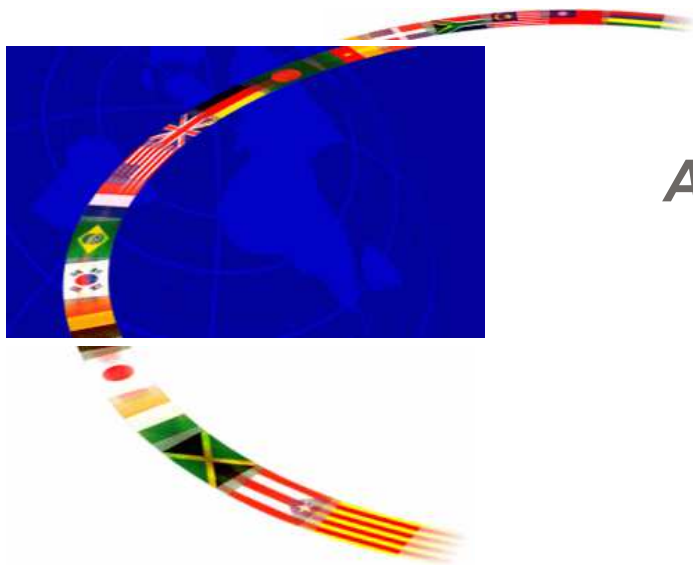




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
2015.8.meeting
JCI Japan
Best Local Community Empowerment Program



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: info@tokusho-k.com

Basic Information

Duration : 2015 June 17th ~ 2015 August 26 th

Staff : 79

Sponsors :

Budget : One million nine hun

Profit / Loss : 0

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

Who is benefited ? : People who live in Kyoto.

Objective : To appreciate the kindness and hard work of our predecessors that have brought our city together and understanding the importance of returning the favor. We aim to spread this message to the public through the promotion of traditional culture.

Overview : We will have a professor give a lecture on the importance conveying messages in writing and the deeper meaning of the words we use in our daily lives. We also hope to have students learn the importance of expressing of gratitude. We plan to have an instructor give a traditional calligraphy class. We plan to conduct a questionnaire to confirm the thoughts of citizens.

Results : I learned the meaning of the words that are used in everyday life. Through experiencing the traditional culture of calligraphy, I was able to feeling the true meaning of the word gratitude as I wrote it with my brush. I Conducted a questionnaire and was able to confirm the feelings of the citizens. I was able to confirm the importance of giving thanks for all of the things in our daily lives that allow us to continue surviving and living comfortably.

Actions Taken : I attended a lecture about the importance of expression gratitude. The instructor gave a traditional calligraphy demonstration and the attendees also had a chance to try as well.

Recommendations : Conveying the importance of having gratitude for the many blessings in our lives to the public through the use of traditional culture. All objectives were achieved. We were able to confirm the feelings of the citizens thanks to the questionnaire.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? To rediscover gratitude for things that have been forgotten. In addition, by experiencing the culture of calligraphy, one may learn how to communicate the importance of the written characters. We aim to preserve traditional Japanese culture for future generations.

How does this program align to the JCI Plan of Action? By taking actions to promote connections between people, it is possible to create mutual understanding and a sense of community. By appreciating old traditions, our community is strengthened and those who participate are able to pass on these traditions to future generations and continue to create a new culture as well.

Was the budget an effective guide for the financial management of the project? Venue costs - approximately 150,000 yen Venue equipment use cost - approximately 200,000 yen Advertising costs - approximately 350,000 yen Lecturer cost - approximately 1,000,000 yen Other costs - approximately 200,000 yen Successfully negotiated a price for a venue that can accommodate a large number of people for the lecture and trial calligraphy lesson. Successfully secured two well-known lecturers for the event.

How does this project advance the JCI Mission and Vision? Mission To have participants deliver letters of gratitude to those that have helped them. Vision Through this venture, we young men strive to stand at the forefront to create new ideas together with Kyoto citizens.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? 25 members

By percentage, how many members of the Local Organization were involved in this program? 72%

Describe the main roles of the participating members in this program. The participants were briefed on safety and quickly escorted to the venue. They assisted in stage construction and running/moderating the event. In general, the participants were asked to participate in a stress-free lecture on how to convey feelings of gratitude to the people who offered their time and help. They also kept citizens safe until the end of the event.



Award Category criteria

3

Community Impact

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

It was published the next day, August 10, in Kyoto's prefectural newspaper which has about 2,600,000 subscribers. Topics such as the importance of feelings of gratitude and the purpose of this business were written about. In addition, I received the messages of gratitude from many citizens.

Describe the actual community impact produced by this project.

By rediscovering the basic feelings of Kyoto citizens, we are able to enrich our relationships with the people around us. If this is possible on a local community level, then we may apply the same principles to create new understandings around the world.



Award Category criteria

4

Impact on Local Organization

- How did the Local Organization benefit from running this project? This business has been published in the Kyoto Newspaper. Thanks to this media exposure many local business have become more recognized. Furthermore, as our Junior Chamber movement continues to be promoted we expect an increase in members who have a similar vision.
- How did the program advance the JCI Mission? Mission Thanks to face to face communication with the local residents we have begun to create a positive change. Junior Chamber members were able to provide the opportunity for this endeavor and become the trigger for this change. We were able to make many new connections with local businesses, which in turn creates new possibilities for even more new connections.
- How did the project advance the JCI Vision? Vision We strive to quickly identify and catch new opportunities in today's global environment and to create bridges between people and communities.



Award Category criteria

5

Long-term Impact of the Program

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

Gratitude is not something that can be quantified or seen with the naked eye. does not look to the number of and eyes. It is a heart to heart connection. By believing in this business, we will pave the way to a bright and prosperous society.

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

We need cooperation from many citizens in order to succeed. We must identify what is lacking in today's society. What are today's citizens looking for? There are a variety of issues and challenges. We need to become leaders within our local communities.

