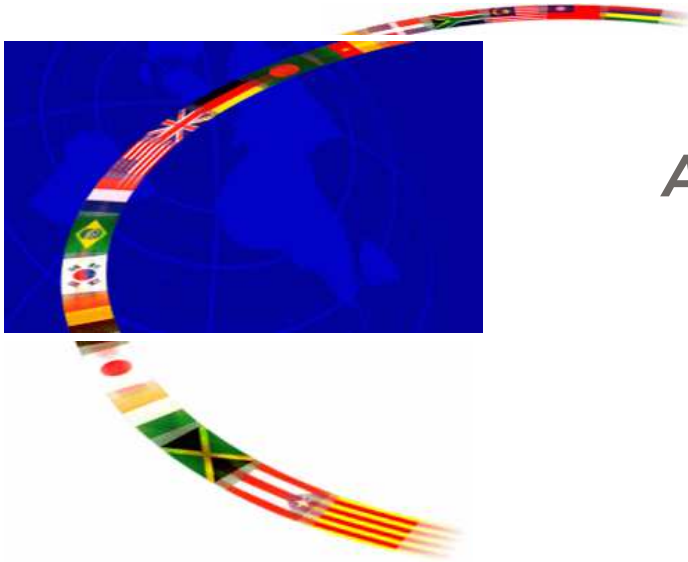




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
Innovation! For more attractive Sendai
JCI JAPAN
Best Local Community Empowerment Program



Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Shigenari Yamamoto
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: st-yoshida@sst.co.jp

Basic Information

- Duration : From Jul. 26 to Oct. 24 of 2015
- Staff : 210 member
- Sponsors : 3 administrations/14 universities/10 organizations/601 companies/1 media
- Budget : \$17,000
- Profit / Loss : 0
- In which UN MDG best fit (if apply) : ?
- Who is benefited ? : 1.05 million citizens of Sendai city [1.04 million Japanese citizens and 0.01 million foreign citizens]
- Objective :
- JCI Sendai, by sharing differences of culture and sense of values, motivate Japanese citizens and foreign citizens to work together on globalization of Sendai city.
 - JCI Sendai provide citizens opportunity to work together to make Sendai attractive city.

< Reasons >

For the following reasons, it is necessary that changing citizens way of thinking and creating attractiveness of Sendai city.

1. After The Great East Japan Earthquake in 2011, number of tourists visiting Miyagi prefecture (Sendai is a capital City of Miyagi prefecture) have not yet recovered.
Number of tourists: 2010 61.28 million
2013 55.69 million
 2. Although 80% of foreign citizens are satisfied Sendai city, but numbers of foreign citizens always fall below 1% of population of Sendai city. So far, globalization of Sendai city have not made much progress.
- Overview :
- United Nations World Conference on Disaster Risk Reduction held in Sendai city as an opportunity, Sendai city is aiming to increase the numbers of tourists and develop economy to be an international city getting attention from all over the world.
 - JCI Sendai made Japanese and foreign citizens to project teams, and provided opportunities to understand each other the difference, such as sense of values.
 - Each project team examined a problem and did survey and research, this could be opportunities to mutual understanding of Japanese and foreign citizens.
 - **JCI Sendai summarized research and results of project teams, and published 10,000 copies guidebook of new attractiveness of Sendai both in Japanese and English. The guidebook was distributed widely to 20 organizations, 100 places and also put on JCI Sendai official website so that motivated many citizens to be positively interested in Sendai city, they live.**
 - Project teams held Global Imoni to widely publicize new attractiveness of Sendai to Japanese and foreign citizens and shared the difference of food culture.
Global Imoni was broadcasted 3 times by Japan Broadcasting Corporation as local topic news.
**Possible viewer: 9.6 million households of Miyagi prefecture
23.3 million people**
- ※Global Imoni
Imoni is a traditional local dish of Sendai city, miso flavor potato hot pot dish with pork. Project teams developed Imoni so that more people can eat regardless of religious reasons or

dietary restrictions.

- JCI Sendai, collaborated with publisher, distributed free paper introducing our program and new attractiveness of Sendai city, such as Global Imoni. Also this free paper was put on website in English. We provided opportunities that a lot of citizens got interested in own local city and widely publicized further attractiveness of Sendai.

Free paper

Circulation: 50,000

Distribution place: More than 680 places in Sendai city

- JCI Sendai presented results of program and organized panel discussion by experts, such as deputy mayor of Sendai city, and provided opportunities that citizens realize potential of Sendai city.
*Panel discussion was equipped with simultaneous interpretation.
- Results :
1. Project teams worked together actively to find new attractiveness of Sendai city, as a results they made guidebook of attractiveness of Sendai city and created new tourist attraction, Global Imoni.
 2. JCI Sendai provided circumstance that Japanese and foreign citizens can act positively to make Sendai city more attractive.
 3. Citizens were provided opportunity to share the attractiveness of Sendai city and successful case of other city, problem and future prospect of Sendai city by hearing panel discussion by Japanese and foreign 3 experts, such as deputy mayor of Sendai city. And they are motivated to act for globalization of Sendai city.

Actions Taken : Jan. 2015

JCI Sendai did interviews from 50 administrative people, 30 educators, Japanese and foreign 10 experts, 200 Japanese students and 100 foreign students.

< Result >

They want to make Sendai attractive, international city, but they do not have many opportunities that citizens exchange each other and think about it.

It is necessary to motivate citizens for globalization of Sendai city and provide opportunity to make Sendai city more attractive, so JCI Sendai started program.

May 28, 2015

Started to collect participants for the program, Innovation! For more attractive Sendai.

Target: Japanese and foreign citizens of Sendai city

Collecting method: Posters and leaflets, JCI Sendai official website Distributed 500 Japanese and English posters and 5,000

Japanese and English leaflets to administration, companies, universities, colleges, various organizations and associations.

Jul. 26, 2015

Started project teams.

Participants: 220 Japanese citizens 290 foreign citizens 210 JCI Sendai members

Hold the first meeting.

Each project teams decided the themes of survey and research.

- Differences of food culture between Sendai city and foreign cities.
- Well city planning of Sendai city, such as large, but blessed with nature.

These themes decided by comparing each others culture and sense of values.

Project teams did survey and research about their themes for a month.

Aug. 23, 2015

Hold the second meeting.

Project teams summarized results of survey and research to widely

publicize as new attractiveness of Sendai city.

Aug. 27, 2015

JCI Sendai requested deputy mayor of Sendai city and Japanese and foreign experts for cooperation to the project and they accepted.

< Japanese and foreign experts for cooperation >

1. Ms. Sarah Marie Cummings
She is au fait with Japanese culture and expert of promoting city.
She participated ASPAC Sendai, 2002 as a panelist of entrepreneur special symposium.
We got advice about culture of Sendai city and creating attractiveness of city from foreigners perspective.
2. Mr. Ryotaro Sakurai
He organize various training for transmitting attractiveness of Japan to the world, such as Hospitality training of how to welcome foreigners, original method of English training for service.
Entrepreneur, born in Sendai city.
We got advice about transmitting attractiveness of Sendai city to the world.

Sep. 10, 2015

JCI Sendai decided to organize presentation of the program.

Sep. 25, 2015

JCI Sendai published 10,000 copies guidebook both in Japanese and English for transmitting new attractiveness of Sendai, and distributed widely.

Oct. 4, 2015

Project teams held Global Imoni which approx.500 people joined tasting event to transmit new attractiveness of Sendai city to Japanese and foreign citizens and shared the difference of food culture.

Imoni, local dish of Sendai city, became new attraction for tourists from all over the world and more people can eat regardless of religious reasons or dietary restrictions.

Oct. 24, 2015

JCI Sendai presented our program results and organized panel discussion by experts, such as deputy mayor of Sendai city, and citizens are motivated to act for globalization of Sendai city.

Participants: 410 Japanese citizens 190 foreign citizens 210 JCI Sendai members

Recommendations : JCI Sendai achieved objectives as below.

1. Project members reconsidered Sendai city and found new attractiveness and values of Sendai city and changed to be active and interested in local community.
According to questionnaires, **92% of project members answered that they want to find more attractiveness of Sendai city.**
Actually, they created new community and continue to publicize Global Imoni widely.
2. By guidebook we made, media and official website, JCI Sendai provided opportunity not only project members but also many citizens to realize new attractiveness of Sendai city.
->**After the program, visitors to website increased to 5000 than 2000 before the program.**
->**Japan Ground Self-Defense Force served Global Imoni to 24 military attaches from 21 countries when they visited Sendai city.**
->**Sendai city government request JCI Sendai to introduce Global Imoni at G-7 Finance Ministers and Central Bank Governors meeting will be held on May 20 to 21, 2016, and currently under discussion.**

3. JCI Sendai organized presentation of program results and panel discussion to present new attractiveness of Sendai city to citizens. **According to the result of questionnaires, 80% participants answered that their recognition for Sendai city had changed positively.**

*Examples of positive opinion: "Understood the difference of foreign culture and changed mind to deal with foreigners." "Menu written in English is necessary for foreigners." "Hold an exchange meeting to abandon hesitation of talking with foreigners." "Study culture and history of Sendai city as the first step to become cosmopolitan."

< Improvement plan >

Increase of visitors to website and Japan Ground Self-Defense Forces action show that we could create opportunity, and we are still working on to verify if whole citizens of Sendai city changed to be interested in their local community.

To improve this, we have to implement a conscious survey on website and verification with local government.

*Verification with local government: Regular awareness survey of citizens

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

- JCI Sendai, by sharing differences of culture and sense of values, motivate Japanese citizens and foreign citizens to work together on globalization of Sendai city.
- JCI Sendai provide citizens opportunity to work together to make Sendai attractive city.

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

<Impact / Motivate>

JCI Sendai continues to provide opportunities to be active citizens.

< Collaborate / Connect>

To expand movement of creating attractiveness of Sendai city, JCI Sendai connect active citizens, sponsors and administration.

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

- JCI Sendai did public relation energetically to expand this program to many citizens.
- JCI Sendai made clear that this program was organized by JCI Sendai through public relation.
- By coverage request from JCI Sendai, media understood the importance of our program and broadcasted.
- Panel discussion motivated citizens to work together on globalization of Sendai city.

< Breakdown of budget>

Public relations expense: \$10,000

Venue arrangement expense: \$4,000

Lecturer expense: \$3,000

Total budget: \$17,000

How does this project advance the JCI Mission and Vision?

<Vision>

Through our program, JCI Sendai encouraged citizens who had changed to be interested in more about attractiveness of Sendai city to influence others.

< Mission>

- JCI Sendai provided opportunities for citizens to realize and create attractiveness of Sendai city.
- JCI Sendai provided opportunities to motivate citizens to work together on globalization of

Sendai city, in cooperation with sponsors and administration.

JCI Innovation ! For more attractive Sendai 2015

<Poster to collect participants>



JCI Innovation ! For more attractive Sendai 2015

<Leaflet to collect participants>



JCI Innovation ! For more attractive Sendai 2015

<Example of displayed poster>



JCI Innovation ! For more attractive Sendai 2015

<Official website>



2 Award Category criteria

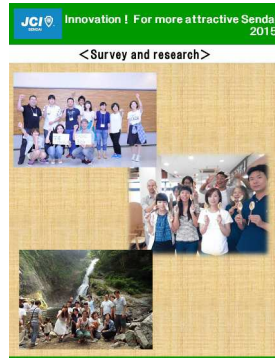
Membership Participation

By number, how many members were involved in this program? 18 members

By percentage, how many members of the Local Organization were involved in this program? 97%

Describe the main roles of the participating members in this program.

- Planning / Management 18 members
- Arrangement with administration, sponsors, media and schools 16 members
- Coordination of lecturer 3 members
- Venue arrangement 16 members
- Public Relations 18 members
- Distribution of guidebook 200 members
- Official website management 2 members



Award Category criteria

3

Community Impact

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

Media reported importance of our program, so we could measure objective evaluation.

Japan Broadcasting Corporation broadcasted our program as local topic news 3 times, so we could expand objectives of our program to many citizens. (Possible viewer: 9.6 million households of Miyagi prefecture / 23.3 million people)

->Example of impact of media reports

Japan Ground Self-Defense Force watched the reports, and served Global Imoni to 24 military attaches from 21 countries when they visited Sendai city on Nov. 4, 2015. Also it had been featured in public relations magazine.

Describe the actual community impact produced by this project.

- Citizens who had changed to be interested in local community, started to innovate Sendai city to be more attractive.
- By involving to this program, administration, universities, medias, various organizations and associations had changed positively to globalization of Sendai city. Circumstances of active citizens are expected to be improved.



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

- JCI Sendai provided opportunities that a lot of citizens got interested in local community. As a results, local medias broadcasted our program and we could expand movement of JCI in local community.
- In cooperation with Japan Ground Self-Defense Force, JCI Sendai could introduce new tourist attraction that we created in our program to 24 military attaches from 21 countries.
- By collaboration with administration and sponsors, JCI Sendai could build close relationship of trust with them. They promised future cooperation with us.
- JCI Sendai members will use all the experience they have gained through this program to own business and CSR.

How did the program advance the JCI Mission?

- JCI Sendai provided opportunities for citizens to realize and create attractiveness of Sendai city.
- JCI Sendai provided opportunities to motivate citizens to work together on globalization of Sendai city, in cooperation with sponsors and administration.

How did the project advance the JCI Vision?

- Through our program, JCI Sendai encouraged citizens who had changed to be interested in more about attractiveness of Sendai city to influence others.





Award Category criteria

5

Long-term Impact of the Program

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

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

- We can build attractive Sendai city filled with active citizens through causing citizens interest in local community continuously.
- We can maintain independent activities of active citizens, supported by administration, universities, medias, various organizations and associations.
- **In cooperation with other chapters and sister chapters, JCI Sendai provide opportunities that citizens can understand culture and attractiveness of other area, we can expect positive change of many citizens.**
- **JCI Sendai open website that citizens can post new attractiveness made by citizens to improve awareness to local community.**
- **JCI Sendai consider a scheme of transmitting new attractiveness of Sendai city to the world, by matching attractiveness posted by citizens and sponsor company and commercialize.**
- **In cooperation with administration and sponsors, JCI Sendai support community made by project teams so that their activities will be sustainable.**
- **JCI Sendai organize new community which members are Japanese students and foreign students living in Sendai city, to motivate citizens to work together on globalization of Sendai city. In cooperation with shopping district association and publisher, we support to publish free paper regularly to cope with the globalization of Sendai city.**



