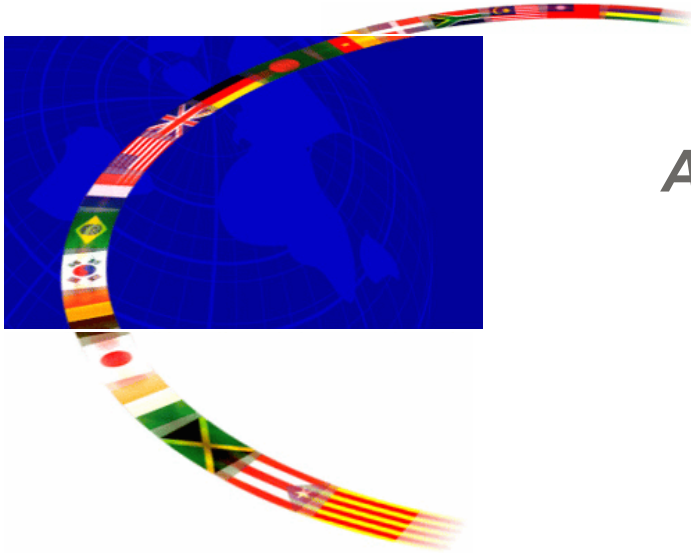




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
To the world:Come and Discover the Charms of
ARAKAWA!!
JCI JAPAN
Best Local Economic Development Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Shigenari Yamamoto
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: s.n.540529@gmail.com

Basic Information

Duration : July 7 , 2015
 Staff : 286
 Arakawa Ward
 Sponsors : Local organizations
 Local university
 etc.
 Budget : 7,000 USD
 Profit / Loss : 0
 In which UN MDG best fit (if apply) : ?:
 Who is benefited ? : About 210,000 people who live, study and work in Arakawa.
 About 16,000 foreign residents in Arakawa.
 About 5,000,000 foreign tourists who visited to Nippori Station
 Objective : Our purpose was to innovate Arakawa's economy by promoting and spreading information about Arakawa's economic activities and unique commodities to the world, through local people, foreign residents, and foreign tourists in Arakawa.

Positive change focus points

- Expanding international perspective of Arakawa citizens, and leading to a deeper mutual understanding of Arakawa people and foreign residents and tourists.
- Motivating Arakawa people to invite more foreign tourists to Arakawa for sightseeing, eatings, and accommodations, the Tokyo Olympics and Paralympics is held in 2020 is held in 2020.
- As a result, activating regional economy and social activities.

Active Citizen

Developing the skills of leaders of the Arakawa economy to spread Arakawa's attractive aspects of traditional crafts and culture to the world.
 Overview : Eighty-eight percent of the 19,740,000 foreign people who came to Japan visited Tokyo. More than 60% of them used Narita airport.
 Half of the 60% who visited Tokyo through Nippori Station, when they went to their accommodations.
 That mean, at least 5,000,000 people passed through the Nippori Station.

For the purpose of activating the Arakawa economy, Arakawa citizens need to convey the attractive aspects of Arakawa's food, clothing, and establishments to foreigner residents and tourists in Japan. Potentially five million foreign visitors could stop by Arakawa a year and do sightseeing and spend money, which would impact the activation of the Arakawa region.
 To make it possible, it's so important to make [positive changes in Arakawa citizen's recognition](#) of foreigner residents and tourists.
[positive change]

By supporting the change ,the mangers who are the base of Arakawa's economy will [start to actively take economic actions](#). The active chain of economic activity will spread to all over the Arakawa region.**[active citizen]**

So we thought these two changes below are necessary.

1. **Re-recognition of regional culture, food, clothing, and establishments.[positive change]**
 Understanding the attractive aspects of the Arakawa region for the purpose of spreading it abroad.
 By having the same experience with the people who have a different background and culture, they can re-recognize the values of their own culture.

2. Connecting presenting information abroad to the promotion of consumer activities. **[active citizen]**

People who re-recognized and changed their thoughts, start exchanging ideas and spread them around the world.

By interconnecting regional corporations and people, the region's economy will improve.

To carry out the above changes, we took the following actions.

a) Bon Dance with Yukata

Merchants from Arakawa's famous textile street, hotels in Arakawa, and members of JC offered more than 100 sets of Yukatas and their sashes. We invited a teacher who taught how to wear Yukatas, and she gave lessons to everyone. Then we enjoyed the Bon dance together while wearing Yukatas.

All participants brought back these Yukatas and sashes to their home countries as souvenirs.

Then they explained about Japanese clothing culture to people in their countries using Yukatas, thereby spreading Japanese culture to their home countries.

b) Experience of eating Monja

Foreign residents and tourists ate Monja together with local people. We served "vegetarian Monja", "Halalu Monja", and "Monja which was customized for each person's allergies". Monja has ability to be adapted to diverse cultures, religions, life styles, and allergies.

We provided Monja spatulas (HAGASHI) with their name is on it, to the foreign people who registered beforehand.

c) Experience of Japanese Festival and Tatami

Foreign and local people attended a festival together. At the festival they experienced cheap sweets (DAGASHI), cotton candy, shaved ice, goldfish scooping, and Japanese mask, by the cooperation of some of region's unions.

They also experienced Tatami which is one of Japan's traditional house culture at the booth of Tatami for taking rests.

d) Experience of Portable shrine

Foreign and local people carried the portable shrine together. This is a Japanese traditional Shinto's custom. We learned the meaning of carrying the portable shrine and the manner together. By carrying the portable shrine under the same sense of purpose, we had a sense of unity.

e) Spreading information by using SNS like local media and social media

We spread information about the activities above from a) to c) using Facebook. These projects were also broadcasted by the local TV show. All the participants spread information on their own by SNS spreading the information all over the world. People who saw this information came to visit Japan, Tokyo, and Arakawa from all over the world.

Results : 1. Bon dance with Yukata **[cultural exchange]**

All of more than 100 sets of Yukata were worn by foreign people who wanted to participate for only 2 hours.

Through the experience of dancing Bon dance together, we could verify that dancing is one of most effective universal communications. Not only by the excited and fun atmosphere, but also by the results from the questionnaire survey.

The result of the survey was 66% said "enjoyed or interested".

2. Experience of eating Monja **[Economic change & Cultural exchange]**

We offered the experience of Monja for \$ 5 for 30 minutes to groups of 4 outside, we don't usually eat Monja outside.

We prepared 400 sets of Monja beforehand, and all of them were eaten by people who have different backgrounds.

We could realize and verify Monja should be a key tool to the activation of the Arakawa region.

We served "vegetarian Monja", "Halalu Monja", and "Monja which is customized for each person's allergies". These are adapted to the diversity of cultures, religions, life styles, and

allergy.

3. Experience of Japanese festival and Tatami **[Economic exchange & cultural exchange]**

All of the cheap sweets, cotton candies, shave ices, goldfishes, and Japanese masks were sold out. Each participant enjoyed themselves through these activities.

Especially cheap sweets and cotton candies were popular. There are many wholesalers of cheap sweets in Arakawa.

So Arakawa's wholesalers were active at this events. The result of survey was 65% said "enjoyed or interested".

4. Experience of Portable shrine **[Cultural exchange]**

Many of foreign visitors looked so excited to carry the portable shrine. We could share the culture of god and the manner together.

Like Bon dance and carrying portable shrine, the activities in which we move our bodies with the music were popular for the participants. We verified that these contents could be tools to tell the charms of Japan, Tokyo, And Arakawa.

The result of survey said "enjoyed or interested" was 65%.

By cross cultural communications and economic exchanges, the number of companies trade was increased.

By re-recognition of our own culture, we could produce leaders who will promote economic activities.

Actions Taken : **From 1/8 to the day**

7times of meeting with officers from the tourism promotion division in the Arakawa ward office.

5 times of the field survey.

From 3/2 to the day

5 times of selection of the construction suppliers and meetings.

From 4/1 to the day

Searching for the participating organizations, Cooperation organizations and companies.

7/7 "The entrance of Japan and Tokyo!! Spread the charms of Arakawa to the world!!!!" is held.

Distribution of the flyer

Distribution and collection of the questionnaires

From 7/8 to 9/30

The project verification

Recommendations : Including members of JC, foreign president member, and the people concerned, more than 140 foreign people participated with this project.

Many of foreign residents in Arakawa experienced with culture, history, and the spirit of **OMOTENASHI of Arakawa**.

Many people who lives in Japan, Tokyo Arakawa or other countries **could change their mind positively** by seeing the posts of SNS for this events.

[positive change]

This project became the trigger for that more foreign people comes to Arakawa for sightseeing. As the results, Arakawa's economy was activated.

The improvement point is attendance number of foreign people. The number of Japanese participant was almost reached our setting goal, but the number of foreign people didn't reach to it.

There was limited capacity to the place, and we couldn't add more people.

So we decided to select the place which is bigger and good access from next time.

Then we can invite more people to spread Arakawa's charms.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

Positive change

- Growing international perspective for Arakawa people, and leading to deeper mutual understanding of Arakawa people and foreigners.
- Motivating Arakawa people to invite more foreign tourists to Arakawa for sightseeing, foods, and accommodations, when the Olympic is held in 2020.
- As a result, activating region economy and social activities.

Active Citizen

- Growing leaders of Arakawa economy who spread Arakawa's attractive aspects of traditional crafts and cultures to the world from the Arakawa citizens.

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

[Impact]

We could provide the **impact** by showing that many foreign people participated with the activities of experiencing with Japanese culture and local foods, clothing, and shelters, to the managers of our supporting companies.

[Invest]

By the intimate corporation with administrations, we could reduce a lot of the fees of the place. We got a lot of sponsorship, it made possible for JCI Tokyo to increase the amounts of assets.

[Motivate]

The fact that JC and local unions worked together to make Arakawa's economy better made a big impact.

[Collaborate]

The collaborations of local unions, local people and JC created internal deep connection, and a sense of unity as Arakawa.

[Connect]

After this project, we and local unions did another project to spread the Arakawa's charms together.

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

We made a sponsorship board, and listed every sponsorship unions on it. The board was offered from the supporting companies. Hotels, the members of JC who is related to hospitality, and unions relating it offered Yukatas and the shases.

We spend a lot of money to the parts of foods, clothing, and establishments. That was connected to the valuable performance.

How does this project advance the JCI Mission and Vision?

[JCI mission]

Local unions and companies recognized the new demand for foreign tourists. **[Positive change]**

By proving that local culture and industry are acceptable to abroad, we found the possibility of the development of local economy.

We provided the opportunities for growing up to some young managers, by working this project together with them. **[Positive change]**

[JCI vision]

We conducted a project to spread our local culture and industry to the world, by cooperating with the same generation's local unions.

Each persons were aimed at doing the project with the purpose like theses below, under the sense of global network especially.

1. The products which is sold by domestic small and medium-sized enterprises have demand for abroad.
2. .It's important that we are prepared with the system to accept foreign tourists from all over the world.

By learning these above, Global network is more promoted.



Award Category criteria

2

Promotion of Free Enterprise

How did this program seek to exhibit JCI Values, especially "free enterprise"?

We could provide the **impact** by showing that many foreign people participated with the activities of experiencing with Japanese culture and local foods, clothing, and shelters, to the managers of our supporting companies.

We could change their mind like they can provide their products or service to foreign people in their local area.

We and our supporting companies and local unions proved that Arakawa's small and medium enterprises can provide their characteristic products to the world.

We proved that many foreign people think Japanese culture and products are attractive.

We promoted **"free enterprises"** by proving that the enterprises which provide characteristic Japanese culture products can develop by using the way of telling informations and distributions.

How was free enterprise promoted during the project?

Local people recognized local economic activities are acceptable to abroad too.

We distributed the English edited flyers of this project to some local unions and shops.

We proposed and provided the recipe of the "vegetarian Monjya" and "Halalu Monja" to each Monja shops to make these Monjas were served with more restaurants and eaten by more foreign people.

We proved that fair developments of economy beyond the races and nationalities is possible in local area, by foods, clothing, and shelters.



Award Category criteria

3

Impact on Local Economy

<p>How was the impact on the local economy measured?</p>	<p>We measured how much impact was on by the results of the questionnaires.</p> <p>Which activity was most impressed?</p> <ul style="list-style-type: none"> • “Experience of Monja” was most popular (<u>72%</u>) • “Bon dance” and “carrying the portable shrine” were second popular (<u>66%</u>) • This event should be done next time (<u>76%</u>) • Understood that international exchange is important (<u>74%</u>) • knew the local culture by through this event (<u>73%</u>) • thought that I want to be a leader to do this kind of project (<u>55%</u>) • Came up the ideas of new products (<u>54%</u>) <p><u>Expecting the number of participant 1316, Participant on the day 1489.</u></p> <p><u>The corporation of Arakawa ward, other 12 unions, companies, about 60 of local volunteering people.</u></p>
<p>What was the intended impact on the local economy? What goals were originally set?</p>	<p>The local residents spread the charm’s of Arakawa by themselves, and more foreign people come to visit to Arakawa by seeing the information which they spread. <u>Then that connect to the activation of the local economic activities.</u></p> <p><u>The local enterprises found the possibilities of the business for foreign people.</u></p> <p>We conducted a project that we and local unions spread and sole Arakawa’s characteristic industries products to the world together</p>
<p>What was the actual economic impact produced by this project?</p>	<p>We prepared all equipments and products from the local companies, and we could appeal that there are so many cheap sweets wholesales in Arakawa.</p> <p><u>More customers came to the sweet shops than before, and local economic activities are activated.</u></p> <p><u>By the experience of eating Monja,</u> the number of people who visit to Monjya restaurants.</p> <p>The listening investigation shows the fact more and more foreign tourists and resident started to come their shops and restaurants, and the sales were raised after this project.</p>

「To the world: Come and Discover the Charms of ARAKAWA!!」

How was the impact on the local economy measured?

Which activity was most impressive?
 *Appearance of Nergis was most popular (72%)
 *Ban dance and "turning the portable stove" were second popular (66%)
 *This event should be done next time (74%)

「To the world: Come and Discover the Charms of ARAKAWA!!」

How was the impact on the local economy measured?

By the number of participants, 1336 people participated on the day 14th.

The corporation of Arakawa ward, other 12 unions, companies, about 60 of local volunteer people.

「To the world: Come and Discover the Charms of ARAKAWA!!」

What was the intended impact on the local economy? What goals were originally set?

The local enterprises found the possibilities of the business for foreign people.
 We conducted a project that we and local unions spread and sell Arakawa's characteristic industrial products to the world together.

「To the world: Come and Discover the Charms of ARAKAWA!!」

What was the actual economic impact produced by this project?

By the experience of setting Nergis, the number of people who visit Nergis restaurants.

Award Category criteria

4

Impact on Community and Participants

How was community and participant impact measured for this project?

We measured it from the results of the questionnaire

- This event should be done next time (76%)
- Understood that international exchange is important (74%)

Expecting the number of participant 1316, Participant on the day 1489

The corporation of Arakawa ward, other 21 unions, companies, about 60 of local volunteering people.

Describe the actual impact on the local community and the participants.

[Collaborate][Positive change]

We gave impacts on the people who participated as one of the members of local communities.

We had a offer from a local union that they want to work for regional contribution and activation of the region together.

We had many voices asking if the event is held in 2016 from local unions and volunteers.

By the international exchange and economic activities were happened at the same time, global networking was coming up.

By the **POSITIVE CHANGE**, we decided to conduct a project ” The project in which we learn how to spread Arakawa’s characteristic industries to the world” with local communities.



Award Category criteria

5

Partnerships and Public Relations

What was the promotional strategy for this program?

We advertised at administration's magazines, and put posters, and distribute the flyers by corporation of schools below.

- Akamonkai Japanese Language School
- Akamonkai Japanese Language School Nippori
- LECC Japanese Language School
- Dynamic Business College
- Inter Cultural Japanese Language School
- LIC International School
- International Foreign Language School
- Tamagawa International School
- University of Capital Tokyo
- Tokyo International Foreign Language School
- Tokyo International Japan-Korea School
- Tokyo international Business College Japanese Department
- Tokyo International Cultural Education School
- International English Skill School
- Shurin Japanese Language School
- Shinpo International Institute
- MANABI Foreign Language School in Tokyo
- Tokyo Jyohoku Japanese Language School
- Asia Student Culture Association
- ABK Gakuin Japanese Language School
- Kyoritu Foundation Japanese Language School
- China-Japan School

We also distributed flyers to restaurants below

- 22 of Monja restaurants(These were on the map of Arakawa Monja)
- Hotel Lungwood

We distributed sponsor unions to

- Tokyo Chamber of Commerce and Industry Arakawa Branch
- Tokyo Nippori Union of Fiber Wholesale
- Nippori Marche(Marchais)
- Korean Chamber of Commerce and Industry in Japan Arakawa Branch
- Arakawa Monjya Study Group
- Arakawa Life
- Nippori Station

340 of bulletin boards in Arakawa 10 Backup Total 350

Distributed 100 flyers to 22 places like public facilities, Ward office, Hureai mansion, and Hiroba mansion

Distributed flyers on the day

Promotion of the event's date using Facebook.

How successful was the promotion? Please indicate figures where applicable.

- The corporation of Arakawa ward, other 21 unions, companies, about 60 of local volunteering people
- 17 College students helped us as volunteer. This is first time they helped us.
- Expecting the number of participant 1316, Participant on the day 1489

List the partners that participated in this program. (write N/A if none)

[Main sponsors]

- Arakawa Ward
- Tokyo Chamber of Commerce and Industry Arakawa Branch
- Tokyo Nippori Union of Fiber Wholesale
- Nippori Marche(Marchais)
- Korean Chamber of Commerce and Industry in Japan Arakawa Branch
- Arakawa Monjya Study Group
- Teikyo University of Science

...other enterprises

How did partners participate in the program?

Administration

- Provided the place, Ward mayor and sub ward mayor conducted on the spot investigation.

Corporate Unions

- Tokyo Chamber of Commerce sponsorship, attracting customers, on the spot investigation.
- Arakawa Corporation Association articles sponsorship, sponsorship, on the day set up, attracting customers, management.
- Teikyo University of Science on the day set up, management, attracting customer.
- Study Group of Monja articles sponsorship, on the day set up, management, attracting customers.

Enterprises

- articles sponsorship, on the day set up, attracting customers, on the spot investigation.



To the world: Come and Discover the Charms of ARAKAWA!!

How successful was the promotion? Please indicate figures where applicable.

The corporation of Arakawa ward, other 21 unions, companies, about 60 of local volunteering people 17 College students helped as an volunteer. This is first time they helped us. Expecting the number of participant 1316 Participant on the day 1465

To the world: Come and Discover the Charms of ARAKAWA!!

How did partners participate in the program?

Arakawa City Mayor Sachio Nakano

Arakawa University of Science on the day set up, Management, diversity culture

Award Category criteria

6

Long-term Impact of the Program

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

Spreading information about charms of Arakawa constantly.

Both of local union and this project impact local people effectively by conveying Arakawa's valuable aspects. Foreign residents, corporation union, and individuals willingly tend to cooperate projects which local unions host.

We created a positive cycle between spreading information about charms of Arakawa and international exchange. As a result, local activities are promoted. coexistence and co-prosperity as a purpose can be shown in above actions. These actions are for convivial society.

Local communities and JC conducted below projects.

- The project which we learn how to spread Arakawa's charms.
- The project which the Arakawa's companies learn how to distribute their products and take actions.
- The project which the Arakawa's companies prepare for establish a system of accepting foreign people.

Carrying out above projects and local people promote economic activities more actively, can give more impacts.

We created "**POSITIVE CHANGES**" at this project created.

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

1. **Increase the number of corporate unions who works with JC**

[The way to improve]

- Inform this project's overview to civilization organizations.
- Take more host or help of projects.
- Spread valuable information with corporate unions by multilateral approach.
- More local charms are spread, more local economy activities are promoted.
- Prepare bigger and more convenience place next time, because place's space was limited and we couldn't accept enough number of people.

2. **International Exchange =fun Traditional craft=New Positive Change**

[The way to improve]

Get rid of our thought that verbal communication is not only way to communicate tools with

nonverbal international exchanges like
 BONODORI (Bon dance) and MIKOSHI
 (portable shrine).
 Inform more foreign people about Japanese
 culture activities
 Change our mind that local attractive traditional
 craft is old, it's new in different culture.

