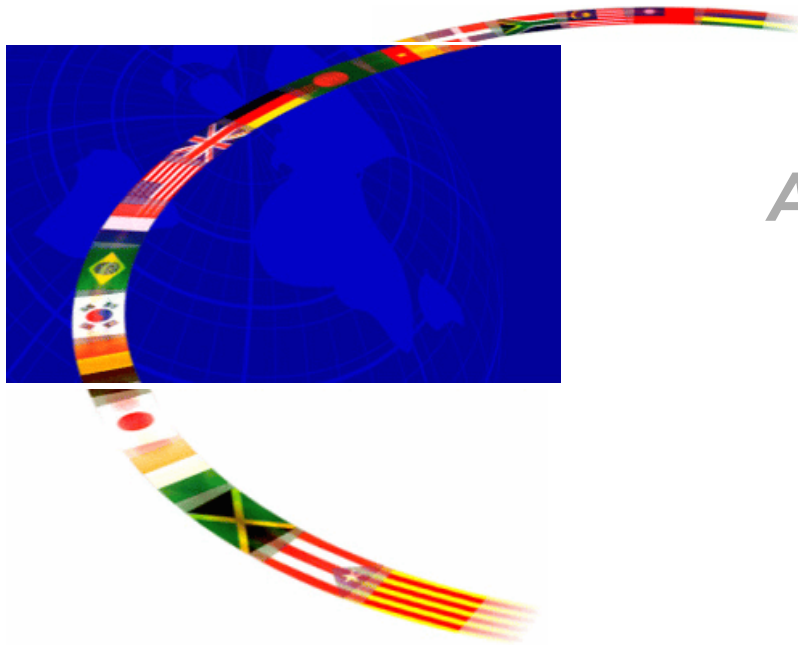




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
Sand craft in Niigata 2013 by the collaboration  
cooperation with the outside group  
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: [kunieie@chiyodasetsubi.com](mailto:kunieie@chiyodasetsubi.com)

### Basic Information

Duration : From July 22 to July 28.

Staff : 256 person

Sponsors : Niigata Sand Art Festa Executive Committee,.

Budget : twenty thousand doll

Profit / Loss : 0

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

Who is benefited ? : 840 thousand people of activity area of JCI Niigata.

Objective : We JCI Niigata is aimed for the following things.

- Develop the business that you held alone conventionally to the co-hosting with the citizen
- A participant and a member realize the importance of the connection with the person again each other
- I create new value, and create changes of the consciousness to say to take action by oneself

Overview : · Many people had you participate in a plan, preparations for business and understood the need of creating new value, and putting it into an action to a member with a citizen and really gave an opportunity to act.

- Therefore, in cooperation with a citizen's cooperation group, anyone created the space that could participate willingly, and a plan carried out sand craft business to have the new value that adopted an unprecedented idea.

Results : The Niigata citizen changed to "the active citizen" who was active actively to make one's gusset which lived better. Particularly, we were engaged in all from drafting to administration, and the citizen who became the staff of the Niigata sand art Festa executive committee accomplished business in cooperation with Niigata JC. The citizen who participated decided that they participated in the business that a purpose performed of letting an area activate positively in future.

It was made from beginning to end only in LOM, and the sand craft that had been performed conventionally has been held.

It is necessary to completely entrust this project to a citizen sometime soon, and at first we share a citizen group and a purpose, and it is necessary to bring about consciousness to act in an opportunity to build up business together.

Therefore we carried out a project by the following technique.

- ① We gathered volunteers from a past sand craft participant and performed the setup of the executive committee.
- ② We performed drafting, preparations for business, administration with an executive committee.
- ③ We asked the people of a senior engaged in as a continued project for cooperation so far.
- ④ We used the shore which was one of the local characteristics of Niigata.
- ⑤ We kept a meeting place intact after business hosted by LOM for one week to raise more civic interest and did it with the thing which I could observe freely.

The following result was created through what I carried out by the technique mentioned above.

- ①It was decided that the project carried it out continuously by an executive committee after the next fiscal year.
- ②The collaborative relationship between participants was born.
- ③Many citizens had recognition of Niigata unique charm, and the number of the guests increased by 150%.

As a result of having performed a questionnaire to a participant.

- ①100% of participants answered that they felt pride living in the town where this business was held.
- ②We were able to obtain an answer to want to participate in business like this time positively from 100% of participants in future.

Actions Taken : From February 23 to March 16. (Three times in total) Niigata Sand Art Festa preparatory committee joint meeting.

From March 30 to July 13. (Seven times in total) Niigata Sand Art Festa executive committee joint meeting.

From June 5 to July 1. Recruitment of sand image creators.

From June 5 to July 27. Post a poster on each Niigata city place. July 10. It is announced the event in one local famous TV.

From July 22 to July 27. The meeting place construction and main sand image making.

July 27 and 28. Sand Craft in Niigata holding.

July 27 and 28. Questionnaire enforcement to a participant.

Recommendations : It was made from beginning to end only in LOM, and the sand craft that had been performed conventionally has been held.

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# 1

## Award Category criteria

he purpose is to let an area activate. It is necessary to do the following positive change to the citizen who is like passiveness to achieve the purpose.

- ①They notice their local charm.
- ②They turn into a person acting for the contribution to the community as well as passiveness.

JCI Niigata provides the opportunity for people of Niigata to change a positive by the following methods. We held "sand craft in Niigata 2013" in cooperation with the outside group which consisted of the citizen.

We organize an executive committee and, at a point promoting basics structure letting an active citizen takes the lead, and an area activate, am equal with an activity plan of JCI.

It is necessary for regional activation to cause changing civic consciousness and an active action by each person.

Therefore we feel charm in the town where own lives in and must have a pride.

Led by an acting leader, it is important that they organize community proactively.

Therefore the offer of the opportunity to step forward to their first one step.

Therefore we provided an opportunity to make the active citizen who contributed to the area by being engaged in the setup of the executive committee.

In the various places citizen's in the part which depended on an expert conventionally from the design of the sand image to making could reduce request charges approximately 300,000 yen to an expert by having command it, and was able to control it to 2,010,000 yen.

A whole budget: 2,010,000 yen

(beat construction costs:) 1,920,000 yen, others: 90,000 yen)

In addition, have got a grant for equivalence business in the past; the furtherance system concerned to the

business because was not able to support it, the furtherance this year was not received.

### Promotion of JCI MISSION

It is succeeded by realizing the importance of the connection between local inhabitants again. We organized the executive committee which local inhabitants could push forward originally and contributed the opportunity when we continued business and could carry it out. We utilized the opportunity and promoted a civic positive change.

### Promotion of JCI VISION

We created the local network for global networks. We were engaged in the setup of an executive committee constructed by local inhabitants and made the tissue which we continued business originally and could carry out. By participation, we brought about the feeling of solidarity between local inhabitants.



# 2

## Award Category criteria

13

61%

Overall plan, administration

- The main sand increase making construction
- The whole meeting place construction
- Chairmanship
- Various sand image making

Whiffler of the day participant

- How to make experience-based sand images instruction
- General participant instruction in the meeting place





## 3

## Award Category criteria

We planned influence than the questionnaire for the participant.

Questionnaire result for 76 participants

① Were you able to feel charm of Niigata some other time by having participated? 88% that were felt  
12% that can be called neither  
0% that were not felt

② Were you able to feel a pride in living in the town where this business was held?  
100% that there was  
0% that are not which  
0% that there was not

③ Did you want to participate in business like this time positively in future? 100% that think  
0% that are not which  
0% that do not think

This project was able to provide an opportunity and the place where local inhabitants could take action by themselves.

They were able to provide an opportunity and the place where local inhabitants could take action by themselves.



小針浜に巨大な砂像が現れる!!  
**SAND CRAFT in NIIGATA 2013**  
 小針浜海水浴場 なぎさふれあい広場裏  
※2013年5月18日(土)～19日(日)開催

★楽しみポイント★

- ① あなたも砂像づくりに挑戦
- ② 夜の幻想的なライトアップ
- ③ 砂像700体!? 記録に挑戦

入場料 7.27<sup>+</sup>28<sup>+</sup>

SCHEDULE

ワンダラフト<sup>+</sup>にいがた2013  
 7.27<sup>+</sup>  
 ライトアップイベント

18:30-23:00 砂像ライトアップ、キンドル風呂

7.28<sup>+</sup>  
 メインイベント

10:00-18:00 サンドクラフト(体験)、砂像作り  
 5:30 開場

18:30-23:00 砂像ライトアップ、キンドル風呂

※2013年5月18日(土)～19日(日)開催

小針浜海水浴場 小針浜海水浴場 小針浜海水浴場 小針浜海水浴場 小針浜海水浴場 小針浜海水浴場 小針浜海水浴場 小針浜海水浴場 小針浜海水浴場 小針浜海水浴場

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JCI

# 4

## Award Category criteria

We entrusted a continued project to the hand of local inhabitants and it was an approved thing to be continued, and conventional LOM activity was effective for local activation and was able to show that it was the active existence that was effective for area inhabitants.

It is succeeded by a citizen realizing the importance of the connection with the area again.

They provided the opportunity to notice the need of growing up with an area.

We utilized the opportunity and promoted civic growth and a positive change.

# 5

## Award Category criteria

This project active positively so that all area inhabitants make one\'s town to live in better. Therefore a supporter always becomes and supports business so that we are power of local inhabitants, and business continues.

This is because it spreads as follows because this business is carried out continuously.

- ①Because a citizen participated in this business, we contribute to the area and continue causing a positive change.
- ②They improve local value with a citizen.
- ③Their success example spreads through the community like a chain reaction with time.
- ⑤The expansion lets the whole area activate.

To increase the citizens who changed a positive by this project more

- ①We will do enforcement by executive committee alone.
- ②We will recruit executive committee members widely.
- ③We will provide the opportunity when participant companies can exchange opinions after before business operation and enforcement.
- ④We will recruit a lot of volunteers so that more area citizens participate in business administration.