



Face-to-Face (in Japan)

Knowledge Co-Creation Program (Group and Region Focus)

The Role of Media in Democratic Countries

(Access to Information and Function as a Watchdog)



Course Number: 202514929J001

Course Period: December 6 - December 22, 2026



NOTE: Adobe Acrobat Reader DC and Google Chrome are recommended as PDF viewer. JAWS and NVDA are recommended as screen reader.

NOTE: If there are any difficulties in reading this document, please contact JICA Office in your country or JICA Center in Japan.

NOTE: Depending on the circumstances, some or all of the program periods may be changed or cancelled after the application has been accepted.

-----民主国家におけるメディアの役割（情報へのアクセスと権力監視）-----

Outline



In order to maintain a sound democratic country, it is essential to guarantee freedom of speech, which is one of the fundamental human rights, and for the media to fulfil its function of monitoring power.

While flood of dis/misinformation has contributed to decline of trust in media worldwide, spread of dis/misinformation during COVID-19 pandemic has brought about a growing recognition that high-quality information is critically important.

This seminar mainly focuses on the Public Service Broadcasting, which is expected to report without being influenced by the state power or the market. The participants of the seminar also learn Japan's media administration, the dual system of the public and the private media, a functional system of fact-checking and self-regulatory system.

- The sessions will be held face to face in Japan.
- All sessions are carried out in English.
- The period of the program is from December 6 to December 22, 2026.
- Course Capacity: 13 participants (including number of participants under the scheme of Country Focus Program)

JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in February 2023, stated that “In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.” We believe that this ‘Knowledge Co-Creation Program’ will serve as a foundation of mutual learning process.

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For What?

Background

To maintain a sound democratic state, the existence of media which guarantee the public right to know and keep a critical eye on power is indispensable. However, the media is likely to be pressured and intervened by the power such as the government or the market in some cases.

Therefore, it would be important for the media to keep its independent position in order to keep a critical eye on the power.

This program is designed to share Japan's experience and current situation in media domain to tackle with the issue, focusing on the role of public service broadcasting.

Objectives

The role of the media in democratic countries is understood, and the direction of reform of the media environment including institution building and human resource management in their own country will be considered through learning Japanese experience.

To Whom?

Job Areas and Organizations

“State-owned or public broadcaster” “newspaper companies / news agencies”

*If no applications are received from the above-mentioned media organizations, “ministries in charge of Media Policy” and “independent media regulatory agencies” may also be considered based on the review of their application documents.

The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

Target Countries

Albania, Fiji, Kosovo, Kyrgyz, Papua New Guinea, Sierra Leone, South Sudan, Timor-Leste, Vietnam

Note: Additional participants from other countries may join under the scheme of Country Focus Program.

Below countries are already registered as the target countries based on the above scheme.

Maldives, South Sudan, Ukraine

When?

Face to face Program Period

From December 6, 2026
to December 22, 2026

Where?

Place Where the Program Takes Place

This course is organized by JICA Tokyo Center and carried out face-to-face in Tokyo.



How?

How to Learn

- Lectures
- Field Visits
- Workshops
- Discussions
- Presentations



Discuss



Interact



Study



Listen



Experience



Watch



Present

Language

English

Commitment to the SDGs



Expected Module Output and Contents(TENTATIVE):

This consists of the following components. Details on each component are given below:

***Please note this is a tentative schedule and the subjects might change.**

Expected Module Output	Subjects
1. JAPANESE MEDIA POLICY: To understand the relationship between media and government, and its history in Japan, and compare its effectiveness with the system in participant's country.	-Lecture by Ministry of Internal Affairs and Communications of Japan
2. THE ROLE OF A PUBLIC BROADCASTER: To understand the system and function of Japanese public broadcaster as well as the attribute of dual system (public and private), to be able to explain the characteristics.	-Lecture on the role of the public service media -Lecture on the commercial broadcasting network -Observation of the NHK local station
3. COVERING NATURAL DISASTERS AND ELECTIONS: Through the coverage during disasters and elections in Japan, understand the principles of fact-based news dissemination and fair and impartial reporting, and be able to compare and contrast these with practices of the participant's country.	-Lecture on disaster reporting -Lecture on election coverage

4. Fact-Checking and Journalism: To understand the system to secure the credibility of information and importance of media-literacy compared with social media and recognize the effective approach.	-Lecture on the media in the age of disinformation -Lecture on information manipulation and democracy -Lecture on public media and media literacy education -Lecture on the latest trends in investigative journalism
5. Self-regulatory system to protect freedom of expression: To understand the role of Broadcasting Ethics & Program Improvement Organization (BPO) in Japan.	-Lecture on the role of BPO by Broadcasting Ethics & Program Improvement Organization (BPO)

Tentative Schedule

1st week (December 7 to 11, 2026)

- (1) JICA Briefing
- (2) Program Orientation
- (3) Presentation of the Inception Reports
- (4) Lectures on several topics
- (5) Visit to the NHK (Japan Broadcasting Cooperation) studio

2nd week (December 14 to 18, 2026)

- (1) Visit one of NHK (Japan Broadcasting Cooperation) branch office
- (2) Lectures on several topics
- (3) Group Work

3rd week (December 21, 2026)

- (1) Presentation on the Action Plan

Voice

Comments from Ex-Participants

MOCEITUBA Adi Atasa Tukana Sulivenusi

Fiji

Being part of the training on *The Role of Media in Democratic Countries* was an eye-opening and valuable experience. The different sessions—ranging from media freedom, election reporting, to crisis communication—have really helped shape how I approach my work and my role in public communications. I now have a better understanding on how the media contributes to transparency and accountability, and how important it is to build trust through clear, accurate, and timely information.



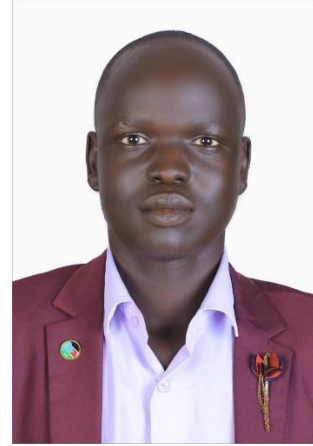
Since the training, I've applied what I learned in my day-to-day work and shared those insights with my team. I'm also encouraging others to use these lessons to improve how we communicate and engage with the public and the media.

Arigato gozaimasu to JICA, our amazing coordinators, and NHK for this wonderful opportunity. To the current participants—take it all in. What you learn here can make a real difference in how you serve and support your community.

AROFFE Michael Ghai Tong

South Sudan

Being part of the Program has been a life-changing experience, both professionally and personally. The two-week trip to Japan was an eye-opener, with insightful information regarding public service broadcasting and bringing home the significance of media independence, civic duty, and public trust for a democratic state. Every lecture and field visit reiterating this point drove it home that a healthy democracy hinges on an educated citizenry, with autonomous, ethical, and transparent broadcasters as a backbone.



Its power was not just in its content—e.g., NHK's business model and disaster-response policies—but in the interactive instruction nature. Trainers promoted open discussion, addressing participants in a direct manner as co-constructors of knowledge. This has altered my perspective of South Sudanese media, convincing me that editorial independence is possible through proper legislation, institutional backing, and ongoing training.

The modesty of the Japanese with whom we interacted—from NHK officials to ordinary commuters—captured a cultural regard for others that is the foundation of Japan's reliable media. The experience reminded that the technical changes in South Sudan need to be followed by a culture that appreciates dialogue and accountability.

In summary, the KCCP solidified my belief that free media are essential for national unity. I am grateful to JICA for this experience and eager to apply these lessons to promote democratic growth.

Eligibility and Procedures

1. Expectations to the Applying Organizations

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the program for those specific purposes.
 - (2) In this connection, applying organizations are expected to nominate the most qualified candidates to address the said issues or problems, carefully referring to the qualifications described in section III-2 as below.
 - (3) Applying organizations are also expected to be prepared to make use of knowledge acquired by the nominees for the said purpose.
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2. Nominee Qualifications

Applying organizations are expected to select nominees who meet the following qualifications.

(1) Essential Qualifications

1) Current Duties: to be an executive official/manager in state-owned or public broadcaster, newspaper companies / news agencies.

*If no applications are received from the above-mentioned media organizations, “ministries in charge of Media Policy” and “independent media regulatory agencies” may also be considered based on the review of their application documents.

2) Experience in the relevant field: to have more than 3 years’ experience in the field of media as a manager or any other management positions

*The participation of first-time participants is highly encouraged.

3) Educational Background: to be a graduate of university

4) Language: to have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (This program includes active participation in discussions, which requires high competence of English ability. Please attach an official certificate for English ability such as TOEFL, IELTS, TOEIC etc, if possible)

5) Health : must be in good health to participate in the program in Japan. Participant's health and safety should be most respected. Pre existing conditions and pregnancy may lead to health problems that were not present prior to arriving in Japan due to stress from international travel, changes in climate, and a new living environment. In recent years, regrettable cases have occurred, including the exacerbation of symptoms after arrival and, in the case of pregnancy, stillbirth. Some participants have also incurred substantial out of pocket medical costs. If any of the conditions below may apply, please take a moment to consider whether to participate, and continue after confirming your agreement to the points below.

① Questionnaire ("QUESTIONNAIRE ON MEDICAL STATUS AND RESTRICTION")

If any of the following apply, you must state them accurately in the questionnaire, even if they do not affect your current work or daily life.

- a. Chronic diseases (e.g., hypertension, diabetes)
- b. Conditions currently under treatment
- c. Past illnesses that have resolved (including serious conditions affecting the heart, liver, or brain; tuberculosis, etc.)
- d. Pregnancy (for female applicants)

② Medical certificate

Please submit a medical certificate issued by a doctor that your condition is stable and that, from a medical standpoint, there is no problem with your participation in KCCP in Japan.

Applicable cases:

- a. Chronic diseases (e.g., hypertension, diabetes)
- b. Conditions currently under treatment
- c. Past illnesses that have resolved (including serious conditions affecting the heart, liver, or brain; tuberculosis, etc.)

③ Reporting changes

If pregnancy or any health issues are identified after submitting the form, please report them to JICA promptly.



④ Insurance coverage

Medical and additional living expenses related to pregnancy and pre-existing conditions are NOT covered by insurance arranged by JICA. Such costs must be borne entirely by the participant; JICA assumes no liability.

* Please understand that insurance coverage applies only to sudden illness or injury occurring during your stay in Japan.

* Medical expenses in Japan could be a significant financial burden when not covered by insurance.

(2) Recommended Qualifications

1) Expectations for the Participants: have experience in working as a journalist, and have mandate to take initiative for institutional reform in their own countries after learning in Japan

2) Age: between the ages of 35 and 55 years in principle

3) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA is committed to promoting gender equality and women's empowerment, and provides equal opportunities for all applicants regardless of their sexual orientation or gender identity.

3. Required Documents for Application

(1) Application Form

The Application Form is available at the JICA office (or the Embassy of Japan).

* If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION (1-(c)) of the application form. Information will be reviewed and used for reasonable accommodation.

(2) Photocopy of passport

The photocopy of passport must be submitted with the application form.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

(3) Nominee's English Score Sheet



It is highly recommended to submit with the application form.
If you have any official documentation of English ability. (e.g., TOEFL, TOEIC, IELTS)

(4) Organization Chart

The applicants must submit the organization chart of the applicant's organization together with the Application Form. Please clearly indicate the applicant's position on the chart. Submission of the organization chart is considered to be an important factor in the selection process of participants.

4. Procedures for Application and Selection

(1) Submission of the Application Documents

Closing date for applications: **Please confirm the local deadline with the JICA overseas office** (or the Embassy of Japan).

(All required material must arrive at JICA Center in Japan by **October 6th, 2026**)

(2) Selection

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center. The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than November 6th, 2026.**

5. Additional Document to Be Submitted by Accepted Candidates

Accepted candidates are required to prepare an Inception Report. (Detailed information is provided in the ANNEX "Inception Report".) The Inception Report should be sent to JICA Tokyo by **November 20th, 2026** by e-mail to tictipdoc@jica.go.jp

Please indicate the course number “202514929J001” in a subject of the e-mail.

6. Conditions for Participation

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (3) to understand that leaving Japan during the course period (to return to home country, etc.) is not allowed (except for programs longer than one year),
- (4) not to bring or invite any family members (except for programs longer than one year),
- (5) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course,
- (6) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (7) not to engage in political activities, or any form of employment for profit,
- (8) to discontinue the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of “3.Expenses”, “Administrative Arrangements”,

- (9) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances,
- (10) not to drive a car or motorbike, regardless of an international driving license possessed,
- (11) to observe the rules and regulations at the place of the participants' accommodation, and
- (12) to refund allowances or other benefits paid by JICA in the case of a change in schedule.
- (13) to promptly notify JICA in the case that there are any changes in the health status since the time of application (such as changes requiring medical attention due to illness or discovery of pregnancy).

Administrative Arrangements

1. Organizer (JICA Center in Japan)

- (1) **Center:** JICA Tokyo Center (JICA Tokyo)
 - (2) **Program Officer:** Industrial Development and Public Policy Division
Fumika YAMAZAKI (Ms.)
-

2. Implementing Partner

- (1) **Name:** NHK Foundation
 - (2) **URL:** <https://www.nhk-fdn.or.jp/int/en/#/home>
-

3. Travel to Japan

- (1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.
 - (2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus, traveling time outside Japan will not be covered.
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4. Accommodation in Japan

JICA will arrange the following accommodations for the participants in Japan:

JICA Tokyo
Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan
TEL: 81-3-3485-7051
(where “81” is the country code for Japan, and “3” is the local area code)

Please refer to Location, Service Guide, and Facilities Guide of JICA Tokyo at its URL, <https://www.jica.go.jp/tokyo/english/office/index.html>.

If there is no vacancy at JICA Tokyo, JICA will arrange alternative accommodations for the participants.



Also, the program expects a stay at external hotel during the study trip. JICA will arrange a hotel for each participants in that case.

5. Expenses

The following expenses in Japan will be provided by JICA.

- (1) Allowances for meals, living expenses and stopover.
- (2) Expenses for study tours (basically in the form of train tickets).
- (3) Medical care for participants who become ill after arriving in Japan (the costs related to pre-existing illness, pregnancy, or dental treatment **are not included**).
- (4) Expenses for program implementation, including materials.
- (5) For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

*Link to JICA HP (English/French/Spanish/Russian):

https://www.jica.go.jp/english/our_work/types_of_assistance/tech/accept

6. Pre-departure Orientation

A pre-departure orientation will be held at respective country's JICA office (or the Japanese Embassy), to provide Participants with details on travel to Japan, conditions of the course, and other matters.

Part I: Knowledge Co-Creation Program and Life in Japan	
English ver.	https://www.youtube.com/watch?v=SLurfKugrEw
Part II: Introduction of JICA Centers in Japan	
JICA Tokyo	https://www.jica.go.jp/tokyo/english/office/index.html

If the link of these youtube URLs has expired, please access the URL below and search the necessary information from the key word.

<https://www.youtube.com/user/JICAChannel02>

7. Reference

PDF: KENSHU-IN GUIDE BOOK

For more detailed terms and conditions

https://www.jica.go.jp/Resource/english/our_work/types_of_assistance/tech/acceptance/training/c8hovm0000011i07-att/guide_2024_en.pdf



Video: JICA Predeparture Briefing

For more information on life in Japan and KCCP

<https://www.youtube.com/watch?v=SLurfKugrEw>



Website: JICA

English/French/Spanish/Russian

https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html



PDF: Facility Guide for JICA Tokyo

https://www.jica.go.jp/tokyo/english/office/c8hovm0000fghcxq-att/facilities_service_guide.pdf



Annex

Inception Report

Inception Report: The Latest information on the media sector, its systems, and the challenges faced by participating countries

Accepted Participants are required to prepare an Inception Report to be presented at the beginning of the Program. Participants are expected to consult with the manager/colleagues when preparing the Report, so that they can have the mutual understanding of the current situation/problems of the organization, and can positively accept the proposals the participants may bring back after the program.

The report should be in **MS PPT Slides (4 or 5 pages)**, and must be submitted to the officer in charge at JICA Tokyo Center; Ms. SASAKI Ami (tictip@jica.go.jp) by **November 20th, 2026.**

*Please indicate the course number “202514929J001” in the subject of the email.

〈Contents of the Inception Report〉

1. Introduction
 - (1) Name of participant
 - (2) Country
 - (3) Name of organization you belong to
 - (4) Title of your job (Director, etc.)

2. Organization
 - (1) Organization of the national ministries in charge of media sector
 - (2) Your organization
 - (3) Job Description
 - (4) Specific Outcomes of your tasks
 - (5) The Problems/ Challenges where you have difficulties in performing your tasks
 - (6) The Problems/ Challenges the media sector in your country confronts
 - (7) Ideas to overcome the challenges you’ve mentioned

〈Presentation〉

During the program, participants are requested to give a short time presentation. The presentation time for each participant is 10 minutes including Q/A session. Please focus on one or two issues that you desire to share and discuss with other participants. These issues should be presented with concrete examples or your personal experiences (case study etc.). You are required to use the presentation materials on the basis of Microsoft PowerPoint slides which you send to JICA Tokyo center in advance.

For Your Reference

JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs is being customized by the different target organizations to address the specific needs, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.



Correspondence

For enquiries and further information, please contact the JICA office or Embassy of Japan.

Further, address correspondence to:

JICA Tokyo Center (JICA Tokyo)

Address: 49-5, Nishihara 2-chome, Shibuya-ku, Tokyo 151-0066, Japan

TEL: +81-3-3485-7051 FAX: +81-3-3485-7904

("81" is the country code for Japan, and "3" is the local area code)