

Public Policy and Advocacy

dentsu

DENTSU PUBLIC RELATIONS INC.

Public Policy and Advocacy in Japan

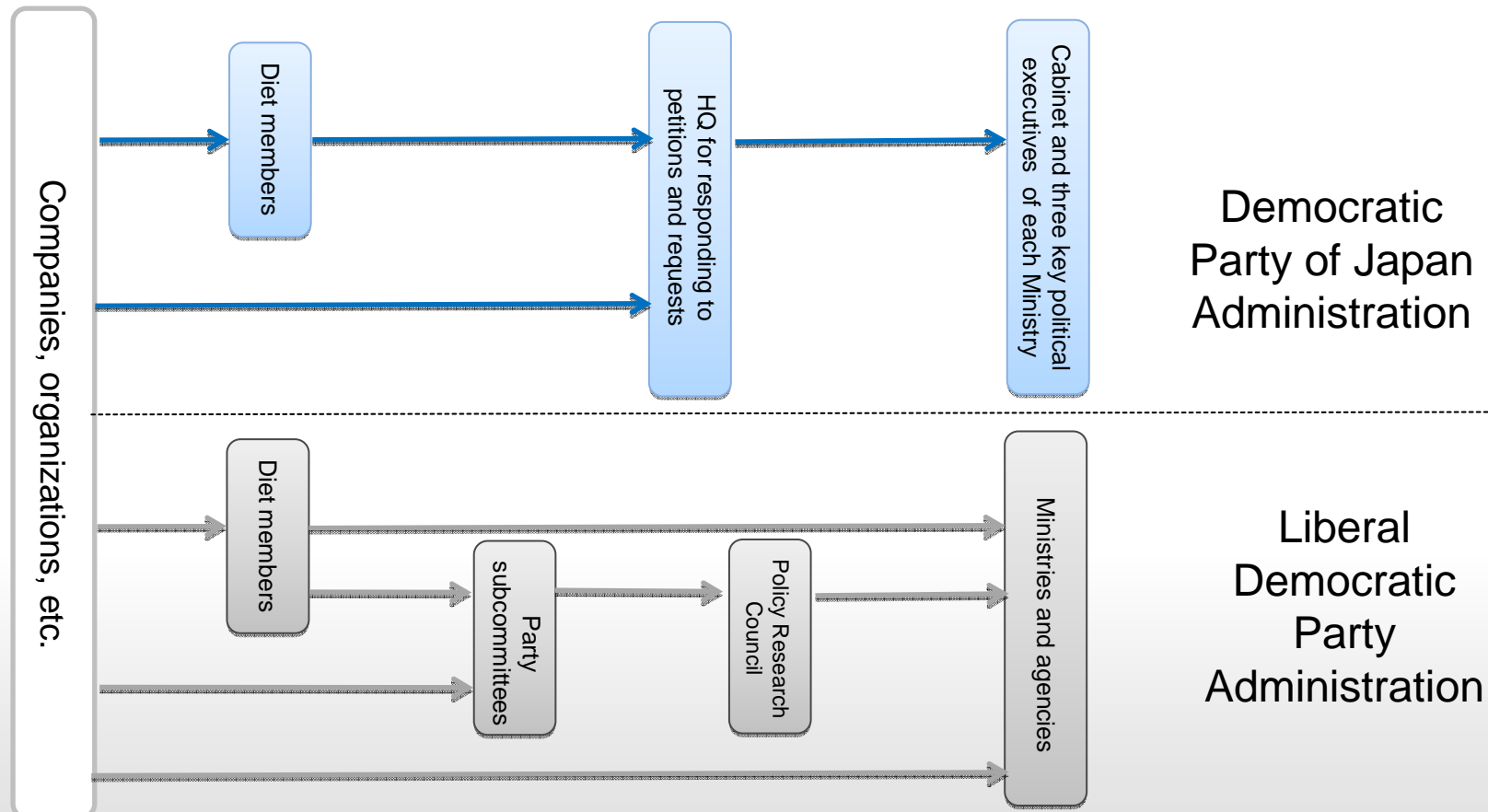
Today, the know-how of the private sector is often required in public policy making. This holds true in Japan just as it does elsewhere. For that reason, policymakers need to talk with businesses in the policy making process, so there are increasing opportunities for corporations to share their opinions. It is essential that foreign corporations also follow movements in policy formation and engage in efforts to ensure their voice is heard in the policy making process.

Japan has its own unique policymaking system which has been dominated by a central bureaucracy, however, the current ruling party is trying to control the helm of policymaking. Lobbying is not conducted on the same scale as in United States or Europe and there is no regulatory system. Generally, in order to influence the policy planning process, individual corporations petition politicians, make statements through industry associations and economic organizations, and a high degree of importance is placed on generating advocacy through partnerships with NPOs and NGOs, and communicating their position to the public through the news media.

Accordingly, it is necessary to select a partner that has a strong relationship with the media, NGOs and NPOs. Dentsu PR is a pioneer in Japan, and over its 50-year history it has engaged in many award-winning public affairs campaigns. The Dentsu PR team is comprised of staff with knowledge of policymaking including former journalists, consultants from the non-profit sector, former aids to lawmakers and government officers. Moreover, Dentsu PR has a track record that is well-respected both in and outside of Japan as evidenced by its winning of the 2009 Campaign of the Year and 2009 Public Affairs Campaign of the Year in the Asia Pacific PR Awards for our public affairs campaign.



- The Democratic Party of Japan has a centralized means of dealing with petitions from companies, organizations, etc.
- Based on a policy of unification between the government and ruling party, they make efforts to reflect the positions of the ruling party through policy meetings and other forums.
- Policies are also highly sensitive to public opinion, so communication activities aimed at influencing public opinion are also important.



Monitoring government and regulatory authority trends to engage in the policy planning process with appropriate communications activities



Scenario:

With the transfer of power, a newly appointed minister announces significant regulatory reforms. They set up new committees to review new regulations, and university professors, experts and other respected individuals are selected as members. The mission is to keep tabs on policymaking trends, formulate messages from businesses and draw up plans to sway public opinion.

Work Flow:

Research and analysis of policy trends

- Keep tabs on policymaking trends

Building a public policy communications program

- Develop message/story for businesses
- Develop media strategy

Communication activities

- Prepare press material
- Communication training for spokespersons
- Create PR tools
- Media relations/social media measures
- Collect petition signatures at street events
- Submit petitions
- Public opinion surveys
- Monitoring of domestic/international trends, etc., etc.

