas, people living there are too shy to engage with foreign people
- Need to let foreign people find their own favorite Japan especially in rural areas
- Frequent visitors to Japan are sometimes treated as ‘suspicious’ people in the immigration.
- Need to invite young foreign people to cooperate with them
- Need to increase services targeting wealthy visitors
- Need to reach out to the majority of foreign people without specific interests in Japan

# The 2nd EUREKA! Meeting (25th March)

Participants	Country
Lamyaa Kanai	Morocco
Sheila Cliffe	The UK
Oya Koc	Turkey
Tom Vincent	The UK
Yim Miksche	The US
Teito Kristopher	The US
Mark Dytham	The UK



## ○ Main topics

- Rural areas and people living there represent Japanese Charms
- Need to have museums to represent Japanese architecture and fashion
- While foreign people become more knowledgeable about Japan, Japanese messages are still superficial and just insisting their superiority
- Quality of the stories Japanese people present falls short of that foreign people, knowing well about Japan, seek for
- Need to utilize young people's vitality and capability
- Japanese people are bad at online messaging
- Curation is important (eg. *Naoshima*)
- As the population is decreasing, long term perspective is needed to retain Japanese regional culture like *Chonaiikai* and *Matsuri*

# The 3rd EUREKA! Meeting(11th April)

Participants	Country
Andrea Funaro	Italy
Nick Szasz	Canada
Misha Janette	The US
Astrid Klein	Italy
Vincent Lefrancois	France
Paul Christie	The UK



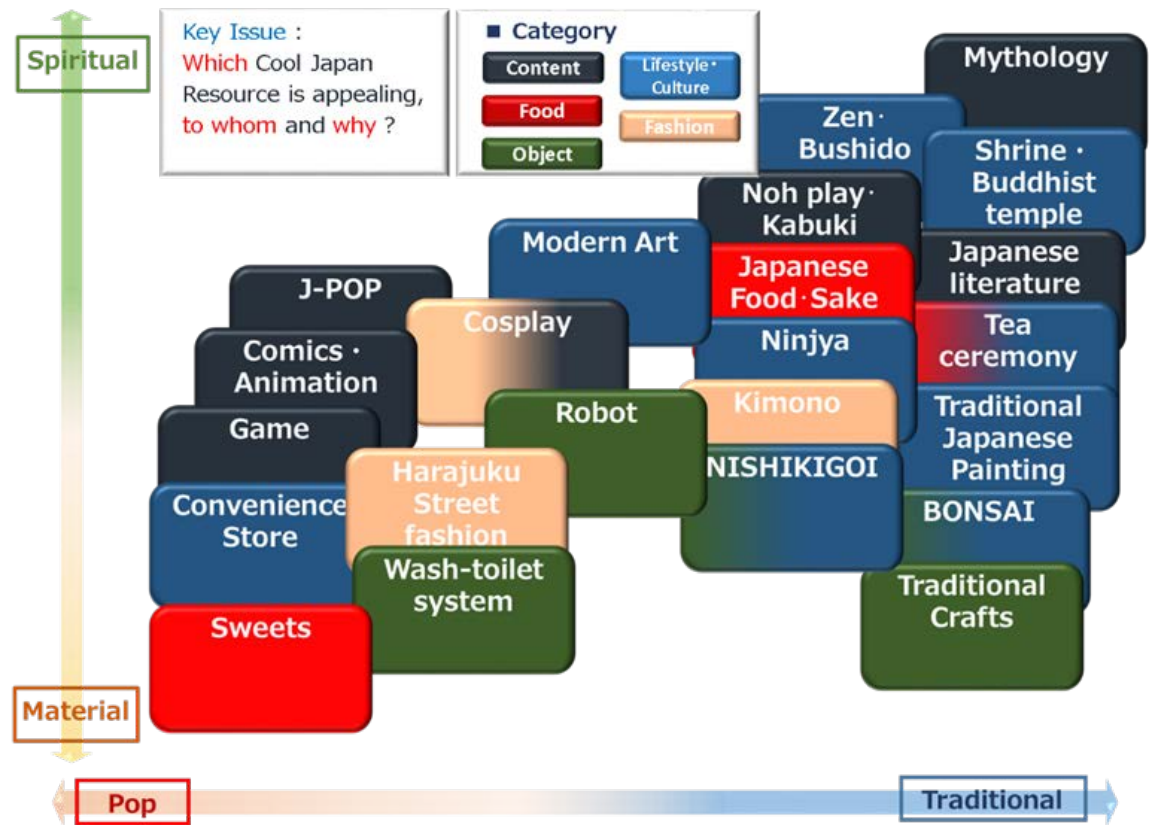
## ○ Main topics

- Living in Japan itself is Cool(eg. a high living standard in the countryside etc.)
- Utilize the knowledge of foreign people more to introduce overseas about Japan(now, only Japanese are doing for the Japanese)
- Not only Europe and the US but also other countries should be targeted carefully
- Japanese people especially living in the countryside are hesitant or have resistance to strongly express appealing information
- Need to strategically promote rural areas to invite foreign people, for example, by combining there with traditional crafts
- Not only the golden route but also local tourism should be more activated
- People in each region should advertise their our attractiveness
- It is not Japanese but foreign people who decide whether Cool or not

# Key Takeaways

① While there are many triggers to attract foreign people (eg. Comics, Anime, Idol, study abroad)

‘Something Japanese’ that Japanese people tend to be unaware of plays a key role to win the hearts and minds of foreign people (eg. ‘Japanese people,’ living in Japan and regional charms)

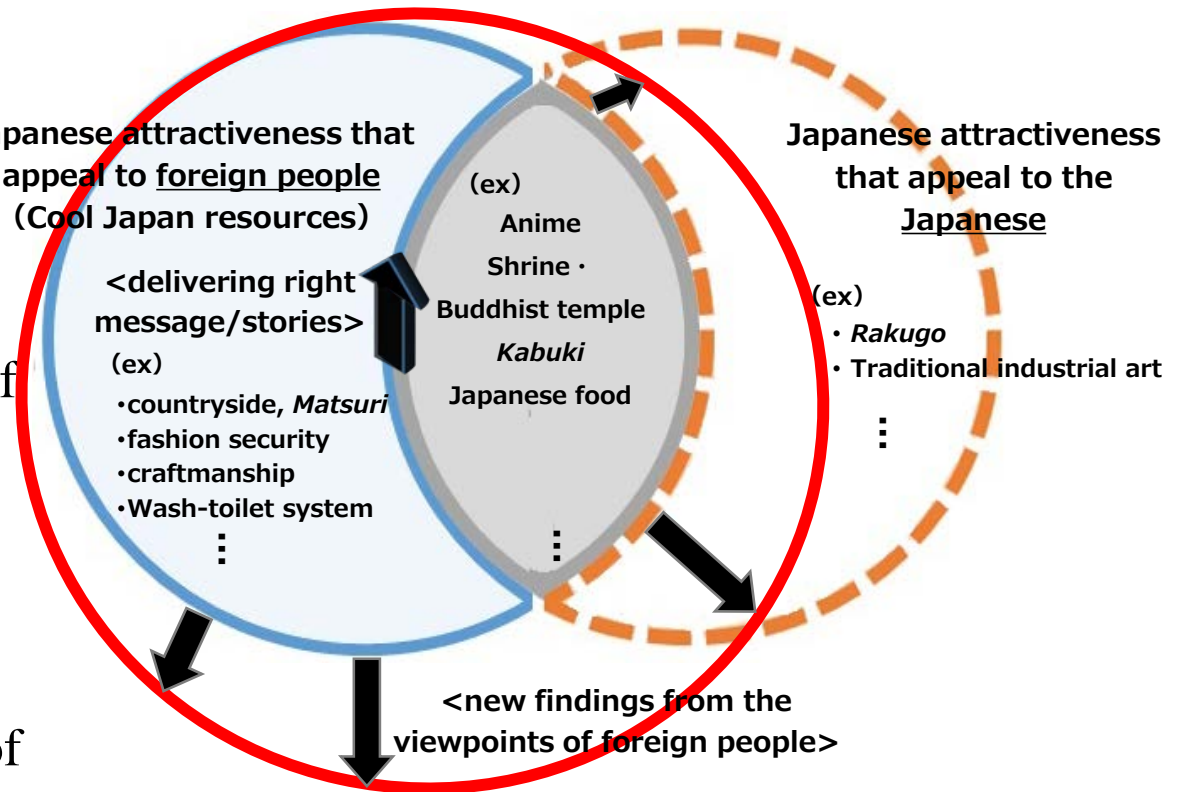


# Key Takeaways

② Many foreign people start to understand Japanese culture/tradition deeper than ordinal Japanese people, whose knowledge/recognition on 'Japan' falls short of that of foreign people.

③ Japanese people are not good at delivering messages in such ways to win the hearts and minds of foreign people.

④ Need to utilize insights or viewpoints of foreign people in order to find, improve and deliver regional charms.



It is necessary to be aware that there is a gap between Japanese and foreign people about Japanese attractiveness and how to promote.

# Points to emphasize in the new strategy

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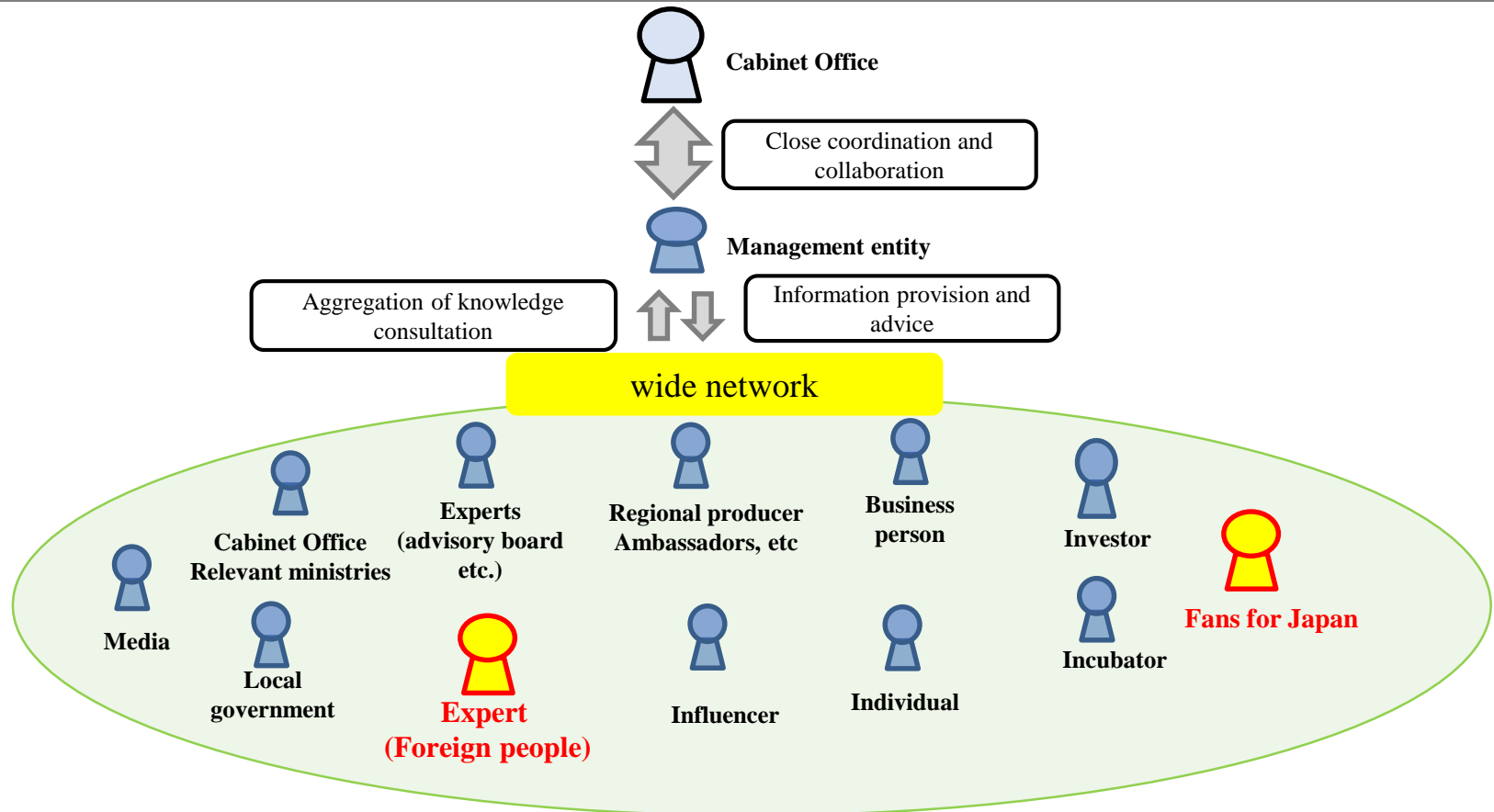
- ① Start from foreign perspectives and collaborate with foreign people in finding, maintaining, improving and delivering messages on Japanese charms
- ② Form a wide network to encompass many entities and individuals including foreign people to establish environment in which cross-section and wide range coordination could be constantly achieved.
- ③ Establish frameworks to increase 'Fans for Japan' and encourage them to play proactive roles as the main players of the abovementioned network.



Establish a foundation on which we can collaborate with 'Fans for Japan' in the entire cool Japan ecosystem.

# Network related to Cool Japan (Image)

- Build a wide network of people and entities interested in ‘Cool Japan Policy,’ including foreign people who are “Fans for Japan” or live in Japan whose knowledge can be utilized as the core resource for promoting Cool Japan. They are encouraged to play proactive roles in message delivery and discovery, maintenance or improvement of charms in the network.





# System to expand 'Fans for Japan' (Image)

- Increase 'Fans for Japan' by providing foreign people with opportunities to deepen their knowledge about and interests in Japan. 'Fans for Japan' are expected to be the driving force for activities related to 'Cool Japan' which efficiently lead to the increase of 'Fans for Japan'.

## 【Fans for Japan】

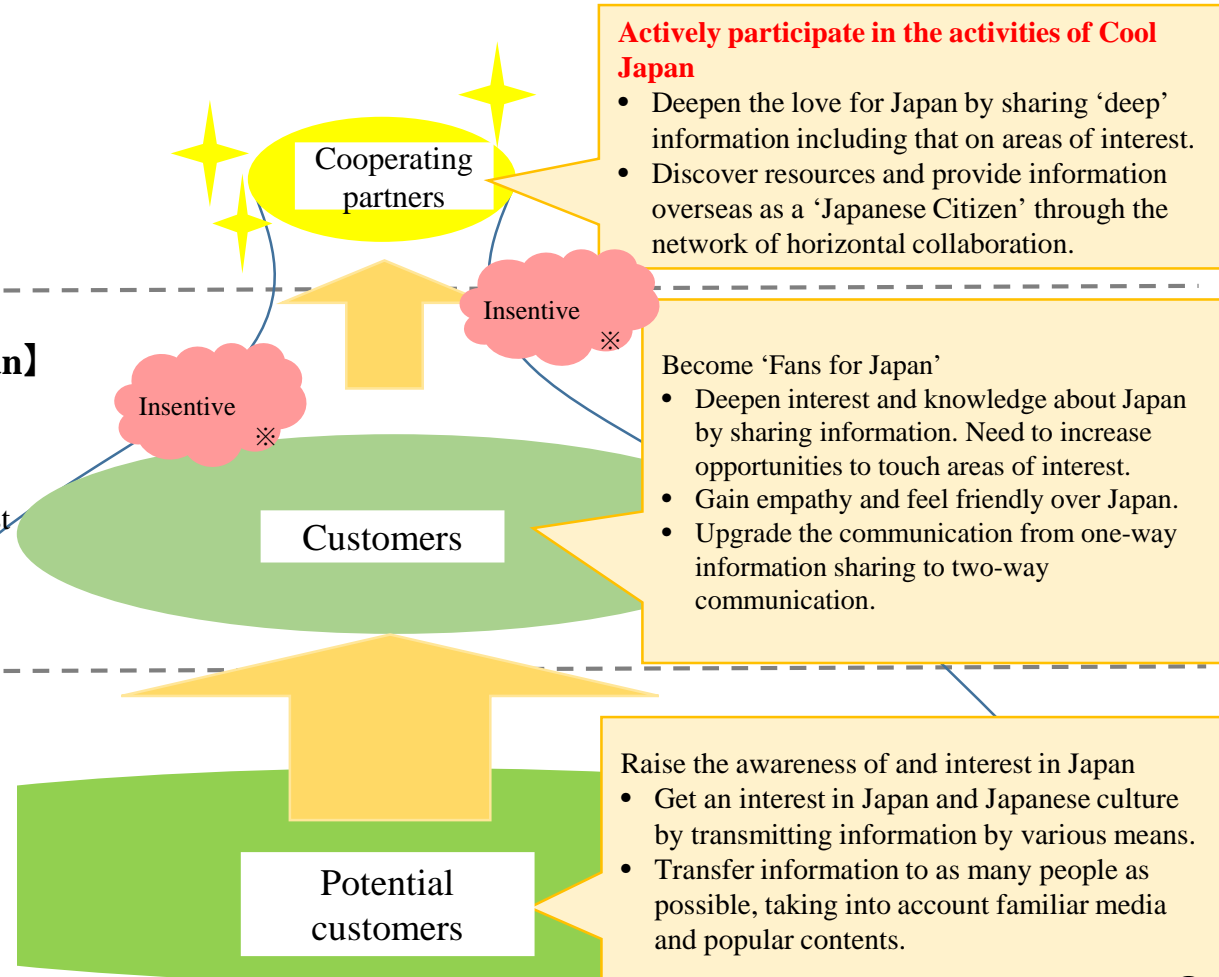
- have love or feel friendly for Japan.
- have deep knowledge and awareness of issues related to Japanese culture etc.
- voluntarily express their love about Japan.

## 【People who have some interest in Japan】

- are interested in Japan and intend to actively collect information.
- want to visit or have been Japan.
- have large differences in the degree of interest and good feeling.

## 【Indifferent People (Majority)】

- are not interested in Japan or Japanese culture, and don't intend to actively collect information.
- have no bad feelings about Japan
- don't want to visit or have not been Japan.



※ A merit measure to become and stay as Japanese fans.