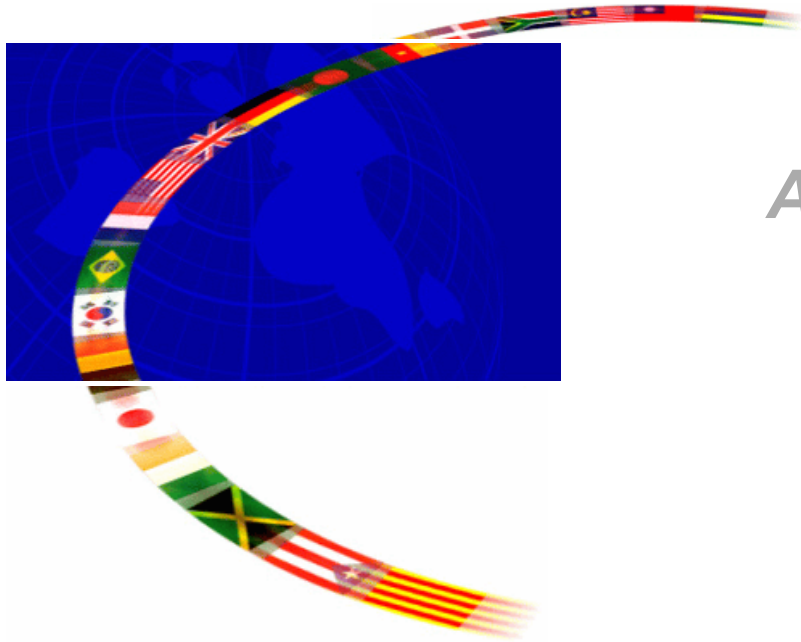




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Let's have a dream
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: yusuke@maruka-trans.co.jp

Basic Information

Duration : November 24th,26th,2013

Staff : 25members

Sponsors : Fukuyama city office

Budget : \$ 44,924.27-

Profit / Loss : 0

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

Who is benefited?: All the citizen of Fukuyama (population 470,000)

Objective : **To change people living in Fukuyama into active citizens who can create positive changes to community through their act.**

Therefore JCI Fukuyama provided following two opportunities.

1. To discover it is possible to contribute to the community if they are active.
2. To notice that they have to take an act if they want to contribute to the community.

Overview : **To change citizens of Fukuyama into active citizens who can contribute to community.**
As methods,

1. We held the 2nd Fukunoyama Forum with 2 local business associations.
2. 1st phase we held a 9 booth exhibition to tell the importance and pleasure to participate the act of contribution of community
Following 9 booths were exhibited.
 1. Dream Realization
 2. Environmental issues
 3. Supporting people with impairments
 4. Learning History
 5. OMOIYARI
 6. Local card game creation
 7. Entertainment for children
 8. Truancy measures
 9. Local Charm announce
3. 2nd phase we held the lecture "Realize the dream" by Mr. Hirotda Ototake and Panel Discussion of Mr.Ototake and Mr.Hada(Mayor of Fukuyama) Lecture
Mr. Ototake is the person who was born with no Hands and feet. However he made big efforts and he made a lot of his dreams come true. His lecture was the opportunity for the citizens to positive change. Panel Discussion
Mr.Ototake and Mr.Hada discussed about the importance and pleasure of participating the contribution of community.

Results : **JCI Fukuyama provided the development opportunity to the Fukuyama citizens.**
They were positive changed and became the active citizens.

1. Participants who had not contributed local development were given opportunity to act for community development by JCI Fukuyama.
2. They noticed that they can contribute to local community if they move actively.(positive change) As a result of questionnaires to participants, 70% of participants answered that they noticed how to

contribute to Fukuyama community though this project. In addition, 90% of participants answered that they want to participate contribution community activity.

3. Citizens were interested in participant's action in this project, the amount of visitors increased to 2,043 people from 1,890 in the last year.

Actions Taken : Jan. Determination of venue
 Feb.-Mar. Meeting with 2 local business associations.
 Apr. Selecting lecturer and booth
 Jun. Requesting the attendance of Mayor Fukuyama.
 Aug. Meeting with Lecturer
 Aug-Oct. Meeting with Fukuyama city office
 Sep. Meeting with Mayor
 Sep. Recruiting participants.
 Sep. A media release
 Nov.24th and Nov.26th 2nd Fukunoyama Forum was held.

Recommendations : **JCI Fukuyama has achieved to provide an opportunity to participate a community development project.**

1. Citizens belongs to 2 local business association got an opportunity to participate community development project.
2. Citizens belongs to the 2 local business associations noticed that they can contribute to local community if they move actively. (positive change)
3. The 2 local business associations could make a connection to Fukuyama City office.
4. The 2 local business associations invited Mayor of Fukuyama to their projects.
5. Throw the inviting Mayor of Fukuyama citizens of 2 local business associations understood the policy and vision of Fukuyama city office.
6. The 2 local business associations started new projects for local environmental issues.
7. JCI Fukuyama and Fukuyama city office had deepened their partnership.
8. JCI Fukuyama became the adviser of Fukuyama City office for community development projects.
9. JCI Fukuyama and Fukuyama City office started the new community development project which is to promote attractiveness of Fukuyama.
10. JCI Fukuyama got an opportunity to empower the members of JCI Fukuyama.
11. JCI Fukuyama got more opportunities to create the positive changes of active citizens.
12. Continuing this project will provide more opportunities to create the positive changes for citizens of Fukuyama. And citizens who are positive changed will participate more community development projects actively.

1

Award Category criteria

1. The aim is that JCI Fukuyama creates more active citizens.
2. To notice that if they participate actively into community development projects they can create the positive change to the community.
3. To notice that they have to participate if they really want to create the positive change to the community.

Through this project JCI Fukuyama achieved to infiltrate the idea of the JCI creed, mission and vision to not only JCI members but also candidates of JCI Fukuyama, members of Fukuyama city office, members of 2 local business association and all the citizens who participated into this project. It align the JCI plan of action.

1. JCI Fukuyama provided an opportunity to participate for the community development project for the citizens.
2. JCI Fukuyama provided an opportunity to be active citizens for the members of 2 local business associations.
3. JCI Fukuyama achieved to grown the local network of active citizens.

To solve cost matter, we negotiated with Fukuyama City Office and got several supports like using some Fukuyama city Facilities for free

JCI mission

JCI Fukuyama has achieved to provide an opportunity to create a positive change to the citizens of Fukuyama.

JCI Fukuyama has achieved to provide an opportunity to create a positive change to the members of 2 local business associations.

The citizens who were positive changed provide more opportunities through the community development project.

JCI Vision

JCI Fukuyama achieved to increase number of active citizens through this community development project. And active citizens' network was grown because of this community development projects and JCI Fukuyama's leadership.

JCI Fukuyama
Best Long term Local Community program

the lecture "Realize the dream" by Mr. Hirotdada Ototake



lecture was the opportunity for the citizens to positive change.



JCI Fukuyama
Best Long term Local Community program

Dream Realization booth



To notice that they have to take an act actively if they want to contribute to the community.



JCI Fukuyama
Best Long term Local Community program

Mr.Ototake talks with Mr.Hada (mayor)



they discussed about the importance and pleasure of attending the contribution of community.



JCI Fukuyama
Best Long term Local Community program

Environmental issues booth



To discover it is possible to contribute to the community if they are active.



2

Award Category criteria

25members.

70%

JCI Fukuyama members involved this community development project.

- Secretary General 1
- Accounting secretary 1
- Managing secretary 1
- Meeting with Lecturer 2
- Meeting with Venue 3
- Recruiting participants 5
- Meeting with Fukuyama office 6
- Booth management 6

JCI Fukuyama
Best Long term Local Community program

Increase the numbers of staffs except JCI members



The number of staffs except JCI members increased to 66 citizens from 50 of last year.

JCI Fukuyama
Best Long term Local Community program

Local Charm announce booth



We conveyed local charm.

JCI Fukuyama
Best Long term Local Community program

Learning History booth



Was positive change by learning the history of the region.

JCI Fukuyama
Best Long term Local Community program

OMOIYARI booth



We were held to children OMOIYARI Seminar.

JCI Fukuyama
Best Long term Local Community program

JCI Fukuyama
Best Long term Local Community program

3

Award Category criteria

JCI Fukuyama measured the impact by following way.

1. Questionnaires for the participants
 2. Increase the numbers of participants
 3. Increase the numbers of staffs except JCI members
 4. Featured in media
-
1. Questionnaires result
 1. 70% of participants answered that they were noticed that they are possible to participate the community development project.
 2. 90% of participants answered that they were noticed that if they act actively they can create the positive change to the community.
 2. Increase the number of participants.
Participants increased to 2,420 people from 2,144 of last year.
 3. Increase the numbers of staffs except JCI members
The number of staffs except JCI members increased to 66 citizens from 50 of last year
 4. Featured in media
National Newspaper Published 7,800,000 copies
Local Newspaper Published 80,000 copies
-
1. The members of 2 local business associations became active citizen.
 2. JCI Fukuyama has achieved to provide an opportunity to create a positive change to the citizens of Fukuyama. To notice that if they participate actively into community development projects they can create the positive change to the community.
 3. Citizens noticed that they have to participate if they really want to create the positive change to the community.
 4. Some answers for the questionnaires.
 1. Understood the future vision for the

- community development projects.
2. Understood the importance of participating community development projects.
3. Understood the importance of committing local community.
4. Noticed that I have to act more actively.

JCI Fukuyama
Best Long term Local Community program

A media release



the program brought a big impact for our local community.

JCI Fukuyama
Long term Local Community program

The citizen who waits for a lecture



Citizens were interested in participant's action in this project, the amount of visitors increased to 2,043 people from 1,890 in the last year.

JCI
輝く未来の創造
Create of hopeful future
Junior Chamber International Fukuyama

JCI Fukuyama
Best Long term Local Community program

Recruitment poster



We publicized it with a poster

JCI
輝く未来の創造
Create of hopeful future
Junior Chamber International Fukuyama

JCI Fukuyama
Best Long term Local Community program

Questionnaires result



170% of participants answered that they were noticed that they are possible to participate the community development project.
890% of participants answered that they were noticed that if they act actively they can create the o'positive change to the community.

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Junior Chamber International Fukuyama

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Create of hopeful future
Junior Chamber International Fukuyama

4

Award Category criteria

Partnerships with Local communities deepened.

1. Partnership with Fukuyama city office got stronger so JCI Fukuyama and Fukuyama city office got an opportunity to start new community development project together.
2. Partnership with 2 local business associations got stronger so JCI Fukuyama and 2 local business associations started to cooperate with other projects.
3. JCI Fukuyama members were improved.
JCI Fukuyama members realized the importance of community development through this project.
JCI Fukuyama members realized the importance of continuing the community development.
JCI Fukuyama members has positive changed therefore next time we are planning to join all the members of JCI Fukuyama into this project.


JCI Fukuyama created the opportunity to participate community development project for the citizens.
Through this opportunity, number of active citizens increased.

Positive changed active citizens started new community development projects.

Through those new projects local community got new opportunity of positive changing.

JCI Fukuyama
Best Long term Local Community program

Meeting with 2 local business association



Determination of venue.
Selecting lecturer and booth.
Requesting the attendance of Mayor Fukuyama.

JCI 輝く未来の創造
Create of hopeful future
Local Chamber International Fukuyama

JCI Fukuyama
Best Long term Local Community program

Meeting with Mayor



We had a meeting about the importance and pleasure of attending the contribution of community.

JCI 輝く未来の創造
Create of hopeful future
Local Chamber International Fukuyama

JCI Fukuyama
 Best Long term Local Community program

JCI Fukuyama members were improved.



**JCI Fukuyama members realized the importance of community development through this project.
 JCI Fukuyama members realized the importance of continuing the community development.**

JCI 輝く未来の創造
 Growth of hopeful future
 Jun-ji Chamber International Fukuyama

JCI Fukuyama
 Best Long term Local Community program

JCI Fukuyama members involved this community development project.



JCI 輝く未来の創造
 Growth of hopeful future
 Jun-ji Chamber International Fukuyama

5

Award Category criteria

JCI Fukuyama achieved to increase the number of active citizens.

Continuing this project JCI Fukuyama expect following effect.

1. Positive changed active citizens through this project will involve other citizens to participating community development projects.
2. Positive changed active citizens through this project will create new community development projects.
3. New community development projects will create positive change to local community.
4. Through this project popularity of JCI Fukuyama improved and number of member will increase.
5. Increasing number of member of JCI Fukuyama will help to raise the quality of community development projects.
6. Quality raised community development projects will create more active citizens.

To create more active citizens.

1. Continuing this project to increase number of active citizens.
2. To increase the number of participations by promoting.
3. Have more meetings to enhance the content of lecture.
4. To corporate positive changed active citizens to increase the number of citizens who participate the community development projects.
5. Increasing number of member of JCI Fukuyama to make this project more enhanced.

JCI Fukuyama
Best Long term Local Community program

Local card game creation booth



Cards were aimed to be an educational tool for kids to learn about the local community.



JCI Fukuyama
Best Long term Local Community program

Truancy measures booth



We learned so that children could go to the school happily.



JCI Fukuyama
Long term Local Community program

JCI Fukuyama
Best Long term Local Community program

Entertainment for children booth



We conveyed the importance of having a dream toward children through entertainment.



JCI Fukuyama
Long term Local Community program

I displayed a local picture book



The project team of a local picture book has created a picture book which enables citizens to talk about our local community.



JCI Fukuyama
Long term Local Community program