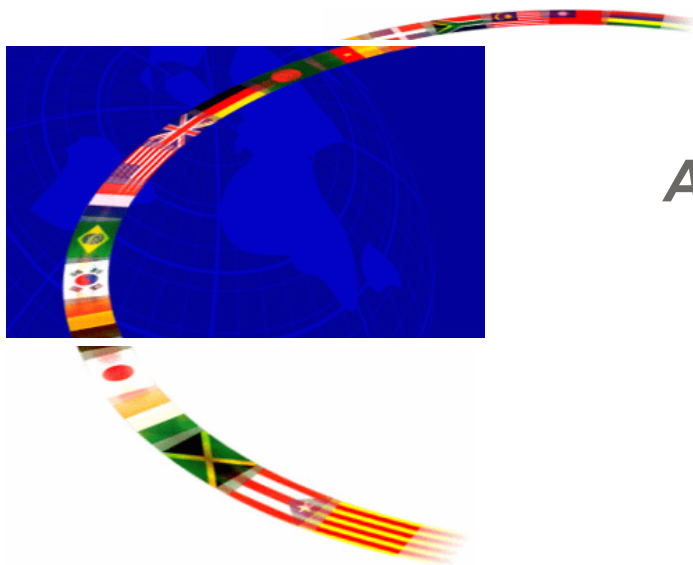




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
Young Blue Village  
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](mailto:japan@jci.cc)

### LOM Information

Local Organization:

President:

President Email: [shuizaojiao@hotmail.com](mailto:shuizaojiao@hotmail.com)

### Basic Information

Duration : January 18, 2015 - December 11, 2015

Staff : 77 members

Sponsors : Regional Activities Support Section of Civic Life Department, Nagano City Office (Official)

Budget : 42,208.37 dollars

Profit / Loss : 0

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

Who is benefited ? : The 380,000 citizens of Nagano city

Objective : 1. To encourage the transformation of awareness of citizens and to provide an opportunity to make positive changes 2. To support active citizens by providing the opportunity to actively act on the activation of the region 3. JC members to share and understand the issues and challenges the region faces.

Overview : 1. JCI Nagano opened and ran the Shinshu rural life experience facility "Young Blue Village" with the cooperation of citizens. The purpose of this facility is to promote mountainous areas by effectively taking advantage of the attractive local resources, and to attract people from inside and outside the prefecture, resulting in fostering independent mindset for the activation of the area. - Shinshu rural life experience facility, Young Blue Village In 2014, JCI Nagano took the initiative and the "Young Blue Village" where people experience life of the mountainous areas for free was opened in cooperation with citizens and the local government. This facility was opened to attract people from inside and outside the prefecture to the rural mountain areas, and to increase immigration seekers, resulting in activation of the area. 2. JCI Nagano opened a camp school that utilizes the Shinshu rural life experience facility, Young Blue Village, where children in the city learn lure of their hometown from vivacious play and the nature of the woodlands that they are unable to experience in modern city life. This program is designed to foster regionalism and healthy growth of children responsible for the future of the city. 3. JCI Nagano promoted immigration by holding an event called "You-will-know-everything-about-life-in-rural-mountain-areas fair in Nagano", in order to activate the mountainous region with the collaboration and cooperation of the Nagano City government and local residents. 4. JC members held a study session in order to share the problems and challenges the communities in mountainous areas face.

Results : ·As a result of conducting the project with the cooperation of citizens; We asked for responses to the following questions from the representatives of the citizens. "Have you noticed any changes in yourself after taking part in the Young Blue Village management?" "We citizens began considering proactive regional activation." The minds of citizens changed, leading to positive changes. - Outcome of the study session On the question whether he or she understood the mountainous regional issues, 84 percent of JCI members that participated in study sessions answered "yes". This shows JCI members shared and understood the decline and issues of the mountainous areas that Nagano is facing. - Unexpected results This project led to a local company carrying out its own program similar to ours. This shows that it resulted in changing the minds of citizens. ·Local government, citizens, companies, and NPO that agree with the spirit of JCI Nagano participated actively in the project. The number of active citizens increased.

Actions Taken : January 18, 2015 A booth was run in JOIN Mountain area immigration, interaction and activation Fair February to April 2015 Facility renovation April 17, 2015 Young Blue Village sneak preview for officials, local governments and press April 18, 2015 Opening ceremony May to November 2015 Rural life experience program held May 16/17, 2015 A booth was run for "You-will-know-everything-about-life-in-rural-mountain-areas fair in Nagano" July 25, 2015 A camp school was held August 2, 2015 Weeding in Tatara district August 22, 2015 Study session 2015 October 19, Mayor's office's on-site Green class was held. 2015 December 11, 2011 Project report meetings

Recommendations :

1. Citizens began to act with independence as their minds changed positively. 2. We succeeded in leading cooperating organizations and companies to understand the needs of regional activation. 3. JCI Nagano was able to share and understand the problems that the local communities faced.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the objectives of this program?

1. To encourage changes in the minds of citizens through the operation of the Young Blue Village, and provide the opportunity to make positive changes 2. To actively support active citizens to act independently towards local activation. 3. That JC members share and understand the issues and challenges the communities face.

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

We actively supported and participated in regional activation projects by local residents in cooperation with local residents as well as the Nagano city government. This led to local residents carrying out local activation by making positive changes in their minds.

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

The rural life experience facility, Young Blue Village offered accommodation free of charge, therefore it provided opportunities to a greater number of people. Maintenance costs and operating costs of the facility are as follows: Venue costs: 15,640 dollars Consumables costs: 1,294 dollars Social expenses: 360 dollars Public relation costs: 1,110 dollars Insurance fee: 263.50 dollars Total cost: 18,667.50 dollars - The program for children to foster regionalism through learning from vivacious play and nature of woodlands in the camp school Planning and entertainment costs: 60 dollars Lecturer cost 66.82 dollars Material cost: 9.09 dollars Travel and transportation expenses: 560.80 dollars Insurance fee: 164.16 dollars Total cost: 860.87 dollars - JCI Nagano promoted immigration by holding an event called “You-will-know- everything-about-life-in-rural-mountain-areas” fair in Nagano” in order to activate the mountainous region in collaboration and

How does this project advance the JCI Mission and Vision?

JCI Mission JCI Nagano provided an opportunity to act towards the local community improvement for Nagano City government and local residents by aggressively proposing immigration to Nagano City to people inside and outside the prefecture through these projects. JCI vision JCI Nagano supported the active citizens by raising the awareness of local residents through projects that built a local network involving Nagano City government and local residents.



## Award Category criteria

### 2 Membership Participation

By number, how many members were involved in this program? 15

By percentage, how many members of the Local Organization were involved in this program? 29

Describe the main roles of the participating members in this program.  
 Renovation staff: All members  
 Experience Program staff: All members  
 Public Relations: 3 members  
 Management of the facility: All members  
 Accounting: 1 member



Award Category criteria

3

Community Impact

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

We measured impact as follows. 1.A website was created and a SNS account was set up to promote the project, so that we were able to analyze influence by checking the access number. 2.We conducted a questionnaire on citizens.

Describe the actual community impact produced by this project.

1.Website hits numbering 3,796, and 2,800 hits on the SNS have been confirmed. This shows the project we conducted attracted attention, and recognition has certainly improved in the local community. 2.As for the question on "whether the project promoted changes in your minds" to local residents in the questionnaire, we received answers saying he or she began to think about the local activation on his or her own initiative. It suggests this project influenced a change in the minds of residents.





Award Category criteria

Impact on Local Organization

4

How did the Local Organization benefit from running this project?

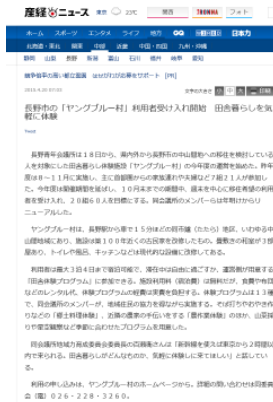
Through conducting this project; 1.JCI Nagano interacted and shared information with the local government, citizens and other organizations, and it brought about a strong relationship through cooperation on various occasions during the project. 2.JCI Nagano recognized the issues in the mountainous areas through the project and promoted our activities to the local government and citizens. 3.By promoting JCI activities in the project, JCI Nagano succeeded in improving its driving power as we became aware of the potential of project development.

How did the program advance the JCI Mission?

JCI Nagano provided an opportunity to act towards local community improvement for Nagano City government and local residents by aggressively proposing immigration to Nagano City to the people inside and outside the prefecture through these projects.

How did the project advance the JCI Vision?

JCI Vision JCI Nagano supported active citizens by raising awareness of local residents through the projects that built a local network involving Nagano City government and local residents.



**Award Category criteria**

**5**

**Long-term Impact of the Program**

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

The rural life experience in the Shinshu rural life experience facility, Young Blue Village, will lead to promotion of immigration to the mountainous areas as those that experienced the life are attracted to the area, resulting in more migrants and activation of the area.

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

We need to transfer initiatives for the project to the citizens, therefore we have to promote further changes in their minds and increase the number of active citizens. It is necessary to increase the immigration seekers in cooperation with local government and citizens.

