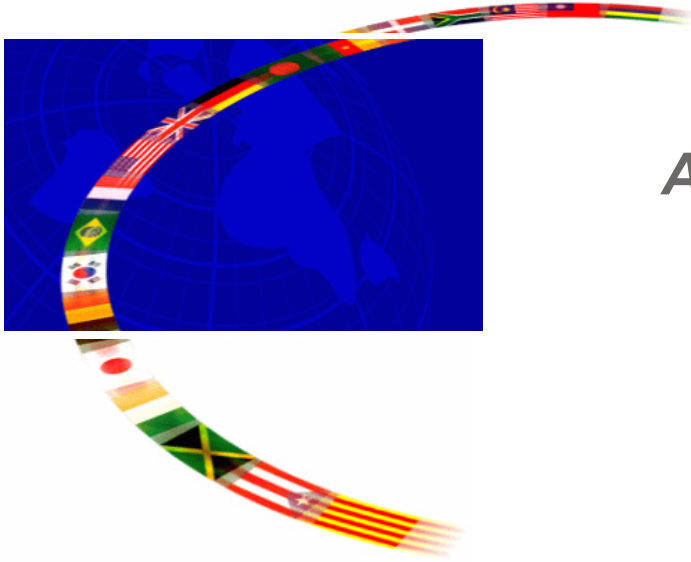




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
Political Awareness for Voter Empowerment
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:



Shigenari Yamamoto
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: s-shirosaka@shoei-group.com

Basic Information

Duration : March 14 - May 17, 2015

Staff : 54

Sponsors : 13 Private and public entities

Budget : \$20,872.40 USD

Profit / Loss : 0

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

Who is benefited ? : The 2.69 million people that live in the Osaka city

Objective : To inspire the approximately 2.7 million people in Osaka to participate in the political process.

Overview : Street surveys and the distribution of voter information booklets were undertaken by a wide swath of participating organizations to better inform the people of Osaka about the political mechanisms that influence their futures.

The questions asked to civilians created a mindset to consider the current political landscape, and the democratic powers that they hold as voters to enact change.

Results : On-site survey results showed initial apathy for the political process, with 80% of the population responding that they 「thought little about the political future of Osaka 」 and 19% 「Not interested at all」. Voter turnout results showed a correlation with the program in voter sentiment and turnout.

Informational voter booklets were distributed in great numbers. In all, 96,089 booklets were handed out in 117 locations in the heart of Osaka.

Voter turnout for 2015 referendums rose to 68.83%, the highest on recorded since 1971, when turnout was 61.56%.

Actions Taken :

- 22 universities
- 5 political parties
- 2 private enterprises
- 2 media companies

all provided outlets for voter information booklets. 10,400 civilians were surveyed for their opinions on participating in the political process.

The surveys were conducted in major centers for foot traffic, with exposure to 57% of the Osaka population.

Recommendations : This project can be conducted in any area of the world where civilians can utilize the democratic process to create positive change in their society. By being better aware of the political process and the issues that are going to be up for a vote, they can become both more educated and more likely to vote. Through strategic coordination and distributed media, the results of this project can be repeated, and lead to many benefits to the local political process.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?	The objective of this program was to inspire the approximately 2.7 million people in Osaka to participate in the political process through information, surveys, and media campaigning. A more energized, educated voter-base can lead to greater number of active citizens to create a sustained positive impact on society.
How does this program align to the JCI Plan of Action?	<p>This program was created to motivate the people to be aware of the mechanics of the political system and participate in the process. With higher participation, it can have a positive impact in better reflecting the will of the people in accepting popular referendums and rejecting those that the local community does not agree with.</p> <p>The program required the collaboration of people on all points of the political spectrum, with five different political parties contributing to the cause.</p>
Was the budget an effective guide for the financial management of the project?	The budget was a very effective guide for the financial management of this project. The plan was to use 75% of the budget for published promotional materials, and 25 for information gathering systems. In the end, 77% of the budget was used to pay for voter education in the form of promotional materials for the campaign. That includes publishing for printed media, internet, and the voter information booklets. The final 23% of the budget was used for information systems in the form of tablet computers for voter surveys.
How does this project advance the JCI Mission and Vision?	This project advances the JCI mission by empowering young active citizens through educating and motivating them about the political process. It also emphasizes the point that government should be of laws rather than that of men. When more people participate in the political process by voting on the referendums that may eventually become laws, that central philosophical point is strengthened.

JCI Questionnaire The system given to potential Osaka voters was prepared with the intention of gaining useful participation sentiment and encouraging through the questionnaire.

JCI Booklet

Backdrop, Sticker

いっただん! 選挙「大選挙準備」の準備を助ける活動

5.17 投票日

いっただん! 選挙「大選挙準備」の準備を助ける活動

選挙にいったん! Project 2015

いっただん! 選挙「大選挙準備」の準備を助ける活動

大阪府選挙区をジャックします!!

JCI Press Release Selected and edited media were added to gain awareness in the public about the campaign for citizen participation in the Democratic process.

Award Category criteria

2 Membership Participation

By number, how many members were involved in this program? **512 members**

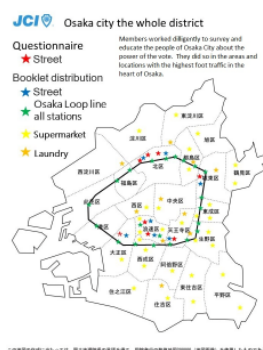
By percentage, how many members of the Local Organization were involved in this program? **46%**

Describe the main roles of the participating members in this program. **There were many roles that were undertaken by the participating members. Planning and strategy was worked on in collaboration with 22 schools, 5 political parties, 3 organizations, 2 enterprises, and 2 media conglomerates. Members specifically coordinated with one of the organizations, the Waseda University Manifesto Research Institute, which carried out a third-party questionnaire content study of the survey used during the program.**

Coordination with a third-party committee was also required for the information contained in the booklet distributed by members. Once the groundwork for the logistics, information, and strategy were solidified, members surveyed the citizens of Osaka, gave them informational booklets outlining the political process, and simultaneously leveraged partners in mass media to spread awareness of the campaign.

Most importantly, the participating members of the project existed on various points of the political spectrum. This project was not used to exemplify any specific political ideology, but to encourage citizen participation in the political process.

After completion of the program, a project evaluation was conducted by a group of participating members.





◆ Presentation for member cooperation



Award Category criteria

3

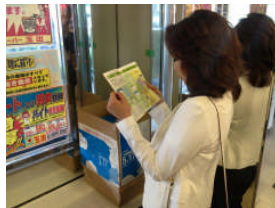
Community Impact

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

The local organization measured the community impact from a number of sources. The number of collaborators in the creation, content study, and answer tabulation were taken into account. Also given consideration were the vast number of third-party collaborators, which included: Enterprises, retail locations, organizations and employees, and a member of the senate.

Describe the actual community impact produced by this project.

Actual community impact from this program was based on voter turnout from the referendum that occurred after the informational phase of the program concluded. During that referendum, 66.83% of the Osaka population showed up to vote, the highest turnout in the 44 years since 1971, when turnout was 61.56%.



Award Category criteria

4

Impact on Local Organization

- How did the Local Organization benefit from running this project? The Local Organization benefited greatly from running this project. Members received more experience in the values of partnerships with various organizations, including the Osaka City Election Commission. They also gained greater awareness of the current feelings that civilians share about the political process through surveys and booklet distribution. Participants realized that by encouraging people to take part in the political process, they could make a tangible difference in the form of voter turnout.
- How did the program advance the JCI Mission? This program motivated the civilians to be more aware of the mechanics of their political system. Through that awareness, they realized that voting could make a real impact in the laws and people that best represent their political leanings, thereby greatly empowering them and their political beliefs. It showed civilians and participating members that participating in the political process is one of the most powerful actions one can take in order to create tangible change in society. When more people vote in their best interests, the better that society can be ruled by laws rather than men. A government for the people, rather than the few.
- How did the project advance the JCI Vision? The program advanced the JCI vision by emphasizing the importance of networking in undertaking the project. The program utilized the collaboration of people from all points of the political spectrum, cooperating with five different political parties with separate political ideologies. The program's success could also be attributed to the use of groundwork, mass media, volunteerism, and research. After the success of the project, every participating member felt the pride resulting from being part of the leading global network of young active citizens.

JCI®

◆ Presentation for member cooperation



Award Category criteria

5

Long-term Impact of the Program

<p>What is the expected long-term impact of this project?</p>	<p>The expected long-term impact of this project is simple, yet powerful: higher civilian participation in the political process. This project resulted in educating civilians and members that participating in the political process is one of the most powerful actions one can take in order to create tangible change in society. When more people vote in their best interests, the better that society can be ruled by laws rather than men. A government for the people, rather than the few.</p>
<p>What changes would you make to improve the results of this project?</p>	<p>One major aspect of the project that could be improved upon would be its effectiveness on the younger demographic (20-24 year-olds). Although total voter turn-out was higher than average, the younger demographic did not show the same improvements (16.4%). Although the project seemingly failed to inspire that demographic, there is a great opportunity in the future to encourage greater participation among that group. Specific-media targeting, more educational institution collaboration, high-school organization partnerships, and Jr. High school materials can all be utilized for educational priming. Examples could include sponsorship for something as simple as mock votes and parliaments. In Japan, the right to vote will be changed, lowering the required age to vote to 18. During this time, it is more important than ever to stress the importance of the political process to the young voter demographic.</p>