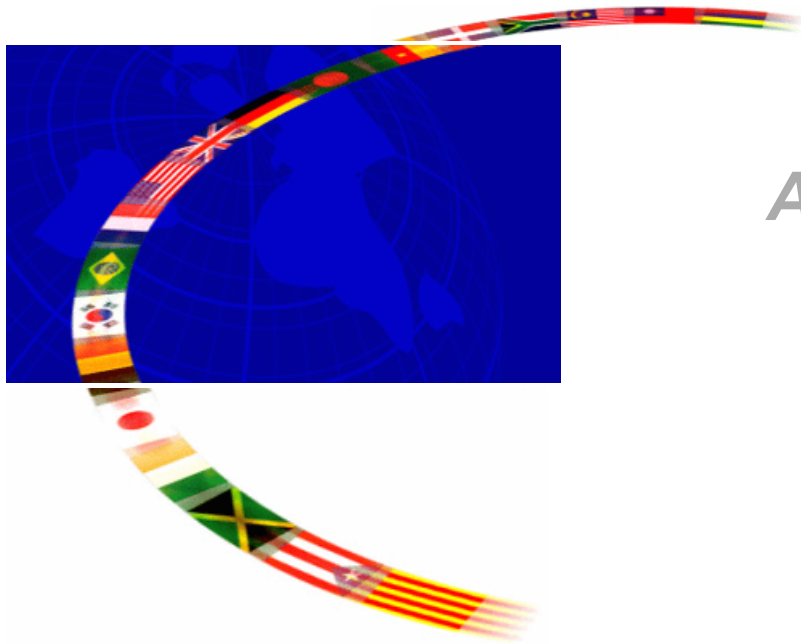




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
Best Local Growth & Development Program  
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: [fsc@tamano.or.jp](mailto:fsc@tamano.or.jp)

### Basic Information

Duration : October 27th, 2013

Staff : 23 members

Sponsors : Japan Professional Cyclist Union Okayama branch

Budget : 8813 US dollar

Profit / Loss : None

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

Who is benefited ? : 62000 citizens in Tamano

Objective : JCI Tamano intends residents to participate in the development of the local area voluntarily and actively by residents' POSITIVE CHANGE for the growth of local area.

To achieve that purpose, members of JCI Tamano was involved in the following actively.

1. To provide the opportunity that residents can participate in the development of the community.
2. To increase ACTIVE CITIZEN who participate in the development of the community.
3. To get ACTIVE CITIZEN to be able to create a POSITIVE CHANGE for the community.

Overview : JCI Tamano practiced followings for the development of the community.

· We held a festival for the residents at the bicycle racetrack where it was hard to continue to maintain in the local area.

We have provided the residents the opportunity to participate in the development of the community.

※ The bicycle race is the public-managed competition(public-managed gambling).

In Tamano city, it opened in 1949. Since then, it has been a profitable industry for 64 years and is would be essential for the development of the community.

The followings are the contents of the festival which was held at bicycle racetrack.

1. The bicycle race held by professional players.  
We have provided residents the opportunity to reaffirm the charm of the bicycle race.
2. Events that children can take part in with their parents
  - bicycle race for children and parents
  - experience of riding race bicycle
 We told the charm of bicycle race to women who didn't have an opportunity to touch the bicycle race usually and children who would lead the next generation.
3. We send a message that the bicycle race track is important for the development of the community.
  - The race track has been a profitable industry for 63 years in Tamano city.
  - The maintenance of the race track is necessary for the development of Tamano city.

## Results : July 30 to October 2

← 5 times Meeting with the local high school

August 21 to October 21

← 6 times Meeting with Keirin players association

August 22 ← Opened REQUEST to MOVE SALE CAR

August 28 ← Meeting of the exhibit content and the mobile sales vehicles

September 20 ← Detailed description of the project content to Keirin project division

October 1 ← To local government magazine published Festival (Festival) information (25000 parts)

October 14 to 16

← Overhang of posters to all parts of the City

October 21 ← Meeting with moderator

October 21 to 23

← To local school distribution of leaflets (7000 pieces)

October 22 ← The local newspaper publication request of the project (Local Newspaper: TAMANO area 18550 parts)

October 24 ← Meeting schedule of the day and Keirin project division

October 26 ← Held ready

October 27 Holding

10:00 Opening

10:00 JCI TAMANO President greeting

10:03 TAMANO Mayor greeting

10:03 Drum and fife band playing (Local nursery)

10:30 to 15:30

Experience of riding bicycle race bicycle

Naughty mission (Bicycle steeplechase)

Fun bike (Experience of various bicycle)

10:30 Girls bicycle race ← MEANING AS CAN BE SEEN

11:10 Parent and child bicycle race (Bicycle parent-child cooperation relay)

14:00 Dream race ← Meaning as can be SEEN

16:00 Closing

## Actions Taken : July 30 to October 2

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Recommendations : This project which JCI Tamano carried out provided the opportunity to be an ACTIVE CITIZEN to the residents who didn't have a chance to participate in the development of the community.

This project is effective for the residents in noticing bicycle race is essential for the growth of the community and starting to participate in the development of the community voluntarily and actively.

1. We placed emphasis on public relations and provided the opportunity for 1,000 residents to participate in the development of the community.
2. We could get the residents who didn't come to the bicycle racetrack usually to participate in the project and could tell them the attractive point of the bicycle race as a professional sports.
3. We send a message that bicycle race is essential for the growth of the community and many residents got realized that.
4. The residents who took part in the project did some activities in the local school after the festival and participated in the growth of the community.

Result (which was beyond our expectation)

1. The Professional Cyclist Union is going to hold the festival in 2014. This is a result of JCI TAMANO has impressed people, women who didn't have a chance to touch the bicycle race and children who lead the next generation with the charm of the bicycle race.

Result (which was unexpected)

2. High school students who participated in the festival as a volunteer said "We would like to take an action for the growth of the community from now".

This is a result of JCI TAMANO has provided the opportunity to participate in the development of the community for the people who lead next generation. Through our movement, we increased ACTIVE CITIZEN who participate in the development of the community in the long term.

Mayor stated our project that it was successful beyond our expectation.

1. The basis of making a city is a making people and this project satisfies it.
2. It impresses the residents with the movement of JCI strongly. This means that city understood our belief of the movement and will make easier to carry out our movement from now on.

This project was evaluated from the media and was picked up by the local newspaper.

The article about the festival was run in the local newspaper (18,550 copies in Tamano area)

# 1

## Award Category criteria

JCI Tamano intends residents to participate in the development of the local area voluntarily and actively by residents' POSITIVE CHANGE for the development of the community.

To achieve that purpose, members of JCI Tamano was involved in the following actively.

1. To provide the opportunity that residents can participate in community development.
2. To increase ACTIVE CITIZENS who participate in community development.
3. To get ACTIVE CITIZEN to be able to create a POSITIVE CHANGE for the community.

In that do the groundwork that is changed to ACTIVE CITIZEN for the development of local citizens, to be positive change involved in regional development voluntarily, actively, consistent with the ACTION PLAN of JCI.

To positive change the region, that the regional development, and a sustainability by ACTIVE CITIZEN is required.

There was no off-budget spending .

- he school handed out to all local flyers , and provided an opportunity related to regional development to citizens (US \$ 1700)
- Hired a moderator , etc. , we smooth progress (US \$ 720)
- Is multiplied by the personal insurance , was in preparation for an emergency accident (US \$ 200)

Device of budget cuts.

- JCI Tamano announced a plan of the project for the development of the community that we is going to the city.

We obtained understanding and cooperation for our movement. A result, we got US \$ 8000 subsidy from city.

In addition, the trust relationship with the government , which was used in free Velodrome .

- JCI Tamano advertised our project for the

development of the community to the media actively and an advertisement for our festival could be run in the local newspaper without any cost.

### Promotion of JCI MISSION

We showed how community would be developed through the festival that we held for the development of the community.

As a result of our providing the opportunity that residents could participate in the development of the community voluntarily and actively, the community created POSTIVE CHANGE with sustainable development.





## 2

## Award Category criteria

23 members

88%

Headquarters ← 2 members

Safety management patrol inside the venue ← 6 members

Parent and child bicycle race (Bicycle parent-child cooperation relay) ← 10 members

Fun bike (Experience of various bicycle) ← 3 members

Camera crew ← 2 members

Girls bicycle race (Keirin by female athletes) ← 23 members (all employees)

Dream race (Keirin by male players) ← 23 members (all employees)



# 3

## Award Category criteria

1. We had a meeting with participating organizations associations and discussed the reflection and outlook for the future after finishing this project.
  - From the players association of The Bicycle race that had cooperation this year, there has been offering to host the (Festival) Festival to be held at the next Velodrome.
2. JCI is TAMANO, tried to influence from the number of times that this project has been featured in the media.

Has been evaluated In various media, JCI TAMANO Is planned, this project was taken up.

•From the players association of the Bicycle race that had cooperation this year, there is offering to host the (Festival) Festival to be held at the next Velodrome, It was supposed to be sponsored from 2014.

•I was positive change ACTIVE CITIZEN to the desired high school students who participated as volunteers, want to act for the development of the region in the future.

•After Festival (Festival), to conduct activities in the area school, players association of the Bicycle race, was involved in the development of the region.



**戮力協心** JCI Junior Chapter International Tamane/Japan  
 ～共に未来のために～

**第3回 玉野けいりん場まつり**  
 おもしろ自転車レース

■日時 10月27日(日)  
 10時～16時  
 ■場所 玉野けいりん場  
 ■参加費 無料

**Girlsケイリン**  
 競輪場をよびかえ女子ケイリン大会  
 競い合い賞を争います。甲乙なしの競馬イベント！

■時間 10時～16時55分  
 11時～16時55分  
 ■対象 小学生以上  
 ■観覧 無料

**わんぱくミッション**  
 競輪場のベンチから出現した  
 ミッション。競輪場選手クラブ  
 でお金を稼ごう！

■時間 10時～16時  
 ■対象 小学生以上

**ドリームレース**  
 競輪場をよびかえケイリン  
 レースも行う。競馬予感。ます。  
 甲乙なしの競馬イベント！

■時間 10時～16時55分  
 ■対象 小学生以上  
 ■観覧 無料

**閉会式**  
 ■時間 16時～17時  
 ■対象 小学生以上

**抽選会**  
 空手場へ抽選会もあつきます。  
 競輪場競馬のイベント！

■時間 12時～16時

■当日会場、マイレールチケットを渡しての会場への入場ください。  
 レンタゲは無料です。  
 ・競輪場 10時～16時55分 観覧無料

The one in the hearts of all, do things with work together.

# 4

## Award Category criteria

1. JCI TAMANO improved awareness of LOM by handing out handbills of 7,000 pieces of to local schools and get residents to take part in the festival.
2. JCI TAMANO has improved the possibility of membership expansion by carrying out the project with 「TAMANO KEIRIN」 Players Association , they could experience the movement of JCI TAMANO.
3. JCI TAMANO was constructed stronger cooperative relationship by getting the confidence from the residents through the festival, the confidence from the city was increased.
4. Members of JCI TAMANO was to ensure its pride and sense of belonging to the town was born and raised their own by interact with citizens to conduct business in the velodrome in the region.

JCI TAMANO promoted the JCI Mission as follows.

JCI TAMANO provided the opportunity to participate in the project of the development of the community for the residents. By providing it, the residents who took part in had POSITIVE CHANGE and it increased ACTIVE CITIZEN who would participate in the development of the community. And ACTIVE CITIZEN participated in the development of the community actively for the improvement of the community and it influenced many other residents. It brought more ACTIVE CITIZEN and POSITIVE CHANGE to our community.

JCI TAMANO promoted the JCI Vision as follows.

JCI TAMANO increased ACTIVE CITIZEN who participated in the development of the community through this project. There was a mutual exchange between the members of JCI TAMANO and residents

or city there. The residents and city understood the movement of JCI TAMANO deeply. We created the network in the community which was the basis of a global network by these experiences. As a result, JCI members who would lead the future global network increased.



# 5

## Award Category criteria

The sustainable development is provided in the movement by taking over the management of the festival to the ACTIVE CITIZEN who had POSITIVE CHANGE.

As a result, the community will continue to develop. It makes easier to carry out the future activities for JCI TAMANO by increasing confidence from the city and residents and building a stronger cooperative relationship.

For the development of the region, there is the following improvements by To increase the number of citizens involved in regional development voluntarily, actively with POSITIVE CHANGE further.

1. Request local companies to cooperate and expand the business scale.
  - By providing the opportunity For companies involved in regional development, and REQUESTS the participation and contribution to the Festival (Festival) .
2. Provide an opportunity to exchange views with school and local companies and city and citizen before starting the project.
  - Listen to opinion sought by the local open exchange of opinions and pre-schools, companies, government and citizens of the region, to reflect Festival (Festival).
3. Increase the advocate of residents and keep developing to a larger movement.
  - The conduct public relations activities to schools, government, businesses and citizens of the region, and to recognize that It is A thing activity and exercise is needed in the area.



**戮力協心**  
～共に未来のために～  
JCI (Junior Chamber International Tamano Chapter)

By interact with citizens to conduct business in the velodrome in the region, members of JCI TAMANO was the thing, certain, pride and sense of belonging to the town was born and raised their own.

Increase the advocate of citizen, to sustain development to a larger movement.

The one in the hearts of all, do things with work together.