

## TERM OF REFERENCE

### JAPAN-EAST ASIA NETWORK OF EXCHANGE FOR STUDENTS AND YOUTHS (JENESYS) 2014

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#### 1. Project Description

JENESYS (Japan-East Asia Network of Exchange for Students and Youths) is the Government of Japan's flagship programme for ASEAN-Japan youth and student exchange initiated directly by Japanese Prime Minister Shinzo Abe. Following the original JENESYS programme conducted during 2007 - 2012, JENESYS 2.0 was announced by PM Abe on 18 January 2013 during his visit to Jakarta. JENESYS 2.0 will invite approximately 10,000 youths from ASEAN Member States (AMS) to Japan and dispatch approximately 500 Japanese youths to AMS. JENESYS 2.0 aims at promoting potential interests among ASEAN youths towards Japan and increasing visitors to Japan that will lead to the revitalization of the Japanese economy. It also aims at promoting global understanding on Japan's strengths, attractions and values including 'Cool Japan' and 'Japan Brand' that range across a broad spectrum of fields and products from cutting-edge technology to sophisticated game software and pop culture. For the Japanese youths, it will provide them with new insights and perspectives through close interactions with their fellow youths from ASEAN and other Asia-Oceania regions, thereby enabling them to be well-prepared to assume their prospective roles as rounded, well-informed, well-connected future diplomats and global human resources.

The thematic area of "Mass Media" under the JENESYS 2.0 programmes will invite 1,662 participants from ASEAN Member States, Australia, New Zealand, India and Timor-Leste. During a 9-day visit to Japan, the participants will collect information on Japan in respective activities and understand the strengths, attractions and values of Japan actively. They will produce pieces of work such as film/ movies, articles, etc to introduce Japan and make presentations in reporting session about the findings of the programme and plans of action after returning to their countries using the production.

The participants will be able to gather a lot of information through visits to cutting-edge enterprises, famous spots, etc. In addition, they will have a chance to observe and learn the values, traditions and other socio-cultural aspects of Japan through homestay, school exchange and interactions with local people. After the programme, they will be expected to disseminate the strengths, attractions and values of Japan in their countries using the work they have made.

Through the above-mentioned activities, the proposed project will not only increase the understanding of mass media in Japan but also promote greater interests in Japan and its culture, and to lay a foundation for a durable bond between Japanese youths and their peers from AMS, Australia, New Zealand, India, and Timor-Leste.

#### 2. Brief Project Description

The thematic area of Mass Media under the JENESYS 2.0 programmes will invite 1,662 participants from ASEAN Member States, Australia, New Zealand, India and Timor-Leste to Japan. The participating students will be junior high, senior high and university students under the age of 30. The supervisors will be under the age of 50, and expected to take a good care of youths as educators.

In these days, the importance of mass media has come to be highly recognized in AMS against the background of the progress of the exchange of information through economic development, democratization, etc. The improvement of journalism is important for the further promotion of exchange of information among AMS. The technical/ qualitative level is not enough, however. As for the quality of the press, the standard of journalism from the ethical point of view, for example, is not fully recognized and the improvement of the quality of press is urgent matter in these countries.

In this project, participants will learn the situation of mass media/ journalism of Japan and will make small pieces of work such as film/ videos, articles, etc by themselves. During a 9-day visit to Japan, the participants will experience observations of famous spots in Tokyo, visits to cutting-edge enterprises, homestay, school exchange, interactions with local people, etc and will collect information in respective activities on the values, traditions and other socio-cultural aspects of Japan. They will produce pieces of work to introduce Japan based on their fact gathering and make presentations in reporting session about their post-programme plans of action using their productions. The expected quality of the productions is that they express fully the attractions and strengths of Japan. The participants will be expected to make the best use of the work after returning to their countries to disseminate their findings about Japan.

This project consists of several batches and the date and venue of respective batches will be determined afterwards. The first batch tentatively will be held in June 2014 where the venue (Tokyo or other places) is to be informed later. ASEAN Representative may be invited from ASEAN Secretariat, taking the role of superintendence of the participants and attending whole programme under the same rules with the participants. The number of batches where ASEAN Representative is invited will be informed to ASEAN Secretariat by the Implementing Agency afterwards.

### **3. Background and Justification**

Many people have keen interests in Japan. A great number of Japanese products and goods are very popular overseas. This phenomenon is particularly apparent among the young generation across Asia.

Many of these young people, however, have limited opportunity to come to Japan. Toward that end, JENESYS 2.0 accords an opportunity for the young people from AMS and beyond to experience in person various aspects of Japanese life and observe directly the values, traditions, and other socio-cultural factors that have made it possible for Japan to be able to produce and promote those goods successfully. Especially, the thematic area of Mass media give the students who are interested in mass media/journalism the opportunity to understand Japan deeply through the experience of producing small pieces of work to introduce Japan by themselves.

On Japan's part, its achievements and successes entailed much efforts and hard work. They were not realized overnight and have been especially difficult to accomplish in the past decade since the country has been facing tough economic and business challenges. This aspect is often overlooked and unappreciated by the casual observers, even more so for the young generation who have little opportunity to interact closely with the Japanese societies.

In this context, the exchange programmes and visits by students and youths from various parts of Asia and Oceania under the JENESYS 2.0 scheme are expected to lend vigor to "Japan Brand" by enabling the youths from other nations to observe from up close the efforts and drive that the Japanese peoples have exerted to ensure those "made in Japan" to be appealing in terms of quality and value. The observations and knowledge obtained from the ground are expected to lead to understanding and genuine appreciation, which in turn would form the basis for a sound and lasting relationship in the future.

Friendship and mutual trusts are universal requirements for co-existence and harmony. As such, this project transcends regionality and addresses global requirement for co-prosperity. Considering that the participants will also include Australia, India, New Zealand, and Timor Leste, this programme will be very much relevant and directly contributing to deepening mutual understanding among the participating countries.

All the 10 ASEAN Member States, Australia, New Zealand, India and Timor-Leste will participate in this project.

Total number of participants from the 14 countries is 1,662, which is invited to Japan in 12 batches. Taking into consideration the diversity of AMS such as population, the number of participants from each AMS is not necessarily equal, which was discussed and agreed by ASEAN and Japan at the 6th ASEAN-Japan Joint Cooperation Committee Working Group (AJJCC-WG) on 29 May 2013.

The participants are senior high students, who are 15-18 years old. With respect to university students, individuals majoring in media, journalism, information and media studies or media communication are desirable.

As mentioned above, not only ASEAN Member States who will participate in the activity. Other countries from Asia and/or Oceania will also join the event, as mentioned in the Master Plan of JENESYS 2.0.

The participants are mainly university students, who are 17-30 years old. With respect to university students, individuals majoring in media, journalism, information and media studies or media communication are desirable.

As mentioned above, not only ASEAN Member States who will participate in the activity. Other countries from Asia and/or Oceania will also join the event, as mentioned in the Master Plan of JENESYS 2.0.

#### 4. Beneficiaries

- Students and youths from the participating 14 countries will be the direct beneficiaries of this project. In total, 1,662 overseas participants will participate in these programmes.
- Since those participants are expected to disseminate the knowledge and experiences gained during the programme after returning to their home countries, the communities where the participants belong to will also benefit from this project.
- The Japanese society will also benefit. This project promotes interests on Japan and the number of travelers to Japan will increase accordingly. Under the scheme of JENESYS 2.0 project, more than 30,000 students and youths are expected to exchange between Asian/ Oceanian countries and Japan.
- Japanese youths, families, organizations and institutions who interact with the participants are also the beneficiaries, as they will have the opportunities to broaden their views on international relations and cooperation.
- To promote greater and deeper interests on Japan among the participating youths and to impart understanding on Japan's strengths, attractions and the underlying values and efforts that enable Japan to achieve such success through production of film/ videos, articles etc to introduce Japan, which is based on direct experience and hands-on observations; and to inspire and motivate the young generations so they may be able to pick up practical ideas from the experience of Japan.
- The activities to realize the outputs are as follows;
  - Courtesy call
  - Research walk on famous spots in Tokyo
  - Observation (cutting-edge enterprises, local government institutions, local industries, World Heritages, famous tourist spots, etc)
  - School exchange
  - Home-stay
  - Experience of Japanese culture
  - Workshop - production of introduction of Japan -
  - Reporting session

#### Tentative Daily Activities for the Programme

Day	Time	Activity
Day 1;	All Day	Assembly and departure to Japan
Day 2;	AM PM	Arrival in Japan Briefing for supervisors Arrival orientation
Day 3;	AM PM	Observation on famous spots in Tokyo Move to local area
Day 4;	AM  PM	Courtesy call on local government/ Observation on local government institutions Observation on cutting-edge enterprises/Local Industries/ World Heritages/famous tourist spots Japanese culture experience
Day 5;	AM PM	School exchange Meeting with host family
Day 6;	All Day	Home-stay
Day 7;	AM PM	Farewell party Workshop: Participants will produce pieces of work to introduce Japan based on the experience and findings of this programme.
Day 8;	AM PM	Move to Tokyo Reporting session
Day 9;	All Day	Departure