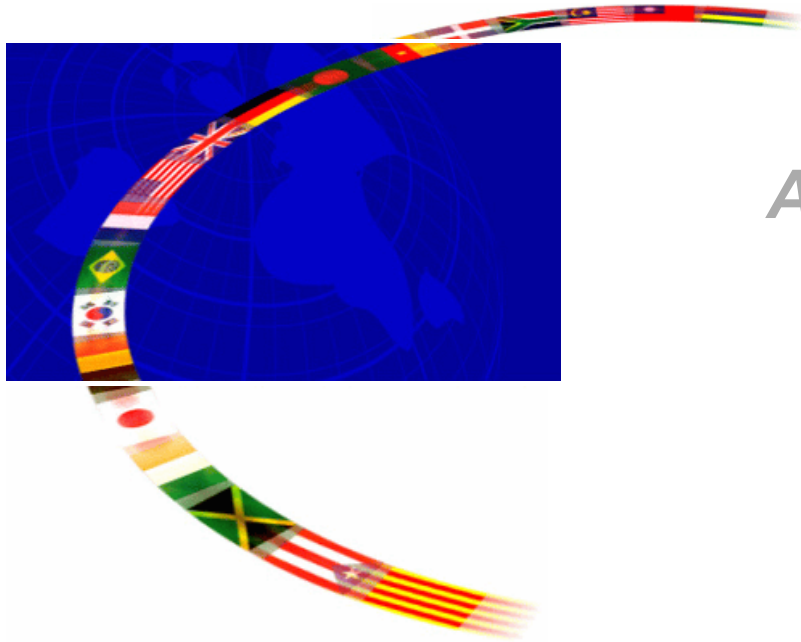




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
You Can Do It !
JCI JAPAN



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kazuya Suzuki
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: kamada+kawabata@altpaper.net

Basic Information

Duration : JANUARY/2013 ~ NOVEMBER/ 2013

Staff : 11 members

Sponsors : Shikoku Railways Company , Takamatsu Ekiben Co, Ltd., Machitele Institute, Kagawa Hotel Association,

Budget : \$7,835

Profit / Loss : 0

In which UN MDG best fit (if apply): ?:

Who is benefited ? : 420,000 citizens in Takamatsu, Kagawa

Objective : The object of this program by JCI Takamatsu is to promote attractiveness of Takamatsu City and Kagawa Prefecture and to establish a sustainable community. For the goal, we develop active citizens who act voluntarily and positively for the local community. In this program, we provide an opportunity that young people in Takamatsu make positive change to act positively for a sustainable and attractive community.

(1) To appeal the attractiveness and problems of the local community to youngsters who are responsible in the future.

(2) To provide development opportunity that youngsters objectively think and act to create positive change in the community.

(3) To develop network between JCI Takamatsu and local governments and private companies through this project. The network will create bigger movement.

(4) To inform participants and visitors of the project about JCI. To establish reputation of JCI and develop members.

Overview : We, JCI Takamatsu, decided high school students as main target of this project in order to reach the goal because they are responsible in the future of the local community and they can act practically.

We did three program "Station Lunch Contest", "Short Movie Contest" and "Funny Photo Contest". We organize the executive committee with local government and private companies.

We did publicity for every high schools in Kagawa Prefecture through the Board of Education of Kagawa. Six high schools participated to this project.

We chose Takamatsu Station as a venue of the main event of the project because it is the central station at Takamatsu and there are 12,000 passengers per day.

Detail of the programs follows...

(1) Station Lunch Contest

For this program, 30 high school students in 5 teams participated.

i. Station lunch called Ekiben is lunch box and sold in stations or trains.

Ekiben use local famous product and food. Ekiben is very good way to appeal local specialties to visitors. Each team of high school students did planning of recipe of lunch box, cooked prototype of the lunch box, did tasting of it, and sold the lunch boxes at the event. High school students actively researched about local specialties and provide ideas to use them.

ii. We provided opportunity that many visitors at Takamatsu Station and participants of the event became to know about good point of local food through tasting and selling at the real station.

iii. The original lunch boxes produced by each team were reviewed by experts of food in contest form. In order to encourage high school students, a company selling lunch boxes participated this project and they would sell the winner lunch box at their shop. It will provide opportunity that consumers to buy lunch boxes will become to know good points of local food in long term.

(2) Short Movie Contest

For this program, 25 high school students in 5 teams participated.

- i. Each team of high school students produced under 15 minutes' short time movies to find the attractiveness of local community by their own ideas. This program provided opportunity that high school students research attractiveness of local community by themselves and think about promotion.
- ii. Experts helped high school students to create movies.
- iii. The movies were broadcasted at big screen at Takamatsu Station. Many visitors at Takamatsu Station became to know attractiveness of local community.
- iv. The movies were reviewed by experts in contest form. The best movie was awarded.

(3) Funny Photo Contest

For this program, 25 high school students in 5 teams participated.

- i. Each team of high school students took funny pictures in good sceneries or with specialties of Kagawa prefecture. Students provided flexible ideas and perspective to local famous places or specialties. This program provided opportunity that high school students research attractiveness of local community by themselves and think about promotion.
- ii. During the event 64 works were exhibited at Takamatsu Station. It provided opportunity that many visitors and citizens at the station became to know attractiveness local community.
- iii. These works were also uploaded on Facebook. The best work was awarded in contest in the vote of "Good!" on Facebook to broadcast to citizens who cannot come to the event.

We focused following points to promote participation of high school students.

- i. Briefings to students and teachers at their school
- ii. We chose Takamatsu Station as the venue of the event to appeal more citizens because Takamatsu Station is the central station in Takamatsu and there are 12,000 visitors per day.
- iii. We did public relations on local TV, Radio and newspaper.
- iv. We published 200 posters at major place of Takamatsu.

Results : POSITIVE CHANGE

Active citizens increased because of local governments, citizens, and corporation who actively participate this project.

Participants: 71 high school students, 7 teachers and about 5,000 citizens who is parents of students and visitor of Takamatsu Station

-Participants of high school students did POSITIVE CHANGE. They answered at questionnaires as follows.

-- What is good point of this project?

I have learned attractiveness of the local community (34%), Planning of them has been realized (29%), networking between other high school students (24%)

-- How do you change through this project?

I have learned importance of appeal of attractiveness of the local community (96%), I have learned about the local community more (92%), I love the local community much more (79%), I have interested in action to activate the local community (87%).

-Impressions of participation of this project

-- I have learned specialties and local food of Kagawa.

-- It was very good opportunity to think about specialties of Kagawa.

-- I hope more people will know about specialties of Kagawa.

NETWORKING

-6 schools, 3 companies and 3 collaborator want to participate future project of JCI Takamatsu to create sustainable community.

-The work of winner of Lunch Box Contest is sold at Takamatsu Station.

Many citizens can find specialties of the local community through the lunch box. 10 boxes are sold per day in average.

-It was introduced in local TV station (it covers over 2 million people), local newspapers (257 thousand papers per day), community papers (26 thousand per month) . Many citizens have opportunity to find attractiveness of local community. Participants of high school students had confidence to see these news.

-Before this project, few high school students knew about JCI Takamatsu (96%). After this project, many high school students know about JCI Takamatsu.

Actions Taken : At year of 2013

January ~ March: Start of planning.

March: Meetings with administrators of Takamatsu Station.

March ~ August: 4 times meetings with high school students

April: Request for cooperation to the Board of Education of Takamatsu City and Kagawa Prefecture to promote the project.

April: Meetings with broadcast experts for Short Movie Contest.

July: Board of JCI Takamatsu passed the budget of this project.

July ~ August: Request for submission of Funny Photo Contest to high schools.

August: The first trial for Lunch Box Contest.

September 8: Meeting about prototype of Lunch Box with 5 teams of high school students.

September 22: The main event.

September: Report to collaborators or sponsors about the project.

Questionnaires to participants.

November: Board of JCI Takamatsu passed the closing of this project.

Recommendations : -In each program, we did many briefing about promotion of attractiveness of local community before working. Students had free ideas and took own action because we respected independence of each team during the program. We provided the opportunity that students think about attractiveness and problems of local community on their own initiative.

-Over our prospect students leaned many things. e.g..

-- The teams cooperated with each other instead of the Contest form.

-- They learned importance of appearance, manner, and cleanliness to selling lunch boxes.

-- Many students celebrate the winner even if they could not win the contest.

-- They reflected their own conduct through others' active attitude.

-- News in local newspaper showed that students learned fun and hardships to promote attractiveness of local community. Many citizens became to know this project by JCI Takamatsu.

-- We could spread the name of JCI to teachers and parents through this project. However, we should take more effort to spread our movement to citizens by continuous collaboration with other organization.

1

Award Category criteria

The object of this program by JCI Takamatsu is to promote attractiveness of Takamatsu City and Kagawa Prefecture and to establish a sustainable community.

- For the object, we develop active citizens who act voluntarily and positively for the local community. In this program, we provide an opportunity that young people in Takamatsu make positive change to act positively for a sustainable and attractive community.

Object of each program follows...

- Lunch Box Contest

Youngsters learn about importance and fun to service to local community through planning, making, tasting and selling of the lunch box.

- Short Movie Contest

Youngsters find attractiveness of local community and learn about importance of network with other citizens.

- Funny Photo Contest

Youngsters learn that attractiveness of local community is available in usual scenery.

This project align to (1) impact (2) motivation in the JCI Plan of Action

- This project made sustainable impact to local community because this project is stand on networking between JCI Takamatsu and local governments and companies.

- This project inspired the high school students' motivation to act for one goal through collaboration with each other.

The board of JCI Takamatsu passed the budget before execution.

\$2500 were sponsored by 25 companies to improve this project sustainable.

When the board of JCI Takamatsu passed the closing of this project, the difference between the budget and the closing was about \$200 because of publishing more posters for larger promotion.

Promotion of JCI Mission

We provided opportunity that attitude of high school students cause POSITIVE CHANGE through actively

participating to this project. We provided development opportunity that high school students grow ACTIVE CITIZENS through this project.

Promotion of JCI Vision

Network of active young citizens was created because active action made good spiral to improve.



Wanted
Poster



Opening of the Event



Presentation of the lunch box by students



Selling of the lunch box



2

Award Category criteria

11

42

- Before the event
 - Planning of this project
 - Promotion and briefing of this project to collaborators and sponsors.
 - Promotion for participation
 - Budget control
 - Rehearsal and preparation
- During the event
 - Control of the event
 - Security
 - Taking care of experts
- After the event
 - Application and report for collaborators and sponsors.
 - Questionnaires to participants.
 - Closing report



Reviewing by Experts



The Winner Lunch Box



Exhibition of Funny Photo



The Excellent Work of Funny Photo



3

Award Category criteria

- 5000/12,000 visitors of Takamatsu Station recognized our project through the event. It shows the impact of this project and number of citizens who have interested in attractiveness of local community.
- About 500 access on Facebook during the event.
- 250 lunch boxes sold at the event were sold out only in one hour.
- We could provide opportunity that many citizens became to know specialties of local community and recognized attractiveness of local community.
- We could provide opportunity that high school students learn importance of attractiveness of local community. They will spread it to their own community.
- The lunch box company took benefit by selling lunch boxes of the winner's recipe.



The Excellent Work of Funny Photo
JCI



Award Ceremony of Funny Photo Contest
JCI



Briefing of Short Movie Contest
JCI



Making of Short Movie
JCI

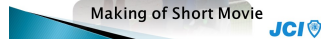
Award Category criteria

4

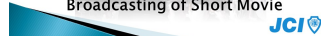
- We developed network between us and local governments and companies.
- Members of JCI Takamatsu were inspired and developed their skill through this project.
- Fresh ideas of high school students are very good hints to solve the problems of local community.
- High schools students have positive thinking that they should be the leading role on promotion of attractiveness of local community.
- Member of JCI Takamatsu also made POSITIVE CHANGE because of communication with high school students who have flexible way of thinking.
- We developed network with many local organizations and companies through this project. We can take advantage of each strength and complement our weakness by each other.



Making of Short Movie



Broadcasting of Short Movie



Newspaper Coverage



Newspaper Coverage



5

Award Category criteria

- We developed network between us and local organizations and companies for the next project.
- Youngsters changed positively through experience of real world that cannot be learned at the school (e.g. selling of lunch boxes).

To improve this project, we should collaborate with more citizens. We should do more effective promotion to get more collaboration of other organizations.