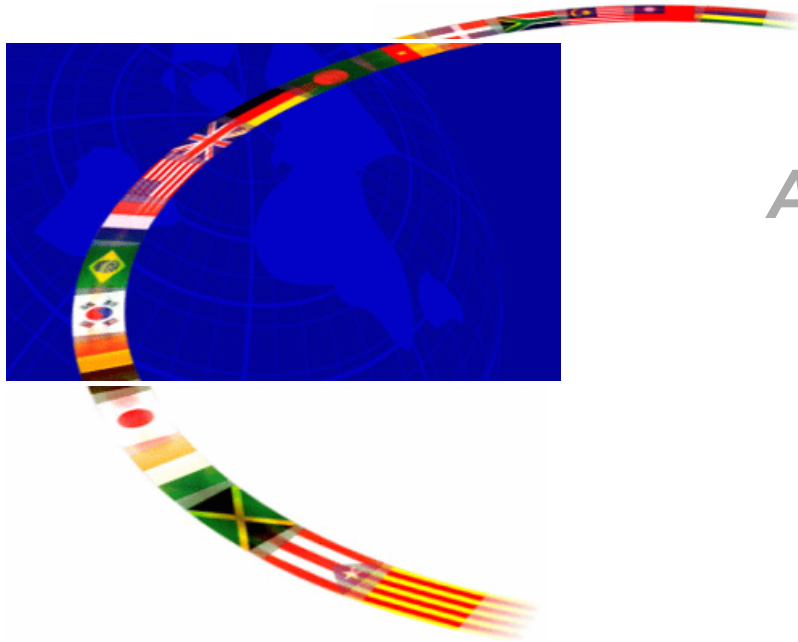




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
Rediscover our home town NERIMA  
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: [office@tokyo-jc.or.jp](mailto:office@tokyo-jc.or.jp)

### Basic Information

Duration : September 23, 2013

Staff : 54

Sponsors : Nerima, Institute of Nerima Tourism Association, Nerima Tokyo Chamber of Commerce and Industry Branc

Budget : 10,653\$

Profit / Loss : 0

In which UN MDG best fit (if apply) : ? : Eradicate extreme poverty and hunger

Who is benefited ? : People who live in the city of Nerima, we live about 700 000 people

Objective : Allowing positive mind so as to live in the town of Nerima, people working to develop the town actively, become a citizen to continue to activation. The fact that so respond specifically Where the town or like.

Overview : They took the food using ingredients that have been grown at the land of Nerima participants. Participants to purchase their own, they ate ice cream and dumplings, and sweets. Participants tried to quiz about the town of Nerima. Danced and sang along with the parent and child living in Nerima, Nerima song called \"Nerineri Nerima.\"

Results : By participants eat ice cream and dumplings, sweets, we constructed the potential to be a consumer to know that there is a food delicious close you live, and over the future. The quiz, participants know deeply that the town living. I knew that the town while dancing parents of the participants singing together, come out in the lyrics. Smile of parents of the participants were many. It was confirmed by taking a survey participants. Person who was able to answer the favorite place of the town was 30 percent in the prior survey. Person who was able to answer the favorite place of the town was 60% in the survey after the join. Who can answer the favorite place is doubled.

Actions Taken : We have conducted a survey to residents. The business plan based on the results, was planning. Election of the store opening. We were announced in the LOM HP, HP and regional enterprise business. We have distributed leaflets to residents of business. Was invited to participate by distributing flyers on the day also. Was carried out a questionnaire to visitors.

Recommendations : That the people living in Nerima and have them answer specifically the favorite place of the town. Person of only 30% could not answer the survey in advance, but the people of the 60% can now be answered in survey after the project. It was possible residents themselves to develop the town actively promote the change of mind which will be activated, but did not result in a positive change to cause action.

## 1

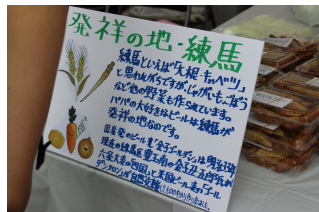
## Award Category criteria

Allowing positive mind so as to live in the town at Nerima, people working to develop the town actively, become a citizen to continue to activation. The fact that so respond specifically Where the town or like.

Since it is intended that the youth that is the target of this operation, promotes the activation and development of the city actively, to go to positive change. It promotes the transformation active by each were using their personality, each store each other to build a local network, which leads to the leadership development of youth.

In order to provide you the opportunity to participate in many stores and more, have been nullified participation cost of the store. Venue costs with reduced cost by using the park is a public facility. By setting the venue the park for people of the town gather many, was devised to transmit participate in the many citizens, even while reducing advertising costs. We had posted a PR of business to companies that us to the announcement by HP for free. It was able to be posted on the HP that is operated by LOM, and PR widely.

JCI MISSION We were able stores opened to re-recognize the importance of links with the local. By setting to zero the entry fee of the store, and provided the opportunity to work actively young people. JCI VISION We went for the global network, the creation of a local network. By using get to the store opening of different industries there is no exchange much usually, it provided an opportunity for networking with each other.





## 2

### Award Category criteria

8 members

10%

And instructed and safe provision of food, the handling of fire to the stores opened. Was the security in order to ensure the induction of many participants who are in the venue, the safety for children. The combined dust emitted inside the venue, it was to ensure the safety and Health.



# 3

## Award Category criteria

Asked to write a questionnaire to the participants, and measured the impact on the community from the results.

We knew we did not know until now, the charm of the local that was not noticed. Who can answer the favorite place of the town specifically increased. Lived in Nerima by this, people working is to understand that in the region. By understanding deepened, and as a result, participate in events and local organizations, and urged the regional activation and now know the events and local organizations.



# 4

## Award Category criteria

By notice to attractive that was not noticed until now, and would like to attend the event or organization. Local is activated by this, people are now working actively and approaches to bright rich society.

We were able stores opened to re-recognize the importance of links with the local. By setting to zero the entry fee of the store, and provided the opportunity to work actively young people.

We went for the global network, the creation of a local network. By using get to the store opening of different industries there is no exchange much usually, it provided an opportunity for networking with each other.

# 5

## Award Category criteria

Lived in the town of Nerima, people working participated. They have been studying how to eat food that is produced in the land live in their own. We can be expected to increase consumer of the product of Nerima by this. By this effect persists, leads to the activation of the local by supply and demand with a stable food that was produced in the town of Nerima is established, long-term development is made.

Sending widely the fact that there are a lot of food to increase the stores open stores, was produced in the area. By increasing the participants, and provide an opportunity for notice to attractive to residents and many more.

