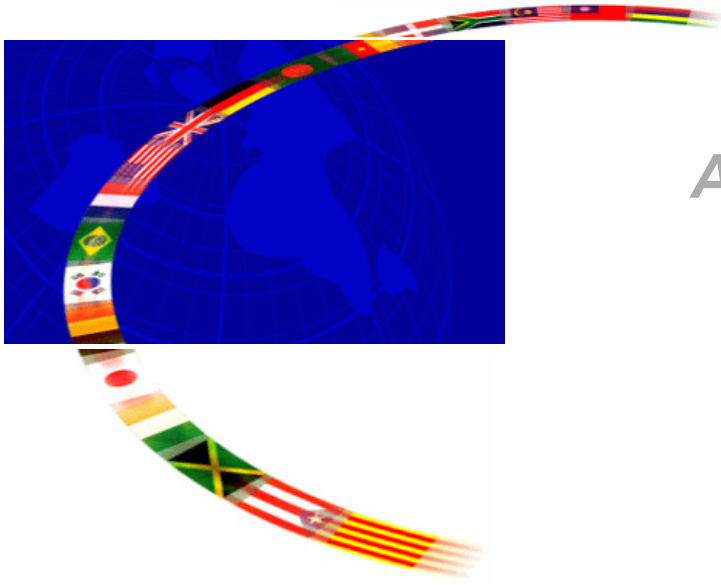




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
The legend 'historical yokohama'
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

LOM Information

Local Organization:

President:

President Email: cs@jp21.co.jp

Basic Information

Duration : From November 2012 to December 2013

Staff : 20 member

Sponsors : Culture and Tourism Bureau of Yokohama
Yokohama Art's Festival Executive Committee
MITSUBISHI

Budget : 16,269 dollars

Profit /
Loss : 0

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

Who is
benefited 10,000 people; Yokohama citizens and Citizen's groups active in Yokohama.
?:

Objective TO CHANGE THE MIND FOR THE FUTURE AND BUILD UP MOTIVE POWER FOR LOCAL DEVELOPMENT; JCI
: Yokohama collaborate with local government and build up local patriotism to Yokohama citizens and citizen's groups
active in Yokohama by introducing local history and culture.

TO BE A GOOD EXAMPLE for other Local Chapters.

TO INCREASE THE CONTINUAL STRONG RELATIONSHIP BETWEEN LOCAL GOVERNMENT AND JCI

YOKOHAMA; Yokohama city has been eager on transmitting itself "cultural city" to local and general the past few years.
So it helps increase the continual strong relationship which was built up by now that JCI Yokohama supports Yokohama
city with cultural movement.

TO ESTABLISH THE POSITION AS "A BRIDGE" BETWEEN LOCAL GOVERNMENT AND CITIZEN; As JCI Yokohama
strengthen the relationship with local government, JCI Yokohama can stand between local government and citizen after
this year and work as "A BRIDGE" for movement which would be hard to make by only local government or by only
citizen.

Overview It is very necessary to have local patriotism by knowing local history and culture for inherit attractive YOKOHAMA to
next generation.

To achieve the objective effectively, we COLLABORATE with local government and using MUSIC as method to make it
easy for citizens to take part in this program.

Award Category criteria

1

▶ TO CHANGE THE MIND FOR THE FUTURE
AND BUILD UP MOTIVE POWER FOR LOCAL
DEVELOPMENT.

▶ TO BE A GOOD EXAMPLE for other Local
Chapters.

▶ TO INCREASE THE CONTINUAL STRONG
RELATIONSHIP BETWEEN LOCAL
GOVERNMENT AND JCI YOKOHAMA.

▶ TO ESTABLISH THE POSITION "ASA
BRIDGE" BETWEEN LOCAL GOVERNMENT
AND CITIZEN.

▶ Introduce local culture though MUSIC.

▶ Introduce a harmony with foreign culture
through MUSIC.

JCI Events: To ensure that JI events provide a fulfilling experience for JCI members and non-members, creating an opportunity for young people to engage with each other, share experiences, learn and take action to effect positive change on a regional and global scale.

▶ Income

17,930 dollars (Seventeen thousand nine hundred thirty dollars)

▶ Expenses

Cost for setting up the program venue: 12,009 dollars (Twelve thousand and nine dollars)

Cost for management: 3,600 dollars (Thirty six hundred dollars)

Cost for documentation: 1,837 dollars (Eighteen hundred thirty seven dollars)

Money in reserve: 482 dollars (Four hundred eighty two dollars)

▶ JCI Mission

"To provide development opportunities that empower young people to create positive change "

Maximum numbers of people participated this program in JCI Yokohama history and it provide development opportunities that empower citizens.

▶ JCI Vision

"To be the global network of young active citizens. "

JCI Yokohama members took the lead to inform the pride of hometown.





2

Award Category criteria

19 members

80%

- ▶ Total venue operation
- ▶ Negotiation with casts
- ▶ Time schedule management
- ▶ Supporting the casts
- ▶ Setting up the venue
- ▶ Distributing and gathering the questionnaire papers



Award Category criteria

3

We collaborate with local government and transmit this program to citizen.
And it brought all of local government, citizen and JCI Yokohama together and made them live up for the local community.

- ▶ Positive economic activities by 10,000 visitors.
- ▶ The cast made a positive change on cultural understanding by taking part in this program and love their hometown more than before the program. After the program they are keeping in touch with each other and spread the opportunity of activity.
- ▶ The program made the distance of the consciousness for local community near for all; local government, citizen and JCI Yokohama.



4

Award Category criteria

JCI Yokohama didn't make any profit financially, but JCI Yokohama achieve to strengthen the relationship among local government, citizen and JCI Yokohama.

That is the profit that is not changeable to money.

JCI Yokohama collaborate with local government and the cast and worked on gathering a lot of visitors for sharing the objectives of this program and giving economic activity to local community. As a result maximum numbers of people (10,000 people) participated this program in JCI Yokohama history and it provide development opportunities that empower citizens.

JCI Yokohama members took the lead of the program and built up the network between local government and citizen. At the same time JCI Yokohama achieved to inform to citizen what the pride of hometown and local people is.



Award Category criteria

5

- ▶ The cast – It will be the opportunity to spread their network and activity for the cast that they participated in this project.
- ▶ The visitor – It will be the opportunity for the visitor to build up their love to hometown (local patriotism) that they learn local history and culture by taking part in this project, then they will take an action for future development of their hometown.

JCI Yokohama will hold this project annually and in the future we intend to make constant efforts to change mindset of citizen for local development.

