

VIII. Social Cooperation and Social Contribution

1. Description of Current Conditions

(1) Are policies regarding social cooperation and social contribution stipulated?

<Clarify Cooperation Policies with Industry-Academic-Government etc.>

<Clarify Local and International Social Cooperation Policies>

“Local Cooperation” has been one of the university’s fundamental objectives since its inauguration. In June 1999 APU published “Proposals from APU”, a basic guideline for local contribution, and widely distributed it among local residents of Beppu City and related personnel within Oita Prefecture. These guidelines had the following three pillars:

As an institution that nurtures human resources for the Asia-Pacific age, “develop human resources” that will lead the international community into the next era.

“Develop a town” that shines globally, in academia, culture, tourism and industry.

“Develop a network” that let the university and its students join Beppu, Oita to the world.

In order to realize these three pillars, APU has, since its inauguration, used education, research and extracurricular activities in local cooperation projects. At APU’s 10 year milestone all members of the university, including students, faculty and staff, alumni, and parents, discussed what roles and responsibilities the university should have in order to further contribute to the local and international communities over the next 10 years. The main policy is reflected in “APU2020”, compiled in March, 2011.

<APU 2020 Vision (excerpt)>

APU was opened through a public-private partnership between Oita Prefecture, Beppu City and the Ritsumeikan Trust. For this reason, contributing to regional development and internationalization through education and research is central to the APU mission. To achieve this mission, students, faculty and staff continue to strive towards developing APU as a university endeared by the people of the local community and region.

(middle section omitted)

APU faculty and staff will continue to develop students capable of linking nations with nations and regions with regions, while also moving ahead with university development to collaborate with, and assist in the growth of, societies and regions in a range of fields. Through their diverse learning experiences, APU students will contribute to regional and international society through thinking globally and leading active careers throughout the world.

With the vision of “Freedom, Peace and Humanity”, “International Mutual Understanding”, and “Creating the Future Shape of the Asia Pacific Region”, APU has, since its

inauguration in 2000, developed educational and research activities geared towards cultivating human resources capable of contributing to the international community in a wide array of fields. However, the 21st Century brought with it a rapid increase in the societal demand, particularly from corporations and organizations, for “global human resources” capable of promoting and succeeding in business on the global stage. APU thinks that using our networks is therefore more important to collaborate with and contribute to both the local and international communities.

The Office of the President at APU carries the main responsibility for proposing and overall implementation of initiatives related to social cooperation and contribution, while the Division of International Cooperation & Research, the Division of Academic Affairs and the Division of Student Affairs deal with each individual item related to their respective departments. All policies and projects related to social cooperation and contribution are brought up for discussion at the University Senate meeting, and carried forward with the agreement of the whole university.

1) APU Cooperation with the Local Community

APU was only able to open its doors after much support from local residents, Beppu City, and Oita Prefecture and so now we are actively developing cooperation and exchange activities with the local community. Thus far the university has concluded Friendship Exchange Agreements with 18 Oita-run municipalities: Oita Prefecture itself, Bungoono City, Saiki City, Usuki City, Beppu City, Nakatsu City, Hiji Town, Kunisaki City, Hita City, Yufu City, Kitsuki City, Usa City, Oita City, Taketa City, Bungotakada City, Himashima Village, Tsukumi City and Kusu Town. With the inclusion of Iida City in Nagano Prefecture this makes a total of 19 Agreements. APU works with these municipalities to develop cooperation and exchange projects based on contents of Friendship Exchange Agreement.

2) Cooperation with Industries and Domestic and International Researchers

One of APU's founding missions is to nurture global leaders capable of contributing to the future shape of the Asia Pacific region. With this in mind, APU has, since before inception, had a policy that involves operating university administration with the ongoing support of an array of experts, leading global researchers, ambassadors, Nobel Peace Prize recipients, top-management from overseas governments and leaders in both domestic and international industries.

Firstly, at the core of all industry-cooperation activities at the university is “Advisory Committee” system (hereinafter referred to as the AC). The AC's opening meeting was held in Tokyo on May 23, 1996, four years before the university even opened. HIRAIWA Gaishi, Honorary Chairman of the Japanese Business Federation, was named honorary committee, with HIGUCHI Hiroto, Chairman of Asahi Beer, HIRAMATSU Morihiko, Governor of Oita

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Prefecture, and ONAMI Misateru, Chancellor of the Ritsumeikan Trust all being named executive directors. In addition, 75 leaders in politics, business, government and academia, who agree with the mission and ideals behind the global education initiatives at APU, accepted being AC members. As of May 1st, 2013, the Advisory Committee had 304 members, including Presidents and Ambassadors of countries from around the globe, as well as leaders from the Japanese economic and industrial sectors (most of whom are in top position of Japanese important companies and corporations). All of these members are contributing, in one way or another, to enriching and developing the education at APU.

Some of the main collaborations that APU has had with AC companies are: [1] scholarship funding of approximately 3.8 billion yen to assist exchange students from developing nations, [2] “Top Executive Lectures” aimed at students and presented by Chairmen and Presidents of important companies (total of 17 held thus far), [3] “Reception held in honor of APU Advisory Committee” – these were held in Tokyo, Osaka, Kyoto and Fukuoka in 2007 and were events for students and Ritsumeikan executives to report on overall activities to presidents of AC companies and receive advice and counsel from a broad perspective in return, [4] “Cooperative Lectures (regular curriculum class)” held by guest lecturers from AC companies.

In addition, APU also has an Academic Adviser system for getting support and advice on education and research. This system has 50 notable Japanese and international researchers and educators as Academic Advisors to APU, holding special lectures and cooperating with activating and raising the level of education and research at APU.

3) International Cooperation and Contribution

In line with the university’s 3 visions of “Peace, Freedom and Humanity”, “International Mutual Understanding”, and “Creating the Future Shape of the Asia Pacific Region”, APU has, since its inauguration, continued to put emphasis on international cooperation. One such way has been the concluding of a general cooperative agreement with JICA (Japan International Cooperation Agency) in 2010. JICA entrusts APU’s Division of International Cooperation & Research with various international cooperation projects, which the university then carries out utilizing all of its research capabilities. Of the JICA projects that APU has taken on, we have put particular emphasis on an area we are proving dominant in - putting results of the theoretical research of the “One Village One Product” and “Hatto Onpaku” to practical use (documents 8-1 and 8-2).

(2) Are education and research achievements helping give something back to the community?

APU, with its unique multicultural campus environment, consists of humanities and social science colleges and focuses on education. At APU we try and use these unique features

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to give back some of our education and research achievements to the community.

<Services to the community based on education and research achievements>

<Promotion of education and research through cooperation with outside organizations>

<Active participation in local and international exchange projects>

After realizing that there was a clear demand for the programs, particularly by global firms actively trying to expand their business endeavors overseas, APU introduced the GCEP (Global Competency Enhancement Program) in 2010. This program utilizes the unique multicultural and multilingual environment at APU, to meet the needs of companies wanting to cultivate human resources who can succeed in a global business environment. Through discussions with APU's multicultural student body, lectures by a diverse faculty and living in an international education dormitory, corporate participants cultivate language skills, develop their negotiation skills and ability to adapt and deepen intercultural understanding. The experience fosters the participants to reevaluate and rebuild their set of values. In AY2011 and AY2012, a total of 25 staff from 7 different companies participated in this program.

Regarding international cooperation projects, APU accepts master's students as part of the Japanese Grant Aid for Human Resource Development Scholarship (JDS) based on cooperation agreement with JICA. In addition APU accepts 7-10 programs for short-term trainees every year as part of the JICA Technical Cooperation Project. The programs are designed per countries or issues. Between its implementation in 2006 and the end of AY2012, APU held 41 training programs, welcoming 536 short-term trainees from 53 countries. Oita Prefecture (where APU is located) is the birthplace of the "One-Village-One-Product Movement" (a movement that strives to revitalize the region through each village, town and city having its own specialty product), and "Onpaku (fair which you can experience various events in many venues)".

Through collaboration with local companies and organizations, APU schedules, plans and implements programs based on the "One-Village-One-Product Movement" that require trainees to actively experience ways in which they could revitalize their home countries and promote regional development (community and capacity development). This program is very popular and receives favorable reviews. In addition, APU and Beppu City accepted a "Grass-roots Technical Cooperation Program" (Type: Proposals from regions) aimed at supporting regional development and increasing the income of local community in Surin Province in Thailand, including helping locals with holding their own Onpaku, an event that Sulin Province was able to carry out in January, 2013.

Regarding local and international exchange projects, the university has developed an array of projects and initiatives in light of the unique multicultural and multilingual campus with a student body from a diverse set of countries and regions around the world. It is also because the university received support from Oita Prefecture, Beppu City and local

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municipalities for its inauguration. In 2012 APU received 107 exchange project requests from local and regional municipalities, resulting in 604 students participating. This figure is only the number of students that the university recruited and sent out to participate. If we add in the number of students who participated of their own accord the figure is thought to be over 1000. Of these 107 requests, 41 came from schools and kindergartens, 16 from the prefectural Board of Education and 50 from various other places.

While APU participates in an array of different exchange programs, one example is the “Elementary School Students International Exchange Activity Promotion Program”, a program started by the Oita Board of Education in 2012 to start fostering international mindedness amongst local elementary school children. Through this program, which promotes exchange with international students studying in Oita Prefecture, APU received 12 requests for one day exchange visits to the campus. Another international exchange project has seen 75 of APU’s international students participate in local home-stays.

2. Self Assessment

[1] Items that are Showing Results

<1> Educational and Research Activities and University Administration that Strongly Consider Cooperation and Collaboration with Industries and Local and International Communities

University administration and management has considered industry and local and international cooperation since before inauguration. In addition to setting up the Advisory Committee and Academic Advisors, APU has made cooperative agreements with Oita Prefecture and several of its municipalities, as well as the Japan International Cooperation Agency (JICA), and continues to develop social cooperation and contribution projects.

<2> Company-gearred Programs that Utilize our Unique Features

The GCEP, a program that utilizes our dual Japanese-English education system and multicultural campus, responds to an issue faced by many Japanese companies – the cultivation of global human resources.

3. Development Policies towards the Future

[1] Items that are Showing Results

<1> Educational and Research Activities and University Administration that Strongly Consider Cooperation and Collaboration with Industries and Local and International Communities

We will review the results of current cooperation and collaboration projects and programs and endeavor to meet the rapidly changing domestic and international needs in light of the university’s basic mission and ideals.

<2> Company-gearred Programs that Utilize our Unique Features

Because of its regional location, APU's company-gearred programs, that let students interact with actual business persons who come directly to the campus, are a great educational and learning motivation for students. In the future we hope to use International Education Dormitory "AP House", extracurricular activities and regular classes to promote exchange between APU college and graduate students and corporate employee students.

4. Supporting Documents

- 8-1 "The R2020 New Mid-Term Plan Research Policy at APU" (discussions in the "APU2020 Vision" "Ritsumeikan Asia Pacific University Master Plan", and "Phase Three Plan Outline Draft")
- 8-2 "Cooperative Agreement between Ritsumeikan Asia Pacific University and the Japan International Cooperation Agency (JICA)"