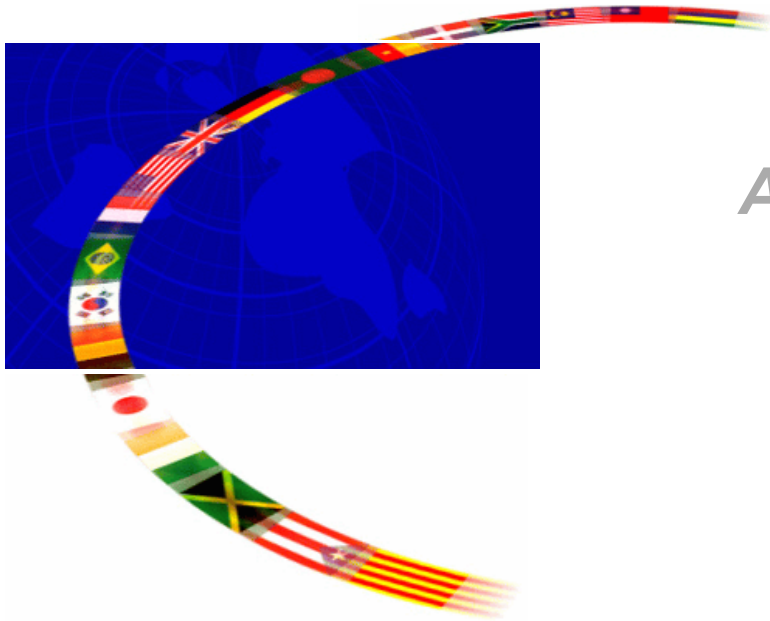




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
Miracle energy man
JCI JAPAN
Best Local Community Empowerment 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

LOM Information

Local Organization:

President:

President Email: kunieo@chiyodasetsubi.com

Basic Information

Duration : From June 2013 to November 2013.

Staff : Twelve mem

Sponsors : Student Volunteer.

Budget : Three thousand and f

Profit / Loss : none

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

Who is benefited ? : Parent and child who live in the activity area of JCI Niigata.

Objective : To raise the interest in energy problem, and to know the possibility of the area, and to have them think about the solution to the problem method and significance to work an energy problem in an area.

Overview : We made a hero of the setting that "I did come from the future to have you think about energy" and made the opportunity that had we held a hero stage show, and interest interest last.

In addition, we made the theme song, distributed goods of the hero, posted a poster and delivered an animation on the Internet. We were able to have them get deeper interest and understanding in it.

Results : As a result of, in eight times of hero stage shows in total, having 1,515 people (JC member is exclude) in total look, and having carried out a questionnaire after the end.

1. Both adults and children answered that they could enjoy it from 90% or more of the respondent. In addition, we had an answer that they wanted to know the energy more from 90% or more of the respondent.

2. By the questionnaire for children, we had answers that "I got to know what an energy problem is approximately 80% of the respondent and had answered," "I wanted to value energy" from 90% or more of the respondent.

3. By the questionnaire for adults, 60% or more of the respondent "were able to understand an energy problem" by the questionnaire, and 90% of the respondent" they were able to feel possibility to have of Niigata"

As a result of above, we may be said that we were able to achieve there purposes that "To raise interest to energy", "To know the possibility of the area" and "To think about significance to work on an energy problem".

Actions Taken : From October, 2012 to February, 2013 Making business image and main point.

From February, 2013 to April, 2013 Making a bill book, negotiate to a cooperator.

May, 2013 Making scenario and theme song for stage show.

June, 2013 Making clothes for the show, making goods and web site exhibition.

From June, 2013 to November, 2013 The stage show of the hero was holding. (All eight times.)

Recommendations : Three points; "Three points; "To raise interest in energy", "To know the possibility of the area", and " To think about significance to work on an energy problem".

Having the consciousness that increased continue for a long term is that we were not able to be accomplished.

As remedy, a method performing includes the questionnaires after we put a period later. In the impression of the report about the energy, there were many opinions about the hero, too, so that you should have inspected it at such an opportunity. Three points; "To raise interest in energy", "To know the possibility of the area", and " To think about significance to work on an energy problem".

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Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

To raise interest in energy.
Specifically,
1. To understand to a supply method and usage of the energy.
2. To raise the consciousness for the energy solution to the problem.
3. To understand the technique of energy supply method of the energy saving, and the possibility that local area lasts.

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

The following effects are provided by a purpose of this business being accomplished.
To contribute to regional economy.
To build the sustainable society.
To become the help to have you learn about the problem that society has to the young people.

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

We were able to make even clothes for 1,000 dollars (approximately 100,000 yen) including a sub character, a villain's part when I asked the company for the making of the local hero in place where approximately 5,000 dollars (approximately 500,000 yen) was necessary for, making it by a volunteer with Niigata JC member. Also, we were able to have it was free and make a number 100 dollars (tens of thousands of yen) degree such place when you depended on an amateur about the theme song. There was the effect that the unity of the member who carried it out by not only the budget having been suppressed, but also making it jointly was deepened by these.
We were able to have an opportunity of appearance and the PR gratis by deepening an administration and the relations such as city halls.

How does this project advance the JCI Mission and Vision?

JCI MISSION
We could have you know that you raised the interest in energy problem and led to the development of the community and was able to contribute an opportunity of development, the growth. Furthermore, for the offer side, it was an opportunity of development, the growth by performing activity including a student volunteer together.

JCI VISION

We put energy problem, a supply method and usage of the energy, local possibility together to compiled the subject which there was not of the opportunity to know only individually organically and played a role as the network to think as one thing.



Award Category criteria**2****Membership Participation**

By number, how many members were involved in this program? **12 persons**

By percentage, how many members of the Local Organization were involved in this program? **21%**

Describe the main roles of the participating members in this program. **12 committee members. Stage show scenario making, clothes making, negotiations with the appearance for appearance, stage show enforcement, performer adjustment, questionnaire distribution and collection, goods making, poster making, plan book making for support cooperation, and video shoot.**

About 10 Student Volunteers. Character drawing, poster distribution, theme song songwriting, theme song performance song for stage show appearance, questionnaire distribution collection, goods distribution, posters.

Award Category criteria**3****Community Impact**

How did the Local Organization measure community impact for this program?

Enforcement of the questionnaire after the hero stage show holding.

Describe the actual community impact produced by this project.

A person with interest increased to an energy problem, and the people who thought to really solve an energy problem from the local area increased by knowing the local possibility.

We were able to make an opportunity to mention an energy problem deeply for the first time for the child in particular. Even the class of the school was able to have learning adopt this character and story.

Award Category criteria

4

Impact on Local Organization

- How did the Local Organization benefit from running this project? **We were able to have the people recognize that we had performed activity with friendly feeling by sending the character called the hero to the front. Because we had the social duty that we taught about energy not a local hero for simple area raising, we could plan differentiation with other country heroes and was connected in having them understand the significance of existence of JC.**
- How did the program advance the JCI Mission? **We had many citizens raise the interest in energy problem and was able to provide an opportunity of development, the growth by having they know that it led to the development of the community. We could developed each other by being active with a student volunteer and was able to grow up.**
- How did the project advance the JCI Vision? **We told "The overlook-like viewpoint" that there was much of what is talked about separately conventionally(what energy problem is), "Resources, a technical viewpoint" (a supply method and usage of the energy) in combination a citizen widely.**

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

What is the expected long-term impact of this project?

The people who are going to work on an energy problem in an activity area of JCI Niigata increase and I thereby bring the development of the area and will be connected for the solution of the energy problem in the whole nation and earth in total. We connect a thing and the energy problem that they learn in time in schools by having interest for energy since they were young, and, for children, it comes to be thought and they do what from there and put it and I am available and will come to be able to think about a crab.

What changes would you make to improve the results of this project?

We expand the periodical holding or theme song poster goods of the hero stage show and include new contents every year as well as a short term and a message is deeper and has a long it and stays in the impression with a character. However, because it is difficult for JC to perform these activity for many years, I have administration, a company, the regional society succeed activity and take the method to wrestle for enlightenment activity of the energy utilized the hero character in the whole area.