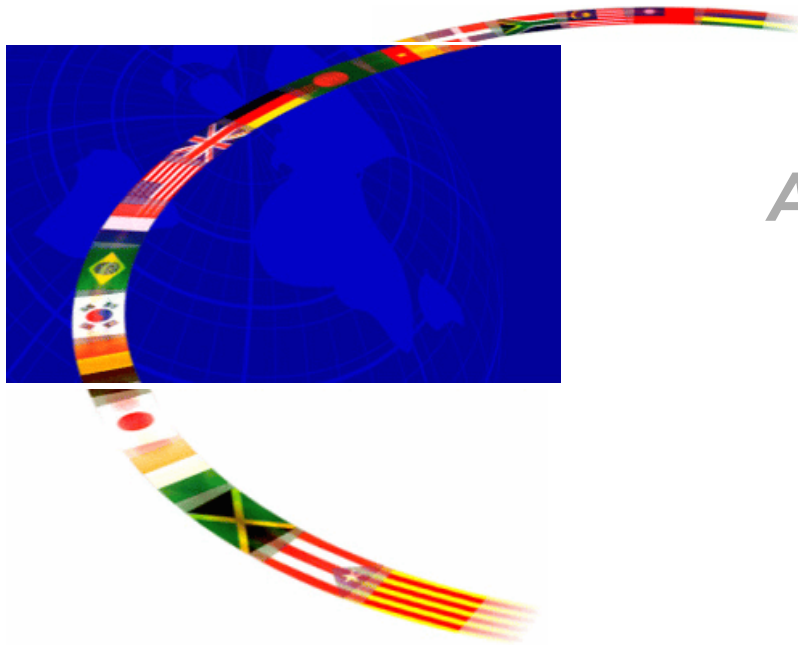




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Citizens Festival Chamber of Commerce and
Industry Fair of 2013 fall
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: mkaikei127@yahoo.co.jp

Basic Information

Duration : November 3, 2013 from November 2, 2013

Staff : 67 member

Sponsors : Okazaki (Chamber of Commerce and Industry Labour Relations Division),
FM Broadcasting Co. Okazaki, a

Budget : one million dollar

Profit / Loss : 0

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

Who is benefited?: Civil liability of generation to live to live in the activity area.

Objective : By performing FM Broadcasting Co. Okazaki and government, in the Institute of Okazaki Junior Chamber collaboration citizens festival of Okazaki autumn every year, it was held only in government, no alone business of The Institute of Okazaki Junior Chamber be to work together businesses that do not get, no big business can be carried out so far. By doing so, town full of town, smile of a dream should aim of our to many citizens. Order By embodying the charm of Okazaki, as well as get to experience while enjoying the charm of Okazaki, have you made can be voluntarily act in order to better the region live in their "human", to enhance the feeling I for the purpose of things. The members, along with the understanding of business to town, and it is an object of the invention to amplify the human resources participate in urban development actively.

Overview : Organizer: Chamber of Commerce and Industry Fair Executive Committee (Institute of Junior Chamber Okazaki Okazaki City, Okazaki FM Broadcasting Co.) Sponsors: 52 companies (Okazaki City, Kota town company) Opening businesses and branch organizations: 50 organizations Cooperation: non-profit organizations: 10 organizations

Results : was taken up newspaper published in the business before and after the start , free paper , etc. , in various media . The visitors held in participatory Guinness world record , it was possible to achieve a Guinness world record . Number of visitors last year , 100,000 people in two days . The number of visitors this time , achieve the 120000 people in two days . Wish to participate when a lot of users stage the day of the event that had been scheduled four times in two days , a great success as I hope everyone is not able to participate in the event . Towards the 86% of respondents and "boast towards the other regions that Okazaki" in the questionnaire of visitors in two days . The high evaluation from the visitors , following years also has cooperation request on an ongoing basis than administrative personnel . Because the venue was large , instruction does not reach to all members , but because members confidence acted actively , major problems could also be terminated without . To give the know-how to do a high volume of business to practice a new cooperation system , lead to many visitors . By from visitors survey results , parents of responsibility generation saw the smile of a child , love of the town was deepened in the mind of the person of the responsibility for many generations . It has been answered . It succeeded in fly a balloon of 3000 all members and visitors to the event end time . Among them , I got a contact of the balloon flew from the area two places away 400 kg or more .

Actions Taken : In order to achieve the purpose, because it is create an atmosphere where everyone of visitors are likely to participate, and place the booth as the popular theme park across the hall. I have a name, such as a town in each area. I have a name, such as a town in the area each. Implementation of stamp rally prize hits free to have you coming to the whole area. On that day, I was able to get visitors dot the entire hall without visitors is concentrated in one area. In the finale, we have a plan to fly a balloon at all in order to get aware that all visitors go to create a united town.

Recommendations : Guinness world record attempt that was planned as one of the detonator in order to get a passion and pride in his city was successful and I was able to many citizens to witness also the moment. Had you with a passion and pride in being a town that is a Guinness world record is not a purpose, was a Guinness world record. In addition, flushed with BGM with the edge in town to sight it is possible that everyone fly to suit the united timing also skip balloons finale, the balloon flies are nice and get burned into the eyes the sight , were some visitors who have shed tears.

1

Award Category criteria

You use the huge map that was held in the previous business , we have experienced many of the citizens the simulated experience of town planning . In this project , it is possible to convey to the public a number of its contents , its significance is required, and as part of town planning business , for it is an object of the present invention diffusion effect than ever , now is the effect of the more because it is an object of the present invention and the search for methods outgoing Na , the diffusion effect than ever before , and the search for outgoing method effective in places where many people gather even more , future , cooperation with various organizations than ever before I thought together as being essential . In the LOM, it is promoted as continuing operations , understanding of individual members is low for town business , and not even feel the need for it is also at present . Future , we consider each member has an interest to the town , members themselves unless with consciousness that it is the leaders , true success is not possible in order to LOM together to promote this project .

In project implementation when business and preparation stage, effective communication JCI Mission, Vision, about the value to occur in communication all areas including social media, it can matter a marketing strategy overall, the attendance of the previous year as a result I was able to increase the number from Sha number. Consider order to be able to also take cooperation with sister cities in the country together, held business that gave birth to a synergistic effect could be, shall be consistent with the action plan of JCI.

Project budget is one million dollar. Settlements, was 9589.31 dollar. The breakdown, it will allocate funds to business activities and have delivered to the Executive Committee 9490 dollar, the remaining budget will be ceremony venue costs, with a time schedule printing cost of the day. As mentioned above, I was able to carry out business in budget firmly.

We members, should be central role is the central figure of liability generation. By receiving feel from

how the change of heart of those who the member is coming, and receive the change of heart of local residents from the survey results to match, that the members themselves gave conscious that it is the leaders is, JCI Mission of a promotion. To hold the event there is a number of visitors this much, we just members is impossible. Therefore, we conducted cooperation requested each government, each of the non-profit organization, to the activity area company, an in-depth meetings. I was able person who does not get to know her she is in the normal course of each, tied the organization make a successful business in the leading position. Business after the end of it because it was able to maintain the relationship of this friendly, good relationship could be built in other business, is the driving vision of JCI.



2

Award Category criteria

24 people

70%

The Executive Committee, participated mainly. Booth opened in the event planning, management, zoning. At the venue, and planning to be conveyed the charm of various towns. Spokesman Establishment of a dedicated website, management.



3

Award Category criteria

Analyze the citizen questionnaire administrative activities of the area went to the pre-project, we consider the citizen questionnaire what our pre-project is to produce. I have conducted a survey in place various events, responsibility generation such as gather the questionnaire. Questionnaire number of responses was conducted with the goal of 1,000 people to be as valid as statistical data. I had to answer a questionnaire from 1423 people result. I thought the overall structure in the business have wanted the community, and local residents. The business during a particular member instead of the recovery of the questionnaire and ask, I have conducted a survey all members by sharing. I was able to members themselves to know the thought community, local residents in doing so.

Attractive variety of many areas of Okazaki, the number of shrines and temples are many, I am proud of the number of leading among Japan. Local resources of seemingly negative image there is no digging also, so I was understood that to become a great treasure by the process of activation, thought to how it is or tell the community, local residents , I made a business of this time. Okazaki is considering positively or add this project to one of the 100 Anniversary Okazaki municipal organization of 2016, as policy Okazaki, business plan towards the 100th anniversary of the municipal organization, aims to citizen participation is Medium. In addition, local residents have wanted an event of participation from the survey results that we have conducted, the intention of the government and residents are met.





4

Award Category criteria

It is possible to be carried out a citizen Festival Chamber of Commerce Autumn Fair Okazaki , FM Broadcasting Co. Okazaki , The Institute of Okazaki Junior Chamber cooperate , while enjoying the benefits to each other , to achieve the business while produces a synergistic effect directly below . It is also assumed that through this project , and was able to feel the advantage to that is cooperating with the Institute of Okazaki Junior Chamber of Commerce . In collaboration this time , established the Executive Committee , discuss the overall structure in the three-party , I was able to consider . Thus , I can smoothly Event Description to exhibitors , traffic control request to the police station Okazaki , application of business to government agencies and many other , cooperation request to the private sector . These were cooperating with the government , but I think it's a result of the late . Can be achieved by taking practice a new system of cooperation to obtain the know-how , in performing a high volume of business in the future , lead to many visitors , I was able to leave the results that can be helpful .

We members are bearers of responsibility generation of area activities. By being in contact with local residents of many, there is also learned to our own, better change can be expected. It is able to foster in their own "number one with one-of-a-kind" for a better town planning from the experience of these, further good town can be. As a result, by the leader that can be voluntarily act in order to better the region live in their own are scattered in the activities area, which leads to that foster human resources who can respond appropriately to such emergencies from small problem.



Award Category criteria

5

Many organizations, is a major force that can not form a single organization by cooperating with the public administration, business, Institute of Okazaki Junior Chamber, in the future, to perform the collaboration, each utilizing the specialty I can expect a synergy thing. The company, by having you feel the economies of scale obtained collaboration, co-sponsored by the future, it is possible to encourage collaboration ambitious. When the above mature, mission of The Institute of Okazaki Junior Chamber Chase purpose, I strongly hope the results of government, society, citizens will boost the town of their own in their own later.

To get to enhance the pride and love of the town of local residents, it will get a lot of attention from around and, with the opportunity to enhance the pride and love of the city and nature. Business of this time, because it was \"Okazaki citizen Festival\", public relations also has become the only activity area. In the future, we will make effective use of local resources in the region as we spotlight from other regions, method to attract visitors from those of other regions should we consider. Policy of the government with so match this, you should go to public relations front extrusion to local resources. At the same time, when the people of other regions appeared, \"Okazaki City.\\\\\\\\\\\\\\\\'s A good town,\" you must be business plan which you could have.



