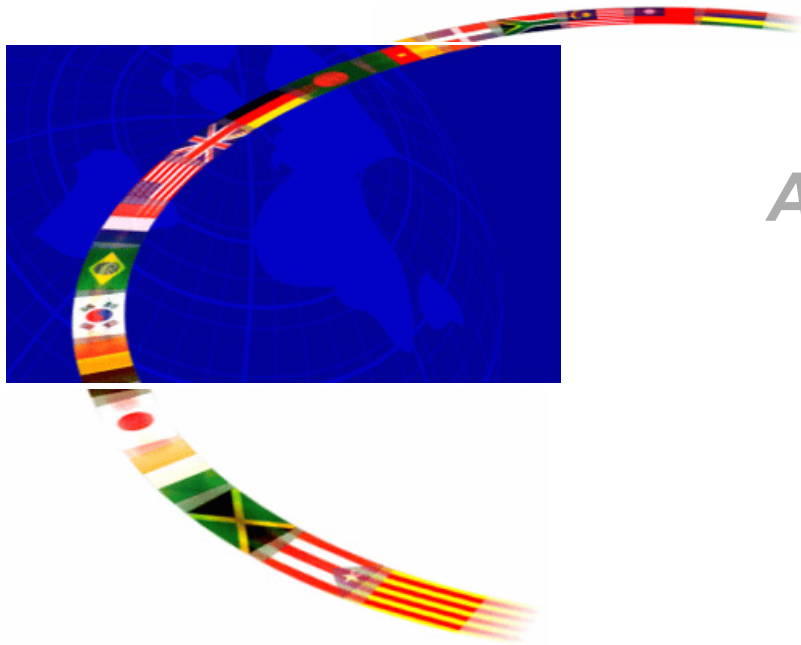




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Escape From Unattractive Prefectures ~ Be Proud of
our Food Industry!! ~
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: tsuizaki.com.olive@orange.zero.jp

Basic Information

Duration : April 2013 ~ December 2013

Staff : 133 member

Sponsors : Tsukuba City, Ibaraki Prefecture, banks, real estate companies, agricultural cooperatives, general c

Budget : 57,750 dollar

Profit / Loss : 0

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

Who is benefited ?:
 Farmers and fishermen in Ibaraki Prefecture (about 100,000)
 People in restaurant business in Ibaraki Prefecture about 70,000
 Citizen in Ibaraki Prefecture and surroundings (about 4 millions)

Objective : We, JCI Tsukuba, **promote safety and goodness of food “made in Ibaraki”** to citizens in this prefecture and surroundings.

We realize revitalization of local economy that has sustainability and **“Economic Justice”** through improving attractiveness of our Ibaraki prefecture in Japan.

Background of above is

- Nation-wide position of Ibaraki prefecture has been low because of poor promotion activity, labeled as one of “Unattractive Prefectures”.
- Damages caused by harmful rumors or misinformation of nuclear accident in 2011 still remain.

We, JCI Tsukuba and Tsukuba City, are able to make these objectives true, because our city locate at important position for traffic, taking 45 minutes for Tokyo by train and having a junction of orbital and radially highways.

Overview : We, JCI Tsukuba, drive forward **“Economic Justice”** in “JCI Value” on local economy by promoting safety and goodness of food **“made in Ibaraki”** to citizens in this prefecture and surroundings.

- 68 shops and restaurants sell dishes made of local specialty of “Ibaraki”.
- Visitors can vote his/her best dish **by exchanging their trash for voting ticket.**
- We publicize and make good relation with media such as newspapers, TVs, advertisements, Web, SNS, etc.
- We invite a lot of local mascots so that children can also enjoy the event.
- After the event, we push participants, especially who got the prize, at other events or festivals of local or held by JCI JAPAN.

Results : - We, JCI Tsukuba, push foods of “Ibaraki” for much more amount of citizens, achieving more than **20,000 unique user access** to our Facebook page in one and half month. (checked at control screen of Facebook page)

- Our event is reported in **13 newspapers.** (total circulation is more than 2 million)
- More than **90,000 visitors.** (announced by Tsukuba city and police)
- We effectively use media and other events to increase ripple effects of this event.

Actions Taken : -We, JCI Tsukuba, hold a **press conference** and distribute press

release for press club of Tsukuba City or Ibaraki Prefecture.

-We encourage diffusion of information using Facebook page and official web site.

-Under cooperation of the City, we put an advertisement in the trains **without payment**. (Tsukuba Express Line, 300,000 passengers a day)

- We invite a lot of local mascots so that children can also enjoy the event.

- After the event, we push participants, especially who got the prize, at other events or festivals of local or held by JCI JAPAN.

Recommendations : We adequately achieve our objectives that we promote safety and goodness of food “made in Ibaraki” to citizens in this prefecture and surroundings.

We touch with more than **3 million citizens** at least by using newspapers, SNS, advertisement, etc.

We believe these results lead to revitalization of local economy that has sustainability and “**Economic Justice**” through improving attractiveness of our Ibaraki prefecture in Japan.

In the future, however, we have to challenge to push attractiveness of “Ibaraki” for the whole country.

1

Award Category criteria

We, JCI Tsukuba, promote safety and goodness of food **“made in Ibaraki”** to citizens in this prefecture and surroundings.

We realize revitalization of local economy that has sustainability and **“Economic Justice”** through improving attractiveness of our Ibaraki prefecture in Japan.

Background of above is

- Nation-wide position of Ibaraki prefecture has been low because of poor promotion activity, labeled as one of **“Unattractive Prefectures”**.

- Damages caused by harmful rumors or misinformation of nuclear accident in 2011 still remain.

We, JCI Tsukuba and Tsukuba City, are able to make these objectives true, because our city locate at important position for traffic, taking 45 minutes for Tokyo by train and having a junction of orbital and radially highways.

We, JCI Tsukuba, drive forward **“Economic Justice”** in “JCI Value” on local economy by promoting safety and goodness of food “made in Ibaraki” to citizens in this prefecture and surroundings.

The budget help us to think about promotion plan with good cost performance, because we have to spend more money for setting up or direction of the event.

The breakdown is; rental expenses 47%, supplies expenses 18%, advertising expenses 14% and other titles of accounts 21%.

JCI Mission

We, JCI Tsukuba, provide opportunities for enterprises to create positive change that they more aggressively challenge with their market or product (dishes), and create new value.

We also provide opportunities for visitors (citizens) to create positive change that they rediscover the values of food culture of our prefecture, and think about local production for local consumption.

JCI Vision

We, JCI Tsukuba, increase “Active Citizen” who take action globally about local foods.



Award Category criteria

2

We, JCI Tsukuba, support enterprises to do business with **free mind and way of thinking** by rediscover the values of their product (dishes) or food culture of our prefecture.

In the past, they imagined their dishes were normal and didn't have any attractiveness.

Enterprises do their business with free mind and way of thinking, because **rediscover the values** of their product (dishes).

Then, they more aggressively develop new products or sell their products.



3

Award Category criteria

We, JCI Tsukuba, measure the amount of visitors with cooperation of the City and police.

Traffic analysis of Facebook page and web site.

We estimate conversion rate of advertisement.

We, JCI Japan, realize revitalization of local economy that has sustainability and “Economic Justice” through improving attractiveness of our Ibaraki prefecture in Japan.

Total Economic Effect

2.5 million dollar

- Sales of each shops
 - 1 million dollar
- Sales of shops at surroundings
 - 1 million dollar
- Sales of public transportation
 - 0.3 million dollar
- Effectiveness of advertising
 - 0.1 million dollar (newspaper)
 - 30,000 dollar (train ad)



28、29日 つくばで「王座決定戦」

県内ご当地グルメ集結

主食、スイーツに68店舗



「2013年度 県内ご当地グルメ集結」の表彰式が、つくば市にあるホテルで開かれ、県内各地から集結した68店舗の代表者が、28、29日、つくば市で「王座決定戦」に参加する。表彰式には、県庁関係者や関係者らが参加した。表彰式では、県内各地から集結した68店舗の代表者が、28、29日、つくば市で「王座決定戦」に参加する。表彰式には、県庁関係者や関係者らが参加した。

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Newspaper (Effectiveness of advertising)

主食スイーツ 王座決定戦

つくばで全21青年会議所連携



つくば市で28、29日、つくば市にあるホテルで開かれ、県内各地から集結した68店舗の代表者が、28、29日、つくば市で「王座決定戦」に参加する。表彰式には、県庁関係者や関係者らが参加した。

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Newspaper (Effectiveness of advertising)

4

Award Category criteria

- Questionnaire and hearing for shops and visitors
- More than **90 %** of visitors answer that they feel attractiveness of food of “Ibaraki”.
- More than **90%** of shops answer that they receive positive response from visitors.
- Prize winners visit the mayor of their city and welcomed.
- A prize winner increase its sale to **120%** than before.



5

Award Category criteria

- We, JCI Tsukuba, hold a **press conference** and distribute press release for press club of Tsukuba City or Ibaraki Prefecture.
- We encourage diffusion of information using Facebook page and official web site.
- Under cooperation of the City, we put an advertisement in the trains without payment. (Tsukuba Express Line, 300,000 passengers a day)
- We push foods of “Ibaraki” for much more amount of citizens, achieving more than **20,000 unique user access** to our Facebook page in one and half month. (checked at control screen of Facebook page)
- Our event is reported in 13 newspapers. (total circulation is more than 2 million)

Tsukuba City, Ibaraki Prefecture, banks, real estate companies, agricultural cooperatives, general contractors, travel agents, restaurants, etc. (108 corporations and individuals)

Tsukuba City : Joint sponsorship
 Ibaraki Prefecture : Support
 Other : Funding and Cooperation



Newspaper
 (Effectiveness of advertising)



Award Category criteria

6

We, JCI Tsukuba, believe these results lead to revitalization of local economy that has sustainability and **“Economic Justice”** through improving attractiveness of our Ibaraki prefecture in Japan.

In the future, we, JCI Tsukuba, have to challenge to push attractiveness of “Ibaraki” for the whole country. It is necessary for us to create new “media” which means attractive event or initiative for the whole country.

Then, we can increase **“Active Citizen”** who take action globally about local foods.

