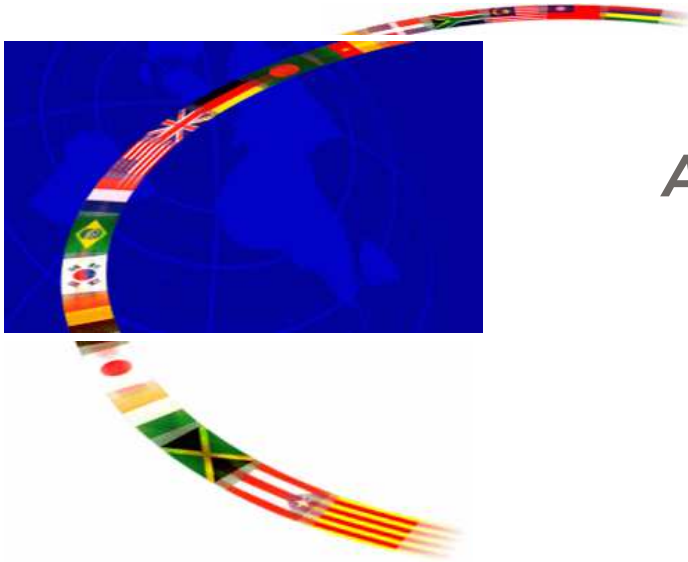




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
Social Design
JCI Japan
Best Local Economic Development 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: s-shirosaka@shoei-group.com

Basic Information

- Duration : From January 2015 to November 2015
- Staff : 193 member
- Sponsors : Osaka city Policies of the economic Strategy Bureau, Public Interest Incorporated Foundation of Osa
- Budget : 69,160 dollar
- Profit / Loss : 0
- In which UN SDG best fit (if apply)?: Develop a global partnership for development
- Who is benefited?: 2,600,000 people who live in Osaka.
- Objective : The development of economy in community
In accordance with Active, Citizen, Frame work, we gave people who live in cities the below 5 objectives.
1. To create people who can endure many problems that surround them.
 2. To create people who can vividly imagine their ideal cities.
 3. To create people who can scoop out other people's feelings.
 4. To create people who can make connections with people who have new values.
 5. To create people who can aggressively work with the problems they face in the local community.
- Also, with the members, we have the objectives to create people with spirit of leadership who can comprehensively see the problems in the city, cooperate with others and solve the problems with imagination.
- Overview : In accordance with Active, Citizen and Frame work we have heard from people who live in cities and sorted out the problems. As a result we have come up with the problems such as traffic, stays and cultural gap because of the increase in numbers of foreign people who visit Japan. We also went out to the city to investigate. As a result we have concluded that the traffic jam was created by the sightseeing buses. Also as we investigated further on, we noticed that foreign people who visit Japan give's a big impact to the economy. For the solution of these problems, we positively saw these problems and showed people that this will change the society in a good way. So we needed to positively change their thoughts. In order to do so, we held a Future contest. Also, we economically approached the foreign people who visit Japan and held a Business Fair with companies that already have profits. Above all we gave opportunities to people who live in cities to acknowledge the benefits that the foreign people who visit Japan give to the economy through experts and famous comedians. So we held a festival which held everything in above.
- Results : 【How much was the objective completed】
As a result of the questionnaire we retrieves we came up with the conclusion below.
- People in cities realized that many of the problems were created by their conscious.
 - They realized the necessity in need to positive change to become an active citizen.
 - They realized that that not only solve the problem but also connect it to development.
 - People who were involved with this activity came to the conclusion that working with people from the city will improve the economy of Osaka city.
 - All the people positive changed and became a active citizen.
- 【Unexpected results】
The government and over 30 organizations co-operated with JCI Osaka even though they had no direct connection.
- 【The way of checking results】
The purpose of the questionnaire.
1. The questionnaire result,
 - 1 Recognized the difference 74%

2 Fairly recognized the difference 26%
 Adds up to the total to 100%

2. The questionnaire result,
 1 Noticed 82%
 2 Noticed a little 18%
 Adds up to the total to 100%

3. The questionnaire result,
 1 Understood completely 55%
 2 understood a little 45%
 Adds up to total to 100%

4. The questionnaire result,
 1 Recognized the difference 47%
 2 Fairly recognized the difference 53%
 Adds up to the total 100%

5. The questionnaire result,
 1 Brought up the attention 84%
 2 Brought up a little attention 8%
 3 Could not understand 8%
 Adds up to total to 97%

【The result of the test】

We did a questionnaire with the people who participated in the activity
 In the questionnaire we created with 5 questions, we decided that if
 question 1 and 2, over 80% of people's consciousness had changed we
 concluded that the questionnaire was a success.
 As a result, in all the questions 1 and 2 reached over 80% so we
 achieved the result that we were looking for.

Actions Taken : The plan and practice of future contest
 The plan and practice of business fair
 The plan and practice of giving the opportunity to let the people hear from
 experts about the economic impact that foreign people who visit Japan
 The plan and practice of holding a festival that all the people can
 participate

Recommendations : From the results of the questionnaire, the aim we had at the beginning
 was accomplished.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? The economic development propulsion of community In order to create a new Osaka that has a presence and a view to the whole world, we gathered a team from each sector. The purpose is to create a place where they can join forces and conduce the inbound of Osaka's demand expansion.

Also, in the process of conducting the project, the member that gathered, we made them see the problem of cities in a comprehensive way and co-operate with others and come up with ideas to solve the problem with imagination. And that it leads to creating the spirit of a leader.

To sum up, the aim is to not only achieve the development of the economic propulsion the UN's MDG hold but also create the leadership of individual.

How does this program align to the JCI Plan of Action? To gather a group that wants to change the city of Osaka and hold a place to think about the future of Osaka, it matches the plan of JCI and the main corporate, NPO, government and people in Osaka that encourage the change.

Was the budget an effective guide for the financial management of the project? To send information more effectively with this times activity, we contrived public activities

- we set up an award for the contest that was given from the mayor of Osaka city.
- We handed out 200 posters, 25,000 leaflets to government, corporates and people in Osaka city.
- On weekdays we used vision in Osaka city station where about 150,000 people pass by.

Total budget 69,160 dollars
 ※The breakdown of the budget
 The site and other fee 44,485 dollars
 The lecture fee 12,150 dollars
 Advertise fee 9,345 dollars
 Other fee 3,180 dollars

How does this project advance the JCI Mission and Vision? To give chances to the main person, we gave a chance for each member to growth and change. Also, to give a chance to young people who live in cities to send messages on how to solve the problem (Future contest) which leads to JCI mission's propulsion.



Award Category criteria

2

Promotion of Free Enterprise

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

Corporates were not "Free" in the two perspectives given below

- The increase of inbounds were not fully functional to some corporates
- They did not see that the inbound and business chances were the same

In order to clear the misunderstanding we invited experts to hold a talk session and show that the inbound is a business chance.

How was free enterprise promoted during the project?

With this program the participants positively changed

- By participating this event they realized that the inbound is their business chance. (Positive change)
- Corporate, NPO and other groups that were involved in this event, got the idea that inbound can be changed business chance. (Economic development)

These results indicate that not only the corporate that were involved and the groups and it give good influence to the people around, and it motivates groups and citizen and the spreads liberal economic society.



10の飲食企業ブースと20企業・団体ブースの出展
来て観て大阪FESTA
～みんな大阪へいらっしやい！～
大阪インバウンドビジネスフェア



大阪を
positive change



インバウンドをビジネスチャンスに



Award Category criteria

5

Partnerships and Public Relations

What was the promotional strategy for this program?

- Web page
 1. Home page
 2. Facebook
 3. Twitter

- Creating and handing out posters and leaflets
 1. Handing out leaflets in town 16,100 leaflets
 2. Handing out at public office 50 posters, 3,500 leaflets
 3. Corporates 84 posters, 3,500 leaflets
 4. Restaurants 40 posters, 2,180 leaflets
 5. Cooperative groups 29 posters, 1,600 leaflets

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

As a result, we were able to conduct 3,179 people during the 6 hours festival.

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

Osaka city
Public Interest Incorporated Foundation Osaka tourist bureau
(Special activity) Osaka NPO center
(Special activity) Kansai NPO Alliance
and 30 other corporate and NPO

How did partners participate in the program?

1. To hold a conference where corporates, groups and government that have the conscious of the problem.
2. A public appeal on the homepage and facebook
- 3.Go to the corporate and request for their involvement



市民を対象としたワールドカフェ JCI



主体者への説明



乗降数15万人を誇るJR大阪駅での街頭広告



メンバーによる市民向けのチラシ配布



Award Category criteria

6

Long-term Impact of the Program

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

1. The long growth of consumption by the foreign people who visit Japan.
2. The long growth of expansion by Osaka and other prefectures in Kinki- area.
3. Osaka's corporate, NPO and other groups and the effect of citizen's positive change that will increase the number of foreign people who visit Japan and their consumption.

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

With this project to increase the positive change in the main person (Corporates, NPO, government and Osaka citizen)

1. To send out the results of the future contest to the main person.
2. To motivate the main people to plan and implement the project by themselves.
3. To continuously make a place where the participants can exchange their thoughts before and after the project.

