



JOINT STATEMENT

US-Japan Conference on Cultural and Educational Interchange (CULCON)

The US-Japan Conference on Cultural and Educational Interchange (CULCON), comprised of representatives from the Japanese and US governments and from business, academia and other sectors of public life, convened for CULCON XXIV in Washington, DC on June 10-11, 2010.

CULCON XXIV was co-chaired by Mr. Thierry Porté and Mr. Minoru Makihara. Details on the two co-chairs and on the panelists will be found in the attached list.

Initiated by an agreement between President Kennedy and Prime Minister Ikeda in 1961, CULCON has served to focus official and public attention in both the United States and Japan on the vital cultural and educational underpinnings of the bilateral relationship.

The conference received congratulatory messages from the two governments. The CULCON panelists agreed that CULCON has played an invaluable role in promoting educational, cultural and intellectual exchanges between the two countries. It further agreed that, while CULCON is about to celebrate its 50th anniversary in 2011, changes in the domestic political situation in the two countries as well as in the global and regional strategic environment have made educational, cultural and intellectual exchanges an even more important underpinning of the Japan-US alliance. CULCON should therefore build further on the momentum of its revitalization over the past two years to fulfill its task.

Revitalization of CULCON

The conference noted with satisfaction the progress made in revitalizing CULCON on the basis of the policy recommendations contained in the CULCON Report "Re-defining the Japan-US Relationship," adopted by the 23rd Plenary Session of CULCON held in Tokyo in June 2008. It also noted that the Fulbright/CULCON Joint Symposium on "Japan & US Soft Power: Addressing Global Challenges" held on June 12, 2009, in Tokyo, was instrumental in advancing the work of CULCON.

Task Force Reports

The conference received reports from the Task Forces on Think Tanks and University Networks, Education for Sustainable Development, Arts and Cultural Exchange, JET and Grassroots Exchange, and EPA, on their respective activities under the Action Program 2008-2010. The salient points of their findings and recommendations are found in the attached record.

The Task Force reports indicate that, while there has been significant progress made in some areas, there remains a great deal to be done in many of the areas set forth in the 2008 CULCON Report "Re-defining the Japan-US Relationship." The full potential for Japan-US cooperation on the global agenda has yet to be realized, either in terms of joint intellectual leadership or in the human and financial resources available, whether to government or civil society. In this

context, the conference noted that the declining profile of Japan in global intellectual dialog and the sharp decline in Japan-US intellectual and educational exchanges calls for urgent efforts to invest greater financial and human resources into public and private institutions including think tanks, universities, and foundations. Steps should also be taken to enable greater representation of Japanese art in the US and to introduce modern and contemporary theatre to each other.

They therefore noted that in Japan, an inward-looking mindset persists, to the detriment of Japan's engagement with the world, and that across the United States, there continues to be a need to stimulate an interest in Japan at the grassroots level, especially among the youth. They therefore noted that Japan needs to develop civil society organizations with stronger professional staff and expertise that can make contributions on major global issues.

The panelists agreed that CULCON should develop a method of assessing the educational and cultural exchange programs. Such a method will help both the government and the general public appreciate the impact of these programs.

It was also recognized while funding is getting difficult under current circumstances, a long-term vision must be taken and, particularly in Japan, government support is essential, including tax essentials.

The Future of CULCON

The year 2011 marks the 50th anniversary of CULCON. This occasion highlights once again the cardinal importance of understanding the other side with depth and sophistication. In this sense, educational, cultural and intellectual exchanges constitute a basic underpinning for a sustainable Japan-US alliance.

Having reviewed the many excellent recommendations flowing from the task force reports, and as a result of their discussion and

deliberations on the history and mission of CULCON, both historically and in the contemporary world, the panelists agreed to focus on investment in the future through education in the broadest sense of the term as their first priority.

This investment should range from improving English language education in Japan to stimulating interest in each other's country at the K-12 level and from exchange programs for high school students to encouraging university exchanges, sustaining the JET Program and fostering public intellectuals through graduate and post-doctoral studies.

This investment should also include promoting dialogs, creating standards, harmonizing regulations in order to facilitate educational and cultural exchanges, and exchanges of knowledge and information in all fields. It would also include back to basics, namely, "people-to-people" exchanges, not just at the grassroots level, but involving legislators, journalists, businesspeople, artists and curators, among other.

The panelists encouraged the relevant US and Japanese government agencies and private sectors to work together to follow-up on the results of the conference, giving cultural and educational exchanges the attention they deserve as an important pillar of bilateral cooperation.

In a larger context, the panelists felt that, half a century after the birth of CULCON, the Japan – US relationship now finds itself at an important juncture where we should learn from past experiences and build for the future. With this in mind, a roundtable discussion was held, with the participation of outside experts, on the topic of "Bringing US-Japan Relations into the Public Arena: The Roles of Public Diplomacy and the Private Sphere." There was a shared sense of the acute need for broad-based dialog involving not only leaders from government and business,

but also opinion leaders from academia, media, culture, civil society and other sectors.

As a part of such efforts, the conference concluded that CULCON should organize a symposium in Washington, DC in 2011 to commemorate the 50th anniversary of CULCON, on the theme (tentative) “Enhancing the US-Japan Partnership: Educational and Cultural Ties in a Changing Global Context.”

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The panelists agreed that CULCON XXV will be held in Japan in 2012. The panelists agreed that CULCON XXV, to be held 50 years after the first meeting of CULCON, should give strong guidance to the next 50 years of US-Japan cultural and educational exchange and committed to prepare intensively for the conference.

In the meantime, the panelists agreed to work, collectively and individually, to ensure the recommendations included in this joint statement are implemented.

For more information on US CULCON, see www.jusfc.gov or contact Pamela Fields, (202) 653-9800, or culcon@jusfc.gov. For more information about Japan CULCON, see www.jpf.go.jp/culcon or contact Utsushi Suganami Utsushi_Suganami@jpf.go.jp.

CULCON Panelists

US Panel:

Chair:

Mr. Thierry G. Porté	Operating Partner, JC Flowers
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Vice Chair:

Dr. Michael J. Green	Senior Advisor and Japan Chair Center for Strategic and International Studies Associate Professor, Georgetown University
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Panelists:

Mr. Willard G. Clark	Founder Clark Center for Japanese Art and Culture
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Dr. Robert A. Feldman	Managing Director Morgan Stanley MUFG Securities
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Ms. Ellen H. Hammond	Curator, East Asia Library Yale University
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Dr. Velina H. Houston	Professor of Theatre, Associate Dean of Faculty, University of Southern California Resident Playwright
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Dr. David M O'Brien	Spicer Professor of Government University of Virginia
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Dr. Susan J. Pharr	Director, Reischauer Institute of Japanese Studies and Edwin O. Reischauer Professor of Japanese Politics Harvard University
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Ms. Amelia Porges	Attorney Washington, DC
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Ex-Officio Members:

Honorable Kurt M. Campbell ³	Assistant Secretary for East Asian and Pacific Affairs, US Department of State
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Honorable Maura Pally (Acting) ⁴	Assistant Secretary for Educational and Cultural Affairs, US Department of State
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Mr. Daniel T. Mazdelan (Acting) ⁵	Assistant Secretary for Postsecondary Education, US Department of Education
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Japan Panel:

Chair:

Mr. Minoru Makihara	Senior Corporate Advisor and Former Chairman Mitsubishi Corporation
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Panelists:

Mr. Yutaka Aso	President & CEO, Aso Corporation and Lafarge Aso Cement Co., Ltd.
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Ms. Keiko Chino	Columnist Sankei Shimbun
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Mr. Yoshinori Imai	Executive Vice President NHK Broadcast, NHK
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Dr. Hiroshi Komiyama ¹	Chairman of the Institute, Mitsubishi Research Institute, Inc. President Emeritus, University of Tokyo
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Dr. Fumiaki Kubo	Professor of American Government and History, Faculty of Law University of Tokyo
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Mr. Yoshio Nakamura ²	Vice President & Director-General Nippon Keidanren
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Dr. Teiichi Sato	Professor of International University of Health and Welfare Honorary Executive Director, Tokyo National Museum
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Mr. Tadashi Yamamoto	President Japan Center for International Exchange
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Ex-Officio Members:

Ambassador Kenjiro Monji	Director-General Public Diplomacy Department Ministry of Foreign Affairs
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Mr. Isao Kiso	Director-General for International Affairs, Ministry of Education, Culture, Sports, Science, and Technology
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Ambassador Sadaaki Numata	Advisor, Kajima Corporation Special Advisor to the Japan Foundation
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¹ Unable to attend plenary session

² Represented by Mr. Kazuyuki Kinbara, Director, Nippon Keidanren

³ Represented by Honorable Joseph Donovan Jr., Principal Deputy Assistant Secretary, Bureau of East Asian and Pacific Affairs, US Department of State

⁴ Represented by Honorable Alina Romanowski, Deputy Assistant Secretary for Academic Programs, Bureau of Educational And Cultural Affairs, US Department of State

⁵ Represented by Mr. Steven Pappas, Senior Policy Advisor, International and Foreign Language Education, Office of Postsecondary Education, US Department of Education

Attachment

Task Force Findings and Recommendations

1. Arts and Cultural Exchange

Recommendations

A. Performing Arts

- CULCON should encourage the introduction, through funding, public relations and marketing, of Japanese contemporary theatre and film to the US and vice versa.
- CULCON should make and publicize listings of existing websites useful for US-Japan contemporary performing arts exchange.

B. Visual Arts

- CULCON should further enhance exchanges between each nation's specialists in order to develop new and more efficient ways of introducing Japanese art to the public of the United States.
- CULCON will establish a working group of specialists to consider future measures to enhance exchange in the fields of traditional, modern and contemporary art and to establish a framework for mutually beneficial curatorial collaboration and exchange.

2. Education for Sustainable Development

Recommendations

- CULCON should continue to endorse and encourage the initiatives undertaken in synergy with the Japan-US Educational Exchange Commission, such as the bilateral teacher exchange program on ESD and the Fulbright grants for young Japanese leaders in business and professional fields.
- CULCON should encourage further Japan-US cooperation on science education such as the "Japan-US Student Science Education Dialogue" in November 2009, and the "Japan-US Science Experts Dialogue" in May 2010 sponsored by US Department of Education and MEXT.
- CULCON should further explore the possibilities for Japan-US educational exchange on ESD, building on the discussions at the CULCON Forum on Education for Sustainable Development held in Tokyo in May 2010.

3. EPA

Findings

While promoting an EPA as such falls outside the purview of CULCON activities, the consensus of the CULCON panelists is in view of the spread of globalization, of the maturing of the Japan-US relationship to a partnership, of a long history of shared values, and with the rise of competing economies in East Asia, an EPA would serve to help strengthen bilateral interests and mutual interests in East Asia and the world.

Recommendations

- By helping to expand and strengthen ties between scholars of trade policy in academic departments and schools of business, economics, law and political science in the two countries, CULCON can help lay the foundation for open dialog on all aspects of a Japan-US EPA and explore those aspects that may be sensitive in one or both countries and hinder development of productive discussion on the subject between the two countries.
- CULCON's specific interest in an EPA lies in the possibility of harmonizing regulations in the two countries dealing with educational and cultural exchange and the exchange of information, knowledge and knowledge production in the field of medicine. CULCON endorses efforts by the two governments to make exchange in these two fields as open and widely-practiced as possible, including harmonization of tax laws that allows contributions to support these activities through non-profit organizations to be tax deductible in both countries.

4. Grassroots Exchanges/JET Program

Recommendations

A. Youth/Student Exchange

- CULCON strongly endorses the JET Program, especially against the background of negative assessment expressed by some panelists of the screening process under the Government Revitalization Unit of the Japanese Government. CULCON should encourage the JET alumni in the US to continue to work in US-Japan relations.
- CULCON should pursue the creation of a program for alumni of the JET Program that would stimulate the interest of US students in Japan.

B. Role of civil society /grassroots exchange and cooperation

- Recognizing the important agenda-setting and issue-framing role of civil society or social entrepreneurship as agents of change and innovation, CULCON should encourage the strengthening of their role as an investment for the future, particularly in Japan, and promote their interactions with American counterparts.
- CULCON should encourage further development of joint activities of Japanese and US civil society organizations. CULCON should pursue projects to promote Japan-US civil society cooperation in areas of common interest including projects in third countries.

C. Sister cities and Japan-America Societies

- CULCON should help revitalize grassroots exchanges such as sister cities and America-Japan Societies in Japan/Japan-America Societies in the US.

5. Think Tanks/University Networks

Findings

Both the Japanese and US CULCON panelists deplored the decline in the number of Japanese students studying in the United States. They identified three primary reasons for this decline:

1) funding; 2) Japanese corporations do not placing sufficient emphasis on international experience or training for new recruits; and 3) the lack of English-language proficiency of Japanese students.

Recommendations

A. Universities

- CULCON should encourage more Japanese undergraduates to study in the United States.
- CULCON should encourage continued collaboration between Japanese universities and their US counterparts.
- CULCON should encourage the ongoing efforts by many organizations to increase the number of American undergraduates studying in Japan.

B. Funding

- CULCON should encourage Japanese funding sources to continue to provide adequate funding to maintain resources already in place in Japanese studies in North America, and promote significant research projects.
- CULCON should encourage the Government of Japan to support think tanks specializing in foreign policy in Japan in various ways.

C. Public Policy Intellectuals

- CULCON should encourage initiatives to nurture a new generation of public policy intellectuals in the US interested in Japan.
- CULCON should encourage schools of public policy at major universities of Japan to strengthen their programs to invite policy experts from abroad, especially from the US.

D. Mutual Understanding

- CULCON should encourage initiatives for legislators, high-ranking officials, journalists, and policy intellectuals in both countries to understand their counterparts with greater depth and sophistication.