

Public Relations Activities

Over the past four decades, the TaiwanICDF has promoted economic development, social progress, and the welfare of the people in partner nations around the world. Its international development operations have covered the gamut from banking and finance, to technical cooperation, international human resource training, and humanitarian assistance. The Fund hopes that participation in various development projects will expand Taiwan's visibility on the international scene, as well as benefit the global community.

Despite the Fund's accomplishments, many people in Taiwan still need to deepen their understanding of international development. In 2004, the TaiwanICDF expanded its public awareness campaigns to lend greater transparency to its work. The Fund met with members of the public on numerous occasions, and helped them to understand Taiwan's international development work more comprehensively. The TaiwanICDF has also created more opportunities for interaction between its staff and the general public. This strategy has resulted in a

higher level of support for the Fund's work and has also attracted more individuals to dedicate themselves to international development work.

The TaiwanICDF's publicity efforts over the past year have included the following:

Cooperating with the Mass Media

International development should be neither mysterious nor austere. Media reports enable society to obtain information on such work and develop an understanding that leads to positive public opinion and discussion. Documentary programs on TaiwanICDF activities should engage the public on development issues. After all, support and participation at the grassroots levels of society is important in ensuring the success of "people's diplomacy."

The TaiwanICDF seeks to work with all sectors of the media. The Fund has worked with newspapers and magazines, which have resulted in a series of articles that focus on all aspects of the TaiwanICDF's work. In addition, the organization commissioned the



① An educational activity for Taiwan Overseas Volunteers led by a JICA expert ② The training-course opening ceremony for the 2004 Taiwan Overseas Volunteers ③ A foreign student proudly displays his research at a press conference for the book release of *Bridging the World*



▲ Full attendance for the Seminar on Global Trends in International Development

electronic media to produce a film on cooperation projects in South Pacific nations. These films offer a window for the public to see the successes of the Fund's work in these countries. The TaiwanICDF also cooperates with Radio Taiwan International. Various mission leaders and specialists are often invited to speak on agricultural and financial issues and explain the personal fulfillment they receive from their job.

Interacting with the Public and Third Sectors

In addition to cooperation with the mass media, the TaiwanICDF seeks to strengthen its interaction with related domestic organizations. It invites people from a wide variety of clubs and associations, as well as NGOs, to visit the Fund. This interaction provides them with a better understanding of the TaiwanICDF and the role it plays. As well, it fosters the opportunity for cooperation on various topics so that resources are integrated in international development activities. The TaiwanICDF also holds workshops and seminars at schools, communicating to young people the importance and value of development work. It is hoped that this will spark an interest



▲ Taiwan Youth Overseas servicemen at a flag ceremony celebrating the completion of their professional training in 2004

among a new generation in undertaking foreign assistance work.

Documenting Activities in Development

The TaiwanICDF's annual report, electronic journal, and website information document the Fund's operational achievements and various projects. These media provide comprehensive information on Taiwan's international development activities. The TaiwanICDF's series of books on international cooperation reveal the developmental history and personal stories of persons involved in the Overseas Volunteers and Youth Overseas Service programs, overseas missions, as well as the Fund's investment and lending, international human resource development, and humanitarian assistance projects. Three books were published in 2004. *In a World of Harvest* details the growth of young men participating in the Youth Overseas Service program. *Bridging the World* articulates the experiences of students from allied nations that received Fund scholarships to further their studies in Taiwan. Furthermore, in an effort to spark interest in international development work among the general public in Taiwan, the

TaiwanICDF received authorization from the Japan International Cooperation Agency (JICA) to publish *Global Trends in International Development*. This was the first book on international cooperation published on Taiwan that was specially translated into Chinese. The content of the book covers political, economic, and social development, and examines and analyzes various assistance models, enabling the people of Taiwan to understand international trends more comprehensively.

Sponsoring Academic Conferences

In conjunction with the publishing of *Global Trends in International Development*, the TaiwanICDF held an international academic conference on international cooperation in October of 2004. Experts from JICA and Mercy Corps were invited to Taiwan to speak and exchange information with local and foreign scholars, experts, and specialists. The conference helped to spark discussion in Taiwan on multi-sector development cooperation. Participants discussed Taiwan's contributions to the international community in terms of spreading the "Taiwan experience." The meeting aimed at enabling the public to understand that international development is not only a means for Taiwan to repay the global community, but also an excellent opportunity for the island to increase its international exposure. Theoretical discussions were held in an effort to make the framework and strategies of Taiwan's international assistance work more rounded.

Promoting Volunteerism

In 2004, the TaiwanICDF expanded its publicity work during its annual training courses for Overseas Volunteers program participants. Well-known personalities, as well as members of the mass media,

were invited to celebrate the opening ceremony marking the commencement of training. Meanwhile, at the dinner party held to mark the completion of the training course, President Chen Shui-bian delivered remarks on the importance of Taiwan's international development work. In addition, taped remarks by the President of Burkina Faso, Blaise Compaoré, were aired. Members of the diplomatic corps in Taiwan were also invited to attend. Along with President Chen, these dignitaries handed a ceremonial flag to the volunteers and wished them luck as they prepared to depart for their host countries.

Networking at Publicity Fairs

At the end of 2004, the TaiwanICDF held a large publicity fair and the general public were invited to exchange ideas on Taiwan's development work. Activities included interactive games and a lucky draw. Many volunteers and servicemen were invited to narrate their own personal experiences with the public in an intimate setting. It was hoped that this fair would attract more young people to the Overseas Volunteers and Youth Overseas Service programs, bringing an even wider variety of people into Taiwan's international development work.

Development is an all-encompassing concept that should include a nation's entire population. In Taiwan, however, while most people may express support for such work, their understanding of international development could be sharpened. The publicity fair in 2004 was a first step in creating an international cooperation consciousness among the public. The TaiwanICDF will continue with publicity work in order to attract higher levels of participation in its programs and achieve the goal of "people's diplomacy."