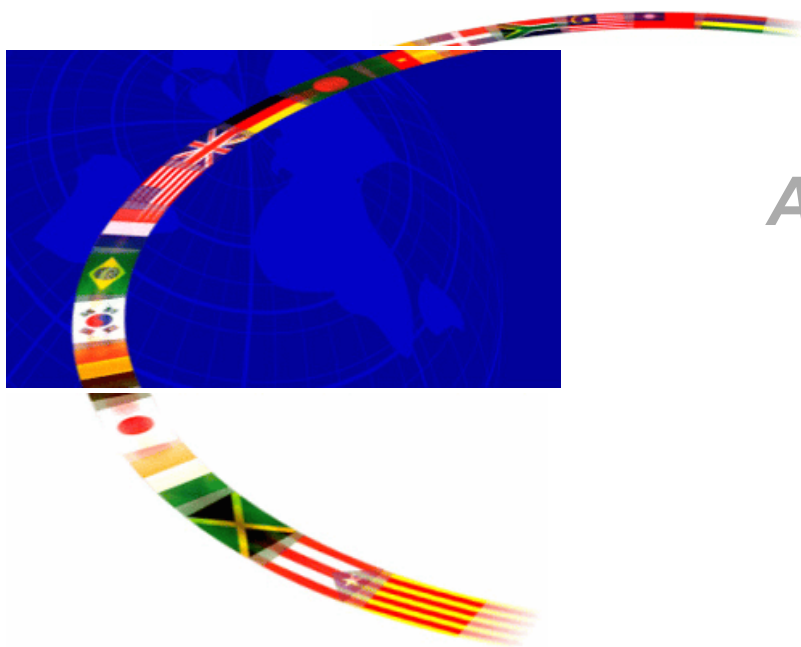




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Future Force Award in Nagano
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: k-miyaoka@r4.dion.ne.jp

Basic Information

Duration : Aug.10, 2013

Staff : 19 members

Nagano city

Sponsors : Representative of an Olympic facility

Board of Education of Nagano City

Budget : 30,000 US dollar

Profit / Loss : 0

In which UN MDG best

fit (if apply): ?:

Who is benefited?: For the 380,000 citizens and children of Nagano city

Objective : To provide the opportunity for citizens to make a **POSITIVE CHANGE** towards world peace.

To create more **ACTIVE CITIZENS**.

Overview : JCI Nagano held a ceremony to celebrate its 60th anniversary to give people related to our organization the chance to meet together.

This was a great opportunity to summarize JCI Nagano's accomplishments.

JCI Nagano successfully communicated our VISION towards world peace to citizens and social groups.

Results : The VISION by JCI Nagano impressed local citizens and led many of them to become ACTIVE CITIZENS;

- JCI Nagano succeeded in sharing our activities with citizens, local government and sister JCI's to help realize world peace, and
- consequently a local group launched a signature campaign to attract the Youth Olympics after it was influenced by the JCI Nagano VISION.

Actions Taken :

- Dec. 3, 2012 The date and place of the program has been finalized. (in the 5th Board of prospective Directors meeting)
- Jan. to Mar., 2013 Opinion exchange among LOMs and discussions on the program content
- February The first program was conducted.
- At the beginning of April Guest selection
- Apr. Regular meeting "International interactions ~Enjoy the differences! ~"
- May Details of the program and guests were finalized.
- May Regular meeting "Collaboration with the local community ~ Develop the local community!~"
- May The second program was conducted.
- June The third program was conducted.
- At the beginning of June 6th regular Board of Directors meeting
- June Regular meeting "Interactions with the local community ~ Earning fans of Nagano!~"
- Late June Public promotions
- July Meeting with guests
JCI Nagano plenary meeting
- At the beginning of August The JCI Nagano vision was established based on investigation results collected in the regular meetings from April to June and the historical accomplishments of JCI Nagano.
- Aug. 9 Site preparation and rehearsal
- Aug. 10 The event was held.

- Oct. The project report was submitted.
- Oct. to Dec. JCI Nagano kept eye on the ACTIVE CITIZENS created through this project, with the observations noted and used in preparation for the JCI Nagano project next year.

Recommendations : The promotion of past activities by JCI Nagano and JCI philosophy as our VISION made a huge impact on citizens.

It is obvious through the questionnaire answers, the voices of citizens that contacted us, and the reaction of the media.

It is the mission of JCI Nagano to continuously organize projects which anyone, young or old, male or female, can take part in together to help contribute to world peace.

1

Award Category criteria

JCI Nagano focuses on the citizens who work actively or take important roles in the local community, and introduces them to the community in order to create more ACTIVE CITIZENS.

"JCI Nagano makes POSITIVE CHANGEs on more citizens."

This objective meets JCI's action plan for community improvement through ACTIVE CITIZENS' initiatives. JCI Nagano introduced the ACTIVE CITIZENS in the local community to other people in the community in order to create more ACTIVE CITIZENS.

<To promote this project effectively, we devised ways of PR.>

- Promoted this project positively to the local media.
- Promoted this project through local newspaper companies and TV companies.

<Budget details Total budget: US\$11,940>

- Venue/stage effect US\$ 4,000
- PR expense US\$ 2,000
- Lecturer fee US\$ 4,000
- Miscellaneous cost US\$1,940

<To advance JCI VISION;>

There are many citizens and social groups in Nagano city who are working in a variety of fields, such as sports, art, environment issues, volunteer works and sports for the disabled. JCI Nagano held a ceremony to award these citizens prizes with the PR activities, and raised funds by finding sponsors, in order to focus on these citizens.

<To advance the JCI mission;>

JCI Nagano organizes meetings to introduce them to the people in the community to share their abilities that leads to POSITIVE CHANGE.

JCI NAGANO
60th ANNIVERSARY

Objectives, Planning, Finance and Execution



Creation of active citizens with positive minds through participation in the traditional event which in recent years had undergone a major downturn. JCI Nagano provides the executive committee of the event with our accumulated know-how and it's ability to deliver.

JCI NAGANO
60th ANNIVERSARY

Objectives, Planning, Finance and Execution




1. Creation of active citizens who participate positively to empower the community
2. JCI Nagano promotes the activity of community empowerment through cooperation with citizens.
3. Citizens who share our enthusiasm for the activity influence other citizens.
4. The citizens continuously work for community empowerment.

JCI NAGANO
60th ANNIVERSARY

Objectives, Planning, Finance and Execution



1. JCI Nagano held a press conference to announce the project. We also approached the mass media to publicize the event. This helped with cost saving.
2. We focused on promoting the event through free media reporting such as newspapers, TV news and SNS. This reduced costs.

Through our positive promotion as outlined above, we received a large amount of donations from citizens. As a result the event was well within budget.

JCI NAGANO
60th ANNIVERSARY

Objectives, Planning, Finance and Execution




We gave a presentation on the fact that JCI Nagano provided the know-how to the executive committee to revitalize an event which had faded. This brought about a positive change, and activated citizens into action.

2

Award Category criteria

45members

92%

Before the event

The project leader: 1 member

(Conducted the project.)

Preparation and attending the meetings: 10 members
(Investigation to recognize groups and individuals that work actively in a variety of fields in the community, and invited guests as judges.)

Finalist selection: 13 members

(selected 10 of finalists with the judges from 50 groups/individuals.)

Inquiries and reception: 5 members

(Responded to inquiries from citizens and took bookings for the ceremony).

PR: 2 members

(After finalists were selected, until the day of the event they updated the SNS site daily, introducing the project and each finalist.)

Arrangement of the site and equipment: 10 members
(Arranged the site and necessary equipment with other members, and worked on site setup)

General assistance: 2 members

(Assisted other members in various tasks).

On the day of the event

Project leader: 1 member

(Conducted the project.)

MC of the ceremony: 2 members

(Worked as emcees in the ceremony for smooth proceedings).

Assistance for finalists: 3 members

(Assisted finalists mainly by preparing equipment and packing up after the ceremony).

PC operations etc.: 3 members

(PC, projector and sound system operation and management)

General assistance: 2 members

(Performed various tasks for other members that needed help).



3

Award Category criteria

We received inquiries about the applicants focused on by this project.

1. Three local news companies ran special feature articles in their newspapers.
2. A local TV company made a documentary program about a person who was involved in the project.
3. Local TV companies covered the project.
4. The number of the visitors on the Facebook page. 2416

Page view 23882

The number of "Likes!" 22234

The number of comments 1441

The number of views on the finalist introduction page 396 to 1419

The ACTIVE CITIZENS received attentions by the local community.

- One received the chance to collaborate with a company.
- Some were invited to events.
- One was the subject of a documentary by a local TV company.
- Many of them have chances to join in JCI Nagano's project.





4

Award Category criteria

<Improvement of recognition and awareness of LOM by the local community>

- Previously, local citizens had little interest in people who work actively in the community, however their understanding of such people has deepened.
- JCI Nagano received understanding and cooperation from citizens for our activities through the program.
- JCI Nagano strengthened its relationship with local government and the Board of Education.
- We established relationships with the ACTIVE CITIZENS and improved recognition of JCI.
- We acquired partners to work in solving local issues together.

- JCI Nagano conducts a project to highlight the people who actively work in Nagano city.
- They made a presentation about their activities for each category in the project.
- We gave prize money for their future activities after being selected by judges.
- JCI Nagano supports these people or groups.

- JCI Nagano succeeded in discovering people who actively work for Nagano city.
- We promoted the project through Facebook and the media.
- Also, we promoted the notable ACTIVE CITIZENS through Facebook and the media. This will continue in future.
- It produced opportunities for them to introduce and influence each other, and establish relationships of support or collaboration, and furthermore to spawn a movement.



5

Award Category criteria

Persons who had never been under the spotlight received attention and offers from the media, event organizers, and companies.

They will have more opportunities to exposure, and we expect they will make a **POSITIVE CHANGE** in their activities.

1. The areas where people/groups could apply for this project were limited. So this needs to be improved to highlight more **ACTIVE CITIZENS**/groups.
2. It is important to exploit the relationship generated from the project in the future.

It helps JCI Nagano\'s projects and activities become more meaningful and influential. We need to consider how we can make **POSITIVE CHANGE** utilizing these relationships and experiences.

We should start acting earlier next year. We also need to look at the results of how the collaborations among the **ACTIVE CITIZENS** go, as well as how the relationships continue.

