



## The 25th Policy Recommendations

# Japan's Place in the World: The Strategic Value of Culture and Education

### - Recommendations -

1. Enhance the teaching of the Japanese language within the national school system, since language is an essential element required for Japan to exercise soft power.
2. Ensure that the education system produces cultured people who have developed a respect for the arts through their learning of philosophy, history and traditional culture.
3. Ensure that all elementary and junior high students gain the basic knowledge and skills they will need.
4. Ensure equality of educational opportunity while at the same time providing an educational system geared to individual ability.
5. Improve targeted education programs to ensure that university graduates are internationally competitive.
6. Offer educational and training programs that acknowledge the good points of non-traditional culture and promote them.
7. Ensure that schools foster students imbued with a mature sense of individualism while remaining aware of their place in society and the state.
8. Regard culture as a strategic resource that can foster amicable international relations.
9. Organize and support "core" events that promote cultural exchange with other countries.
10. Ensure that the education system and training programs train people capable of personifying Japan's soft power.

**December 2004**

**The Policy Council  
The Japan Forum on International Relations**

## Summary

The Japan Forum on International Relations has already issued 24 sets of policy recommendations on Japan's foreign relations, national and international security issues, and the global economy. These 25th Policy Recommendations, our first recommendations regarding education and culture, propose ways to cope effectively with the following three changes in the international situation surrounding Japan.

Firstly, Globalization is gaining strength and growing in influence. Globalization can be seen in the rapid transfer and pervasion of information, the increasing movement of people, and the growing interdependence of countries in international trade, investment, transportation and finance. These trends are irreversible. Globalization can also be seen in the way international agencies, non-governmental organizations and multinational corporations are exerting a greater influence in the international community, taking on roles that were once the exclusive domain of modern nation states. Conversely, groups worldwide are searching for their own cultural identities within specific regions, ethnic groups and countries, along ethnic or religious lines, heralding the coming of what has been called the "New Middle Ages." These trends meld and create an international situation that requires us to ask, how should Japan manage its interdependent relations with other nations? How should Japan redefine its increasingly complicated national interests and reassess its national framework? These questions have cultural and educational implications, and must be addressed. We are convinced that Japan cannot properly address this new international situation without first gaining a fuller understanding and awareness of its own country and culture. In other words, the more globalization advances, the greater the need will be to identify our own cultural identity and worldview, which we can then use as a foundation to define our relations with other countries.

Secondly, to adapt to these changes in the international situation, Japan needs to establish a more clearly defined logic for interaction with other countries. Japan now enjoys the political stability and economic prosperity it set out to achieve in the Meiji Era. These national goals were achieved in the 1970s, a quarter of a century ago, and yet there is still no consensus on what we should pursue next. It is true that, since the end of the Cold War, there has been a general consensus on the need to pursue a policy of promoting contributions to the international community. But this policy is not backed up by a clearly defined rationale. To develop a clearer logic on which to base our relations with other countries, the Japanese must reaffirm the value of our own arts, culture and national psychological makeup. We are not implying that Japan should use its arts and culture only as national policy tools — they

are also, of course, worth promoting in their own right. In this regard, when determining how Japan should act in the international community from now on, it is important to look back on the path we, the Japanese, have walked along to date.

Thirdly, the rapid advance of globalization obviously influences the attitudes of individuals. Through globalization, individual people are expanding their activities beyond the confines of their own countries, and this prompts them to ask questions about their own identities. The more global their activities become, and the more often they come in contact with other cultures, religions and values, the more strongly they will desire to reaffirm the foundation of their own psychological makeup and cultural attributes. This foundation is the culture that people are born into and brought up in. Culture is an essential factor that will become even more significant if people want to properly adapt to new industries, society and lifestyles in the 21<sup>st</sup> century, even as individual members of their own nation states.

These three changes in the international situation indicate that Japan's foreign policy must be based on an understanding and appreciation of traditional Japanese values, and must inspire goodwill and respect from people in other countries, not antipathy or scorn.

It cannot be stressed enough that Japan must possess attributes that attract the admiration, goodwill and respect of people in other countries. Joseph S. Nye uses the term "soft power" to describe the ability of a country to attract and influence people in other countries, and to gain their goodwill and respect. The Japanese government needs to realize the importance soft power plays in the exercise of foreign policy.

For example, one of main pillars of Japan's foreign policy has been economic aid for developing countries. This assistance obviously has to be offered with the intention of earning goodwill for Japan — otherwise its effectiveness as a foreign policy tool would be significantly eroded. Another recent example: units from Japan's Self-Defense Forces have been deployed in Iraq on a humanitarian and reconstruction mission. They have done their utmost to gain the goodwill of Iraqis. Foreign policies incorporating soft power can enhance Japan's reputation and influence abroad. And, precisely because the exercise of soft power can boost a nation's reputation and influence abroad, the pursuit of foreign policy strategies must be backed up by efforts to promote culture and education.

Nye proposes his model of soft power primarily as a national policy tool, but we consider it to be more than that. Efforts to enhance culture and education are made primarily by the private sector, and they benefit individual people and enrich their lives. Culture has value and significance in its own right, of course, regardless of whether it is used as a national policy tool. But we must also realize that efforts to enhance culture and education can promote cultural exchange at the international level, and this in turn can contribute to

further enhancement of Japan's own culture and education. We believe that the enhancement of culture and education will actually strengthen Japan's soft power.

Artistic expression and cultural activities now extend beyond national borders, and for this reason some may say that policies designed to enhance culture and education have little to do with the national interests or foreign policy strategies. We do not agree with this assessment. Many talented Japanese people active on the world stage today are regarded as "Japanese," even though they themselves may have no specific intention of stressing their own nationality. We should be happy that they are viewed as part of Japan's culture, and we need to take steps so that this view advances Japan's national interests and foreign policy strategies.

The implementation of policies promoting culture must be viewed as an attempt to enrich and strengthen the foundation of Japan's soft power. Japan has developed a full range of admired cultural resources, from the Japanese sense of beauty appreciated since the mid-19<sup>th</sup> century by foreigners such as Lafcadio Hearn and Bruno Taut to today's movies and animé. These cultural assets are now considered a part of Japan's strength, as is evident from the expression now being bandied about, "Japan's Gross National Cool." Building on this type of attraction, while enriching the lives of the Japanese today and tomorrow, is at the heart of policies promoting culture.

The implementation of policies promoting education will develop cultural assets that become a soft-power resource. At the same time, the improved education programs will train people who can use that soft power effectively in Japan and abroad. Some of those people will develop skills they can use as negotiators, mediators, conciliators, arbitrators and in other occupations involving coordination within the multi-faceted human network made up of modern nation states, international agencies, non-governmental organizations and multinational corporations. Training and employing such personnel would help Japan express its ideals to other countries and persuade them of the justice of its foreign policies and their implementation.

The importance of public diplomacy has also been stressed over the last few years. Public diplomacy requires the services of people trained in the types of skills mentioned above. Of course, we are not suggesting that a special type of person be given a special type of education and training. In today's globalized world, people and information move freely across borders, so the words and behavior of ordinary people, too, are capable of eliciting the goodwill or antipathy of people in other countries. Today, whether they intend to or not, all people have the potential to exercise soft power on behalf of their country — the role is no longer confined to a certain group, such as diplomats, academics, journalists or

businesspeople. The importance of person-to-person interaction is increasing daily. This shows how important it is for all Japanese to become involved in discussions regarding ways to enhance culture and education.

Today, it is necessary to think of the position Japan holds in the world. It is therefore natural that policies related to promoting culture and education should be drawn up while looking beyond the framework of the national boundary. We made the following Policy Recommendations as a blueprint for new cultural and educational policies based on this belief.

The 25<sup>th</sup> Policy Recommendations are made up of the following 10 specific recommendations:

- 1. Enhance the teaching of the Japanese language within the national school system, since language is an essential element required for Japan to exercise soft power.**
- 2. Ensure that the education system produces cultured people who have developed a respect for the arts through their learning of philosophy, history and traditional culture.**
- 3. Ensure that all elementary and junior high students gain the basic knowledge and skills they will need.**
- 4. Ensure equality of educational opportunity while at the same time providing an educational system geared to individual ability.**
- 5. Improve targeted education programs to ensure that university graduates are internationally competitive.**
- 6. Offer educational and training programs that acknowledge the good points of non-traditional culture and promote them.**
- 7. Ensure that schools foster students imbued with a mature sense of individualism while remaining aware of their place in society and the state.**
- 8. Regard culture as a strategic resource that can foster amicable international relations.**
- 9. Organize and support “core” events that promote cultural exchange with other countries.**
- 10. Ensure that the education system and training programs train people capable of personifying Japan’s soft power.**

This English summary of the 25<sup>th</sup> Policy Recommendations and the full text of the recommendations in Japanese can be accessed at <http://www.jfir.or.jp/> (Website of the Japan Forum on International Relations).

An English version (summary) of our Policy Recommendations is hereby published concurrently. The Japanese and English versions of our Policy Recommendations may be viewed at the Japan Forum on International Relations home page, <http://www.jfir.or.jp/>.

The Policy Council of the Japan Forum on International Relations first met to consider the draft of the Policy Recommendations on October 3, 2003, and adopted them in the final form at its fourth meeting on September 27, 2004. During this time the Task Force headed by **Prof. Hakamada Shigeki**, Professor of Aoyama Gakuin University, and staffed by **Prof. Mimizuka Hiroaki**, Professor of Ochanomizu University, **Ms. Furusawa Yukiko**, Staff Writer of the Yomiuri Shimbun (at the time) (October 2003- February2004), Mr. Nakanishi Shigeru, Deputy Editor of News Analysis & Commentary Department (2004 to present), and **Mr. Sakurada Jun**, Lecturer of Toyo Gakuen University, assisted the Policy Council in adopting the final text of the Policy Recommendations.

Once the final text was confirmed, it was sent to all the members of the Policy Council, and the following 81 members of the Council indicated their approval of its contents. Their names appear below as co-signers of the Policy Recommendations.

On this occasion, we would like to thank Ms. Toyama Atsuko, former Minister of Education, Culture, Sports, Science and Technology, for her valuable opinions expressed at the second meeting of the Policy Council. We would also like to mention the helpful insights we have received from senior officials of our government, who willingly granted us their precious time to attend our meetings as individuals in their advisory capacity of Policy Council Counselors.

Let us also add that the views expressed in the Policy Recommendations do not represent those of Ms. Toyama Atsuko or the ministries and agencies represented by the Policy Council Counselors and that sole responsibility for the contents of the Policy Recommendations lies with those members of the Policy Council who signed them.

December 2004

**Co-Signed by:**

**Chairman of the Policy Council**

Ito Kenichi *President and CEO, The Japan Forum on International Relations, Inc.  
Professor, Aoyama Gakuin University*

**Vice-Chairman of the Policy Council**

Yoshida Haruki *President, The Yoshida Labo for Economics and Industry, Inc.*

**Members of the Policy Council**

Aichi Kazuo *Board of Directors, Professor Emeritus, Kansai University*

Akimoto Kazumine *Representative, Akimoto Ocean Institute*

Akimoto Yumi	<i>CEO Emeritus, Mitsubishi Materials Corp.</i>
Arai Sayoko	<i>President, Tokyo Forum</i>
Arima Tatsuo	<i>former Professor, Waseda Univeristy</i>
Donowaki Mitsuro	<i>Vice-chairman, Japan Center for Conflict Prevention</i>
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Hasegawa Kazutoshi	<i>President, Japan-Australia-New Zealand Society</i>
Hata Kei	<i>Vice Principal, Sakushin Gakuin</i>
Hattori Yasuo	<i>Vice Chairman, Seiko Epson Corporation</i>
Hirano Takuya	<i>President, Japan Foundation of Public Communication on Science &amp; Technology</i>
Hiranuma Takeo	<i>Member of the House of Representatives</i>
Hirono Ryokichi	<i>Professor Emeritus, Seikei University</i>
Imai Takashi	<i>Chairman, The Japan Forum on International Relations, Inc.</i>
Imai Ryukichi	<i>former Ambassador to Conference on Disarmament</i>
Imakawa Eiichi	<i>Professor, Soka University</i>
Inoguchi Kuniko	<i>Professor, Sophia University</i>
Inoguchi Takashi	<i>Professor, the University of Tokyo</i>
Ishii Koichiro	<i>Former President, Bridgestone Cycle Corp.</i>
Ishizu Tomoyuki	<i>Senior Researcher, National Institute for Defense Studies</i>
Ito Go	<i>Associate professor, Meiji University</i>
Ito Eisei	<i>Corporate Auditor, TOYOTA AUTO BODY Co., Ltd.</i>
Ito Yoshiro	<i>President, ITOGUMI Co., Ltd.</i>
Jimbo Ken	<i>Director of Research, The Japan Forum on International Relations, Inc.</i>
Kakizawa Koji	<i>former Foreign Minister</i>
Kato Hiroshi	<i>President, Chiba University of Commerce</i>
Kaneko Kumao	<i>President, Japan Council on Energy Security</i>
Kinoshita Hiroo	<i>Secretary-General, Japan Association of Defense Industry</i>
Kimura Akio	<i>Professor Emeritus, Aoyama Gakuin University</i>
Koike Yuriko	<i>Member of the House of Representatives</i>
Konoe Tadateru	<i>Vice President, The Japanese Red Cross Society</i>
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Nomura Kichisaburo	<i>Chairman of the Board, ALL NIPPON AIRWAYS Co., Ltd.</i>
Ogasawara Toshiaki	<i>Chairman, Nifco Inc./ Chairman &amp; Publisher, The Japan Times</i>
Ohya Eiko	<i>Journalist</i>
Ohta Masatoshi	<i>former Ambassador to South Africa</i>
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Osanai Takyuki	<i>Foreign Policy Critic</i>
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Shimada Haruo	<i>Professor, Keio University</i>
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Shidori Gakushu	<i>Professor, Musashi Institute of Technology</i>
Suzuki Teiichiro	<i>Chairman, Atox Co., Ltd.</i>
Suzuki Toichi	<i>Political Columnist</i>
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Takase Tamotsu	<i>Academic Fellow, WTO Research Center, Aoyama Gakuin University</i>
Takahashi Kazuo	<i>Professor, International Christian University</i>
Takubo Tadae	<i>Guest Professor, Kyorin University</i>
Tajima Takashi	<i>Chairman, International Cultural Association</i>
Tanaka Yasumasa	<i>Professor Emeritus, Gakushuin University</i>
Tran Van Tho	<i>Professor, Waseda University</i>
Uchidate Makiko	<i>Scenario Writer</i>
Uno Kimio	<i>Professor, Keio University</i>
Urano Tatsuo	<i>Professor Emeritus, Nihon University</i>
Watanabe Toshio	<i>Professor, Takushoku University</i>
Yamashita Eiji	<i>Professor, Osaka City University</i>
Yamauchi Masayuki	<i>Professor, University of Tokyo</i>
Yayama Taro	<i>Political commentator</i>

**(In alphabetical order)**

# Appendixes

## Introduction to The Japan Forum on International Relations

### [Purpose]

The Japan Forum on International Relations, Inc. (JFIR or The Forum) was founded on March 12, 1987 in Tokyo on the private initiative of Dr. Okita Saburo, Mr. Hattori Ichiro and 61 other independent citizens from business, academic, political and mass media circles of Japan. They agreed that a policy oriented research institution in the field of international affairs independent from the government was most urgently looked for in Japan because the world now wanted to know not only what the Japanese government spoke about but also what the Japanese people thought about. They were also convinced that Japan was now expected not only to think about its own role in the international community but also to contribute to breaking new ground in the search for a new world order.

The Forum is a nonprofit and nonpartisan membership organization dedicated to improved understanding of Japanese foreign policy and international relations.

The Forum takes no institutional position on issues of foreign policy, though its members are encouraged not only to analyze but to propose alternatives on matters of foreign policy. Though the Forum helps its members to formulate policy recommendations on matters of public policy, the views expressed in such recommendations represent in no way those of the Forum as an institution and the responsibility for the contents of the recommendations is that of those members of the Forum who sign them alone.

### [Organization]

The Japan Forum on International Relations is a membership organization. There are four categories of membership in the Forum; corporate membership, associate corporate membership, individual membership and associate individual membership. The Forum as a whole is governed by the Board of Directors, which is in charge of the management, and is supervised by the Board of Trustees, which is a consultative body. The Board of Trustees elects Directors and Auditors and advises the Board of Directors on such important issues as the adoption of an annual budget and an annual work program. The work program of the Forum is coordinated and directed by the Steering Committee, while the fund raising and other financial matters of the Forum is taken care of by the Finance Committee. Advisers can attend the Board of Directors meeting and give advice on important issues of the management of the Forum, though they do not have a voting right. The Officers of the Forum, Chairman, President and Vice President, are elected for a term of two years by the Board of Directors and are eligible for reelection.

### [Activities]

The Japan Forum on International Relations conducts a variety of activities hosting conferences, organizing research programs, and publishing research reports and policy recommendations. The most significant of such activities of the Forum is carried out by the *Policy Council*, which is engaged in policy research and helps its members to produce Policy Recommendations. A list of the 24 sets of Policy Recommendations which have so far been adopted by the Policy Council, presented to the Prime Minister of Japan.

JF-J-II-A-0025

**Drafted by**

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HAKAMADA Shigeki  
And his Task Force members of  
MIMIZUKA Hiroaki  
FURUSAWA Yukiko  
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**Signed by**

---

ITO Kenichi, Chairman  
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