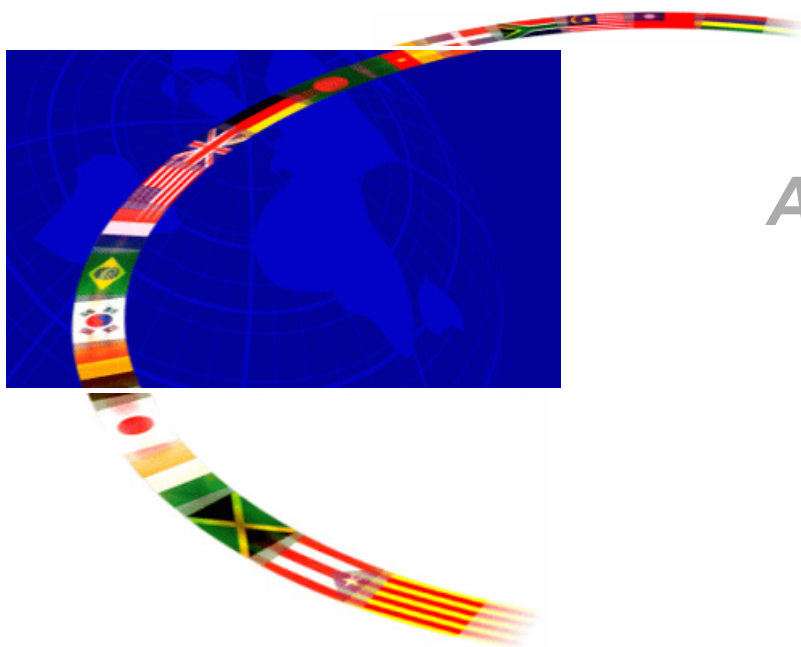




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
A Creation Of Ties Project  
JCI JAPAN



**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs

#### Entry Information

Award Program:

Category:

#### NOM Information

National Organization:

National President:



**Kazuya Suzuki**  
E-mail: [japan@jci.cc](mailto:japan@jci.cc)

#### LOM Information

Local Organization:

President:

President Email: [ikejun@p-hokkoh.co.jp](mailto:ikejun@p-hokkoh.co.jp)

### Basic Information

Duration : 5th February 2013 to 22nd November 2013

Staff : 20 memb

Sponsors : Mr.Kageki Shimoda . He is a famous novelist and picture book author in Japan.

Budget : 1,043 US dollar

Profit / Loss : None

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

Who is benefited ? : **1.93 million people living in sapporo City**

Objective : **JCI Sapporo** took action of following activity for the healthy development of the community of children's healthy growth.

- **JCI Sapporo** conveys to citizens the charm of our city.
- **JCI Sapporo** creates **active citizens** are attached to their hometown.
- **JCI Sapporo** creates **sustainable network** with citizens attached to their hometown and know the attraction of it.

Overview : **JCI Sapporo** performed the following action of titled **A Creation Of Ties Project.**

**JCI Sapporo** researched on **healthy community development.**

**JCI Sapporo** analyzed suffocating factor of environment for children's healthy growth.

- **Diversification of lifestyle**
- **Rapid popularization of internet**
- **Trend of nuclear family(declining birthrate)**
- **Dropping corresponding ability of local authority**

**JCI Sapporo** built **the network with Local chapter and citizens** to solving the problems and decided that to **conduct the activity of reading picture book and producing.**

**JCI Sapporo** discussed the contents of the picture book **with citizens.**

· **JCI Sapporo and the citizens** decided to make two variety of picture books.

- One of the picture book contains real famous scenery of Sapporo in the

background. The content of the picture book conveys **the charms of Sapporo**.

· The contents of another picture book is to heighten a sense of belonging that each citizens are a part of community. And it **expresses a feeling of thankfulness and kindness coming from a sense of belonging** contents to express.

**JCI Sapporo** performed the following contents as **5th monthly meeting.**  
**contents**

① **Lecturer from Mr.Kageki Shimoda**

He told the importance of **community connection**, the feeling of solidarity and the inhabitants with the community from his experience of his childhood and when he went abroad.

② **Picture book story-telling by Mr.Kageki Shimoda**

**Title : Hill of the sunflower**

The subject of the picture book is based on the East Japan great earthquake disaster that occurred on March 11, 2011. The contents are based on the letter from the parents who lost a child. We provided the opportunity to think about **the depth of the bond of parent and child**, preciousness of the life.

③ **JCI Sapporo and citizens of Sapporo coproduction picture book story-telling**

**first book title: Restaurant of a wolf**  
by the JCI Sapporo member

**The contents draw the state of the wolf's restaurant becoming everyone's oasis. The cut of the picture book used a work of a sand artist Mrs.Karin Ito. We conveyed the state that development of the community created bonds.**

**A second book title: 「Where is Santa Claus?」**

**This drew the process when the child of the chief character looked for Santa Claus in Sapporo. We put the state that the ties with local inhabitants deepened**

**Mrs. Rei Nakai who is an illustrator edited it with the cut of the picture book. She provided an opportunity to enhance the attachment to the town where we lived in by taking in the famous place that existed in scenery in Sapporo.**

**The citizen who sympathized with the movement of the heart of the character of the picture book **noticed the importance of the ties of the community.****

**· JCI Sapporo contributed the picture book which we read by 5th monthly meeting **to 98 libraries and nursing home.****

**· JCI Sapporo worked on the story-telling of the Picture book in three places in child facilities.**

Results : **JCI Sapporo gave opportunity of **positive change to the citizen who has children.****

By the questionnaire result of 5th monthly meeting.

- 33.1% that felt the need to deepen ties to build the bright rich society
- 30.7% that felt the need to deepen a family ties

**JCI Sapporo members and Sapporo citizen created positive change as great leader of the communities.**

- 30.9% that felt importance to bring up the sensitivity of children
- 29.4% that felt that a feeling of the consideration to the neighborhood is necessary

The citizens who recognized the relations with the communities, the importance of the feeling of solidarity between inhabitants increased. As a result, JCI Sapporo contributed to reducing crime rate of Sapporo.

'Creation Of Ties Project' of JCI Sapporo was listed in the local newspaper twice and local economic paper once. JCI Sapporo was able to send this activity for the purpose of community development widely.

- **5/18 Hokkaido Newspaper**
- **7/3 Hokkaido Newspaper**

(1,090,000 copies of circulation )  
(Hokkaido is the state of the biggest area in Japan as for the population more than 5,500,000)

- 2013 July issue Financial world Sapporo (local economic paper,

circulation 85,000 copies)

Actions Taken : 2013

2/5 JCI Sapporo performed an investigation, plan drafting for

**community development.**

4/1 JCI Sapporo started the story production of the picture book **with citizens.**

4/26 JCI Sapporo started the cut production of the picture book **with citizens.**

5/18 This activity was placed in **Hokkaido Newspaper.**

5/25 JCI Sapporo read the picture book in **monthly meeting.**

Meeting place capacity 386 people

Civic participation 265 people

Participation member 100 people

365 people in total

5/27 JCI Sapporo started a meeting of the picture book bookbinding.

7/3 This activity was placed in **Hokkaido Newspaper.**

7/15 JCI Sapporo finished a meeting of the picture book bookbinding.

7/15 This activity was placed in **Financial world Sapporo (local business magazine, circulation 85,000 copies).**

8/10 JCI Sapporo started an exercise of the picture book story-telling society.

8/23 The picture book which JCI Sapporo and citizens built up was completed and was delivered to JCI Sapporo.

8/26 JCI Sapporo began the donation of the picture book **(98 facilities in total).**

9/11 **JCI Sapporo worked on the first story telling. 125 participants.**

9/21 **JCI Sapporo worked on the second story telling. 24 participants.**

11/2 **JCI Sapporo worked on the third story telling. 25 participants.**

Recommendations : The member of JCI Sapporo learned that a parent and children must accomplish the growth of the heart together.  
While a member of JCI Sapporo and a local parent, child learned together,  
We could bring up outlook on ethic and mos.

By the coverage of a newspaper and the local publication paper, activity of JCI Sapporo spread throughout Hokkaido.

JCI Sapporo shared joy of the completion of the picture book with a citizen and succeeded in building network of the relationship of mutual trust.

JCI Sapporo performed bookbinding and the donation of the picture book. In this way, the activity of JCI Sapporo was able to provide the opportunity of an active change for a future parent and children.

· Problem (the part which was not able to be accomplished)

Partly of the picture book was a serious content for the child. This is because the word 'TIES' definition is difficult. According to an age generation, there was the need that prepared some picture books of the different story.

# 1

## Award Category criteria

JCI Sapporo performed follows for the purpose of the healthy development of the community.

We provided the following opportunities to the citizens particularly who had a small child.

- We know the charm of Sapporo some other time and have attachment in the area.

We know the importance to build the feeling of solidarity between relations and the citizens with the area.

When We have attachment in the area where we live in and protect it, We think that the local peace and order improve.

As written above, JCI Sapporo creates ties of the community with active citizen

JCI Sapporo were active about follows by the production of the picture book, 5th monthly meeting, a picture book story-telling campaign as a solutions provider.

We gave an opportunity to improve the consciousness as the person concerned of the community development and created the citizens who were aware of a personal social responsibility.

We performed community development while utilizing an active citizen framework, and making a connection with Local chapter, NPO corporation, a citizen.

JCI Sapporo assumed a budget the 1,043us dollar

We used for three following contents mainly.

- ① Construction costs of 5th monthly meeting
- ② Reward to a lecturer
- ③ Handbill and poster charges

JCI Sapporo devised follows to perform business in a

budget.

① JCI Sapporo planned the arrangement of the pick-up bus for 5th monthly meeting.

However, as a result of having inspected cost-effectiveness and the need, we canceled it.

The member of JCI Sapporo planned picture book story-telling society after 5th monthly meeting end to spread this business.

② JCI Sapporo was going to send an ending picture of 5th monthly meeting out. However, in consideration of a budget, we stopped an outside order, and members of JCI Sapporo made it by paying own expenses

③ In the case of the bookbinding of the

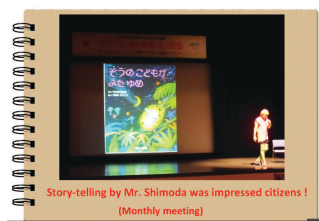
Promotion of JCI mission

JCI Sapporo gave the citizen who had a particularly small child the opportunity to be concerned, and to think about with ties, and the community of a parent and the child. The citizen who noticed the importance of ties got power to perform a change forward.

Promotion of JCI vision

JCI Sapporo created young active citizens by 5th monthly meeting. In addition, by the development of the picture book story-telling campaign, the member of JCI Sapporo became the local leader that we revolutionized an area. The member of JCI Sapporo practiced best work of life through a donation, story-telling campaign of the picture book

Active citizen and members of JCI Sapporo created ties of the community and were able to approach a certain eternal world peace for the purpose of JCI.







## 2

### Award Category criteria

20members

60%

JCI Sapporo performed follows for picture book making.

- Story, meeting of the cut
- Price negotiation with the person of bookbinding
- Report of the picture book donation

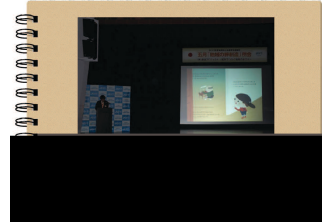
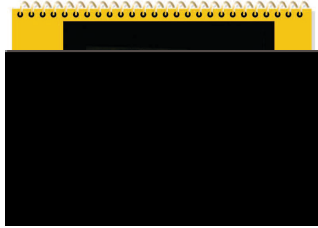
The member of JCI Sapporo performed follows for 5th monthly meeting.

- Arrangement of the meeting place
- Meeting with the administration
- Meeting with the NPO corporation which is sponsors
- Meeting with Mr.Kageki Shimoda
- Making and distribution of the poster handbill

The member of JCI Sapporo performed follows for picture book story-telling society holding

- Meeting of child facilities and the story-telling society schedule
- 3-4 members became the set and, on the story-telling society day, visited it.
- After story-telling society, we performed a questionnaire.

We decided charge every area, and the member of JCI Sapporo donated the picture book that we made with a citizen to local library and child facilities. An annual young member of JCI Sapporo played a key role mainly and performed the donation of the picture book. When they donated it, they explained a process and a purpose to lead to picture book production, and they obtained consent from the person concerned.



# 3

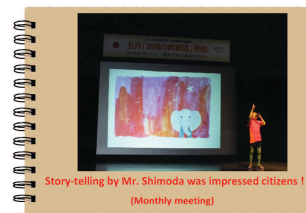
## Award Category criteria

5/18 Production of the picture book and 5th monthly meeting were placed in Hokkaido Newspaper.

7/3 Picture book story-telling campaign was placed in Hokkaido Newspaper.

7/15 5th monthly meeting and Picture book story-telling campaign were placed in Financial world Sapporo.

5/18 Production of the picture book and 5th monthly meeting were placed in Hokkaido Newspaper.  
7/3 Picture book story-telling campaign was placed in Hokkaido Newspaper.  
7/15 5th monthly meeting and Picture book story-telling campaign were placed in Financial world Sapporo.



# 4

## Award Category criteria

- By the pushing forward exercise throughout the year, the each member of JCI Sapporo reacknowledge thecharm of Sapporo and t he problem that community has.
- The each member of JCI Sapporo grow up being able to solve a problem actively.

JCI Sapporo achieved the three opportunities for citizens.

We collaborated with citizens and made a picture book.

In the 5th monthly meeting, We read a picture book with a lecture of Kageki Shimoda.

We read the picture book which We made with a citizen in child facilities.

In this way, JCI Sapporo provided the opportunity to do positive change for the parent and child.

In the process of producing a picture book, JCI Sapporo was connected to Local chapter and like-minded citizens who shared the community development.

JCI Sapporo throws up the young active citizen.

# 5

## Award Category criteria

The picture book which we donated is handed down in more citizens.

The active citizens which reactivate charm of Sapporo and notice the importance of the bond of the community are increased.

A citizen with the consciousness as the person concerned of the community development create ties of the community.

It thereby leads to the development of the community where children are brought up soundly.

We increase the opportunity of the story-telling society, and give the opportunity to more citizens.

With a welfare institution, a child nursing facility and the cooperation of the publishing company, We increase the variations of the picture book.

As long as variations was increased, We must be able to get the sympathy from the citizen of a wider generation.