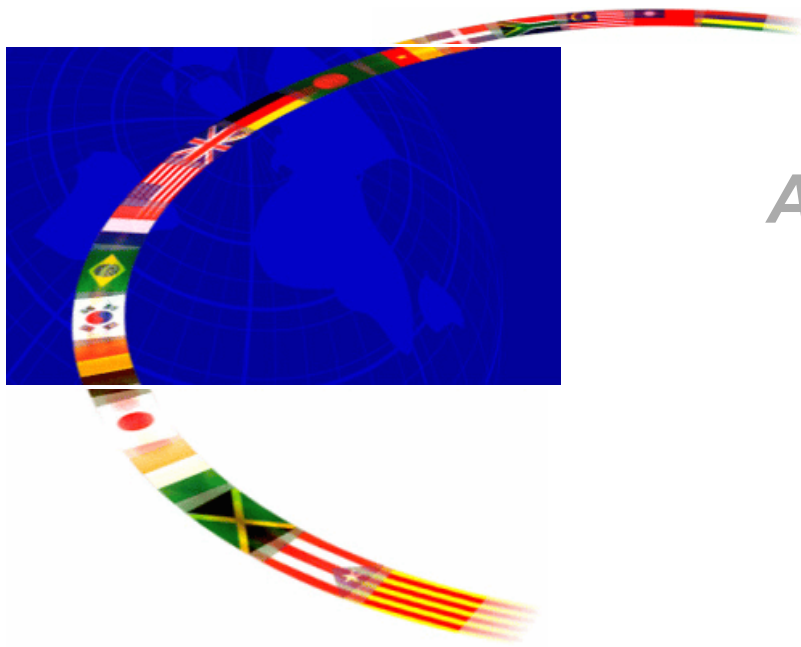




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Energy city of the future Niigata to aim at with a
miracle ★ energy man
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
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LOM Information

Local Organization:

President:

President Email: kunieie@chiyodasetsubi.com

Basic Information

Duration : From June 2013 to November 2013.

Staff : Twelve mem

Sponsors : Student Volunteer.

Budget : Three thousand and f

Profit / Loss : 0

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

Who is benefited ? : Parent and child who live in the activity area of JCI Niigata.

Objective : We, JCI Niigata carry out business for the purpose of the following things.

1. To raise interest interest in energy. 2.To know the possibility that an area lasts. 3.To have them think about significance to work on an energy problem.

Overview : We made a hero of the setting that "I did come from the future to have you think about energy" and made the opportunity that had we held a hero stage show, and interest interest last. In addition, we made the theme song, distributed goods of the hero, posted a poster and delivered an animation on the Internet. We were able to have them get deeper interest and understanding in it.

Results : As a result of, in eight times of hero stage shows in total, having 1,515 people (JC member is exclude) in total look, and having carried out a questionnaire after the end. 1. Both adults and children answered that they could enjoy it from 90% or more of the respondent. In addition, we had an answer that they wanted to know the energy more from 90% or more of the respondent. 2. By the questionnaire for children, we had answers that "I got to know what an energy problem is approximately 80% of the respondent and had answered," I wanted to value energy" from 90% or more of the respondent. 3. By the questionnaire for adults, 60% or more of the respondent "were able to understand an energy problem" by the questionnaire, and 90% of the respondent "they were able to feel possibility to have of Niigata" As a result of above, we may be said that we were able to achieve there purposes that "To raise interest to energy", "To know the possibility of the area" and "To think about significance to work on an energy problem".

Actions Taken : From October, 2012 to February, 2013 Making business image and main point. From February, 2013 to April, 2013 Making a bill book, negotiate to a cooperater. May, 2013 Making scenario and theme song for stage show. June, 2013 Making clothes for the show, making goods and web site exhibition. From June, 2013 to November, 2013 The stage show of the hero was holding. (All eight times.)

Recommendations : < The points what was able to be accomplished > 1.To raise interest interest in energy. 2.To know the possibility that an area lasts. 3.To have them think about significance to work on an energy problem. Three points of aims mentioned above were able to be accomplished. < The points what wan not able to be accomplished > Having the consciousness that increased continue for a long term. We did not inspect it, we could not able to confirm the achievement. < Remedy > 1. We perform the questionnaires after we put a period later.

1

Award Category criteria

To raise interest in energy. Specifically, 1. To understand to a supply method and usage of the energy. 2. To raise the consciousness for the energy solution to the problem. 3. To understand the technique of energy supply method of the energy saving, and the possibility that local area lasts.

The following effects are provided by a purpose of this business being accomplished. To contribute to regional economy. To build the sustainable society. To become the help to have you learn about the problem that society has to the young people.

JCI Niigata was able to reduce a 4,100 dollars budget by performing the following devices. 5,000 dollars was necessary for only clothes, but was able to make it for 1,000 dollars when I asked the company for the making of the local hero by a volunteer cooperating with JCI Niigata member. When we asked an amateur for a theme song, it would cost a number 100 dollars (tens of thousands of yen) degree in such a case, but had it was free and produce it. There was the effect that the unity with the JCI Niigata member who carried it out by not only the budget having been suppressed, but also making it jointly and the student volunteer of the activity area of JCI Niigata was deepened. I was able to have an opportunity of appearance and the PR gratis by deepening an administration and the relations

JCI MISSION We could have you know that you raised the interest in energy problem and led to the development of the community and was able to contribute an opportunity of development, the growth. Furthermore, for the offer side, it was an opportunity of development, the growth by performing activity including a student volunteer together. JCI VISION We put energy problem, a supply method and usage of the energy, local possibility together to compiled the subject which there was not of the opportunity to know only individually organically and played a role as the network to think as one thing.



FUNASATO MURA 22周年 感謝祭 感謝祭 22周年

7月13-14-15日 土-日 20-21日 土-日 5日間

目玉企画・お祭り、お祭り上でお楽しみいただけるお祭り、2日間限定!

全店感謝セール 感謝祭 大抽選会

7.13 sat dance festival 7.14 sun smile music festival

7.20sat 7.21sun 7.22mon

7.15mon ご当地ヒーロー祭り

2

Award Category criteria

12

21%

Role of 12 Niigata members • Stage show scenario making • Clothes making, appearance • Negotiations with the appearance for stage show enforcement, performer adjustment • Questionnaire distribution collection • Goods making • Poster making • Plan book making for support cooperation • Video shoot
Role of ten student volunteers • Stage show appearance • Questionnaire distribution collection • Goods distribution • Character drawing for posters • Poster distribution • Theme song writing • Theme song performance song



3

Award Category criteria

Enforcement of the questionnaire after the hero stage show holding.

We carried out a questionnaire after hero stage show holding and had you answer about the following items.

- Was a show fun? • Was a hero cool? • What is the energy supply method (generation) with the interest?
- Were you able to understand what kind of problem the energy problem was? • Do you intend to value energy? • Do you think that Niigata fitted the town of the energy? • Do you think that you wanted to study it from now on about energy?



4

Award Category criteria

We were able to have the people recognize that we had performed activity with friendly feeling by sending the character called the hero to the front. Because we had the social duty that we taught about energy not a local hero for simple area raising, we could plan differentiation with other country heroes and was connected in having them understand the significance of existence of JC.

We had many citizens raise the interest in energy problem and was able to provide an opportunity of development, the growth by having they know that it led to the development of the community. We could developed each other by being active with a student volunteer and was able to grow up.

We told \"The overlook-like viewpoint\" that there was much of what is talked about separately conventionally(what energy problem is), \"Resources, a technical viewpoint\"(a supply method and usage of the energy) in combination a citizen widely.

5

Award Category criteria

The people who are going to work on an energy problem in an activity area of JCI Niigata increase and I thereby bring the development of the area and will be connected for the solution of the energy problem in the whole nation and earth in total. We connect a thing and the energy problem that they learn in time in schools by having interest for energy since they were young, and, for children, it comes to be thought and they do what from there and put it and I am available and will come to be able to think about a crab.

We expand the periodical holding or theme song poster goods of the hero stage show and include new contents every year as well as a short term and a message is deeper and has a long it and stays in the impression with a character. However, because it is difficult for JC to perform these activity for many years, I have administration, a company, the regional society succeed activity and take the method to wrestle for enlightenment activity of the energy utilized the hero character in the whole area.