



# Dream impact Sendai 2013-2014



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

A graphic featuring a blue background with a stylized globe and a curved banner of various national flags. The text 'Awards Entry' is written in white, italicized font on the right side of the banner.

## *Awards Entry*

2015 Asia-pacific Conference  
Dream impact Sendai 2013-2014  
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:



**Kosuke Shibata**  
E-mail: [japan@jci.cc](mailto:japan@jci.cc)

### LOM Information

Local Organization:

President:

President Email: [masanobu.kanegasaki@gmail.com](mailto:masanobu.kanegasaki@gmail.com)

### Basic Information

Duration : From Jun 1, 2013 To Oct 19, 2014

Staff : 114members

Sponsors : 1,010 people of voluntary applicants, 43 companies, Sendai City Hall

Budget : \$66,700

Profit / Loss : 0

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

Who is benefited ? : 1.07 million citizens in Sendai city

- Objective :
1. Motivate citizens to be positively interested in their local community with providing an opportunity to recognize components which define their local communities such as people, materials and history. The reason why we identified this objective is that only 20 % of citizens recognize what defines their local communities by our research.
  2. Improve the circumstance for citizens to act aggressively in their community, in cooperation with companies, local government and others. The 70 % of citizens answered that they don't have chances to join activities for citizens.

- Overview :
- Sendai city is historical and blessed with nature. After the great east Japan earthquake in 2011, we have got to emphasize commitment to people and nature.
  - JCI Sendai has been acting with the local government since our foundation(1950s). additionally, we collaborate with companies and implement continuing initiatives involving Sendai citizens so that we enhance relations with our stakeholders.
  - JCI Sendai offered an opportunity to submit . Citizens had 3 categories to entry; drawing, photo, Japanese short poem.  
\* < treasures in the local community > : Components that define local community such as people, materials, and history.
  - JCI Sendai holds exhibitions showing affection and charm of citizens works. So we expect citizens to be interested in the local community by recognizing components which defined the local community such as people, materials and history.
  - JCI Sendai encourage citizens to be interested in the local community by exhibiting citizens works in Subway and Buses for many citizens in cooperation with local companies and the local government.

\*The population of Sendai : 1.07 million people  
\*The daily Subway commuters : 170 thousands people ( according to the disclosed information by Sendai city)  
\*The daily Bus commuters : 45 thousands people ( according to the disclosed information by Sendai city)

- JCI Sendai founded the awards committee with knowledgeable persons to evaluate works submitted by citizens.
- We made 13 thousands post cards communicating attractiveness of local community, and distributed them in subway stations, public office, department stores and restaurants.

- Results :
1. JCI Sendai held free exhibitions at department stores, public office and convention facility. We exhibited works of citizens and 400 citizens visited in 2 weeks. With questionnaire result, 70 % of visitors got interested components that define local community such as people, materials and history.
  2. JCI Sendai has continued implementing this activity for 2 years. We think the number of stake holders who understand this activity objectives is increasing. Because, The local government accepted giving continuous cooperation, and the number of partner corporation has increased; 15 companies in 2013 to 28 companies in 2014.

Actions Taken : (PLAN1)

January, 2013

We started the activity to motivate citizens to be interested in the local community, because we found that only 20 % citizens recognize components that define the local community by our research.

(DO1)

Apr 25, 2013

Distributed our press release.

\*To a newspaper company and 2 TV stations

Asked the local government to join our activity and give us any other cooperation.

\*formal request to Sendai Mayor, enhancement of partnership with local government, request to exhibit works in subway, request to exhibit works in public offices

\*The Mayor attendance in the award ceremony and Mayor award confirmed.

Asked companies to support our activity.

Jun 1, 2013

Started to call for works.

\*drawing: draw people, materials or history.

\*Photo: Trim people, materials or history.

\*Japanese short poem: describe people, materials or history

\*Official web site opened for entries.

July, 2013

Sendai City agreed to offer their cooperation to JCI Sendai and the Mayor award for a valuable citizen work.

Each company agreed to offer their cooperation to JCI Sendai.

September, 2013

Started to edit the collection book of citizens works.

200 works were exhibited in 3 companies facilities (until Oct 6, 2013).

180 people visited these exhibitions.

October, 2013

The citizens works were exhibited in the facilities of Sendai city ,  
(until Oct 24, 2013)

Also Exhibition in city buses started .

(until Oct 15, 2014)

November 16, 2013

The award ceremony was held. 237 citizens attended.

(PLAN2)

January, 2014

The program aiming to raise up citizens concern to their local community started following last year.

(DO2)

June 6, 2014

Press release started.

\*To 6 newspaper companies, 4 TV stations and 3 radio station companies

Appeal for the local government commitment and cooperation started.

\*Direct appeal to the mayor, cooperation enhancement with Sendai city, exhibition of citizens works in Subway and the facilities of Sendai city

\*The Mayor attendance in the award ceremony and Mayor award confirmed.

Asked companies to support our activity.

June 23, 2014

Called for citizens works; drawing, photo, Japanese short poem.

The official web site released.

\*Drawing should portray people, materials and history in one's way. Photo should trim people, materials and history. Japanese short poem should describe people, materials and history in words.

\*< the official web site >

We designed WEB to handover the program to citizens organizations in future. The program is supposed to continue mainly with citizens works collection and exhibition.

August, 2014

Sendai City agreed to offer their cooperation to JCI Sendai and the Mayor award for a valuable citizen work.

Each company agreed to offer their cooperation to JCI Sendai.

September 21, 2014

The awards committee consisting of knowledgeable persons selected award-winning works.

September, 2014

Started to edit the collection book of citizens works.

200 works were exhibited in 3 companies facilities (until Oct 15, 2014). 40 more people visited these exhibitions than the last year(180 visitors).

October, 2014

Exhibitions of citizens works started.

-The facilities of Sendai city(until Oct 30, 2014)

-Subway(until Dec 15, 2014)

-City buses(until Oct 20, 2014)

October 19, 2014

The award ceremony was held. 200 citizens attended.

**In April 2015, the handouts about this program were distributed to children in 126 elementary schools and 66 junior high schools to encourage their concern to the local community. We believe that they take important role to create our great future.**

**The award ceremony triggered citizens continuous interaction. Their interaction brought the new photograph club, and they are planning a photo exhibition focusing on the local community.**

Recommendations : With works of Citizens and collaboration among local government and companies, JCI Sendai achieved objectives as below.

1. Citizens who submitted works changed to be active and interested in local community. According to the result of 689 questionnaires, 80 % of them answered that their recognition for Sendai city had changed positively.

\*Examples of positive opinion: <Feel a great affection to Sendai city > , < I'd like to join local community activities actively > , < I'd like to make comfort community with children >

2. We called for works and exhibited them on our official web site. We got 5,444 visits on our web. A web site expert evaluated that this number was great.

< What we couldn't achieve > .

We couldn't verify if whole Sendai citizens changed to be interested in their local community, besides citizens who involved in our activity. To

improve this circumstance, we have to implement a conscious survey on the web site and verification with local government.

\* verification with local government: regular awareness survey of citizens.

### Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

The objective of this program is to shape “ Sendai ” city filled with active citizens. This objective will be achieved with collaboration among JCI Sendai, companies and local government. And this initiative will enhance citizens interest in local community.

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

「 The service to humanity is the best work of life. 」

1. JCI Sendai collaborated with companies and local government, and implemented the following project with citizens.
2. JCI Sendai will provide opportunities for citizens activities through the collaboration with companies and local government.
3. JCI Sendai continues to foster active citizens by letting them to be positively interested in their local community.

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

1. To send this project more effectively, announcing to public was devised.
2. JCI Sendai sending project were positively notified to nine local media companies.
3. Five companies in the local TV station, three radio station companies, and one newspaper company that agreed to the project came to cover.
4. 43 companies gave their approval to our program.

venue arrangement expense: 5,000 USD

public relations expense: 18,000 USD

\*financial support from cooperative companies: 6,800 USD

miscellaneous expense: 8,100 USD



venue arrangement expense: 4,500 USD  
public relations expense: 28,300 USD  
\*financial support from cooperative companies: 15,900 USD  
miscellaneous expense: 2,400 USD

How does this project advance the JCI Mission and Vision?

< Vision >

Through our program, JCI Sendai encouraged citizens who had changed to be interested more in their local community to influence others.

< Mission >

-JCI Sendai provided opportunities that 1,010 citizens could recognize components which define local community such as people, materials and history.

-JCI Sendai provide opportunities for citizens to join citizen activities by build network among companies and local government.



Poster on 2013



Poster on 2014



Distributed our press release to magazine



Distributed our press release to magazine

## Membership Participation

By number, how many members were involved in this program? 37 people

By percentage, how many members of the Local Organization were involved in this program? 97%

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

1. entry for works "drawing, photo, Japanese short poem"(180 members)
2. A member of the awards committee(1 member)  
\*The president of JCI Sendai was a member of the committee.
3. Members of the editorial committee(5 members)  
\*the committee task: works exhibition in Subway and City buses, original post cards creation
4. Arrangement with the local government and cooperative companies(30 members)
5. Venue arrangement(37 members)
6. Public Relations(20 members)
7. Web site management(3 members)





### Community Impact

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

1. We had questionnaires to works entries and exhibition visitors to measure impact of the program.

Q1. Is this program the opportunity for you to have concern in your local community?

YES 547, NO 142

Q2. Could you recognize attractiveness of your local community through finding a subject of your work?

YES 551, No 138

Q3. Do you think if that is necessary to your local community development?

YES 545, NO 144

2. The number of works  
\*501 works in 2013  
\*509 works in 2014

3. We had objective evaluation to the program by media coverages which insisted the importance of it.

(1)Local TV news reported the objective of the program.(the number of viewing household: 890 thousands)

(2)Local newspapers covered the objective of the program.(circulation: 470 thousands, expected readers: 1.5 million people)

Describe the actual community impact produced by this project

1. Citizens who joined the program will change their mind positively and be positively interested in local community. And they are expected to provide other active citizens by involving their families, friends and others.

2. We can provide opportunities for citizens activities, and circumstances of active citizens are expected to be improved. We will accomplish that by supporting citizens, collaborating among companies and local government.



**Impact on Local Organization**

How did the Local Organization benefit from running this project?

1. JCI Sendai provided opportunities that a lot of citizens got interested in local community. As a result, 3 TV station and 2 newspaper company broadcasted it, and the significance of JCI Sendai activity was understood in local community.
2. Stake holders could recognize the need of JCI Sendai activity by collaboration with companies and local government. We are convinced that because they promise future cooperation with us.  
\*43 companies, the local government( Sendai public office, Sendai Education Bureau)

How did the program advance the JCI Mission?

1. JCI Sendai provided opportunities that 1,010 citizens recognized components which defined local community such as people, materials and history.
2. JCI Sendai provided opportunities for active citizens to join citizens activity by building the network with companies and local government.





### Long-term Impact of the Program

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

1. We can build " Sendai " City Filled with active citizens through causing citizens interest in local community continuously.
2. We can improve circumstances for active citizens by collaborating with companies and local governments.
3. Independent activities of active citizens can be produced by improving their circumstances.

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

1. We need to expand citizens perception of this program, and build the system to transfer this program to active citizens. Because we have to provide the circumstance that citizens can act more voluntarily.
2. We try to enrich cooperation with companies and to expand our program with citizens. Our goal should be 100 cooperative companies.
3. We need to verify if awareness of Sendai citizens change or not with local government so that we confirm how much the objective of the program is achieved. Then, we can improve and modify the program by checking awareness of many citizens.





