

開催期間:

2012 Nov 1st ~2012 Nov 3rd

スタッフ:

12 members

支援者:

- ・The local temples and shrines which are registered as a UNESCO World Heritage site
- ・The City of Nikko
- ・The Chamber of Commerce and Industry
- ・The Tourist Association
- ・NHK (Local TV station)

予算:	\$41,667
利益／損失:	None
誰の為に？	Citizens of the city of Nikko and its visitors.
目的:	<p>We of JCI Nikko aim to develop the following kind of area and people:</p> <ul style="list-style-type: none">•Citizens who deeply understand the area's meaning and attraction - developing citizens who love their local society.•Along with those people, we aim to develop a local society that places importance on peace and universal values.•To develop people who desire world peace and work positively towards it.

3 行程度 400 字以内

Through our work, we of JCI Nikko have aimed to achieve the following.

We have worked at local development creating a 'new value' to add to the 'old value' which any area has. We of JCI Nikko have, through our groundbreaking work, shown that this is not something special but something that anyone can do. We have shown that in order to do this groundbreaking work you do not need to be someone special and that anyone can become a person who dares to act.

In our area there are many famous temples and shrines which have been a local resource for many, many years. These are known as 'The Temples and Shrines of Nikko' which are registered as a UNESCO World Heritage site. 'The Temples and Shrines of Nikko' were registered as a UNESCO World Heritage site in 1999 as a symbol of peace with 'outstanding universal value'.

Many people visit the area to see the site. However, it is impossible to see anything at nighttime. Other resources are few, and there are not many other attractions that make our area easily accessible.

And as for the local citizens, even if they know of 'The Temples and Shrines of Nikko' there are few opportunities to think deeply about them. And because this is an 'old value' nobody notices that there is the possibility for this value to change.

And that is why we want to take the existing merits of 'The Temples and Shrines of Nikko', add value to them by lighting them up and transform them into something even more attractive.

As a local leader and through our groundbreaking work, we of JCI Nikko have striven to get this message to the local citizens.

Through our work we have communicated to the citizens the importance of daring to act. Also we have encouraged the local people to act positively for the area.

We of JCI Nikko have carried out our work thinking that within our locality what is done now and in the future is of great importance.

概要:

We at JCI Nikko have worked to communicate to the citizens of Nikko and to the visitors the meaning and attraction of showing to the world Nikko's cultural heritage by lighting up the temples and shrines. We have attempted to add a 'new value' to the 'old value' of the 'The Temple and Shrines of Nikko'. This is something anyone can do but nobody has attempted. We at JCI Nikko have dared to act as a local leader.

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Pre-event

- JCI Nikko created an organisation (executive committee) to propose the plan.
- We offered capital and raised funds so this organisation (executive committee) could propose the plan.
- We became the executive committee and have conducted all the planning and evaluations.

Work

In order to show we are at the forefront of our work, the members of JCI Nikko have conducted their work relentlessly.

- We of JCI Nikko performed a nighttime illumination of the temples and shrines to show to the citizens that adding new value to something old can be achieved by anyone.

Post-event

- We surveyed the local people in order to check the program.
- In order to continue the program in the future, we held a public meeting with the local people.

We of JCI Nikko carried out the above as a local leader.

結果：

Through the method of illumination we of JCI Nikko have added a 'new value' to the 'old value' of 'The Temples and Shrine of Nikko'.

This 'new value' was being to allow people to visit 'The Temples and Shrines of Nikko' at nighttime, which has never been possible previously. Despite knowing that if you do nothing the area will not improve, most people only think without actually acting. As we dared to act a new value has been established in the local society.

We of JCI Nikko are at the forefront as a local leader who has created a 'new value' that nobody has tried to do before.

As a result we have managed to get the local people to notice the importance of acting positively for the area.

And so we have created citizens who will work positively for the local area.

We came to this conclusion by analyzing the survey and public meeting.

- 192 participants answered our survey which asked them to write their impressions and thoughts about the work.

- After completion of the work, a public meeting was held with the members of JCI Nikko and the executive committee. Any objections, points arising from the work, and any future proposals were freely discussed.

- Results of the survey.

93% of people said they 'value the work'.

Some of the main points of view were:

'I knew about the temples and shrines of Nikko (old value) but it's great to discover the attraction of the temples and shrines at nighttime (new value) which I never knew about.'

'I want to praise the positive way the JCI Nikko members have tackled this.'

- As a result of the public meeting, points of view were:

'If JCI Nikko had not positively dared to act this work would not have taken place. I want JCI Nikko to become the leader and continue this work in the future.'

'In the future it will be necessary for not just JCI Nikko, but for the local people and groups, local shops and the like to positively act.'

- From the survey we can see that many people have noticed the importance of acting at the forefront, and people have become able to act voluntarily for the local society.
- From the public meeting we can confirm that the local people and groups have changed the way they think and are moving towards acting positively.
- After the work, one of the temples has started its own illumination program.
- As a result of this work, the local hotel association has started work to light up local historical sites.
- As a result of our work the number of people positively participating in JCI Nikko programs has increased.

All of the above have become reality as a result of the JCI Nikko's groundbreaking work as a local leader.

行動:

2012 Jan-Apr Consider contents of plan, preparation for the executive committee
2012 May Apply for cooperation from the temples and shrines of Nikko, the City of Nikko, the tourist association and other related groups
2012 June 4th Executive committee started
2012 June-July Gather capital, make and hand out posters, prepare equipment
2012 Aug PR events in the capital
2012 Sept Make and hand out flyers
2012 Oct Apply for permit from authorities
Full meeting for all involved

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2000 字以内程度

2012 Oct 30th Preparation for lights, shipping in of equipment
2012 Nov 1st Event day
2012 Nov 2nd Event day
2012 Nov 3rd Event day
2012 Nov 4th Clean up
2012 Nov-Dec Collect surveys and analyze, fulfill payments
2013 Jan-Feb Make work report
2013 March Hold public meeting

考察や推奨

We of JCI Nikko have firstly, through our work, shaped citizens who deeply understand the meaning and attraction of the area, citizens who love the local society.
With these people we set our goals to develop a local society which places importance on peace and universal values.
JCI Nikko is not a profitable organisation nor is it an events group.
We are a group that, as a local leader, performs activities to encourage movement towards changing local society and positively changing the local people.

And so JCI Nikko, in order to achieve its goals does not create new things by spending large amounts of money.
We added further value to the pre-existent World Heritage site, the temples and shrines of Nikko, by increasing its attraction.
We attempted to do this as a local leader at the forefront.
In conclusion, we achieved our primary goals, and have developed people who will act positively and desire more world peace.

However, not all the people who live in Nikko or visit Nikko were involved in the work.
We of JCI Nikko must continue our activities in the future if we are to make our local area a bright and abundant area, if the people who live in Nikko or visit Nikko are to become people who act positively.
Therefore, this work used illumination to bring attention to the temples and shrines of Nikko, but we must think of other methods to bring attention to other local resources and treasures.

	<p>This work was not just an event to light up the temples and shrines of Nikko. As was mentioned in the our goals, it was an activity to develop citizens who love their local society, a local society which places importance on peace and universal values, to develop people who will act positively. And with this firmly in mind, JCI Nikko carried out its work as a local leader. We were also successful in communicating the meaning of our activities to the local citizens. And, we communicated to all the people involved in the work the importance of daring to act as a local leader.</p>
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Concerning the work, the following opinions were received from the groups that made up the executive committee (City of Nikko, Tourist Association etc.):

- There were a few things missing from the contents, but with a few more ideas we would like to see you develop a more fulfilled program. (Tourist Association)

- Many people do not know about the event. It would be better to conduct PR activities earlier. (City of Nikko)

- A wonderful event. I would like NHK to be involved. Nikko was greatly effected by rumours after the earthquake and accident at the Fukushima nuclear power plant. So, at the opening of the event I would like to see a scene where a children's choir is singing and people are praying for the peace and the regrowth of the earthquake area. (NHK)

→ In response to the comment by NHK, an opening ceremony was held for the event on Nov 1st. There was choral singing performed by children and local singers under the illuminated World Heritage site. And the local citizens all pledged to the importance of peace and the recovery of the Tohoku area.

2012 Nov 1st

- NHK (local TV station) broadcast the event's opening ceremony.

- FM Tochigi (local radio station) introduced the event on an area information program.

An interview with the chief of the executive committee (chief of JCI Nikko) concerning the event was broadcast.

- Shimotsuke News (local newspaper) ran an article about the event.