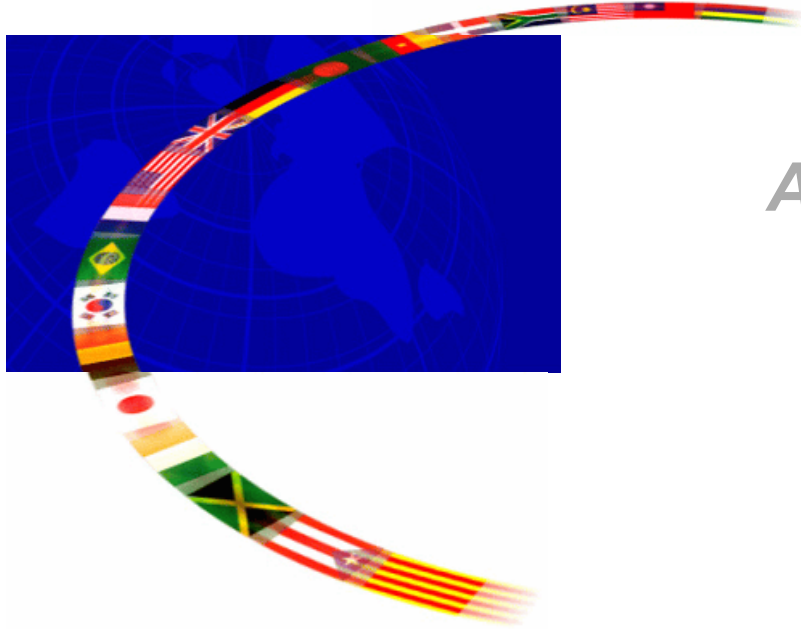




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
Development of next-generation young active  
citizens through creating future environment of the  
city  
JCI JAPAN  
Best Local Personal Skill Development Program



**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: [ikejun@p-hokkoh.co.jp](mailto:ikejun@p-hokkoh.co.jp)

### Basic Information

Duration : 6th of march to 18th of december 2013

Staff : 17 member

Sponsors : 23 private companies

Budget : 9348 us dollar

Profit / Loss :

In which UN MDG best

fit (if apply): ?:

Who is benefited ? : 3465 us dollar/23 support companies

Objective : **· To create active citizen, JCI Sapporo gives opportunity** to think about safe and peaceful future city that people want to keep on living.

**· JCI Sapporo** contributes to train leaders who can develop within community sustainably. For that reason we make a study on future environment of Sapporo city with young citizen through empower themselves **to create positive change**.

**· JCI Sapporo creates network of sustainable community development** through research on future city environment of Sapporo with young people who hold the future.

Overview : 1.JCI Sapporo visited each universities, companies, and local authority to research on future environment of the city with college students.

2.JCI Sapporo held **workshops three times** with **public officer, professors and college students**.

The 1st workshop: 1 public officer, 3 professors, and 14 college students.

The 2nd workshop: 1 public officer, 8 professors, and 52 college students.

The 3rd workshop: 8 professors and 42 college students.

3.JCI Sapporo suggested college students to make panels of research result. **11 groups** made each proposals.

①Redevelopment of downtown on the subject of food

②Plot of Sapporo Disney land

③Community development to enjoy second life for retired citizen in Sapporo

④Redevelopment of shopping arcade for young and old mainly communication

⑤Regional development to utilize the park safely for children

⑥Sapporo Olympic Plan

⑦Plan of active community around college facility

⑧Plot of street only for pedestrian in center of Sapporo

⑨Students volunteer for tourists to be the active community

⑩Community development by using job experience

⑪Community development themed green on roof top and coexist with snow

4.JCI Sapporo organized an executive with 11 college students with strong will of improving for the panel competition on the future city, and chose 3 teams to present at the meeting.

5.JCI Sapporo held a monthly meeting for citizen with 11 college students of executive member. 3 chosen groups presented in front of citizen and competed.

6.Chosen 3 groups inspected different city model that is good at making community.

**1st prize: group No.④** 「Redevelopment of shopping arcade for young and old mainly communication」 team inspected Takamatsu city, that local citizen has the leadership of shopping arcade in Kochi prefecture.

**2nd prize: group No.⑥** 「Sapporo Olympics Plan」 team inspected Osaka city.

**3rd prize: group No.①** 「Redevelopment of downtown on the subject of food」 team inspected Chitose city that has active community development around the airport in Hokkaido prefecture.

7.JCI Sapporo and 11 college students of executive members exhibited 11 panels about idea of different future Sapporo city. Those panels were used in a lecture at Hokkaido Industrial University.

**16000 people** at the Sapporo underground shopping arcade

**899 college students** at Sapporo Ohtani University

**4213 college students** at Hokusei Academic University

**3742 college students** at Sapporo University

**1494 college students** at Tokai University

**1832 college students** at Sapporo International University

Results : 1.JCI Sapporo gave an opportunity to **67 college students** for positive change.

2.Those college students recognized the issues of their own city and investigated for improvement.

3.College students made **very distinctive presentation** on future environment of Sapporo city based on the research.

4.The result of questionnaire showed **11 students learnt leadership and got an opportunity** for stepping up through running monthly meeting with JCI Sapporo.

• **One of those 11 students held a workshop of solving social issues using JCI Sapporo's skill of workshop. And another one of those students belongs to this workshop mentioned above, and took the leadership in the activity for recovery from earthquake with many friends.**

5.Citizen agreed to students'presentation. 97% of participants understood the importance of community development that should be done by the persons concerned. And 87 % of participants want next the competition.

6.The students researched on the future environment of the city by inspecting other cities. The students had the opportunity to research, became active citizen and made report to JCI Sapporo. **Sponsors understood the activity of JCI and paid for inspection trip.**

7.The questionnaire showed 95% of participants regarded the effort of students and expected next opportunity to be provided.

Actions Taken : April and May of 2013 Visiting local authority and each university  
6th of June **1st workshop (discussion)**

7th of June Started making the panels  
4th of July **2nd workshop (discussion)**  
8th of August **3rd workshop (discussion)**  
1st of October Panel competition  
16th of October **Monthly meeting on the subject of future environment of the city**  
19th to 21st of October Panel exhibition at Sapporo underground shopping arcade  
21st to 23rd of October Panel exhibition at Sapporo Ohtani University and Hokusei Academic University  
24th to 26th of October Panel exhibition at Tokai University and Hokkaido International University  
28th to 30th of October Lectures using panel exhibition at Hokkaido Industrial University  
16th to 17th of November Inspection trip to Osaka city  
23rd to 24th of November Inspection trip to Takamatsu city  
25th of November Inspection trip to Chitose city

Recommendations : City of Sapporo is highly estimated generally but many young people leave the city.

Sustainable community development requires **young people's power** for their own city's future.

Young people need **to be inspired** to create attractive city for themselves and to contribute positively for the community development.

#### **Objective achieved**

JCI Sapporo gave an opportunity to be interested on community development through studying about future environment of the city with students.

JCI Sapporo made the opportunity to collaborate and made the essential network between students, companies and local authority for sustainable community development by themselves.

One of the students **showed leadership** on community development actively.

Objective couldn't achieve

Mayor of Sapporo couldn't attend to the monthly meeting because city assembly was held on the same day.

Executive was formed for sustainable community development but it is not independent, it needs JCI Sapporo to be participated continuously.

JCI Sapporo couldn't provide an opportunity to research on future city that is safe and keep on living to create active citizen.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the objectives of this program?

**JCI Sapporo** attempted to assemble its aims into the program mentioned below.

① **To create the network** for sustainable community development by researching on future environment of the city with young citizen who will be important part of society, companies and local authority.

② **To create active citizen** by providing an opportunity to think about future city that is safe and people want to keep on living.

③ **To train leaders** for sustainable community development by inspiring young people for positive change.

How does this program align to the JCI Plan of Action?

**JCI Sapporo** researched on basic cause of common issues for future environment of the city with students by using **active citizen framework**. 11 teams made each proposal for sustainable solution. JCI Sapporo provoked citizens **to be solution providers** and made the environment **to create better society**.

Was the budget an effective guide for the financial management of the project?

**JCI Sapporo** set 9348 US Dollar as the project budget.

It was spent on renting venues for monthly meeting and workshop, making panels of students, and printing leaflets.

**Students were provided the opportunity more than project budget** by supporting companies that understood the purpose of JCI Sapporo paid for inspecting to see other example cities of energetic community development.

How does this project advance the JCI Mission and Vision?

#### Promotion of JCI Mission

① JCI Sapporo provided the opportunity to think about issues and solutions to create future environment of

Sapporo.

②JCI Sapporo conveyed the philosophy and technique of activity by working with students to manage the monthly meeting.

By means of this, it **created positive change on students by providing the opportunity to develop.**

### **Promotion of JCI Vision**

①JCI Sapporo researched on future environment of Sapporo with students, companies and local authority.

②JCI Sapporo stated the students' ideas of solutions to citizens.

By means of this, it **created essential network of students, citizens, companies and local authority for sustainable community development.**

## Award Category criteria

# 2

### Membership Participation

By number, how many members were involved in this program? 17member

By percentage, how many members of the Local Organization were involved in this program? 52%

Describe the main roles of the participating members in this program. ①Workshop of creating future environment for the city  
3 members of JCI Sapporo as a team visited each universities, local authority, and companies to collect students, staff and officer who is researching on issues of Sapporo.

Management (arranging, reception, direction guide): 5 members of JCI Sapporo

Host: 1 member of JCI Sapporo

Proceeding record: 1 member of JCI Sapporo

Facilitator: 10 members of JCI Sapporo for each 4-5 students

②Monthly meeting (**students and JCI Sapporo working together**)

Choosing lecturer, meeting: 3 members of JCI Sapporo and **2 students**

Management (arranging, reception, direction guide, sound check): 17 members of JCI Sapporo, **11 students**

Host: 1 member of JCI Sapporo

Proceeding record: 2 members of JCI Sapporo and **2 students**

③Panel exhibition (**students and JCI Sapporo working together**)

Meeting with staff of the venue: 3 members of JCI Sapporo and **2 students**

Bringing in and displaying: 3 members of JCI Sapporo and **2 students**

④Inspecting tour

Meeting with students: 5 members of JCI Sapporo



Conducting students: 3 members of JCI Sapporo

## Award Category criteria

## 3

## Skills Developed

What skills were developed in this program?

①JCI Sapporo **provided an opportunity** for researching on future environment of the city.

The students **learned the skill** to find the fundamental cause of problems and to provide creative solution for the city of Sapporo.

The students **learned the method** of presentation to suggest fresh and original solutions of issues of Sapporo.

JCI Sapporo learned that citizens\' ideal future environment of Sapporo.

②JCI Sapporo held monthly meeting **with students**.

The students learned the presentation skill of showing the creative solution idea.

The students learned a skill to run monthly meeting.

The students learned a skill of leadership for community development.

Citizen learned how import to think about community development by themselves.

JCI Sapporo realized many citizens are interested in community development subconsciously.

How were these skills developed?  
Describe the methods and activities used.

JCI Sapporo **created the essential network** for sustainable community development by asking for the corporation to local authority, companies and students.

- **One of the students who got involved running the monthly meeting showed the leadership and held workshop of solution for community issues.**

- **Another student belongs to the workshop mentioned above and showed leadership in the activity for earthquake recovery project with many friends.**

Citizens **developed into active citizens** through understanding the importance for the future of Sapporo to think about community development.



## Award Category criteria

## 4

## Impact on Participants

What was the intended impact on the participants?

**To create active citizens** for sustainable community development by things listed below.

The students to understand they are **the participants of community development** through researching on the future environment of the city.

**Citizens to understand they are also the participants of community development by knowing students research.**

Create an essential network for sustainable community development by researching on the future environment of the city with young people, companies and local authority.

Students **become the leader** of sustainable community development by running monthly meeting.

JCI Sapporo gets to know what is needed to be the leader of Sapporo through knowing the students\'\'\' future image of Sapporo.

Describe the actual impact on the participants.

Students **became active citizens** for sustainable community development by researching on the future environment of the city.

Understanding students efforts and to think about future of Sapporo made **positive change** to participated citizens.

Running the monthly meeting **produced a leader** of sustainable community development.

JCI Sapporo understood what kind of movement is needed in the future from students future image of Sapporo.



**Award Category criteria****5****Long-term Impact of the Program**

What is the expected long-term impact of this project? The students and citizens get involved in **the sustainable community development** as members of community and keep thinking about the future of Sapporo.

The students who got **the skill of leadership will lead as active citizens** for community development.

**Keep the network** of students, companies and local authority for sustainable community development.

What changes would you make to improve the results of this project? To solve the problem of young people draining away from Sapporo is **to increase active young citizen who love Sapporo** by making them get interested in community development.

The executive takes over of this activity using the network built by JCI Sapporo and the students.

JCI Sapporo strength the network of students, companies and local authority by keep cooperating.

JCI Sapporo will be attending to the workshop hosted by students to keep the good cooperating relation.