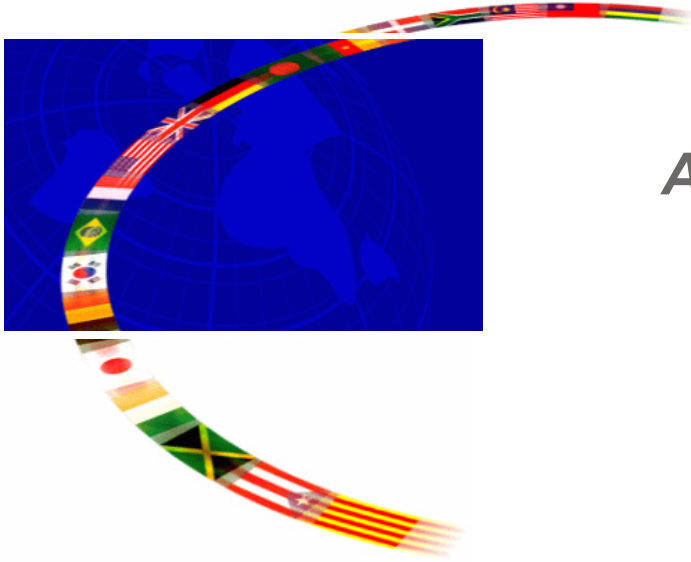




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
The Amazing Peace Kids Concert  
JCI JAPAN  
Best Local OMOIYARI Project



**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: [suzukinorihide2000@yahoo.co.jp](mailto:suzukinorihide2000@yahoo.co.jp)

### Basic Information

Duration : From July 1, 2015 to November 8, 2015  
 Staff : 20 members  
 Sponsors : Kanazawa City, Ishikawa Prefecture, Gagaku musician Mr. Togi Hideki  
 Budget : 15,335 dollars  
 Profit / Loss : 0  
 In which UN MDG best fit (if apply)?: Combat HIV/AIDS, malaria and other diseases  
 Who is benefited?: 460,000 citizens living in Kanazawa City, 8,000 JCI members who participated in the JCI World Congress  
 Objective : To get the citizens and JCI members to realize that **positive actions lead to world peace.**  
 1. Citizens and JCI members **rediscover various problems happening in the world through this project.**  
 2. Citizens and JCI members understand that **taking actions lead to world peace.**  
 3. Citizens recognize that JCI is carrying out activities **in cooperation with the United Nations.**  
 4. **Citizens improve the awareness of UN MDGs.**

Overview : JCI Kanazawa created opportunities for **citizens to rediscover and think about world peace** through the occasion when many JCI members got together from all over the world.  
We selected **music**, a global common communication tool, as a means of delivering a message for world peace.  
**Music** can be a stronger message than just using words or sentences.

#### 1. Selecting Means

**JCI Kanazawa selected music** as a means of sending out a message for world peace widely to the citizens.  
 We provided the opportunity for children aged from seven to fifteen to sing songs so that **the children responsible for the next generation would learn about world peace.** We selected such a method that would lead to improving the awareness of UN MDGs in order that citizens would recognize that JCI was working for world peace.

#### 2. Selecting a Song

JCI Kanazawa asked a **world-famous Japanese musician to create an original song to spread our activity much more widely.**  
 We created not only the Japanese version but also the English version of the lyrics to promote it to the world as well.  
 We assembled **elementary and junior high school students** and formed a chorus team for the song so as to convey **the message for world peace through music.**

#### 3. Improving the Awareness of Those Involved

The chorus team learnt about the problems happening in the world and **the importance of taking actions by themselves** through JCI Japan's program for raising awareness of UN MDGs.  
**We shared with local musical organizations the song and the purpose of this project,** that is, to convey the message for world peace through music.

#### 4. Conducting the Project for Promoting World Peace

JCI Kanazawa promoted the song and the purpose of the project to the whole world through the Internet.  
 During the JCI World Congress Kanazawa, **we showed many people the importance of taking actions for world peace,** by holding concerts in the street or concert halls together with the chorus team and local musical organizations.  
We worked for raising awareness of UN MDGs in the concert venues.

**Results : 1. Result**

1) Many citizens rediscovered the problems happening in the world.  
According to the results of the questionnaire, 93.8% of the participants rediscovered the problems in the world.

2) Many citizens recognized that JCI was carrying out activities in cooperation with the United Nations.

According to the results of the questionnaire, 97.2% of the participants recognized that JCI was carrying out activities in cooperation with the United Nations.

3) Citizens improved the awareness of UN MDGs.

According to the results of the questionnaire, 94% of the participants improved the awareness of UN MDGs.

4) Through the whole project, citizens understood that anyone could take actions leading to world peace.

According to the results of the questionnaire, 98% of the participants understood that anyone could take actions leading to world peace.

5) JCI Kanazawa let many people know the song of this project.

Many citizens learnt about the purpose of the project as well as the song itself.

6) We received more chance to let those who didn't participate in the project find the song and our activity by word of mouth.

We had many inquiries from home and abroad about how to get the music and whether it would be sold as CD.

7) The artists who produced the song also promoted our activities by promoting the project and playing the song in their concert. It led to extend the more our activities

**2. Unexpected Results**

JCI Kanazawa received more requests of the song than originally expected.

The government of Kanazawa City knew that JCI Kanazawa was working for world peace through this project, and they proposed a memorial tree-planting ceremony for world peace. We put it into practice as a co-hosted event.

Twinning JC (JCI Harbour ,JCI Seongbuk ,JCI Xinzhuang, JCI Freiburg ) of JCI Kanazawa also participated in this project.

**3. Verification Method**

Questionnaire to citizens

Hearing from supporting organizations

**4. Verification Results**

From the results of the above verifications, **many participants realized that positive actions led to world peace.**

Selecting music as a means of sending out a message resulted in **spreading our activities much more widely.**

**Message from the Producer of the Song**

We had the Peace Swing concert during the JCI World Congress Kanazawa. I collaborated with a singer Ms. Michiyo Shirai and the children through the theme song I created. The children sang songs with energy and the audience was all smiling! Thank you very much!

**Actions Taken : 1. Producing a Song and Practicing**

May : Asked the songwriter to create a song for the project

July 22: Both Japanese version and English version of the song called 'Amazing Peace' was completed.

July 1 : Started to seek the members of the chorus group and promote it at elementary and junior high schools in Kanazawa City.

August 21 : 1st chorus group practice in the municipal facility, **Conducted UN MDGs Recognition Improvement Program**

September 5 : 2nd chorus group practice in the municipal facility

September 12 : 3rd chorus group practice in the municipal facility

October 5 : Open practice for the media in the municipal facility

**2. Promotion of the Project through the Media [July]**

Appeared in the local TV program once

Reported in the newspaper once

[August]

Appeared in the local radio program twice  
Appeared in the local TV program once

[September]

Appeared in the local radio program three times  
Appeared in the local TV program five times  
Reported in the local newspaper ten times

[October]

Appeared in the local radio program twice  
Appeared in the local TV program three times  
Reported in the local newspaper five times

[November]

Appeared in the local TV program three times  
Reported in the local newspaper seven times

### 3. Project Operation

[October 12]

**Project PR Concert** at Kanazawa Station Motenashi Dome  
Audience: about 300

[November 3]

**Downtown Concert 1** at Kanazawa Station Motenashi Dome  
**Downtown Concert 2** at the event space downtown Kanazawa  
Audience: about 300

[November 6]

**Peace Swing Concert** at Kanazawa Kagekiza Theatre  
Audience: about 800

[November 7]

**Downtown Concert 3** at Kanazawa Station Motenashi Dome  
**Downtown Concert 4** at the event space downtown Kanazawa  
Audience: about 300

#### Recommendations : 1. Verification

1) Using the following method, citizens and JCI members understood various problems happening in the world through this project.  
In PR activities of the project, JCI Kanazawa also **promoted UN MDGs.**  
JCI Kanazawa introduced **NOTHING BUT NETS** and set up the booth.

2) Using the following method, citizens recognized that JCI was carrying out activities in cooperation with the United Nations.  
JCI Kanazawa Promoted this project on the television, radio and website, **in relation to UN MDGs.**  
We explained about the relationship between JCI and the United Nations during the project.

3) Using the following method, citizens understood that their individual positive actions led to world peace.  
The participants of the project became **more interested in our activities through UN MDGs Recognition Improvement Program.**  
One example of the fact that JCI Kanazawa improved the citizens' awareness is that many citizens contributed to the UN MDGs donation at the event venues.

4) The government knew about the different kinds of our PR activities and project purposes, which **led to our carrying out another project with other people.**

#### 2. Recommendation

JCI Kanazawa selected music, a global common communication tool, as a means of promoting this project, because **music has much influence on many people.**  
It is important to work with the children responsible for the next

generation because **they can take actions for world peace in the future**, together with their parents, friends, brothers and sisters. Those children who could be leaders of the next generation will be able to take actions if **they know more about the world peace.**

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

- What were the objectives of this program?
- Many citizens recognize that JCI is carrying out activities in cooperation with the United Nations. Citizens and delegates rediscover the problems happening in the world through this project, **To improve the awareness of UN MDGs.**  
To have citizens realize that understanding various problems in the world and taking actions lead to world peace.
- How does this program align to the JCI Plan of Action?
- 1) This program created opportunities to encourage each individual's growth.  
2) Citizens understood that the active citizenship was important as mentioned in the JCI's activity plan.
- Was the budget an effective guide for the financial management of the project?
- There was no extra expenses.  
We succeeded in decreasing the expenses as follows. The artists understood the purpose of the project, and we could save the costs of their songwriting and performance.  
The government agreed with the purpose of the project and supported us offering some venues to practice and hold the event for free.
- How does this project advance the JCI Mission and Vision?
- JCI Kanazawa promoted the following so that more active citizens would take actions for world peace.  
Through music, a global common communication tool,  
We provided **opportunities for citizens to recognize various problems in the world.**  
JCI Kanazawa encouraged citizens to become active citizens understanding that **the actions taken by the individuals led to world peace.**





**Chorus group practice**





## Award Category criteria

## 2

## Cooperation for the Sake of World Peace

How did this project extend the presence of peace in your community?

Through music, JCI Kanazawa promoted world peace to many people regardless of gender and age. We explained to 2500 citizens about the importance of **taking actions for world peace** through this project. Those citizens who participated in this project learnt about the **importance of individual actions for world peace**. **We brought opportunities for citizens** to take actions for promoting the importance of world peace to other citizens and future generations.

How was cooperation used to promote peace?

**Thanks to the support from famous artists**, JCI Kanazawa succeeded in promoting the importance of world peace to the citizens. **Thanks to the cooperation of the project director**, JCI Kanazawa arranged the place where we could promote the purpose of the project. **Kanazawa City offered some venues** for us to promote world peace. These supportive activities led to our promoting the project and world peace. These supportive activities enabled citizens of both Japan and different countries to understand each other, **resulting in promoting world peace**.





Downtown Concert 🎵



## Award Category criteria

### 3

#### Community Impact

What was the intended community impact? Citizens and JCI members rediscover various problems happening in the world through this project. JCI Kanazawa changes their awareness **in taking actions for world peace by themselves.** Citizens recognize that JCI is carrying out activities in cooperation with the United Nations.

Describe the actual community impact produced by this project. **Citizens Who Cooperated with the Project**  
Those citizens who cooperated with the project recognized the problems happening in the world and learnt about **the importance of taking actions by themselves.**  
Those citizens who cooperated with the project **promoted the activities to people around them through the song.**

#### **Citizens Who Participated in the Project and JCI Members**

Citizens who participated in the project and JCI members became more interested in world peace. **They learnt the necessity of taking actions by themselves.** Citizens recognized that JCI was carrying out activities in cooperation with the United Nations.



Local musical organizations

## Award Category criteria

# 4

### Impact on Local Organization

How did the Local Organization benefit from running this project?

#### 1. JCI Kanazawa gained more recognition in the local community.

By promoting the song widely, many people understood the purpose of the project and JCI Kanazawa gained more recognition in the local community.

#### 2. More citizens understood the activities of JCI Kanazawa and supported us.

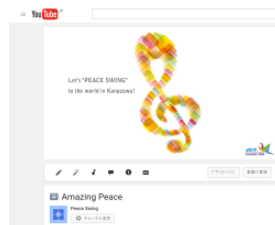
**About 150 citizens understood our activities** and cooperated with us in promoting the activities. **3. We promoted the project to the world.**

We hold this project event during the JCI World Congress Kanazawa, which led to promoting our activities to 8000 JCI members coming to Kanazawa. Many people sympathized with us, which means **they can also cooperate in promoting our activities after they have gone back home.**

How did the program advance the JCI Mission?

JCI Kanazawa let citizens recognize various problems in the world through the project and provided opportunities to **think about world peace and create positive change.**

**We also provided opportunities to take actions for world peace.**



TV programs 🎵

2015. 6. 20

2015. 7. 11

2015. 10. 6

2015. 10. 27

2015. 10. 14

2015. 11. 8

**NEWS PAPER**

『金沢宣言』を採択

次の 隔年見据え 繁栄誓う

次は、2016年11月11日（日）に開催される第10回総会（金沢）に向け、各支部で『金沢宣言』の採択を進めている。宣言は、2015年10月14日（水）に開催された第9回総会（金沢）で採択された。宣言は、2015年10月14日（水）に開催された第9回総会（金沢）で採択された。宣言は、2015年10月14日（水）に開催された第9回総会（金沢）で採択された。



## Award Category criteria

## 5

## Long-term Impact of the Program

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

1. Those citizens who participated in this project **create positive change** and **take actions for eternal world peace.**
2. More citizens become active citizens through music **involving many other people** in the city.
3. Those children who understood the purpose of the project **grow into leaders working on various problems in the world in a long run.**
4. JCI gains more recognition with our activities widely known.
5. Through the above mentioned impact, **more JCI members contribute to world peace and promote it.**

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

To develop our purpose and accomplish it, the following activities are necessary.

1. **To provide more opportunities to promote music and the purpose of the project,** and offer chances to more people to think about world peace.
2. To raise the awareness of world peace through effective PR activities **in cooperation with the government and local schools.**
3. **To provide opportunities for those children** who have become more conscious of world peace to take actions.
4. **To constantly carry out activities for world peace** by promoting the song to many people.





**Tree-planting ceremony with Twinning JC (JCI Harbour ,JCI Seongbuk , JCI Xinzhuang, JCI Freiburg )**

