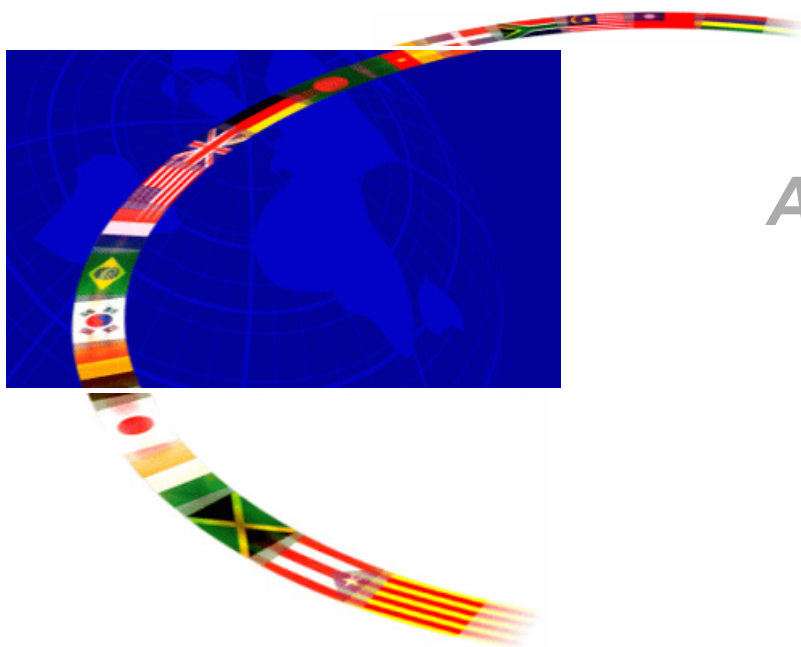




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
Shinjuku Smile  
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 : August 11, 2013

Staff : 35

Sponsors : Shinjuku, Shinjuku shopping district promotion association (east exit of Shinjuku, Shinjuku, Shinjuku)

Budget : 40,300\$

Profit / Loss : 0

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

Who is benefited ? : People living in Shinjuku, about 3.26 million people who come to Shinjuku

Objective : That Shinjuku is sending out that it is a "local that has the hopes and dreams, to live in safety and security"

Overview : -Professional artists and local children makes a performance, such as play and sing together -We told the importance of disaster reduction by utilizing the earthquake test car etc. -Against garbage problem in the region, experts told participants the current situation by the cross-talk · Children, marched the local while having the umbrella of smile.

Results : -Smile was able to children by making a play or song. · We had feel close to disaster by the experience the earthquake test car etc. · We were able to understand the current state of garbage problem of the local. · We were able to spread the circle of smile by children to march the local while having the umbrella of smile

Actions Taken : 1) Kids Challenge Artists and children, was the performance in the Shinjuku Station Square. Then, it became HAPPY and can have a desired and many dreams. 2) Disaster Prevention EXPO By experience and earthquake test car, participants got an knowledge of disaster prevention. 3) local meeting Smile In order to a city children livable, people involved in Shinjuku, provided the opportunity to get the correct information for the current situation in the region. And, by feeding back to the ward a solution to the problem, it is a city livable for children who will lead the future of Shinjuku. 4) MERRY PROJECT We were able to carry out the plan using the umbrella of the smile of children by co-operating with the Communication Arts worldwide as "MERRY PROJECT". By that, I was able to convey the wonderful of the smile of children to many people.

Recommendations : 1) Kids Challenge By obtaining a good experience , children who participated became (HAPPY) smile . It was possible to the audience , to show the smile of children . By many participants gathered , create a time schedule , was difficult . 2 ) Disaster Prevention EXPO Participants could be obtained much knowledge to disasters by the experience like. earthquake test car, On that day , it was not possible to carry out the dialogue and expert mayor by heavy rain . 3 ) regional meeting Smile Experts and government , was discussed , the problem of the Shinjuku area has. Because it is a tough subject , Mobilization has been difficult , but many people have who participated by performing by women idle unit , crime prevention campaign . 4) MERRY PROJECT with SHINJUKU SMILE With a smile umbrella of the children was the march. And I have created a communication art with umbrella smile. By this it was able to give a smile (HAPPY) to many people. On the day, physical condition of the participants was worried because it was hot.



# 1

## Award Category criteria

In order to evolve the future as a city of Shinjuku is in harmony with the "bustle", "peace" co - exist, have hopes and dreams, it must be aimed at the realization of the community live in safety and security. Shinjuku Station number of passengers is often best in the world, as well as providing the opportunity to challenge to dream to children in the city, to the disasters and unexpected regional issues of Shinjuku-specific, this project, with the correct emergency knowledge and to a city some charm, smile by the well-known know-how, to appeal to enhance its soft surface hardware side of the city.

1.We were able to strengthen the links next to the local. 2.We were able to give many smiles even a little to the people who live in the area.

1.By describing in detail the budget, and was able to fit within the budget. 2.Sponsorship money is collected as scheduled because it drew a firm proposal.

JCI Mission It was able to give the opportunity to know the current situation to people involved in the local. JCI Vision It was able to deepen ties with the government and local companies.



# 2

## Award Category criteria

30members

OVER10%

Understanding of the current situation in the region  
Construction of booths together with partner  
organizations Induction of the participants.



## Award Category criteria

# 3

It was able to send to many participants on the issue of local charm and Shinjuku. A figure that children are singing and dancing happily was impressive! The event was the best! Smile impression is full! It was a lot of fun. Please continue such activities. I was impressed various events that are related. I think there is also talk of the event booth theme of many also, there, was very good. I feel that it also expected to attract customers scale is large more. Shinjuku was found a lot of dust.

Asked various came through this project. There request from the (Shinjuku Station Disaster Prevention Council 1) Disaster Prevention) Cooperation to the 90 anniversary of the Great Kanto Earthquake cooperation (9/6), to Shinjuku Disaster Prevention Week (November), cooperation in the Totsuka district disaster reconstruction assistance network Preparatory Committee (11/29) There request from the (east exit of Shinjuku Station shopping district promotion association 2) Security) Cooperation to the night watchman with the \"prevention regulations touts act, etc.\" (always) There request (Shinjuku Station shopping district promotion association, Shinjuku Station east exit mall promotion association, from Shinjuku Odori shopping street promotion association 3) waste problems) Cooperation in clean-up activities in the region (always) Yes ask bustle of 4) local Shinjuku, Shinjuku Station from shopping street promotion association) Cooperation to classical music concerts held at the MOA4 Avenue (always)







# 4

## Award Category criteria

Strengthening of relations regional companies, residents, with the government. Changes in the image of Shinjuku to the people who come to Shinjuku.

By feeding effectively a variety of techniques, it could be provided many occasions.

Participation by local residents, businesses and government, It was able to a further enhanced of the local network.



## Award Category criteria

# 5

It was able a city Shinjuku is full of hopes and dreams, live in safety and security, to impress many people as a city an attractive full of smiles and \"bustle\", \"peace\" co - exist, and harmony, while in trouble by the culture clash that occurs by various foreigners, including Asian and various problems in the famous Kabukicho entertainment district and in the world to live more often in Shinjuku. It will lead to image improvement Shinjuku by going to the approach to the solution even for problems in some areas also in Shinjuku like this, which raised from business start as SHINJUKU SMILE.

It did not result in concrete action while it was able to transmit a wide range of wards out about issues and attractive of Shinjuku other to solve the problem of the individual in the community. The anticipation of the project construction to continue to practice the problem-solving individual local, followed by participation and cooperation to local activities in order to further deepen the bond and trust relationships with other organizations that are cultivated through this project in the future Let me be the next action in light of the verification of this project.

