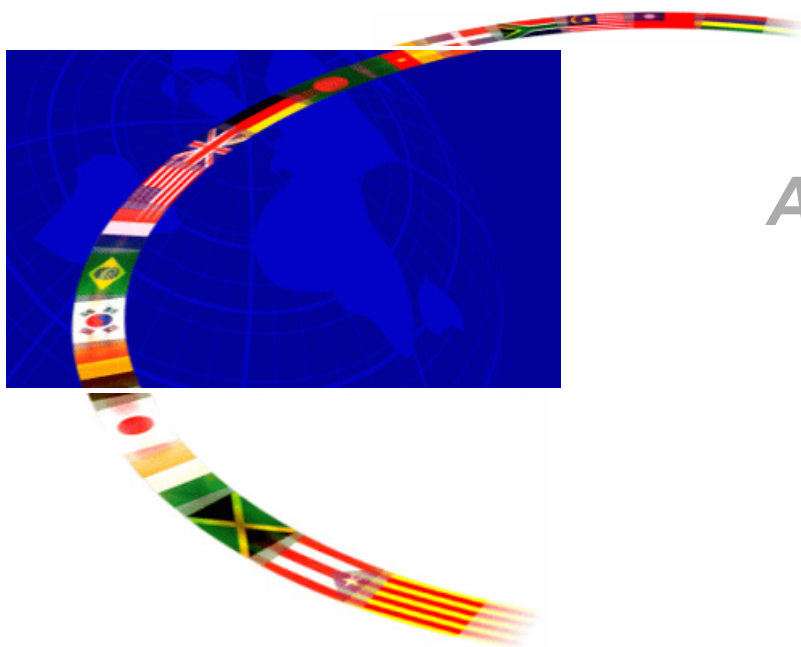




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Creation and Service to local community
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: kamada+kawabata@altpaper.net

Basic Information

Duration : JAN/2013 ~ DEC/2013

Staff : 107

Sponsors : 18 MASS COMMUNICATIONS (9 NEWSPAPERS AND 9 RADIO COMPANIES) 38 KAGAWA'S LOCAL COMPANIES TAKA

Budget : \$177,659

Profit / Loss : 0

In which UN MDG best fit (if apply) : ? Combat HIV/AIDS, malaria and other diseases

Who is benefited ? : 420,000 Takamatsu citizens

Objective : Takamatsu JC's objects are cooperation of Jaycees well, enlighten by yourself, make a development plan for local and nation, and contribute to the world peace and prosperity.

Takamatsu JC slogan is "creation and contribution"

- 1, Cultivate a local leader with awareness and responsibility.
- 2, Cultivate a children with consciousness of relation to the society and power of live.
- 3, To do social contribution, give children a dream, support for the unfortunate, development and PR for yang people with solution to the problems.
- 4, The way of improvement in local society, solution to social problems, find for local resource (culture and people) by local people.
- 5, PR for UNMDG \s to the local and do contribution to world peace.
- 6, In order to member expansion, improve the JC popularity and a brand power.

Overview : [Administration]

12 times monthly meeting with more than 80% attendance.
Under the three auditors, 12 times board of directors and 3 times special board directors performed appropriately.
There were six committees and each committee has done each project.

[Project]

[Takamatsu the outstanding young person award]

Based on TOYP, Takamatsu JC developed young person with contribution toward local and worldwide. Draw up a short list on the basis of the candidates' documents, and judge a winner by presentation. Then, we recommend for JCI JAPAN TOYP.

[Shikoku district convention in Takamatsu]

JCs' objective for the significance of exercise, understanding of purpose and improvement of the recognition.

1183 Jaycee members, vice governor of Kagawa and chief of a bureau of Takamatsu involved commemorative ceremony.
also, 592 Takamatsu citizen join commemorative

[Area development market]

The purpose of the present work was to foster regional love heightened awareness of community development, and to be an opportunity to foster regional love to know the charm of the region.

this market opened Shikoku district convention, there were 45 booths, include 27 restaurants, 9 traditional culture booths, 7 administrative organ booths and 2 others come from all over the shikoku area.

In the Nara National Convention of JCI Japan tournament, and set-up a booth, was carried out PR of Arts Festival and local specialties.

[Area development project]

the purpose of the present work was making opportunity to participate in social action and community development in the younger generation to have the pride and attachment to local for high school students with the future

Lunch box competition is made from local foods projected by high school student. also that lunch box sold at local station and the winner will sell at station for three months.

[Mini TV program project]

High school student made a local information program for local charm. That program is only 15minuts and co-operate with expert and show on huge screen at station.

[Fun picture]

High school student took a picture with local charm and those pictures were express used by student figure such as jumping. this competition showed 64 pictures at station and chose by "LIKE" as facebook from audience.

[Interactive education program]

Primary student studied for importance of food.

Fifth and sixth grade student studied at fish market about discharge a ship, sell and also student sold those fish a t local supermarket.

[Education program(e-picture-story)]

Society people tell the MDGS and moral directly into children, and it is an object of the invention to change to ACTIVE CITIZENS. In order to perform this movement repeatedly and effectively, and aims to establish a method for adult will conduct classes to the primary schoolchild at school, and disseminate.

Create a 3 program food education, moral education, the MDGS, was trained as instructor's members in open committee.

Visit to the primary school, studied in an e-picture-story shows the process to go up to the table from the development of rice to target the Primary Age Child.

In addition, it was recognized using the MDGS recognition Improvement Program, the current situation of children in Africa.

[Nothing But Nets]

Understanding fund-raising for stopping malaria spread and stamp out in Africa. also, we campaigned vending machine fund-raising from parts of sales. Totally we were fund-raising about \$3,700 and this is the highest amount of fund in JCI Japan.

[Expand member]

Expansion for new member though one year, as a result, totally 107jaycee include 16 new jaycee member(about 15% increased).

Results : From achievement of the project, we could create and pioneer by positive changing for local area and jaycee.

1, Training community leaders with self-awareness and responsibility

[Shikoku district convention in Takamatsu]

Takamatsu citizens participate in the project with family and be able to get to learn a lot of importance of the region.

2, Cultivate child who has a zest for living, conscious relationship with society.

[Interactive education program]

Primary schoolchild experience works of the fish market, they learned a connection with the people, natural and region. There was an opportunity to learn the importance of thinking and acting by oneself.

[Educational project]

Children understood differences between African children and one-self. It is considered that may to them over the future from the present as a member of the international community. And be able to ermine the spirit of altruistic.

3, Efforts in social contribution activities, giving dreams to children, support for the unfortunate, and to discover and outstand young people to address the problem-solving.

[Takamatsu the outstanding young person award]

Carried out the Takamatsu the outstanding young person award which is a subordinate organization of TOYP. Excavate the human resources that contribute to the region of Takamatsu, and submitted to the outstanding young person award in JCI Japan.

4, Region people solve the problems socially, and finding the possibility of local resources, then they improve the community,

[Area development market]

Participants of 10,000 people, has created the opportunity to learn traditional culture and local products, traditional arts such as Shikoku.

[Area development project]

High school student who has a future realize the re-discovery of the charm of the region through made region food lunch box, took picture and videos.

5, UNMDG\'s PR to regional and make a contribution to world peace

[Nothing But Nets Campaign]

Through vending machines installed PR and fundraising, received a great deal of cooperation from citizens and Takamatsu jaycees. It was a donation of more than US \$3700, the highest amount at the LOM of JCI Japan.

6, The improved visibility of JC, brand power, and performs the expansion member [Member expansion] Be able to secure new members of 16 people, which corresponds to 15% of the LOM members.

Actions Taken : [Shikoku district convention in Takamatsu]

Shikoku District convention committee was in charge.

the project progress from Jan to Jun, 2013

passed budget deliberation on Apr 2013

Visit and PR for 29 all Shikoku area LOMs

Date of district convention is 6th Jul 2013

Performed memorial ceremony, memorial lecture, Area development market and conference ball

passed deliberation on account settlement on Aug 2013

[Takamatsu the outstanding young person award]

Human resource committee was in charge.

passed budget deliberation on Dec 2012

PR and recruitment from Jan to Feb 2013

PR and recruitment through cooperation with almost local media such as TV and paper

Primary selection on beginning of Mar

committee member contact every candidate and got information
 final selection and award ceremony on 30th Mar 2013
 finalist made presentation and jury of experts will conduct the examination,
 then determine the winner.
 passed deliberation on account settlement on Apr 2013

[community development project]

Community development committee was in charge.
 the project progress from Feb to May, 2013
 passed budget deliberation on May 2013
 visit high school for PR on Jun 2013
 produced each panning for lunch box, video and picture from Jul to Sep on
 2013
 performed on 22nd Sep 2013
 performed sales lunch box, broadcast of the video on a large screen and
 photo exhibition at the biggest station at our town. then, have conducted a
 contest of each project.
 passed deliberation on account settlement on Oct 2013
 winner of lunch box project were sold start at station from Mar 2014.

[Area development market]

Public relations committee was in charge.
 the project progress from Feb to Apr, 2013
 passed budget deliberation on Apr 2013
 Collected participating organizations, briefing implementation from May to
 Jun 2013 Performed on 6th Jul 2013 at Shikoku District convention and
 set-up 45 booths.
 passed deliberation on account settlement on Aug 2013

[Interactive education program]

the project progress from Feb to Jul, 2013
 passed budget deliberation on Jul 2013
 Performed on 12th Oct 2013
 gathered about 50 primary student, they had experienced land and parsley
 at fish market, and sales experience of fish in a supermarket.
 passed deliberation on account settlement on Nov 2013

[Educational project]

the project progress from Jan to Mar, 2013
 passed budget deliberation on Mar 2013
 Performed from May to Nov 2013
 Performed 10 schools at 15 times, and totally 867 students took a involve
 the project. passed deliberation on account settlement on Dec 2013

[Nothing But Nets]

passed budget deliberation on Dec 2012
 the project progress from Jan to Dec, 2013
 found-rising at each monthly meeting and project and vending machines
 installed PR passed deliberation on account settlement on Dec 2013

Recommendations : [Shikoku district convention in Takamatsu]
 many people involved district convention, but need more PR and involved
 other organization.

[Takamatsu the outstanding young person award]

For find more talent, we expand an area not only our city Takamatsu, but
 also Kagawa Prefecture

[Community development project]

this project is highly regarded and we are expected for next project which involved high school student
[Area development market]
need more well administrate and gather more companies involved

[Interactive education program]
keep more relationship with city board of education
better project performed day is summer holiday for children.

[Educational project]
By devising the PR method, can be expected to participate more.
In order to expand the motion region as well as JC becomes the principal, go to involve the regional volunteer

Nothing but nets
It is necessary to examine the PR method to local communities a more continuous

1

Award Category criteria

- 1, Cultivate a local leader with awareness and responsibility.
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- 5, PR for UNMDG \s to the local and do contribution to world peace.
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Through education project, we brought POSITIVE CHANGE to moral of children. Takamatsu the outstanding young person award through excavate the human resources which leads to POSITIVE CHANGE in the area, was widely PR.

Through Area development Market and Area Development Project, youngsters found attractiveness of local community and they became active citizens. Though each project, we developed strong network with local governments, other organizations and private companies.

The spread UN MDGS, and contributed to JCI NOTHING BUT NETS activity.
As a solution provider in the region, was carried out regional activation for local problems.
Conducting project for the purpose of JCI mission, vision, and value.
Aggressive expansion

Ceremony of Shikoku District Convention



Nothing But Nets Campaign at Schools



Award ceremony of
The Outstanding Young Person Awards of Takamatsu



New Members Celemony



2

Award Category criteria

[Interactive education program]
primary student studied for importance of food.
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about discharge a ship, sell and also student sold those
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[Shikoku district convention in Takamatsu]

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[Takamatsu the outstanding young person award]

discover a person who can contribute to the region, and PR to the public widely.

The keynote lecture of
Shikoku District Convention



Food education in elementary school



Field work at wholesale market
Interactive Education Program



Sales experience
Interactive Education Program



3

Award Category criteria

[Area development project]

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[Lunch box competition]

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[Area development project]

High school students with the support of experts and members, to performing planning and sales of lunches, video and photo production, made to know the charm of the area. also it is became ACTIVE CITIZENS that POSITIVE CHANGE the region.

[Area development market]

Participants of 10,000 people, has created the opportunity to learn traditional culture and local products, traditional arts such as Shikoku.

Ceremony of Shikoku District Convention



Local character show
At area development market



Area development market



The keynote lecture of
Shikoku District Convention



4

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The UN MDGs lecture in elementary school



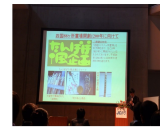
Nothing But Nets Campaign at Schools



Nothing But Nets Campaign at Schools



Presentation of finalists of The Outstanding Young Person Awards of Takamatsu



5

Award Category criteria

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[Area development market]

Participants of 10,000 people, has created the opportunity to learn traditional culture and local products, traditional arts such as Shikoku.

Lunch box selling
by high school student
Area Development Project



Local character show
At area development market



Lunch box contest at Takamatsu Station
Area Development Project



Area development market

