

# The Uchina Goodwill Ambassador

## What is an Uchina Goodwill Ambassador?

The Uchina Goodwill Ambassador Program was created by Okinawa Prefecture to promote the creation and growth of strong person-to-person networks between Okinawa and each ambassador's home country/region. The program also seeks to promote international cooperation via economic, cultural, and academic exchange. As a rule, most Uchina Goodwill Ambassadors (hereinafter "goodwill ambassadors") are volunteers.

## Responsibilities of a Goodwill Ambassador

Goodwill ambassadors have no strictly defined jobs or specific duties. Instead, they work day-to-day to serve as a bridge between Okinawa and their home country/region by promoting exchange through their individual specialties and fields of interest. There are five things expected of a goodwill ambassador:

- ① To provide suggestions and advice for Okinawa's international exchange and cooperation initiatives.
- ② To facilitate and act as a go-between for requests from Okinawa.
- ③ To share positive portrayals of Okinawa when introducing the prefecture at any local or international event.
- ④ To promote exchange with the local community by working alongside Kenjinkai and other related organizations.
- ⑤ To provide information regarding the local state of affairs in the ambassador's home country/region.

## Qualifications of a Goodwill Ambassador

Ambassadors will be selected from among those who meet one or more of the requirements below and who work primarily overseas (not in Okinawa).

- A native of Okinawa Prefecture or a descendant of a native of Okinawa Prefecture.
- Those who have studied or trained in Okinawa
- Those who have a good understanding of Okinawa and are willing to engage in international exchange and cooperation.

## The Goodwill Ambassador Selection Process

A selection committee will select Goodwill Ambassadors based on the recommendation and resume submitted by the Kenjinkai or international exchange organization. The Goodwill Ambassador will be officially appointed after receiving final approval from the governor of Okinawa.

**After Becoming a Goodwill Ambassador**

Once a year, Okinawa Prefecture requests that each Goodwill Ambassador submit a report. This report is published on the prefecture's website to further our citizens' global understanding.

In addition, as stated above, although Goodwill Ambassadors work primarily as volunteers, Okinawa Prefectural Government has established the "Uchina Goodwill Ambassador Activity Grant Program Subsidy" in order to provide financial assistance to Goodwill Ambassadors so that they may put together larger projects and participate in a wider range of activities.

After applying for the subsidy, if the application is approved by the selection committee, Okinawa Prefecture will subsidize a portion of the activity.