

# GUIDELINES

## **Purpose**

Article 1 This document sets forth the guidelines for the Kobe PR Ambassador Scheme, within which non-Japanese people who live, work or study in Kobe City will be appointed as Kobe PR Ambassadors, transmitting information about the city and the charms of Kobe as seen through their own eyes, with the aim of improving awareness of Kobe City, increasing the number of tourists to the city, and increasing business interest in the city.

## **Definitions**

Article 2 The terms in the following items shall have such meanings as defined in each item respectively.

- 1) Non-Japanese person  
Persons as set forth within Article 2 (ii) of the Immigration Control and Refugee Recognition Act.
- 2) Social media, etc.  
Information transmission tools such as Facebook, Instagram and Twitter recognised by the Kobe City Government.

## **Kobe PR Ambassador requirements**

Article 3 Kobe PR Ambassadors will be persons chosen by the Kobe City Government from persons who fulfil the following requirements:

- 1) Non-Japanese person
- 2) Lives, works or studies in Kobe City
- 3) Has the ability to communicate (reading, writing, speaking and listening) in English
- 4) Is a user of social media, etc.
- 5) Has a passion for Kobe and is willing to promote Kobe
- 6) Is twenty years old or over as of April 1<sup>st</sup> of the year of appointment

## **Appointment period**

Article 4 The Kobe PR Ambassador appointment period is from the day of the appointment ceremony until March 31<sup>st</sup> of the following year. Reappointment is not prohibited.

## **Number of Kobe PR Ambassadors**

Article 5 There is no set limit to the number of appointed Kobe PR Ambassadors.

## **Kobe PR Ambassador activities**

Article 6 Kobe PR Ambassadors will carry out the following activities:

- 1) Post on social media etc. about daily life in Kobe and the city's attractions (such as sake, sweets and gourmet).
- 2) Promote local area hidden charms and attractions in Kobe found through daily life in the city.
- 3) Proactively participate in tours/events organised by the Kobe City Government, and post on social media etc. with information and opinions about the tour/event.
- 4) Read the Kobe PR Ambassador newsletter sent by the Kobe City Government once per month, and use it to proactively visit and post about attractions and events around Kobe.
- 5) Participate in periodic opinion exchange meetings organised by the Kobe City Government.
- 6) Proactively cooperate with other requests from the Kobe PR Ambassador scheme administrators such as completing surveys, creating online content, etc.

## **Kobe PR Ambassador content**

Article 7 When Kobe PR Ambassadors carry out the activities from number 1) to 4) in the previous article (henceforth referred to as "Kobe PR Ambassador content"), the content created must be written in English. However, content may be written in both English and another language.

- 2) Kobe PR Ambassador content must be available for public viewing.
- 3) Kobe PR Ambassador content must not include any offensive, defamatory comments.
- 4) Kobe PR Ambassador content must not misappropriate content written by other persons.
- 5) The Kobe City Government may use Kobe PR Ambassador content for promotional purposes.

- 6) Other guidelines regarding content will be specified separately.

### **Remuneration, etc.**

Article 8 The Kobe PR Ambassadors are unpaid. However, actual transportation fees incurred when participating in tours/events described in point 3 of Article 6 can be provided.

### **Application Method**

Article 9 Persons applying to the Kobe PR Ambassador scheme must submit the following documents to the Kobe City Government:

- 1) Application form (Form 1)
- 2) Copy of Residence Card (both sides)
- 3) Photo of applicant
- 4) Screenshot showing number of Facebook friends (where applicable)

### **Appointment**

Article 10 The Kobe City Government will appoint Kobe PR Ambassadors based on a procedure specified separately.

### **Reporting of changes**

Article 11 Kobe PR Ambassadors must swiftly report to Kobe City any changes in the information provided in the Application Form at the time of application.

### **Revocation of Kobe PR Ambassador appointment**

Article 12 Kobe City may revoke the appointment of a Kobe PR Ambassador in any of the following cases:

- 1) If there is found to be fraud or deception in submitted application documents
- 2) If the Kobe PR Ambassador behaves in a way which is contrary to the purpose of the Kobe PR Ambassador Scheme.
- 3) If the Kobe PR Ambassador no longer fulfils all the requirements as set out in Article 3.
- 4) If the Kobe PR Ambassador does not carry out any of the activities set out in Article 6.

## **Other**

Article 12 In addition to the points set forth in these Guidelines, any other points which are necessary for the appointment of Kobe PR Ambassadors and the implementation of the Kobe PR Ambassador Scheme will be set forth separately by Kobe City when necessary.

## **A note about limitations**

The Government has strict rules which it must follow, and as a governmental project, the Kobe PR Ambassador scheme must also follow those rules. One of those rules is to not give preferential treatment to any specific company or organisation.

While carrying out this project, you may have many ideas for places to go on official events, activities to take part in, products to promote and so on. Where possible we will make efforts to incorporate your ideas into the running of the PR Ambassador scheme; however, we will not be able to move with the freedom that a private sector, non-governmental scheme would have. There may be occasions when these rules seem restrictive, but we ask for your cooperation in the proper running of the Kobe PR Ambassadors.

# **CONTACT DETAILS**

## **Feel free to ask if you have any questions**

 Kobe PR Ambassadors  @Kobe\_PRA

✉ [kobe\\_pra@office.city.kobe.lg.jp](mailto:kobe_pra@office.city.kobe.lg.jp)

(Emails monitored 8:45-12, 1-5:30 on weekdays)

Kobe City PR Department

078-322-5085

(Phone answered 8:45-12, 1-5:30 on weekdays)