
*Business
Support*

*Global
Communication*

*Seminar
Planning*

*Training,
Research*

Risk Communication

Litera Japan Corporation CORPORATE PROFILE

Creating a Safer Society Together

MISSIONS OF LITERA JAPAN

Bridging Science/Technology and Society

With the advancement of science and technology, it is vital that related safety information will be accurately explained to society. Equally, experts need to be informed of society's value. We aim to bridge perception gaps between society and experts.

Improving Risk Communication and Risk Literacy

Creating a safer society requires "risk literacy"—a capacity to understand safety-related information. Litera Japan aims to contribute to a capacity building for improved risk literacy through conducting research and practices on public communication.

Footnotes

- 1,2 Stakeholder Dialogue about the Future of Nuclear Energy, Shizuoka/Japan, 2015
- 3 "Food and Science" Symposium at the University of Tokyo, 2013
Dr Nishizawa as a moderator
(Photo: by the courtesy of Ajinomoto Co.)
- 4,5 Business seminar "Crisis communication for the future" organised by Litera Japan, 2015
(Photo: by the courtesy of Synthia Maes)
- 6 Press tour to agricultural regions in Fukushima, 2012
- 7 Plenary talk at the International Atomic Energy Agency, Vienna, 2016 (Photo: by IAEA)

LITERA JAPAN'S ACTIVITIES

Communication Support

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

Global Communication

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

Dialogue, Seminar Planning and Organisation

Litera Japan has extensively 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, Shizuoka/Japan. We also moderate in-house dialogues about risk management and 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 national 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 speaker in Taiwan and China in 2015, and Austria, France, Belgium and Germany in 2016.



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Litera Japan Corporation

Foundation: 2006

Capital: 10 mio yen

Main bank: Tokyo Mitsubishi UFJ Bank

Clients: Private and public organisations
in Japan and abroad

Business expertise

Public communication-related research, analyses and events. Organisation of seminars/dialogue-events in the areas such as food, agriculture, pharmaceuticals, utilities, IT, chemicals and infrastructures.

Books, articles and interviews

- Book: "Risk Communication", 2013, Energy Forum, Tokyo (Japanese)
- Journal articles, talks, interviews in print media and TV programmes: more than 150 in English and Japanese

Mariko Nishizawa

Director, Litera Japan Corporation

Dr Nishizawa is Associate Member of Science Council of Japan. Research Fellow at the University of Stuttgart, External partner, Dialogik gGmbH, Lecturer at the University of Tokyo, University of Tsukuba and Tokyo Institute of Technology. She also serves as Advisor to Ministry of Health, Ministry of General Affairs, Ministry of Education and Tokyo Metropolitan Fire Department.

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



Short bio of Nishizawa

- 1991** BA Sophia (Jyochi) University, Tokyo
- 1992-1996** Fuji Bank, Düsseldorf; TÜV 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-Württemberg, Germany, DAAR Scholar (2000-2001) in Germany
- 2002** Researcher, University of Stuttgart, Germany, Alexander von Humboldt Scholar (2002-2004)
- 2006** Director of Litera Japan

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