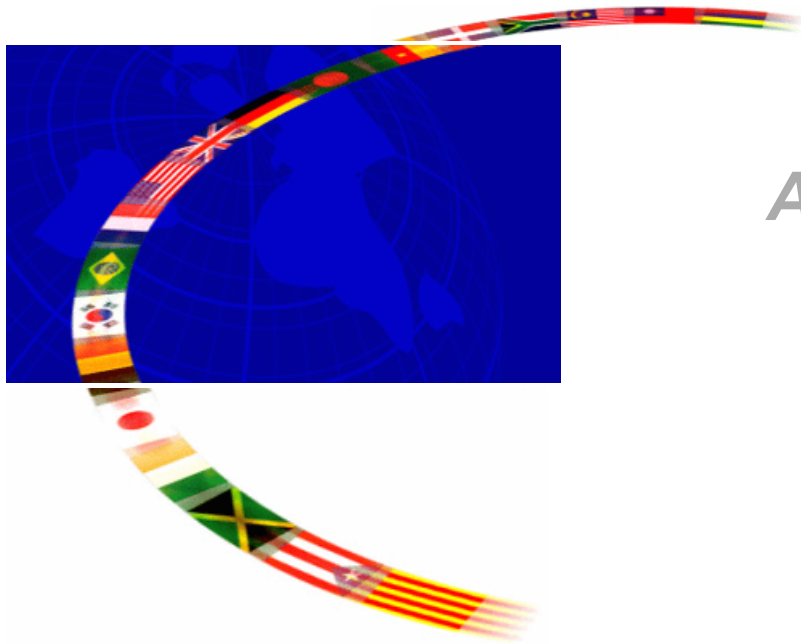




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Let's talk with Olympian about peace.
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 : 210 member
 Sponsors : - Nagano city
 Budget : 30,000 US DOLLAR

Profit / Loss : 0

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

Who is benefited?: 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 organized the opportunity for citizens to talk **about Olympism with the medalists** in order to host the Winter Olympics in Nagano again. Through this event, JCI Nagano succeeded in communicating our **VISION** towards world peace to citizens and groups.

A total of 689 participants joined the event, and it became an opportunity to make a **POSITIVE CHANGE**.

It also led to inspiration in citizens to actively work in the bid for the **Youth Olympics**.

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

- JCI Nagano succeeded in sharing our activities with citizens, local government and sister JCI to help realize world peace,
- The JCI Nagano **VISION** brought about a sense of unity in citizens who participated in the event, 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
 - July JCI Nagano plenary meeting
 - At the beginning of August JCI Nagano vision is established based on the 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.

- October 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

This program aims to provide an opportunity to bring about **POSITIVE CHANGE** in the citizens forward to world peace, as well as to create more **ACTIVE CITIZENS**.

"JCI Nagano makes **POSITIVE CHANGE** in more citizens."

This objective meets JCI's action plan for community improvement through citizen's initiatives.

Yes.

To advance the JCI MISSION,

JCI Nagano organized an opportunity to talk with Olympic gold medalists in the gathering with citizens and JCI members.

To advance the JCI VISION,

JCI Nagano communicated our vision to promote JCI's philosophy. We proclaim to be a top global networker in the community.

These events were held on the same day.



2

Award Category criteria

Through the talk with the citizens and Olympic medalists, it contributed in communicating to citizens about Olympism described in the Olympic Charter.

Olympic movement cultivated in citizens through the Nagano Olympics, to build a peaceful and better world has been re-recognized through the talk with Olympic medalists. It fostered momentum to make a bid for the Youth Olympics.



3

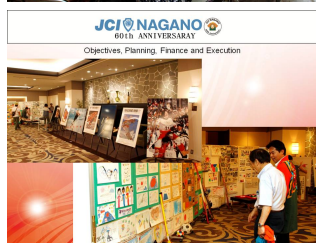
Award Category criteria

Citizens became more conscious of world peace and made a POSITIVE CHANGE through the event organized by JCI Nagano.

The event succeeded in archiving the objective to create ACTIVE CITIZENS.

A local group has launched a signature campaign to attract the Youth Olympics after it was influenced by the JCI Nagano vision.

Local government, other groups organizations and citizens became more positive to join in or cooperate with projects conducted by JCI Nagano.



4

Award Category criteria

JCI Nagano benefitted by proclaiming our clear VISION as follows;

1. Recognition and awareness of JCI Nagano by local citizens has improved.
2. JCI Nagano received understanding and cooperation from citizens for our activities.
3. JCI Nagano strengthened it\'s relationship with local government.

Through the talk with Olympic medalists, Nagano citizens and children understood the Olympic movement for construction of a peaceful and better world, and made POSITIVE CHANGEs in themselves.

5

Award Category criteria

1. The Olympic movement re-recognized in this project expands involving more citizens, and move forward to permanent world peace. The number of **ACTIVE CITIZENS** increases.
2. As our activity expands, local recognition of JCI Nagano increases.
3. As a result of 3), JCI Nagano gains more members who are encouraged to improve the local community, and our activity scales up as a consequence.
4. As a result of 4), the number of **ACTIVE CITIZENS** increases and further advances world peace.

To develop and achieve our objectives further, we need to make improvements as follows.

1. By holding meetings to introduce our activities more often, we should have them recognize the importance of realizing permanent world peace through the Olympic Movement, and provide more opportunities to gain their cooperation.
2. More efficient PR in cooperation with major media and officials improves the importance of education and cultural interactions through sport.
3. Suggesting this project as a model case to citizens leads them to work continuously for world peace.
4. By providing local children with the opportunity to interact with people from other countries through sports, future **ACTIVE CITIZENS** will be ensured.