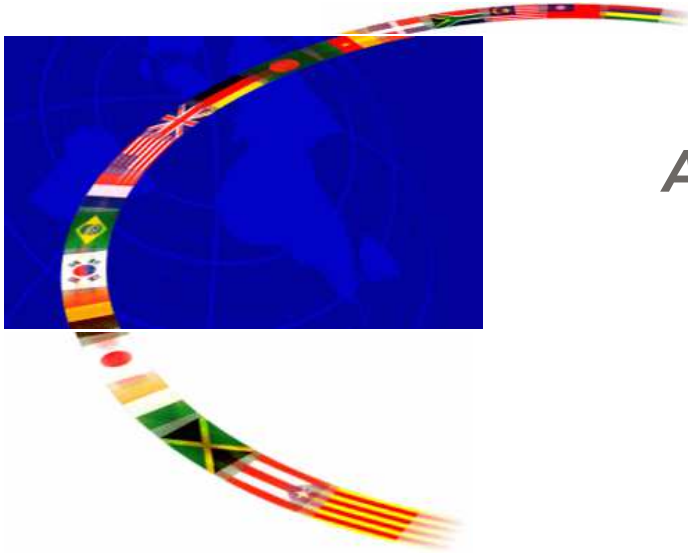




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
Open the eternal door~Summer day for seeing the
god~
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: kawanaka@taiyu-con.jp

Basic Information

Duration : March 1 – November 22, 2015

Staff : 350 member

Sponsors : game design college, game company, game store

Budget : US\$20,000

Profit / Loss : 0

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

Who is benefited ? : Japanese citizens (population 1,200,000), including residents of Nagoya
(city, population 22,000)

Objective : Objective 1: Understanding the characteristics of Japanese
with what kind of spirit Japanese is while playing a card
game

Objective 2: Knowing the history of Japanese foundation, and
have confidence as Japanese.

Objective 3: Knowing Japanese long history and having
confidence as Japanese.

Overview : JCI Nagoya made a card game that had myths related to the foundation
of Japan which was written in KOJIKI (ancient historical documents).
JCI Nagoya held a card game meeting for all people in Japan such as
residents in Nagoya city.

A card game was sold at a Japanese market for JCI Nagoya to **spread
a card game all Japan.**

JCI Nagoya sold a card game at **World market.**

Results : ①Residents in Nagoya had experience playing the card game made by
JCI Nagoya and **understood what Japanese spirit was.**

②Residents in Japan had **been changed positive way.**< because of
knowing the history of the Japanese foundation inherited from eternity.

③Japanese residents understood what Japanese long history was
and had been changed to have confidence as Japanese.

JCI Nagoya held a card game meeting in the festival more than 10,000
people reach.

A citizen **over 300 people** could participate Japanese history and
myth enjoying a card game.

The result of questionnaire
toward the people who participated the game said that it was first time to
know **the roots of Japanese spirit** was based on a myth.

Questionnaire result to a participant of this business JCI Nagoya
“**Having fun to learn** the history related to the foundation of Japan.”

“I **was interested in** the each gods' character from a myth.

“I **want to learn** more about the foundation of Japan.

In the card game participant, there wasn't the answer which has informed
about history of Japanese foundation from school or a relative. Also there
wasn't the answer how Japan was created.

A lot of people answered that they **don't know** the names of gods
appeared in the foundation of Japanese myth.

“I think that **I'm interested in** history of Japanese foundation more than
the card game.

“It seemed fun that **children were playing** a card game.”

“I started **learning about Japanese history**, and I was able to have
confidence toward Japan.”

Unexpected result

JCI Nagoya submitted a card game to the game event performed in **Germany**, appealed many foreigners, achieved sale beyond 200 sets and sent **Japanese culture** and **Japanese spirit** to the world.

Actions Taken : In 2015 March

JCI Nagoya has begun to select the outside cooperators who cooperate in card game making.

We got cooperation with a game creating college in Nagoya-city and a game professional sales company.

May

After JCI Nagoya handed the outline of Kojiki and spirit down to a vocational student, we had them guide a card game professional sales company to students, and we cooperated with a vocational student and produced an idea of a game and the character design.

July

JCI Nagoya selected a best work of an idea and the character design by a **competition**. JCI Nagoya and the student of a college who tells game creating produced a card game by making reference to a competition result.

August

JCI Nagoya submitted the booth to the festivals for citizens held at Nagoya-castle and offered a card game to a visitor. Based on an opinion there and the contents of a card game were corrected and 1 of finished goods were manufactured.

October

JCI Nagoya submitted to a board game trade fair of the world maximum scale held **in Germany INTERNATIONALE SPIELTAGE SPIEL 15**.

November

JCI Nagoya submitted a card game **in the Tokyo game market 2015 autumn held in Tokyo**.

A card game was distributed to the facilities of 40 where **children come and play**.

December

A card game was sold by a general market from card game professional sales company.

Recommendations :

Nagoya residents **over 300 people** could understand about **Japanese spirit by a card game** of the simple rule everyone can be understood by using the Kojiki which is a history of the Japanese oldest when a myth of foundation was mentioned as a base material. Nagoya-city people **enjoyed learning** Japanese history, and people could have now **a confidence and pride** in being a country called Japan and Japanese.

Even the person who does not know Japanese history **enjoyed learning**, and the card game JCI Nagoya made is the tool which can **be understood about Japanese spirit**.

It **changed positive** by a card game so that a citizen might have confidence being Japanese.

A citizen who has been **changed to the positive way** spreads Japanese history among the world through a worldwide tool as a card game and wonderful of the **Japanese spirit** transmits to a **next generation** and a chain of **positive change is spreading**.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

Objective 1: Understanding a race with what kind of spirit Japanese is while enjoying a card game.
Objective 2: Having a confidence being Japanese to knows history of Japanese foundation.
Objective3:Knowing Japanese long history and being proud of yourself as Japanese.

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

Japanese could raise the will which tries to give **impact** for the future by **understanding motivation** a race with what kind of spirit it is and learn history in an own country.
It was **possible to create the connection** with the others through a game.

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

JCI Nagoya made the budget note to the detail of **99.64%**.
As a result, it was possible to outlay for a budget plan faithfully.
Because financial management was performed by budget planning and the faithful execution very appropriately, a budget plan functioned as a very effective guide for financial management.
(The contents)
97% → The card game production cost 2.64% → The construction cost of the booth submitting

How does this project advance the JCI Mission and Vision?

JCI Nagoya was that Japanese knows their own country's history through a card game and establishes Japanese spirit, and **provided confidence and opportunities to have pride**.
Using tool, JCI Nagoya shew Japanese history and spirit through a card game, it was **possible to provided opportunities** an interaction with a foreigner.

Objectives Planning Finance and Execution

Pride in Nationality

Objective 1: **Understanding** the characteristics of Japanese with what kind of spirit Japanese is while playing a card game.

Objective 2: **Having a confidence being Japanese** to know history of Japanese foundation.

Objective 3: **Knowing Japanese long history and being proud of yourself as Japanese**

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Objectives Planning Finance and Execution

Objectives Planning Finance and Execution

JCI Plan of Action

Japanese could raise the will which tries to give **impact** for the future by understanding a race with what kind of spirit it's and learn history in an own country. It was possible to create the **connection** with the others through a game.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Objectives Planning Finance and Execution

Japanese spirit

JCI Nagoya was that Japanese knows their own country's history through a card game and establishes **Japanese spirit**, and provided a **confidence** and opportunities to **have confidence**.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

INTERNATIONALE SPIELTAGE SPIEL

Using tool, JCI Nagoya shew Japanese history and spirit **through a card game**, it was possible to **provide opportunities** an interaction with a foreigner.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? 350People

By percentage, how many members of the Local Organization were involved in this program? 46%

Describe the main roles of the participating members in this program. A JCI Nagoya member **considered** an idea in detail to make a card game.

A JCI Nagoya member **explained composition** and a simple rule of the card game which feels a myth of the foundation of the **Kojiki** a subject to Nagoya-city people who participated the festival in Nagoya-jo which becomes a place by the card game announcement.

We had a JCI Nagoya member bring a card game back,

and **kept providing**

opportunities to enjoy

learning the card game at a house and an area.

Membership Participation

produced an idea



student

After JCI Nagoya handed the outline of Kojiki and spirit down to a vocational student, we had them guide a card game professional sales company to students, and we cooperated with a vocational student and **produced an idea** of a game and the character design

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Membership Participation

competition




Student

JCI Nagoya

JCI Nagoya selected a best work of an idea and the character design by a **competition**

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs


 Membership Participation

competition



Card game professional

JCI Nagoya and the student of a college who tells game creating produced a card game by making reference to a **competition** result.

 Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

 Membership Participation

Presentation



Presenter

Student

best work or **an idea**
and **the character design**

 Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Award Category criteria

3

Community Impact

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

Nagoya-city people **over 300 people** experienced a card game on the festival day. Children in Nagoya-city are learning Japanese history and enjoying a card game in the facilities of 40 where children in Nagoya-city gather **every day**. The number of total sale of the card game was superior to **10000**.

(Sales results to a foreign country are **200**)

Describe the actual community impact produced by this project.

Nagoya-city nation was the case that Japanese has them understand a race with what **kind of spirit** it is, and a country called Japan could think very highly now **being Japanese with a confidence**.

I think about a national composition called Japan by making the Japanese history a card game and Nagoya-city people who think about what kind of race Japanese was **increased**.

Community Impact

Tokyo game market 2015 autumn

Citizen

The number of total **sale** of the card game was superior to **10000**
(Sales results to a foreign country are **200**)

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Community Impact

Tokyo game market 2015 autumn

JCI Nagoya

Citizen

A JCI Nagoya member explained **composition** and a **simple rule** of the card game which feels a myth of the foundation of the Kojiki a subject to Citizen.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Community Impact

Tokyo game market 2015 autumn




JCI Nagoya

Nagoya-city nation was the case that Japanese has them understand a race with **what kind of spirit** it is, and a country called **Japan** could think very highly now being Japanese with a **confidence**.
I think about a national composition called Japan by making the **Japanese history** a card game and Nagoya-city people who think about what kind of race Japanese was **increased**.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Community Impact

festival in Nagoya-castle



Citizen

A JCI Nagoya member **explained composition** and a simple rule of the card game which feels a myth of the foundation of the Kojiki a subject to Nagoya-city people who participated the **festival in Nagoya-castle** which becomes a place by the card game announcement.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

Many JCI Nagoya members could provide opportunities to learn about **Japanese spirit, history of foundation** and myth and make know widely.

It was **changed positive** to think very highly of being a country called Japan and Japanese with a **confidence**. Leaving more outcome things as goods, we learned to be able to do movement in the **long run**.

How did the program advance the JCI Mission?

JCI Nagoya could **provide confidence** and opportunities **to have pride by knowing history** in an own country through a card game and establishing **Japanese spirit**.

This effect was continued by commercializing it, and it was possible to keep **providing confidence** and opportunities to make sure that you can have **confidence** to the thing which are a country called Japan and Japanese in a house and a community.

How did the project advance the JCI Vision?

A card game was commercialized, it was submitted by a game show and Japanese history and spirit were

expanded into foreign countries widely.

We provided opportunities which promotes **an international exchange** through a card game.

Impact on Local Organization LOM

learn about Japanese spirit
JCI Nagoya



Citizen

Many JCI Nagoya members could **provide opportunities** to learn about **Japanese spirit, history of foundation** and myth and make know **widely**.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Impact on Local Organization LOM

possible to keep
Nagoya JCI



Student

JCI Nagoya could offer a confidence and a **opportunities** to have confidence by **knowing history** in an own country through a card game and establishing **Japanese spirit**.
This effect was continued by commercializing it, and it was **possible to keep** providing a confidence and the to make sure that you can have confidence to the **opportunities** thing which are a country called Japan and Japanese in a house and a community.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Impact on Local Organization LOM

POSITIVE CHANGE!!
Citizen



Nagoya JCI

It was **Changed positive** in order to think very highly of being a country called Japan and Japanese with a confidence.
Leaving more outcome things as goods, we learned to be able to do movement in the **long run**.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Impact on Local Organization LOM

expand
Citizen



JCI Nagoya

A card game was commercialized, it was submitted by a game show and Japanese history and spirit were **expanded** into foreign countries widely.
We **provided opportunities** which promotes an international exchange through a card game.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Award Category criteria

5

Long-term Impact of the Program

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

A card game turns the shape a lot in a market for the application which is circulated a **digital game** and **smart phone** from a card game, and, domestic and abroad, in spite of, it can be promoted continually **as Japanese history and spirit are expanded** into foreign countries widely by spreading as well as may have **confidence** by Japaneses **knowing history in an own country** and understanding **Japanese spirit**.

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

It is necessary **to have more people** play by a card game, so it is also necessary **to be continuing** submitting to a game show after this year.
 A card game has low awareness at the foreign country, so it is also necessary to increase exposure at performed foreign countries such as **INTERNATIONALE SPIELTAGE SPIEL** this year.



Long-term Impact of the Program

Improvement plan



Card game

It's necessary to have **more people play** by a card game, so it's also necessary to be **continuing submitting to a game show** after this year.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs

Long-term Impact of the Program

Improvement plan



Citizen

A card game has low awareness at **the foreign country**, so it's also necessary to **increase exposure** at performed foreign countries such as "INTERNATIONALE SPIELTAGE SPIEL" this year.

JCI Junior Chamber International Nagoya
Worldwide Federation of Young Leaders and Entrepreneurs