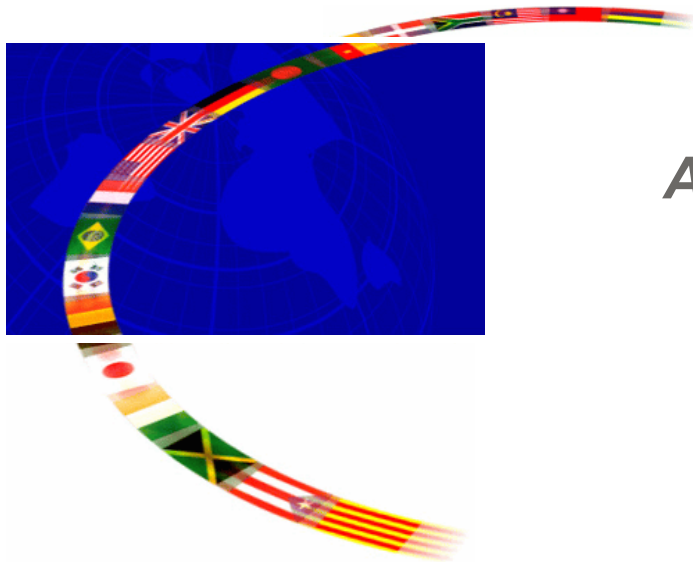




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
Kitam Half-Marathon
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:



Shigenari Yamamoto
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LOM Information

Local Organization:

President:

President Email: kitamikitami0901@msn.com

Basic Information

- Duration : May 2009 to present
 Staff : 71members
 Sponsors : Kitami Half-Marathon Executive Committee, Kitami City, Okhotsk Athletics Association, other
 Budget : \$ 118,966.30-
 Profit / Loss : 0
 In which UN MDG best fit (if apply) ?:
 125 thousand peoples living in Kitami City
 1st 1,193 runners
 2nd 1,416 runners
 Who is benefited ? : 3rd 1,751 runners
 4th 1,900 runners
 5th 2,489 runners
 6th 2,642 runners
 7th 2,442 runners
- Objective : **1. To vitalization of a region.**
2. To increase the number of citizens who can take proactive actions in order to better their community.
- Overview :
 • Held a public meeting in 2008, the aim of regional development of the citizen-led rather than government dependency. Order to realize the demand from citizens who want to hold a **Kitami Half-Marathon** in order to vitalize the region, the next 2009 years, citizen volunteers and JC has launched Kitami Half-Marathon Executive Committee in cooperation.
 • JC and citizens planned Kitami Half-Marathon meet together ,and the first meeting was held in October, 2009. In 2015 it will be held the 7th meeting.
 • The mayor of Kitami City has been appointed as adviser. Received the support from the government, civil organizations, corporations and schools, it has grown into an event that represents the Kitami City.
 • Event is a half marathon, 10 km, 5 km, 2,5 km, parent-child pairs . Japan Association of Athletics Federations official meeting.
 • It invited a famous marathon runner in the guest runner. Held Kitami Gourmet Street lined with stalls that can enjoy the local autumn taste in the venue. We are planning a meeting in which both of the runners and the audience can enjoy.
- Results : **1. Citizens participating in the executive committee can take proactive actions in order to better their community.**
2. It becomes an event to represent the region, and contribute to the vitalization of the region.
3. The number of runners has increased to about 2,500, half of them are people who live outside the region and have brought great economic benefits.
4. It has led to widely appeal to the charm of the Kitami.
5. 400 or more sets of parent and child competed in the event of the parent-child pairs. It has contributed to the growing of the familial love.
- Actions Taken : **【2008】**
 Held a public meeting. Kitami Half-Marathon as concrete ideas for vitalizing the region is proposed.
【2009】
 Kitami HalfMarathon Executive Committee established. The Executive Committee was held 21 times. Kitami Half-Marathon 1st Annual Meeting was held.
【from 2010 to 2015】
 We were held to continue the Executive Committee and held Kitami Half-Marathon 2nd to 7th Annual Meeting. The number of runners has increased to more than 2500 people, it was expanded to more than 100 people also Executive Committee members. We've been successful in expanding the scale of the tournament by deepening the trust relationship through the cooperation of the government and civil society organizations and a number of companies.
【2016】

We are planning to hold the 8th Kitami Half-Marathon on October 9, 2016, it is preparing to open the Executive Committee.

Recommendations : **Throughout this program...**

- 1. We have been successful in the development of a number of active citizens who hope to contribute to the vitalization of the region.**
- 2. We have succeeded to the vitalization of the region.**

Factors to obtain the results is ...

- 1. Kitami Half-Marathon has grown up to the event to represent the region.**
- 2. Half of the runners have come from outside the region, it has resulted in a significant economic effect on the region.**
- 3. Many citizens were involved in the business as Executive Committee members.**
- 4. We have to support from government and civil society organizations and a number of companies.**
- 5. We are by've been doing the business to continue, we have accumulated know-how.**
- 6. We have been planning a business that enjoy to people to watch not only the runner.**

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

1. To vitalization of a region
2. To increase the number of citizens who can take proactive actions in order to better their community.

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

Many active citizens take the lead through this program and act for vitalization of region. This point is consistent with the JCI action plan.

JCI Kitami gave an opportunity to citizens to act for the sake of the region, and gave an opportunity to change to active citizens. And we've been continuing its activities over a long period of time.

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

The budget was an effective guide for the financial management of the program.

The majority of revenue was the entry fee from the runners. (at 7th Annual Meeting it was \$68,930) And We received the subsidies of Kitami City (\$8,990) and financial and commodity support from local 184 companies (\$37,800).

How does this project advance the JCI Mission and Vision?

JCI Mission

Many active citizens take the lead through this program and act for vitalization of region. JCI Kitami gave an opportunity to citizens to act for the sake of the region, and gave an opportunity to change to active citizens. And we've been continuing its activities over a long period of time.

JCI Vision

Citizens who participated in the program has grown into an Active Citizen. Kitami JC was building a strong network between the government and the civil society organizations and the company and the school.



Award Category criteria

2 Membership Participation

By number, how many members were involved in this program? 172 members

By percentage, how many members of the Local Organization were involved in this program? 77

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

- Kitami Half-Marathon Executive Committee
- President of the meeting
- Executive Committee Chairman
- Executive Committee Officer
- Competition Management Department
- Meeting Management Department
- Public Relation Management Department
- Site Management Department
- Events Management Department



Award Category criteria

3

Community Impact

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

Measured the transition of the number of runners.
Measured for the attributes of runners. (Age and place of residence)

Carried out interviews with citizens who were involved in the program.

Carried out interviews with restaurants and hotels and other.

Describe the actual community impact produced by this project

1. Increase the number of citizens who can take proactive actions in order to better their community.
2. PR of the regional charm.
3. Increase the love for one's hometown heart.
4. Economic effect.
5. Health promotion of citizen.
6. Promotion of family love.



Award Category criteria**4****Impact on Local Organization**

- How did the Local Organization benefit from running this project?
- We were able to build a network with the government and the companies and civil society organizations and the school and the individual volunteer. As a result, the influence of the LOM in the region has increased. Increased interest interested citizens in regional development. And, by that deepened understanding of the JCI Kitami, increased participation cooperation to other business carried out by the LOM.
- How did the program advance the JCI Mission?
- Many active citizens take the lead through this program and act for vitalization of region. JCI Kitami gave an opportunity to citizens to act for the sake of the region, and gave an opportunity to change to active citizens. And we've been continuing its activities over a long period of time.



Award Category criteria

5

Long-term Impact of the Program

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

1. Increase the number of citizens who can take proactive actions in order to better their community.
2. PR of the regional charm.
3. Increase the love for one's hometown heart.
4. Economic effect. 5. Health promotion of citizen.
6. Promotion of family love.

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

In order to get involved in the planning and management of this program to more citizens, it is important to actively carry out the recruitment of the Executive Committee members. And we grope for the method of the meeting that a citizen can discuss more lively.

We develop more extensive publicity work to have more runners participate in this meeting.

