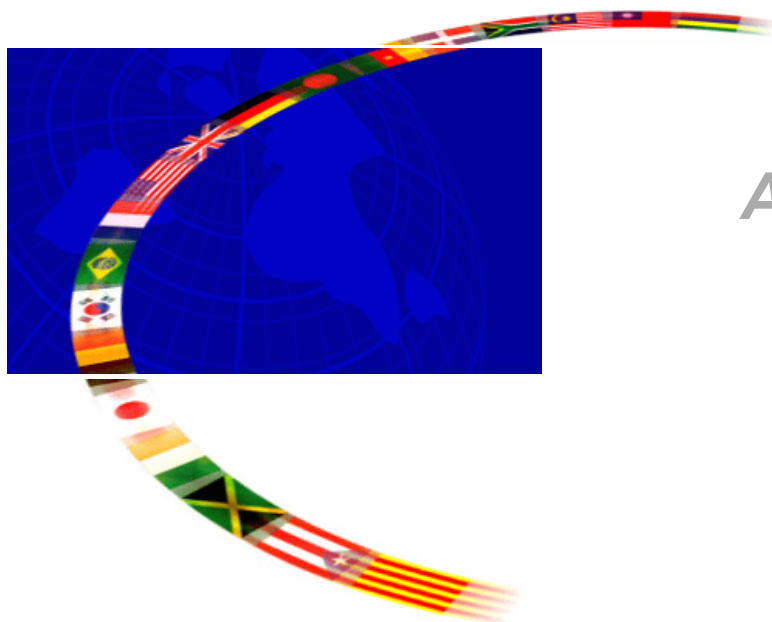




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
Sunflower project  
JCI JAPAN  
Best Long-term Local Community Program



**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](mailto:japan@jci.cc)

#### LOM Information

Local Organization:

President:

President Email: [ogiwara@msj.biglobe.ne.jp](mailto:ogiwara@msj.biglobe.ne.jp)

### Basic Information

Duration : From april-october of 2013

Staff : 350member

    Akiruno city , Hinode city , Hinohara city

Sponsors : Akiruno board of education

    Akirudai highschool

Budget : sixty hundred dollar

Profit / Loss : 0

In which UN MDG best

fit (if apply) : ?:

Who is benefited ? : Within akiruno city area. Around 100.000 people

Objective : • Throughout the project to grow Sunflower, We aim to build human network inside and outside of JC team  
 • This project has also aim to stimulate the idea of socialization among the participant. therefore they become more positive for local activities in general.

Overview : • Participant grow sunflower from the scratch. this means that we have started to find the right field, clean the field before the seeding, put fertilizer to poor soil and of cause we need to watering if there are no rain in summer time. there are also difficulty to gather enough field for the activity. however, year by year, we have supporter to whom we ask them let us use their field during only the summer time. we grow sunflower alongside the main street of akiruno for total 500m.  
 • There are many ways to become a "participant" if you cannot join the physical activity. supporter pays 500yen(5usd) for one planter each. we ask sponsorship to all over the company/individuals in akiruno by knocking the door, putting ads in papers, city news papers, and by local radio station. this activity is also good for give an attention to akiruno jc from the outside. at the end of summer time, whole city will cover by sunflower. so beautiful!!

Results : • Throw the project, we see new network in the group.  
 • We see significant improvement for social activities in general

Actions Taken : 2012/dec Jc board member examined past year activity and started to discuss about next physical year planning  
 2013/jan-mar After 6 times of discussion among the board/chair/co-chair meeting, akiruno jci have approved the project  
 2013/mar Started to build the planter for cosponsors  
 2013/apr Summoned a meeting with city volunteers  
 2013/apr Started to clean the fields with city volunteers  
 2013/may Started the seeding with city volunteers  
 2013/aug Held an event cerebrating for flower blooming. we walked with all the participant alongside the flower rode. after that we had dinner together.  
 2013/aug Clean the flowers after the blooming.  
 2013/sep Held the gallery of photo/art at the shopping- mall in hinode  
 2013/sep Award ceremony for the gallery. we invite professional photo/art professors to vote for the works.  
 2013/sep Internal wrap up meeting in akiruno jci.  
 2013/oct Gather the sunflower seeds for feeding to animals in hamura zoo. therefore, the participant feels completion of the food chain. it was very good for kids understand the importance of the food.

Recommendations : • The main road where the traffic is heavy busy, we sometime see the vehicle has difficulty to pass throw the street because of the high sunflower bothers them.  
 • There are less number of participant than we expected at the binging. we have done the pr throw city paper, facebook, schools, we need to try new other method to the pr for next year actiity  
 • Major supporter akiruno city give a name to the street as "sunflower street"  
 • Thanks for the big understanding of akirudai highschool students gave us a hand to clean the fields before the seeding.  
 • Tokyo news paper (55kprints) picks up the project in the front page



**Award Category criteria**

**1**

**Objectives, Planning, Finance and Execution**

What were the long-term objectives of this program?

- We build the network within the participant throw the program
- Participant starts to give an attention to local activity therefore increase the number of participant to any kind of city activity as general
- As we have continued the program, the sunflower has become one of the city tourist attraction of akiruno

How does this program align to the JCI Plan of Action?

This project matches the jci activity theory for “impact” “motivation” “collaboration” and “connectivity”

- As an “impact”. It gives significant impact to local activity. because, year by year, sunflower becomes local tour attraction in the city. it helps local business as well.
- As a “motivation”. This program has been designed to achieve aspiration of social activity among the participant, it ignites people to develop or even think of better society by their own activity.
- As a “collaboration”. Participants as general has a strong eager toward city activity in general. they help each other to have bigger influence to society.
- As a “connectivity”, Not only the physical participants, but also we ask local government, several support groups, and cosponsors to be involved in the activity. the program unites these different object groups as one team member.

Was the budget an effective guide for the financial management of the project?

Contribution to the budget. cosponsor budget by flower planner sales becomes 350k yen. it exceeds 30% of its lom budget beget

Income Lom 250k yen cosponsor ship 350kyen total 600k yen

Expense Meeting room 50kyen 300kyen prize 100kyen ads 150k yen total of 600k yen

How does this project advance the JCI Mission and Vision?

Mission: The advantage of the project as jci mission is to become more involved in city activity and understand more each other.

Vision: To seek the vision of jci throw the activity, we see increasing number of people who become willing to participate social activities in general





## Award Category criteria

# 2

### Membership Participation

By number, how many members were involved in this program? **15 stuffs**

By percentage, how many members of the Local Organization were involved in this program? **60%**

Describe the main roles of the participating members in this program.

**Chairperson** ... Manage whole project. conduct the meeting with high level member of the city

**Co-chairperson** ... Support chairperson. build actual program. manage the budget

**Organizer** ... Communicate with all the member. execution of the actual plan.



**Award Category criteria****3****Community Impact**

How did the Local Organization measure community impact for this program?

- By joining the program, they become more interested toward city activity.
- Sunflower becomes tour attraction. it contributes to local business.

Describe the actual community impact produced by this project

- Many participant becomes more positive toward city activities in general
- There are increasing number of visitor who come to see sunflower. it also helps local business





## Award Category criteria

## 4

## Impact on Local Organization

- How did the Local Organization benefit from running this project?
- JCI Akiruno has attained more attention from local government, city social groups, and business sectors by the activity
  - JCI member become more conscious of local development
- How did the program advance the JCI Mission?
- Participant starts to give an attention to local activity therefore increase the number of participant to any kind of city activity as general



**Award Category criteria****5****Long-term Impact of the Program**

What is the expected long-term impact of this project?

▪ Sunflower becomes one of the source of tourist item in the city. It helps to increase number of visitor to the city

What changes would you make to improve the results of this project?

▪ To have more participant, we make ads by analyzing past year activity  
▪ To have more field, we need more land owner who have understanding of the project. If they become our supporter, there are big impact to our time and resource because they are usually professional farmers

