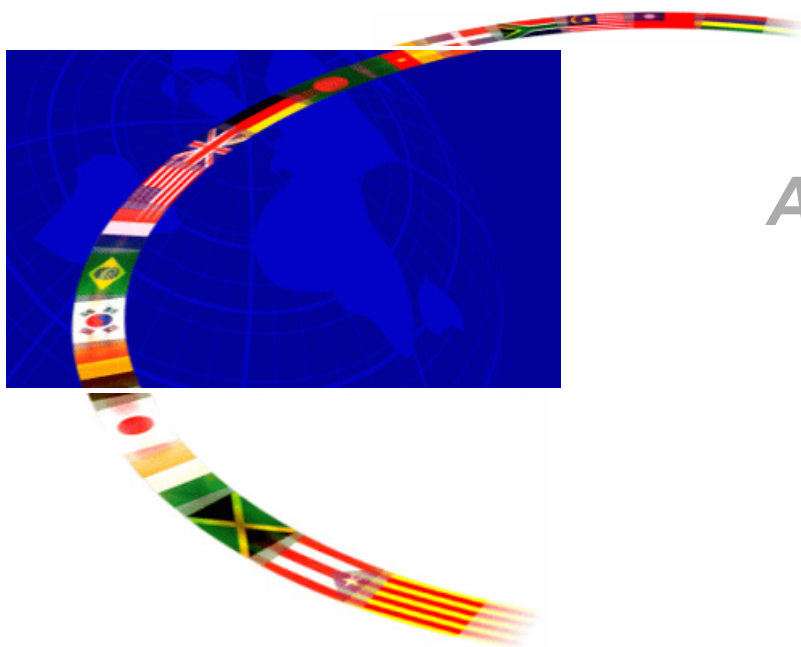




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
Town Labo Academy  
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: [woodwork-iwasaki@k4.dion.ne.jp](mailto:woodwork-iwasaki@k4.dion.ne.jp)

### Basic Information

Duration : 3/23/2013~10/26/2013

Staff : 13 members

Sponsors : City of Kitakami, Kitakami City Board of Education, Local Newspapers, Kitakami CATV

Budget : US\$ 25,435

Profit / Loss : 0

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

Who is benefited ? : 95,000 citizens of Kitakami City

Objective : **JCI Kitakami encourage citizens to become Active Citizens who generate Positive Change to the community.**

**We aim for the continuous local development through implementation of our actions as below.**

1. Develop the Active Citizens by providing various experiences.
2. Provide the opportunities to develop affection for the community though having an intimate relation in local society.
3. Further the understanding the Active Citizen Framework among not only existing members but also potential members, we provide the actual opportunity to learn and practice the business programming.
4. To maintain higher-quality action continuously, we cultivate members who have a strong verification capability.

Overview : First of all, we recruit about 50 local participants from various backgrounds, and implement the JCI Mission and Vision through the program "Town Lab Academy 2013".

**Town Lab Academy 2013 is a leadership development program that provides valuable experiences as below.**

<http://www.youtube.com/watch?v=kG6KzZD3HPc>

- Attend 3 seminars hold once in March, April and May.
- In September, held "KIDS-job", the Career Experience for Children with local cooperative companies. Through the event, encourage children to turn their eyes back to the community, and gain hopes for their future occupations.
- Afterwards, review the event among participants to run better the next time.

**"KIDS-job" is the citizen-led event providing actual working opportunities for children to aware of contributions to the community and possibilities of local companies through real experiences.**

<http://www.youtube.com/watch?v=SSFCfk-GGp0>

#### <Overview>

1. **75 citizens** actually participated in Town Lab Academy 2013.
2. We provide the seminar, Basics of Town Planning.
3. We provide a seminar to learn know-how to express and organize the ideas to launch projects.

4. We provide the seminar to reassure why and for who this project has to be hold.
5. Plan the event, KIDS-job by applying what citizens learned at these seminars.
6. Citizens negotiate with local companies to participate in the KIDS-job.
7. Held the KIDS-job. To implement the event, recruit **395 local children** and prepare all by citizens.
8. Review the KIDS-job.

Results : **Citizen positively changed to Active Citizen, and contributed greatly to local society.**

- **57 Participants** decided to keep participating in action for the community.
- The result of survey, **80%** of cooperative local companies answered that they were willing to participate in the event again.
- According to questionnaire results of 256 children out of a total of 395 children, 253 (**98.8%**) answered that they became even more attached to local companies and gained hopes for their future occupations.
- The companies which were not participated in the event such as the laundry industry, the non-life insurance agent, and the construction industry offered the participation next time.
- **Citizens started to plan the new organization in order to take action positively in the future.**
- Kitakami city highly appreciated the action that citizens and JCI Kitakami promoted, and **decided to provide a support fund.**

Actions Taken : <Feb. 7th>

Visit the Career Experience for Children in Tokyo among members.

<Feb. 12th ~ Mar. 10th>

Recruit participants of the program, Town Lab Academy 2013.

<Mar. 23rd>

1st Seminar: Basics of town planning, and Important aspects in order to implement the event

<Apr. 13th>

2nd Seminar: Meeting Strategies

<Apr. 24th>

1st General Meeting: Overall planning of the event

<May 9th>

2nd General Meeting: Planning of the event and each role

<May. 20th>

3rd General Meeting: Negotiate with local companies for participation and decide 30 cooperative companies for the event

<June 4th>

4th General Meeting: Organize and coordinate each career booths for children

<June 22nd>

3rd Seminar: Understanding of the Mission and Vision, and Unite ideas to implement the event

<June 22nd>

5th General Meeting: Set up teams

<July 2nd>

6th General Meeting: Discuss contents of the career experiences

<July 3rd ~ Sep. 28th>

Meeting in each teams (more than 10 times for each)

<July 16th>

7th General Meeting: Discussion of each experience details in the event

<Aug. 6th> 8th General Meeting: Discussion of each experience details in the event

<Aug. 21st>

Recruitment of local elementary school students

(Visit all 19 elementary schools in Kitakami City, and distribute 4, 000 leaflets for fourth to sixth-year students. And provide a links page of recruitment on JCI Kitakami homepage and the leaflets.)

**There were over 400 children applications for the "KIDS-job" in a week.**

<Aug. 23rd>

9th General Meeting: Discussion of each experience details in the event

<Sep. 4th>

10th General Meeting: Discussion of each experience details in the event

<Sep. 5th>

Advertise the event on a radio

<Sep. 18th>

11th General Meeting: Send out a Guide to participants

<Sep. 19th>

Advertise the event on a radio with participants

<Sep. 24th>

Orientation for event staffs

<Sep. 29th>

**Hold "KIDS-job" ~Career Experience for Children~ as 50th Anniversary Project of JCI Kitakami**

<Oct. 7th>

13th General Meeting: Gather feedback and review the event

<Oct. 26th>

Review and make a presentation of the event and unify ideas of members in order to achieve continuous actions

Recommendations : 1. **Citizens started to build an organization for continuous actions.**  
Therefore, we achieved the 1st objective.

2. Successively achieved the development of Active Citizen, because **57 participated citizens decided to continue to join in actions** and

cultivated the love to the community. However, the rest of 18 citizens had difficulties in long-term participation. In order to encourage these people, we would consider creating short-term opportunities and aimed at completion of the 2nd objective.

3. According to results of the survey received from 256 participated students, 253 answered that **they became even more attached to local companies and gain hopes for their future occupations.** In fact, we could provide actual opportunities for participants to learn and practice the process of Career Experience which inspires children. Therefore, we achieved the 3rd objective.

4. Citizens gathered inspection materials through hearing surveys, and marshaled all issues from planning stage to preparation and implementation stage. Then, **they examined effective improvement methods and summarized them in a document.** Therefore, we achieved the 4th objective.

The event was picked up by not only **the local newspapers, Iwatenippo having a daily circulation of about 210,000 and Iwatenichinichi having a daily circulation of about 55,600, three times but also the local radio and CATV.**

# 1

## Award Category criteria

### **JCI Kitakami made citizens positively change to Active Citizens.**

We aimed for the continuous local development by shifting people to Active Citizens who take the central role in the future community.

1. We develop the Active Citizens.
2. We develop the citizens who have affection for the community.
3. We provides an opportunity to learn and practice the process of Career Experience which inspires children.
4. To archive higher-quality action, we cultivate members who has a strong verification capability.

Since Kitakami city is the hub of logistics and commerce, the openness and activeness of citizens are necessary for local development. Therefore, we implement the project for developing local awareness.

This project matched up with the JCI Plan of Action as follows:

JCI Kitakami implement the project to unite citizen, children and local companies, and we provided citizens the opportunities to change the local society positively by sharing these experience.

Moreover, we fulfilled the role as solution provider by giving the opportunities to be the Active Citizen.

### **We composed the budget document as following allocations,**

1st Seminar  
\$2,892 (two thousand eight hundred ninety-two dollars)

2nd Seminar  
\$731 (seven hundred thirty-one dollars)

3rd Seminar

\$562 (five hundred sixty-two dollars)

"KIDS-job" ~Career Experience for Children~  
\$18,000 (eighteen thousand dollars)

The Review of the project  
\$3,250 (three thousand two hundred fifty dollars)

We economized the budget and hold down the extra expenses by composing the budget document.  
Besides, we efficiently publicized the project through cooperative local newspapers and TV without taking advertising budget.

### Advance of the JCI Mission

We gave citizens full recognition to the significance of active involvement in the community.

We provided the opportunities for citizens to make children positively change.

### Advance of the JCI Vision

We created the Local Network.  
Besides, we promoted cooperation between Active Citizens and local companies, and provided the environment to grow into each other by giving the foundation of Positive Change for children.  
Moreover, through conducting the project, we encouraged citizens to establish a new organization for the community.





## 2

## Award Category criteria

180 people

53%

- 95 seminar audiences (75 citizens included)
- 13 seminar constructions
- 20 investigators (10 citizens included)
- 88 project planner (75 citizens included)
- 180 construction parties of the commemorative event (115 citizens included)
- 45 public relations (32 citizens included)



# 3

## Award Category criteria

We measured the community effectiveness and impacts according to the questionnaire results of 256 students and 30 participated companies during the day of the project.

Moreover, to ensure the result, we had a questionnaire of 75 citizens after the project review.

1. Since **71% of participated citizens answered that they would continue to participate** and support the project, the number of citizens acting for the local community increased.
2. According to the questionnaire results of students, **98.8%** answered that they became more attached and gained hopes to the local companies. Therefore, we assumed the result of our project would lead to the development of the community.
3. Since **80%** of cooperative companies promised the next participation, the number of cooperative local companies increased.
4. In the questionnaires filled out by student's parents, a large majority desired more such event in the future.
5. **Kitakami city highly appreciated the action and decided to provide a support fund.**
6. We heard the offer for next participation from the companies which did not cooperate this time.





# 4

## Award Category criteria

- We could familiarize our action to the local companies and community.
- The event was picked up by not only the local newspapers, Iwatenippo having a daily circulation of about 210,000 and Iwatenichinichi having a daily circulation of about 55,600, three times but also the local radio and CATV.
- **Citizens who got interested in our project applied to JCI members in 2014.**
- Because of meaningful relationship with local companies, they became more cooperative to our project.

### In order to advance the JCI Mission,

- We offered 3 seminars to let citizen actively participate in the project from on the planning stage, and made citizen positively change.

### In order to advance the JCI Vision,

- We created the local network as a stepping stone to developing the global network.
- We encourage collaboration between Active Citizens and local companies, and they could advance a cooperative relationship through the project.
- As a result of participation in our project, we encourage citizen to build up a new local organization all by themselves from now on.





# 5

## Award Category criteria

- We expect citizen to play a leading role positively in the expansion of their organization through utilizing what they have learned in this project.
- We expect citizens who have positively changed would lead to activation of the open local community by expanding the action among other companies and people.
- Due to the affection for the community, Children would positively get involved in the community in the future.

### To develop our program, "Town Lab Academy",

#### 1. Increase the number of citizen participants.

- We advertised the attractiveness of Town Lab Academy through various media more.
- Participants appeal to local community for their actions.
- Provide various interesting seminars.
- Strengthen cooperation with local companies, public administration and our organization, and disseminate our program widely across to the community.

#### 2. Organize the Active Citizens

- Generate new Active Citizens by participants.
- Make each roles more understandable.
- Accelerate the conveyance of information, and improve sharing it.
- Aim at regular holding of KIDS-job.

#### 3. Create a comfortable environment to participate.

- Change the program to permit partial participations.
- Locate on-site day care of babies to provide equal opportunities to people who have toddlers.

- Strengthen a connection between participants.
- Enhance the business hub.
- Increase the number of cooperative companies.

