

## 8. Social Cooperation and Contribution

### 1. Description of Current Conditions

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

Cooperation with the region has been one of APU's fundamental objectives since its inception. In June 1999 APU published "Proposals from APU", a basic set of guidelines for regional contribution activities, and distributed it widely among local residents of Beppu City and interested parties within Oita Prefecture. These guidelines set forth the following three pillars:

- [1] Develop human resources who will be the future leaders of the international community as an institution charged with cultivating human resources for the Asia Pacific era;
- [2] Develop a town that shines globally in academia, culture, tourism and industry;
- [3] Develop networks that let the university and its students connect Beppu and Oita to the world.

In our 10th year, we discussed APU's roles and responsibilities for contributing to the world and the local community the next 10 years and incorporated these into the APU2020 Vision.

Excerpt from the APU2020 Vision

"APU was opened in a public-private collaboration between Oita Prefecture, the City of Beppu and the Ritsumeikan Trust. For this reason, contributing to regional development and internationalization through education and research activities is one of APU's mission. To realize this mission students, faculty and staff have striven to develop APU as a 'university loved by the people'. ... Based on the founding ideals of Freedom, Peace and Humanity, International Mutual Understanding and Creation of the Future of the Asia Pacific, faculty and staff will continue developing the future leaders of the world, who will tie nations to other nations and regions to other regions, and APU will promote university development that contributes to furthering ties with society."

**(2) Do education and research achievements appropriately give something back to the community?**

1) International cooperation and contribution

Since our inception, we have emphasized international cooperation by way of contribution activities and partnerships. One such effort that enables us to give our research outcomes

## 8. Social Cooperation and Contribution

back to society are the commissioned international cooperation projects operated in accordance with the cooperative agreement we signed with the Japan International Cooperation Agency (JICA) in 2010. Theoretical and practical research into the One Village One Product Movement and Onpaku are two areas where we make the most of APU's unique characteristics (Ref. 8-1; Ref. 8-2).

As for technical cooperation, we accept between seven and 10 JICA-commissioned training projects (by country and topic) every year. Since we began accepting trainees in AY2006 up through the end of the 2013 academic year, we have implemented 48 training sessions for a total of 633 short-term trainees from 66 countries. In AY2014, we are scheduled to conduct nine sessions through the end of the academic year (Ref. 8-3; Ref. 8-4).

Oita Prefecture is the origin of the One Village One Product Movement (an initiative to promote regional revitalization by encouraging each municipality to develop its own specialty products) and Onpaku (short for 'onsen exposition'; a city-wide, multi-venue showcase of experiences and services). As such, we cooperate with local companies and organizations to design and implement training sessions where trainees from different countries and regions can learn first-hand about how to develop regional development methods based on the One Village One Product model. These efforts have been well received. We were also commissioned, together with Beppu City, under the Grassroots Technical Cooperation Program, to provide support to Surin Province, Thailand for the creation of a regional development scheme, which included an Onpaku event, and for efforts to increase the income of the local community. These efforts culminated in the convocation of an Onpaku in Surin Province in January 2013 (Ref. 8-5).

### 2) Regional contribution

The Asia Pacific Innovation Management Center (AP-IMAC), a research center comprised of College of International Management faculty, was commissioned by Oita Prefecture to offer a series of lectures for the general public entitled "Introduction to the Management of Technology". These have been offered every year since AY2006 (Ref. 8-6). AP-IMAC was also commissioned by the Japan Society for the Promotion of Science to use its research results to teach local high school students as part of the Hirameki-Tokimeki Science project (Ref. 8-7).

### 3) Partnerships with industry and researchers in Japan and around the world

Based on our mission to cultivate global leaders who can contribute to creating the future of the Asia Pacific region, we have developed a network of leaders and advisors in academia as well as in the political and business realms.

The backbone of this network is the Advisory Committee (AC). In 1996, four years before the university opened, 75 leading figures from the political, business, government and academic spheres were appointed as committee members. HIRAIWA Gaishi, Honorary

## 8. Social Cooperation and Contribution

Chairman of Nippon Keidanren, was made an Honorary Member, while HIGUCHI Hiroto, Chairman of Asahi Beer, HIRAMATSU Morihiko, Governor of Oita Prefecture, and ONAMI Masateru, Chancellor of the Ritsumeikan Trust, were named Executive Directors. As of May 1, 2014, the AC now counts 300 members, including former heads of state, ambassadors, and the leaders of preeminent Japanese corporations. The Committee contributes to the improvement and advancement of APU's academic affairs in myriad ways.

To date, we have worked with AC member companies on a range of initiatives, including: i) providing scholarships to students primarily from developing countries (¥3.8 billion), ii) inviting senior executives from major companies to speak to students as part of the Top Executive Lecture Series (17 lectures held since inception), iii) holding Advisory Committee Appreciation Parties, and iv) offering regular curriculum cooperative lectures taught by instructors sent from AC companies.

We have also established a group of Academic Advisors who support our education and research. This group of 50 renowned Japanese and foreign researchers and scholars gives special lectures and seminars.

### 4) Partnerships with the local community

In light of the fact that APU was founded with tremendous support from Oita Prefecture, Beppu City and the local residents, we actively engage in cooperation and exchange with the local community. To date, we have concluded friendship agreements with all 19 municipalities in Oita Prefecture as well as with Iida City in Nagano Prefecture, and we implement exchange projects based thereupon.

### 5) Corporate partnerships

Since AY2010, we have been operating Global Competency Enhancement Programs (GCEP), which are short-term training programs of two to four months for the employees of global companies. GCEP was designed to respond to the demands of companies that want to cultivate human resources who can adapt to the globalizing business environment. It provides participants with language proficiency and the ability to understand and adapt to other cultures and negotiate across cultures by participating in discussions with students from many different countries, taking lectures from our talented faculty, and living in our international education dormitory. Between AY2011 and September 2014, we accepted 43 employees from 13 companies.

In AY2013, we began offering a new program for the foreign employees of Japanese companies called the Japanese Language Educational Program (J-LEP). The aim of J-LEP is to improve the Japanese proficiency of employees at foreign branches of Japanese companies and strengthen their ability to respond to Japanese corporate customers. In AY2013, we accepted 11 employees from the Asian branches of the Bank of Tokyo-Mitsubishi UFJ.

## 8. Social Cooperation and Contribution

### 6) International exchange projects

In AY2013, we received requests to join 121 local exchange events, and 654 students participated therein. This is only the number of students that the university recruited and sent out to participate, so if we add the number of students who participated of their own accord, the figure is estimated to be over 1000. Of these requests, 30 came from schools and kindergartens, 25 from the Boards of Education in the prefecture and 66 from companies and other institutions. One example of a program in which our students participate is the Elementary School Students' International Exchange Activity Promotion Program—a program started by the Oita Board of Education in 2012 to transform elementary school children into global human resources by way of exchange with international students living in the Prefecture. Under this program, we received 10 requests for one-day exchange visits to the APU campus. Another international exchange project has seen 114 of international students participate in local home-stays.

## 2. Assessment

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### (1) Items that are Showing Results

- 1) Education and research activities and university administration based on a keen awareness of cooperation and collaboration with the local community, the global community and industry

Even before the university officially opened, we have engaged in administration with a keen eye on networking with the local and international communities and industry. In addition to setting up the Advisory Committee and appointing Academic Advisors, we have signed cooperative agreements with Oita Prefecture and its municipalities as well as with JICA, and we continue to engage in wide-ranging social cooperation and contribution projects.

- 2) Using our unique features to offer programs for companies

GCEP takes advantage of APU's unique features, including its dual language education system and multicultural campus, to help Japanese companies faced with the challenge of global human resources development (Ref. 8-8).

### (2) Areas for Improvement

Nothing in particular

### 3. Strategic Direction for the Future

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#### (1) Items that are Showing Results

- 1) Education and research activities and university administration based on a keen awareness of cooperation and collaboration with the local community, the global community and industry

Keeping in mind our basic ideals, we will review the effectiveness of existing cooperation and collaboration projects and programs as we strive to respond to the rapidly changing demands from partners within and outside Japan.

- 2) Using our unique features to offer programs for companies

Given our regional location, programs for companies are educationally significant in that they provide our students with opportunities to interact with actively working businesspersons. Going forward, we will promote even more interaction between our students and employees dispatched from companies.

#### (2) Areas for Improvement

Nothing in particular

### 4. Supporting Resources

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- 8-1: "Academy Vision R2020: Research Policy at APU"
- 8-2: Cooperative Agreement between Ritsumeikan Asia Pacific University and the Japan International Cooperation Agency (JICA)
- 8-3: JICA Training Project, International & Regional Cooperation, APU homepage
- 8-4 AY2014 JICA-commissioned training projects by country and topic
- 8-5: JICA Grassroots International Cooperation Project, International & Regional Cooperation, APU homepage
- 8-6: "Results of the FY2013 Oita City Industrial Development Plaza-sponsored 'Introduction to the Management of Technology (MOT)' Industry-University Collaboration Workshop"
- 8-7: "Report on the FY2013 Hirameki-Tokimeki Science—Welcome to the University Laboratory-KAKENHI"
- 8-8: Global Competency Enhancement Program (GCEP)