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**UNITED NATIONS
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UNU Appoints Former Japan Foreign Ministry Spokesman as Special Adviser to Promote Public Relations

Rector Hans van Ginkel of United Nations University (UNU), a Tokyo-based think tank for the United Nations system, has announced the appointment of Mr. Hatsuhsa Takashima, former press secretary of the Foreign Ministry of Japan (2002–2005), as a Special Adviser to the Rector. Mr. Takashima will advise the UNU Rector and the UNU Office of Communications in the field of media relations and public information in order to strengthen the public relations activities of UNU in Japan.

After a distinguished career as a foreign correspondent, newscaster, and executive at NHK (Japan Broadcasting Corporation), Mr. Takashima served for two years (2000–2002) as Director of the United Nations Information Center (UNIC) Tokyo office. In 2002, he was appointed as the first-ever former journalist to become the spokesperson for the Ministry of Foreign Affairs.

Established in 1975 as an autonomous organ of the United Nations General Assembly, UNU actively contributes “to efforts to resolve the pressing issues that are the concern of the United Nations, its Peoples and Member States.” The focus of UNU research and capacity development efforts is on human society and issues of peace, security, environment, and development. UNU is based in Tokyo, and since 1992 the UNU headquarters has been located in UN House, the popular pyramid-shaped building designed by Kenzo Tange, which is a landmark on the very fashionable Aoyama-Dori in Shibuya.

UNU’s non-traditional aspect — such as the fact that it does not have degree-track “students” and operates as a unique “network of networks” with 13 research and training centres located around the world — has yet to be recognized by the Japanese public even 30 years after its establishment.

Prof. van Ginkel’s decision to appoint Mr. Takashima is part of a proactive commitment to raise the profile of UNU by better promoting its work and its presence to the Japanese public. With his profound experience in Japanese media and as head of UNIC and spokesman for the Foreign Ministry, Mr. Takashima is expected to make a great contribution to UNU’s public relations and media activities. He initially is working with UNU on a part-time basis.

“It took tremendous efforts to bring UNU, now treasured as a symbol of international contribution, to Japan 30 years ago,” comments Mr. Takashima. “Promoting the work of UNU to the Japanese people, and enhancing their support, is important in the effort to free humans from fear and want, an ultimate goal of the United Nations. As this year marks the 50th anniversary of Japan’s joining the UN, I am excited to take a role in the network of the ‘brain’ for the UN.”

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PUBLIC ANNOUNCEMENT



United Nations University (UNU) is an autonomous organ of the UN General Assembly dedicated to generating and transferring knowledge and strengthening capacities relevant to global issues of human security, development, and welfare. The University, which opened in 1975, operates through a worldwide network of research and training centres and programmes coordinated by UNU Centre in Tokyo.