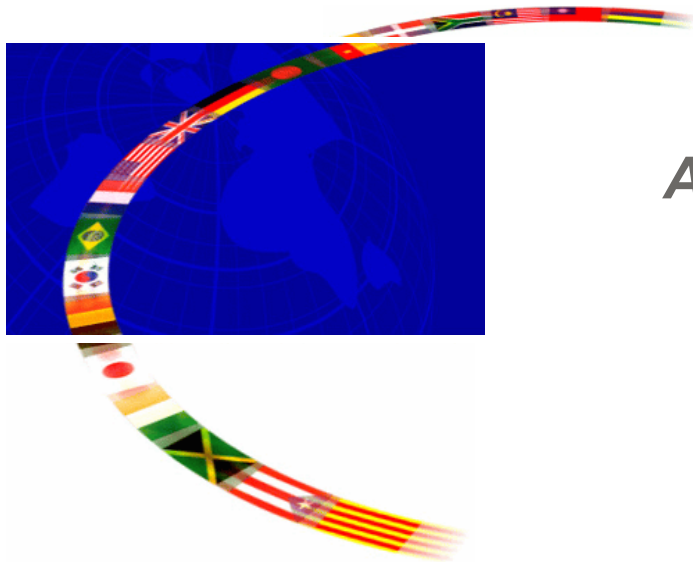




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
To create the environment for next generation  
JCI JAPAN  
Best Local Economic Development 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: [y.nakamura@nakamura-syouten.jp](mailto:y.nakamura@nakamura-syouten.jp)

### Basic Information

Duration : 1st November 2014 to 8th October 2015

Staff : 18members

Municipality of Sapporo

Sponsors : Company Energy loss Busters

16 cooperative companies of Energy Exp

Budget : 11,984dollar

Profit / Loss : 0

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

Who is benefited ? : 1.95 million Citizen of Sapporo

Objective :

(1)JCI Sapporo provides the knowledge of energy utilization in the region and at home, and develops the economy of Sapporo.

(2)JCI Sapporo provides an opportunity to re-recognize the local economy and energy resources.

(3)JCI Sapporo creates active citizens and enterprises those who are interested in energy resources and local economy.

Overview :

Great East Japan Earthquake occurred in 2011.

Sapporo citizens were affected 2 major impacts from this earthquake. The first one is anxiety about nuclear power generation. And the second one is negative impact on civic life and enterprises activity, because all of nuclear power plant in Japan stopped and electricity price was rose.

On the other hand, Sapporo citizens and enterprises have less knowledge and opportunity to learn about energy resources, information, method of using energy resources and renewable energy.

However they are highly interested on these fields and we found out they are willing to learn.

So JCI Sapporo held a general meeting to provide an opportunity to learn about the knowledge, information and use of energy, and renewable energy resource for Sapporo citizens and enterprises to suggest this is a business chance to develop economy of Sapporo.

“JCI Sapporo provides the knowledge of energy utilizing in the region and at home to develop the economy of Sapporo.”

<1>JCI Sapporo invited Mr.Naoto Iwai as a lecturer for the general meeting.

The lecture was about the possibility of the future may come only using renewable energy supply by reducing energy loss each one of citizens can create safe city and release from nuclear power.

< 2>Experiment format was used in the lecture for better understanding and feeling familiar.

1.Reduce consumption of energy by controlling sensible temperature.

2.48% of heat escapes from windows, so applying thermal insulation film for windows or double layer windows reduces energy loss.

3.Learn the mechanism of energy loss by using hair dryer.

4.Just changing the layout of lighting can reduce energy loss.

< 3>It was explained at the lecture of possibility to cut 40% energy loss

by using technique of reducing energy loss and awareness of energy loss of citizens and enterprises.

“JCI Sapporo provides an opportunity to recognize the situation of energy and local economy once again.”

<1>JCI Sapporo made a presentation to citizens and enterprises at the general meeting.

“Telling the knowledge of energy and right decision can bring development of economy of Sapporo even drastic change may happen on the energy situation of Sapporo.”

“JCI Sapporo creates active citizens and enterprises those are interested in the energy resources and local economy.”

<1>JCI Sapporo held an energy EXPO alongside the general meeting. Exhibitors are power supplier, renewable energy companies, oil and gas industry, car industry and many other enterprises those are making efforts on energy.

< 2>Energy EXPO provided information of current energy situation, electric power retail liberalization, knowledge to select power supplier to the attended citizens and enterprises.

< 3>JCI Sapporo created business chance and opportunity for the exhibiting enterprises to introduce their enterprises, latest technology, case study and the value of business/possibility.

< 4>JCI Sapporo showed the possibility of business development and increased the interest and understanding in these fields to the attended citizens and enterprises by holding Energy EXPO.

#### Others

JCI Sapporo handed a proposal to Mayor of Sapporo, Association of Real Estate Industry, and Building Industry Association to create environment for next generations including to spread the guidance of reducing energy loss, train the advisors of reducing energy loss, and introduce energy pass system.

#### Results :

JCI Sapporo made positive change to the citizens and enterprises of Sapporo into someone shows great interest on energy resources and local economy by holding the general meeting about reducing energy loss.

□84% of respondents agreed for the question of reducing energy loss leads safe city and develops economy (55% strongly agreed, 29% agreed).

□89% of respondents understood the right knowledge, decision and action of energy can lead development of city of Sapporo. (49% understood, 40% mostly understood)

□88% of respondents deepened their knowledge of energy (liberalization of the electricity retail, technique of reducing energy loss, renewable energy and more ).(44% very deepened their knowledge, 48% deepened well)

## Others

< 1> The electric power supplier which was an exhibitor of Energy EXPO negotiated with attended enterprises on the assumption to contract.

< 2>Succeeded the attended enterprises newly entered to energy saving business.

< 3> JCI Sapporo submitted the proposal to the Mayor of Sapporo and gave the impact on future management of Sapporo City.

JCI Sapporo and City of Sapporo confirmed that “Share the conscious of reducing energy loss in the whole city”, and “Government of Sapporo will act the proposal”.

## Actions Taken : 2014

November 1st Started planning of the project

17th Visiting Professor of Regional Culture and History  
Pr. Shinichiro Tabata

19th Visiting Renewable Energy Organization Hokkaido  
Ms. Yumi Kobayashi

21st Visiting Hokkaido Prefectural Research Institute  
for Geothermal Research Institute

Mr. Tetsuya Takahashi

December 5th Visiting Sapporo Mayor Policy Office Policy Planning  
Department Chief of energy policy  
Mr. Makoto Watanabe

13th Visiting Eco Products 2014

2015 January 22nd Meeting for the venue

28th Visiting New Electric Power Expo  
February 3rd Visiting Limited liability company  
Energy Loss Busters  
CEO Mr. Naoto Iwai

20th Meeting with the Lecturer

25th Visiting liberalization of the electricity retail Expo  
March 25th Release on Facebook

30th Up loading on Homepage of JCI Sapporo  
Sending out JCI Sapporo member mail Made drafts of flyer

April 6th Finished printing out Flyer and start delivering

## Recommendations :

## Considerations

< 1> JCI Sapporo develops the economy of Sapporo providing the knowledge about method with the energy utility in the region and at home.

□ JCI Sapporo achieved the objective of motivating the citizens to make action for reducing the energy loss and deepened the knowledge of energy.

□ 84% of respondents agreed on the reducing energy loss leads safe city and develops economy (55% strongly agreed, 29% agreed).

□ The power company concerned which was participated in Energy

EXPO dealt with attended enterprises on the assumption to contract.

< 2> JCI Sapporo provides an opportunity to recognize the situation of energy and local economy once again.

□JCI Sapporo achieved the objective of increasing the knowledge and interest of energy resources and renewable energy to the attended citizens. □88% of respondents deepened their knowledge of energy (liberalization of the electricity retail, technique of reducing energy loss, renewable energy and more ).(44% very deepened their knowledge, 48% deepened well)

< 3>JCI Sapporo achieved the objective of creating active citizens and enterprises those have strong interest in energy resources and local economy.

□88% of respondents deepened their knowledge of energy (liberalization of the electricity retail, technique of reducing energy loss, renewable energy and more ).(44% very deepened their knowledge, 48% deepened well)

□The attended enterprises of Energy EXPO started new business of energy saving.

#### Others

□JCI Sapporo achieved the object of giving the impact on future management of Sapporo City by submitting the proposal to the Mayer of Sapporo.

□JCI Sapporo and City of Sapporo confirmed that “Share the conscious of reducing energy loss in the whole city”, and “Municipal government of Sapporo will make action to achieve the contents of the proposal”.

□This achievement strengthened the presence of JCI Sapporo. Potential of JCI Sapporo has increased giving strong impact on citizens and enterprises in the future.

#### Improvement

The response of questionnaire showed 1% of attended citizens has critical opinion against the general meeting and the Energy Expo.

< 1>For the better understanding, JCI Sapporo or supporter should hold similar project continuously.

< 2>Accepting citizens and enterprises from planning stage of project creates the network between citizens and enterprises and makes positive change.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the objectives of this program?

JCI Sapporo provides an opportunity to recognize the situation of energy and local economy once again.

JCI Sapporo creates active citizens and enterprises those are interested in the energy resources and local economy.

JCI Sapporo develops the economy of Sapporo providing the knowledge about method of energy utility in the region and at home.

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

#### Impact

JCI Sapporo handed a proposal to Mayer of sapporo, Association of Real Estate Industry, and Building Industry Association to create environment for next generations including to spread the guidance of reducing energy loss, train the advisors of reducing energy loss, and introduce energy pass system.

#### Motivate

JCI Sapporo motivated citizens to understand and promote reducing energy loss and developing economy of safe Sapporo.

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

JCI Sapporo did not take any entry fee to enhance consciousness of creating sustainable environment for next generation, to provide many opportunities and to deepen the knowledge of energy.

Therefore we used many ideas on the budget.

1.Main budget was used on public relations to get attention from citizens.

2.A TV station and a newspaper company came for interview.

3.Handed out flyer of the lecture and Energy Expo around the venue on the day to promote.

4.Uploaded about the general meeting on Homepage of

JCI Sapporo and Facebook of JCI Sapporo to promote.

How does this project advance the JCI Mission and Vision?

Sharing solutions between citizens and enterprises to solve energy loss and made positive change to become active citizens for developing local economy.

JCI Sapporo created networks for entering business and business chance between attended citizens/enterprises and exhibitor of the Expo by holding Energy Expo





**Award Category criteria**

**2**

**Promotion of Free Enterprise**

How did this program seek to exhibit JCI Values, especially "free enterprise"?

Many of attended enterprises had been misunderstood reducing energy loss and energy saving business does not effect on developing local economy.

JCI Sapporo solved the misunderstanding and provided the opportunities to be free enterprises.

JCI Sapporo contributed of helping enterprises to challenge something new.

How was free enterprise promoted during the project?

This project effected enterprises and organizations of the exhibition became positive enterprises to create change through business.

<1>They recognized again there are possibilities of business chance and make positive impact on local economy and local environment through this project.

<2>Some of the enterprises of the exhibition succeeded to promote those company name and developing new products.

These results effect not only the exhibiting enterprises but also surroundings of those, promotes challenging enterprises and spreading the society of free enterprises.



Preparation



Instructor



citizens and enterprises



JCI Sapporo Presentation

## Award Category criteria

## 3

## Impact on Local Economy

How was the impact on the local economy measured?

< 1>Measurement of impact on citizens was the questionnaire.

1. 89% of respondents understood the right knowledge, decision and action of energy can lead development of city of Sapporo.  
(49% understood, 40% mostly understood)

2. 84% of respondents agreed for the question of reducing energy loss leads safe city and develops economy (55% strongly agreed, 29% agreed).

3. 469 citizens and enterprises attended in total of this project.

4. City of Sapporo, 5 organizations and 16 enterprises understood the importance of influence on region and cooperated for this project.

< 2>This project created business chances.

1. The electric power supplier which was an exhibitor of Energy EXPO negotiated with attended enterprises on the assumption to contract.

2. Succeeded the attended enterprises newly entered to energy saving business.

What was the intended impact on the local economy? What goals were originally set?

1. To gain the opportunities to transmit two messages are development of renewable energy in the region and reducing energy loss in the whole city to sensible citizens.

2. To impact citizens and enterprises about the energy consumption of Sapporo is high and bounded government/university/enterprises makes easier to reduce energy loss. Make positive change on citizens and enterprises showing the possibility of contributing to the local economy through business.

3. To contribute of developing local economy by becoming active citizens to create better city.

4. Intended to make good Spiral of success and to spread on local economy.

What was the actual economic

1. Citizens and enterprises understood that reducing

impact produced by this project? energy loss is easy and motivated, reducing energy loss leads less budget of municipal and that may create positive impact on citizens and enterprises.

2. The proposal of JCI Sapporo effected municipal of Sapporo and shared the consciousness of cooperation to reduce energy loss with the city of Sapporo. Some contents of the proposal will reflect on policy of Sapporo and contribute to develop the economy.

3. The electric power supplier which was an exhibitor of Energy EXPO negotiated with attended enterprises on the assumption to contract.

4. The attended enterprises newly entered to energy saving business.



Presentation Video



Energy EXPO



Experiment



Regular meeting Appearance

**Award Category criteria**

**4**

**Impact on Community and Participants**

How was community and participant impact measured for this project?

1. Took a survey on reducing energy loss leads safe city and development.

84% of respondents agreed for the question of reducing energy loss leads safe city and develops economy (55% strongly agreed, 29% agreed).

2. JCI Sapporo heard opinions of the proposal directly from the Mayor of Sapporo at submission.

The Mayor of Sapporo answered reducing energy loss of whole town is to the best and importance of cooperating the city of Sapporo and JCI Sapporo.

Describe the actual impact on the local community and the participants.

□ JCI Sapporo made impact on municipal of Sapporo and considered to execute of reducing energy loss in the whole city.

□ The electric power supplier which was an exhibitor of Energy EXPO negotiated with attended enterprises on the assumption to contract.

□ The attended enterprises newly entered to energy saving business.

□ Exhibitors of the energy Expo made impression of social contribution and got higher recognition of the enterprises.



## Award Category criteria

# 5

### Partnerships and Public Relations

What was the promotional strategy for this program?

JCI Sapporo devise to give knowledge of this project to young citizens and as many citizens as possible by following points.

- 1)NO admission free
- 2)Venue of this project and Expo was held at shopping center.
- 3)Place an advisement on Facebook for young citizens.
- 4)Distribute bill and put up poster at 10 University.
- 5)Distribute bill and put up poster at energy organization.
- 6)Place two advisements on local newspaper to expand this project and Expo.
- 7)Handing out leaflet to visitors who visit shipping center on the day of this project

How successful was the promotion? Please indicate figures where applicable.

- 1)There are many participant because venue was held at open area of shopping center and free admission.
- 2)There are lots of people who are management director of company.(around 41%)
- 3)Half of participant was under age of 30th.

List the partners that participated in this program. (write N/A if none)

Municipality of Sapporo

Ministry of Economy, Trade and Industry, Agency for Natural Resources and Energy

Non profit organization Hokkaido Green Fund

Renewable Energy Organization of Hokkaido

Limited Liability Company Energy loss Busters

Green Power Project

Hokkaido Prefectural Research Institute for

Geothermal Research Institute

Hokkaido University

16 cooperative companies of Energy Expo

How did partners  
participate in the  
program?

Municipality of Sapporo (exhibition panel and provide information)

Ministry of Economy, Trade and Industry, Agency for Natural Resources and Energy (provide information)

Non profit organization Hokkaido Green Fund (provide information)

Renewable Energy Organization of Hokkaido (provide information)

Limited Liability Company Energy loss Busters (lecturer for the meeting.)

Green Power Project (provide information of renewable energy)

Hokkaido Prefectural Research Institute for Geothermal Research Institute (provide information of renewable energy)

Hokkaido University (provide information of energy supply of Sapporo city)

16 cooperative companies of Energy Expo

1) Energy system of cars, lights, oil, gas,

2) Energy saving system and introduce technology.

3) Introduce renewable energy technology.





## Award Category criteria

## 6

## Long-term Impact of the Program

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

- Sapporo citizens and companies have carried correct knowledge and decision for energy problems and energy envelopment to create economic development of Sapporo city.
- Sapporo citizens and companies being active and create positive change for economic development of Sapporo city.
- Action of Sapporo citizens and companies give impact to environment to create sustainable positive changes.
- As many of Sapporo citizens and companies make cope with both economic profit through business and contribution to society.

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

- Find many supporters and hold similar project continuously because the idea of reducing energy loss gains understanding of wide range of generation, citizens and enterprises.
- Create opportunities between the supporter and citizens/enterprises before and after the project to exchange opinions.
- Participate volunteers of citizens and enterprises to the project.
- Transmit the contents of proposal of JCI Sapporo to many different industries.
- Make road map of reducing energy loss of whole city by cooperating with the city of Sapporo.





