

# Corporate Profile

## Litera Japan Corporation

As of 22 May, 2016



**LITERA JAPAN**

<http://literajapan.com>

# Mission of Litera Japan

Bridging science/technology and society

Improving risk communication, risk literacy

Creating safer society together



# Litera Japan's activities (1)

## **Communication support**

Informing uncertainties surrounding products and services sounds not difficult – yet in reality, it requires communication skills and expertise. Litera Japan supports business/governmental organisations based on our extensive analyses.

## **Global communication**

Globalising political and business environment necessitates a new approach for public communication. We provide communication supports for private and public organisations with our overseas partners with a strength in Europe.

# Litera Japan's activities (2)

## **Dialogue, Seminar planning and organisation**

Litera Japan has conducted press briefings and business seminars in Japan and abroad. In 2015, we organised a press briefing about mobile phone and health risks in Geneva, Switzerland, which will be followed another one in 2016. Organising round tables with local citizens is another expertise that Litera Japan offers. We organised a participatory exercise, Stakeholder Dialogue about the Future of Nuclear Energy in 2015. We also moderate in-house dialogues about public communication for private companies.

## **Education, training and research**

Litera Japan is also active in the fields of education. Dr Nishizawa currently teaches risk communication at four state universities (Universities of Tokyo, Tsukuba, Nara Women's' University and Tokyo Institute of Technology). Litera Japan offers in-house training for business and industries – our clients include food and beverages, utilities and automobile companies.

Dr Nishizawa has been conducting communication-related research and published widely in Japanese and English. She has given talks as invited speakers in Taiwan and China in 2015 and in 2016, Austria, France, Belgium and Germany.

Representative Director: Dr Mariko Nishizawa

Expertise: Risk policy and communication

(PhD Risk Policy and Communication from Imperial College London)

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Nishizawa is Associate Member of Science Council of Japan. Research Fellow at the University of Stuttgart\*, Lecturer at the University of Tokyo, University of Tsukuba, Tokyo Institute of Technology and Nara Women's University. She also serves as Advisor to Ministry of Health, Ministry of General Affairs, Ministry of Transport, Ministry of Education and Tokyo Metropolitan Fire Department. She sits at advisory boards at JST and JSPS for science and technology policy of Japan.

Between 2011 and 2012, Dr Nishizawa acted as an advisor to Iitate Village of Fukushima for public communication in radiological emergency. Since 2016, she serves as a consultant to IAEA.

# Short bio of Nishizawa



- 1991 BA Sophia (Jyochi) University (German studies), Tokyo
- 1992-1996 Fuji Bank, Duesseldorf; TUEV Rheinland Japan
- 1997 MSc Lancaster University, England (European Environmental Policy)
- 2002 PhD Imperial College London (Risk policy and communication)
- 2000 Researcher, Centre for Environmental Technology, Baden-Wuerttemberg, Germany, DAAR Scholar (2000-2001) in Germany
- 2002 Researcher, University of Stuttgart, Germany, Alexander von Humboldt Scholar (2002-2004)
- 2006 Director of Litera Japan Co.

# Books, articles and interviews

- Book: “Risk Communication”, 2013, Energy Forum, Tokyo (Japanese). “Risk Communication II” (forthcoming in 2016)
- More than 150 journal articles, conference presentations, talks, interviews in print media and TV programmes: in English and Japanese

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