

**開催期間:**

April 7th, 2012

**スタッフ:**

10 members

**支援者:**

Fukuyama City Office,  
a traditional music club at a local high school,  
a local traditional music association,  
a tea ceremony club at a local university,  
10 local university students,  
and a local commercial complex

予算:

1,289 US dollars

利益／損失:

none

誰の為に？

470,000 citizens in Fukuyama

## 目的:

JCI Fukuyama creates community development projects which citizens take part in. It is aimed that citizens experience positive change to participate in the community development voluntarily and actively through projects.

Thus, we have been engaged in the following 3 parts.

1. Offering opportunities that empower citizens to join community development.
2. To increase the number of active citizens involved in community development.
3. To encourage active citizens to create positive change in our local society.

3 行程度 400 字以内

## 概要:

JCI Fukuyama has carried out the next 3 actions to create a community development project, which citizens participate in.

1. We hold two seminars, which were about community development, for citizens. This opportunity increased active citizens who contribute to community development.
2. We have made up a circle with 101 citizens actively cooperating with community development. Main members are attendances in the two seminars.
3. Members in the circle have designed 5 project teams for community development.

全部で 400 字以上

## 結果：

JCI Fukuyama has provided opportunities that allowed citizens to join community development. As a result, these opportunities increased the number of active citizens.

Citizens were provided with opportunities to participate in community development.

1. 45 of citizens attended our first seminar of community development.

They gained some knowledge about community development.

2. 27 of citizens attended our second seminar of community development to conduct community development projects.

They learnt the way to create community development projects.

3. After the seminars, attendees established a circle with 101 members to carry out community development projects.

Citizens positively and actively took part in community development projects.

1. Five teams have been formed in the circle. The teams were in charge of the projects below, respectively.

Local traditional music project

Local souvenirs project

Local picture book project

Playing cards reflecting local things and topics project

Local shopping streets project

2. Each project was led by a citizen who took a role as a leader.

3. In each team, at least one meeting has been held every month.

Citizens voluntarily participated in community development projects to conduct the following affairs.

1. Members in the teams in charge of local traditional music and local shopping streets have caused positive change to a local festival by involving many citizens who were not in the circle.
2. The project team of local souvenirs has aimed to make our community known better among other regions. They carried out a questionnaire survey on souvenirs to 508 citizens. After the survey, they announced the 10 best local souvenirs in a local commercial complex.
3. The project team of a local picture book has created a picture book which enables citizens to talk about our local community.
4. The team of local playing cards project has produced playing cards as a learning tool of local community for local kid

Souvenirs in Japan's culture often mean local specialties. People bring one of them as a gift when they visit or go back somewhere else. Local specialties represent the community, and this custom can be an important key to activate communication in Japan.



## 行動:

Nov. – Dec., 2011

JCI Fukuyama exchanged opinions regarding participatory projects of community development with local intellectuals, government, university students, etc.

Jan. – Mar., 2012

We designed a participatory project of community development. Lecturers were chosen and participants were recruited.

Apr. 7th, 2012

We held the first seminar on community development. Lecturers talked about community development.

Apr. 22nd, 2012

We held the second seminar on community development. Participants discussed methods to create community development projects in the seminar. They launched a circle including 101 members who were willingly involved in community development project.

April 29th, 2012

Members in the circle formed 5 project teams through discussion.

Since May, 2012

Each project team has been holding more than one meeting every month to practice community development projects.

October 7th, 2012

The project of local traditional music and the one of local shopping streets joined a local autumn festival.

-In the project of local traditional music, local high school students gave a recital. In addition, opportunity to play traditional music was provided to citizens.

-The project team of local shopping streets offered citizens experience to attend tea ceremony by collaborating with local university students.

October 28th, 2012

The team of local souvenir project announced the 10 best local souvenir in a local commercial complex.

March 27th, 2013

The project team of playing cards completed to create cards. Reputation of the cards was so good that they are going to be on sale.

March 31st, 2013

The team of the local picture book project finished the work up. It will be downloadable from our website.

April 23, 2013

JCI Fukuyama is going to have a press conference about completion of the picture book and playing cards for the local media 21 members of the press will attend it.

全部で 200 字以上  
2000 字以内程度



<p>考察や推奨</p>	<p>Practice of the participatory community development projects achieved by JCI Fukuyama has provided development opportunities that empowered citizens, who had had little chance to take part in local community development, to create positive change.</p> <p>This fact shows that these projects were effective and meaningful for active citizens to independently cause improvement and development in local society.</p> <p>The projects have also built up bonds among citizens and the bonds increased the number of citizens involved in community development.</p> <p>Accordingly, we have concluded our projects because the aim of our projects has been achieved.</p>
	<p>Students who joined the community development circle have been influenced to change positively by collaborating with working people.</p> <p>After this experience, some university students in the circle newly began their own project in January, 2013. This action was caused by the opportunity which JCI Fukuyama provided a wide range of Local people.</p>

	<p>Members of JCI Fukuyama were inspired by citizens through community development. Activeness of committee members in charge of these participatory community development projects is indicated in following attendant rates at meetings.</p> <ol style="list-style-type: none"><li>1. The average attendant rate of 14 meetings by the committee in 2012 is 88%.</li><li>2. The attendant rate of 12 regular meetings held by JCI Fukuyama in 2012 was always 100%.</li></ol>
	<p>JCI Fukuyama provided opportunities where citizens participated in community development. As a result, citizens have changed positively to be involved in community development voluntarily and actively.</p>
全部で200字以上	<p>The committee assigned to these projects was awarded the best committee prize in JCI Fukuyama in 2012.</p>

We have received some reviews below;

A university student who joined the project of local shopping streets said "I could have many experiences and chances to meet people through the project organized by JCI Fukuyama. I would like to take advantage of this opportunity for my future."

An officer of Fukuyama City Hall said "Thanks to JCI Fukuyama, the projects could spread some information of our local attractions. It was a great opportunity to educate many citizens to love our local community. From the position of City Hall, we would like to continue to cooperate with JCI Fukuyama for the projects like this year."

A citizen who has belonged to the project of local playing cards said, "I could rediscover some local appealing culture and became to love this region more than ever. I do hope to go in some community development projects again."

A high school student engaged in the project to create a local picture book said, "I could learn many things through activities with participants in a wide age range. After the project, I became a university student and now I can feel that experience helps me to communicate easily with many people. I also learnt many things in Fukuyama."

1. A national newspaper ran an article about the local souvenir projects.

(a circulation of 7,800,000 in Japan)

2. A local newspaper wrote about the project to create local playing cards.

(a circulation of 125,000 in neighboring communities)

3. A local information magazine placed articles about three projects; local traditional music, local shopping streets, and local souvenirs.

(a circulation of 80,000 in neighboring communities)