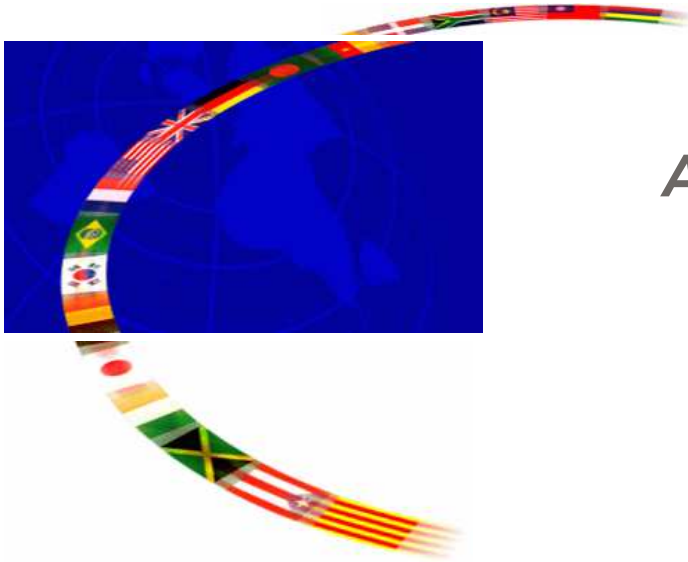




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
Sapporo Award 2016
JCI Japan
Best Local Personal Skill 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: y.nakamura@nakamura-syouten.jp

Basic Information

Duration : From 26-1-2016 ~ 18-5-2016

Staff : 155members

Sponsors : 20 companies in Sapporo city, Hokkaido, Japan

Budget : \$ 90,000

Profit / Loss : 0

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

Who is benefited?: 1.95 million Residents in Sapporo city

Objective : To promote individuals who have a clear objectives and are able to take an action for it, and introduce those people toward residents in Sapporo city. To provide a platform to support those activist/challengers who have clear objectives. To organize people as a group of sharing their proactive and objective vision. Hereby JCI develop people who can proactively challenge based upon their objective.

Overview : Around 140 years ago, Sapporo is pioneered by the resident army members who had a spirit of challenging. Development of Sapporo city has been driven by the people who has a dream and can act progressively. But recent day, the society beginning matured, we have less number of young people who has those passions. To revitalize the young people, JCI establish an "Sapporo Smile Award" to motivate youngers and recreate the energetic society in the end. To promote individuals who have a clear objectives and are able to take an action for it, and introduce those people toward residents in Sapporo city. In 2014, for the sake of finding hidden talents, JCI Sapporo started awarding people who works to make their goal real in Sapporo city. Then Sapporo JCI continued the award as an annual event, because we considered this award is effective method to people in this this city into an active and full of hope. Sapporo JCI has awarded 881 people who achieved their objective with their own efforts and competences. In 2016, JCI Sapporo introduced 72challengers who accomplished their Sapporo established an experts' committee to assess the activities of the candidates, and selected the winners of the Sapporo gave a grand prize for the award recipients of each division, who evaluated as a best achiever though JCI members, JCI members and experts, based on following standards

- . . Feasibility of the projects.
- . . Uniqueness of activities
- . . Understandings of others
- . . Contributions to society
- . . Sense of membership to our hometown "Sapporo"

JCI Sapporo employed audio-visual effect to project the activity and achievement of award winners to make the award event enjoyable for people who take part in the event.

We believe this was effective for participants to understand the importance of setting a goal and taking an action.

After the award ceremony, JCI Sapporo held a party with members and award recipients. So the prize recipients were able to have a chance of social networking with each other and business people who support their activity

Results : To promote individuals who have a clear objectives and are able to take an action for it, and introduce those people toward residents in Sapporo city". 881 people participated in the "Sapporo Smile Award" in 2016. Participants were encouraged by the goal oriented active people who nominated the award."Award participants increased from 441 to 881 in 2016. The brand image of "Sapporo Smile Award" has successfully been penetrating the public."To provide a platform to support those activist /challengers who have clear objectives."In the process of selecting the grand prize winner by voting, JCI Sapporo provided the chance to people in Sapporo city to start doing by themselves based on own goals with understanding the prize winner's objective. "After the

award ceremony, JCI Sapporo held a party with members and award recipients. The members enacted a networking prize recipients/nominee and established corporative relationships one another."To organize people as a group of sharing their proactive and objective vision."In total of three years, twenty-two hundred people took part in the reception ceremony of \\\\\"Sapporo Smile Award". As a result, the number of people who encouraged to act progressively is increasing steadily. "The award recipients and grand prize winner of previous year orchestrated the event performance and award ceremony, which provided a chance to communicate each other among recipients.

Actions Taken : Plan1 Concept designing
26-1-2016 ~ Concept designing
Plan2 implementation
7-3-2016
award committee #1 held
FACEBOOK ADS, 100 SHEETS OF POSTER ADS, 6K SHEETS OF FLYERS DISTRIBUTED BY JCI SAPPORO MEMBERS IN SAPPORO CITY AREA.
16-4-2016
award committee #2 and presentation by candidates held
27-4-2016 ~ 16-5-2016
rehearsals took place.
18-5-2016
"Sapporo smile award" celemony.

Recommendations : JCI Sapporo is achieved shown below, through holding award ceremony with people in sapporo, and cooperation between Government and sponsor companies.
Discussions
To promote individuals who have a clear objectives and are able to take an action for it, and introduce those people toward residents in Sapporo
Sapporo held "Sapporo smile Awards" in two consecutive years, and won the understanding of the importance of goal oriented mind and proactive attitudes by more than 2200 people in Sapporo
JCI were succeeded in identifying high potential persons with goal oriented mind and proactive attitudes
.Specifically, we:
- selected 72 nominees
- undertook selection of award winer with well
-balanced members from local government, business, and academic field, under clear criteria for the selection
We successfully appealed the "Sapporo smile Awards" to many people who didn't attend the award ceremony.
Recipients reviewed the award as "receiving the Grand Prize, local government and several entities noticed our activity and lead to a chance to expand our activity.
"Sapporo smile Awards" prevailed the new value of activist created toward society in Sapporo. To provide a platform to support those activist /challengers who have clear objectives.
JCI Sapporo crafted out "Sapporo smile awards "with a variety of attractive presentations. Such as:
-Moving exhibition effect with sound and light.
-Compelling candidates of award recipients and introduction of their excellent activity.
-Presentation of "Own Dream" by guests well-known in Japan
-Presentation of "Breakthrough mind" by mayor of Sapporo city
With these, we encouraged audience to change their way of thinking to be more proactive.

Award Category criteria

1

Objectives, Planning, Finance and Execution

<p>What were the objectives of this program?</p>	<p>To promote individuals who have a clear objectives and are able to take an action for it, and introduce those people toward residents in Sapporo city. To provide a platform to support those activist /challengers who have clear objectives. To organize people as a group of sharing their proactive and objective vision. Hereby JCI develop people who can proactively challenge based upon their objective.</p>
<p>How does this program align to the JCI Plan of Action?</p>	<p>Effectiveness: we will gain the effectiveness of this program by continuing the “Sapporo smile award” as an effective platform to develop people who can proactively challenge based upon their objective .Motivation: To provide a platform to support youngsters to have clear objectives and challenging attitude. Founding: we have already obtained sufficient amount of found to secure sustainability of our activity, with maximizing effectiveness of spending. Corporation: Networking among the award recipients and JCI Sapporo members as business leaders in Sapporo organized a group of active people in Sapporo. mind. As a result, we enhanced the society consists of people with those mind. Relationship: In 2014, for the sake of finding hidden talents, JCI Sapporo established an award for challenging people.</p>
<p>Was the budget an effective guide for the financial management of the project?</p>	<p>We committed the following budgetary efforts to maximize the financial effectiveness. We altered the convention hall where the traffic service is good FY 2015 9.00K \$ FY 2015 4.07k \$ FY 2014: 10.4k \$ However expense increase in comparison with 2015, we double the number of participants. Expense total FY2016 89,820\$ FY2015 79,470\$ FY 2014: 111,900 \$</p>
<p>How does this project advance the JCI Mission and Vision?</p>	<p>JCI Sapporo provided a platform to let residents in Sapporo city act proactively by prizing an award for achiever who accomplished their JCI Sapporo established an organization of networking of people with proactive and challenging mind.</p>



Candidate presentation



Candidate presentation



Candidate presentation



Candidate presentation

Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **155** staffers

By percentage, how many members of the Local Organization were involved in this program? **75%**

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

- selectin of nominees of award (204 members of JCI Sapporo)
- selection committee (seven members)
- administrative of auditorium (26 members)
- public relation and promotion (204 members)



Award Category criteria

3

Skills Developed

What skills were developed in this program?

- goal setting ▪ ▪ setting clear objective based on their own goal
- commitment ▪ ▪ taking an action for own objective
- breakthrough mind ▪ ▪ always be passionate to breakthrough barriers

How were these skills developed? Describe the methods and activities used.

Goal setting: people had a chance to recognize and clarify their own goal by understanding of challengers in their community.
 Commitment: We introduced the activities and efforts of challengers through detailed consultation. Their applied attitude toward their goal encouraged people in Sapporo to understand the importance of goal oriented mind and commitment.
 Breakthrough mind:
 We stimulated sensibility of people in Sapporo by using sound/light effect while “Sapporo smile award” ceremony. Also,



Award ceremony



Award ceremony

Award Category criteria

4

Impact on Participants

<p>What was the intended impact on the participants?</p>	<p>To motivate award winners by means of unstinting praise of participant of event. To expand the chance of success for award winners by introducing their excellent activity. To earn understanding of people in Sapporo for visions and challenges of award Sapporo members and people participated in the event to recognize the importance of goal oriented mind and commitment. JCI Sapporo members and people participated in the event to desire to challenge</p>
<p>Describe the actual impact on the participants.</p>	<p>Award recipients confirmed that their efforts are on the track. Participants and JCI Sapporo members understood the commitment to achieve their objective. Almost all of participants and JCI Sapporo members were motivated to take an action to achieve their own goals. Many participants and JCI Sapporo members were motivated to win the award in the future. Many participants of residents in Sapporo became expecting that the specialties of Sapporo can be advanced more by the enrollment of their own.</p>



Award Category criteria

5

Long-term Impact of the Program

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

Award winners are motivated and to expand their activity, by giving an award in front of many participant of Sapporo people.

Award winners are able to have a new chance of their activities by being introduced in front of many people in Sapporo with understanding of their objectives. Holding this award every year, network among award recipients expands year by year.

Sapporo smile award have created many proactive challengers who desire to achieve their own objectives. Sapporo as a whole, will be energetic city by increasing the number of proactive people brought by Sapporo smile award.

Then, holding this award every year, network among proactive people in Sapporo expands year by year.

We can expect that Sapporo become more dynamic city by actual enrollment of people in Sapporo.

We can lure proactive people with objective mind by development of Sapporo city through the process of Sapporo smile award.

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

To increase nominees of Sapporo smile award, then we can provide more chances for young challenges in Sapporo to achieve their objectives.

In order to be so, we should continue the award and promote this event in Sapporo city more extensively. Promotion activities in advance of the event should be more effective and comprehensive.

We are asking celebrities to make the promotion pervasive

.To increase the number of nominees, we will provide incentives and benefits from receiving the award. We will keep promoting activities of award recipients, with adding new information of activities taken after receiving award.



The after party



The after party



The after party