

March 12, 2025

Office of Public Relations and Social Collaboration

Hokkaido University
Basic Policy for Public Relations Activities
—To walk with society as a valued institution—

Hokkaido University's educational and research activities are supported by our constituents and diverse stakeholders, including the local and regional community, companies, local and national authorities, and the international community.

As a public entity, our public relations activities aim to build and maintain trust with our stakeholders by maintaining accountability with a high degree of transparency. Concurrently, we strive to help broaden the circle of participation and support by actively communicating the University's distinctive features and returning the fruits of our education and research to society, thereby creating a cycle in which the University's social value is further enhanced. In addition, public relations contribute to creating an environment in which students and staff can play an active role with pride and attachment to the University.

To realize these objectives under the HU VISION 2030, which emphasizes the principle of co-creation with society, we define the basic policy of the University's public relations activities as follows.

1. Communicating our philosophy and vision

We actively communicate the University's unique philosophy and vision inside and outside the University. We will also explain the challenges to realizing the vision and issues surrounding the University and share efforts to resolve these issues.

2. Providing fair and accurate information

We endeavor to provide fair and accurate information at appropriate times. We protect copyright and personal information, etc., while respecting recipients' cultural and social diversity and not creating prejudice or misunderstanding. We will ensure transparency, especially in the event of a crisis, and respond quickly and appropriately.

3. Dissemination of high-quality information and two-way communication

We promote disseminating high-quality information and two-way communication based on social trends and recipients' needs. In addition, we will make flexible and effective use of diverse means and media in line with the changing times.

4. Global information dissemination

As an international education and research organization, we promote global public relations activities. We will communicate with recipients with diverse linguistic and cultural backgrounds, with Japanese and English as the main languages.

5. Evaluation and improvement

We will clarify the purpose and target of each publicity activity and use appropriate means to achieve it. We will assess and evaluate the effectiveness of our activities to continuously improve and develop new ones.

6. Establishment of a public relations system

We will establish the necessary system and promote internal and external collaboration to realize public relations activities in line with this basic policy.