



Awards Entry

2016 Asia-pacific Conference
Takeover of petting and culture of the region
JCI JAPAN
Best Local OMOIYARI Project



Entry Information

Award Program: 2016 Asia-Pacific Conference

Category: Best Local OMOIYARI Project

NOM Information

National Organization: JCI JAPAN

National President:

**Shigenari Yamamoto**E-mail: japan@jci.cc

LOM Information

Local Organization: JCI Takamatsu

President: Takeaki Kamada

President Email: tk@kamacho.co.jp

Basic Information

Duration : Aug. 01, 2015~ Aug. 30, 2015

Staff : JCI takama

Sponsors : 7-oganazations

Budget : \$7476(\$1 of 108y)

Profit / Loss : 0

In which UN MDG

best fit (if apply) : ?

Who is benefited ? : 427,400 people in Takamatsu-city

Objective : ①To do never forget to be grateful for all.
②To do recognize the connection in the society.
③To do have a pride of the region.
④Spirit of altruism(利他の精神)
To do recognize spirit of altruism and compassion.

The meaning of altruism is feelings and behavior that show a desire to help other people and a lack of selfishness.

⑤To do recognize the connection with regional society, and the culture of Ossettai.

What is ossettai? (おせたい)

The meaning of Ossettai is hospitality and a warm reception that a hearty, hospitable reception or greeting, as in we got a very warm welcome when we finally

In Shikoku, Japan. There are 88 temples, and to pilgrim the 88 temples that is called Shikoku Junrei.

In addition, people who are going to pilgrim the temples. They are called Ohenro-San.

Furthermore, when Ohenro-San is on the Shikoku-Junrei, Regional people who are helping Ohenro-San. The hospitable action is called Ossettai.

The Shikoku-Junrei is one of the Japan heritages. The Ohenro-San implement the Shikoku-Junrei on foot. They walk to around the 88 temples. It takes to finish

When regional people do Ossettai for Ohenro-san, the hospitable method and places are not decided. For example, some regional people give a cup of green tea

Overview : [terms of implementation]

First event: 2015 August 1st to August 2nd by 14:30

Second event: 2015 August 29th to August 30th

[Event practitioners]

1. JCI Takamatsu (67 members)
2. And Nonprofit organization "Henro To Omotenasi No Tetwork" (20/191 members)
3. Kagawa university rotaract club
4. Ohenro tomo no kai (25members)
5. Sanuki takamatsu guesthouse [SORAUMI] Shouji Nose
6. General incorporated association Machitere Yuusuke Nakano
7. Shikoku 8th temple Ryoushouji Shiramine-temple 10members

[Event Targets]

Fourth graders to Sixth graders of Kagawa Prefecture's elementary school students.
One event maximum attendance is 40 students in each.

[Description of the event]

1. First day - "Henro-Korogashi". The Henro-Korogashi is that a harsh road, Ohenro-San walks on the road to get to each temple.

2. The students had walked with event practitioners and Sendatsu.
Sendatsu is an experienced person who have much experience of Ohenro..

3. The students had gotten "Ossettai" from regional people, and the students had felt the spirit of Ossettai.

4. During the event, the students had a communication with regional people and the team members for the connection of regional society.

5. After that, the students had a discussion about Ossettai for themselves.

6. For a next day of the event, students tried to create a pair of "Waraji".

Waraji is straw sandals. Ohenro-San uses the straw sandals during the Ohenro.

The students realized that they wanted to give the Waraji to Ohenro-San when they could do the Ossettai for Ohenro-San sometime.

7. On the next day, Students experienced to do Ossettai for other Ohenro-San.

What is sendatsu

Sendatsu is an experienced person who have much experience of Ohenro..

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What is waraji?

Waraji is made from straw rope that in the past were the standard footwear of the common people in Japan. Waraji was generally used on

Results : Result:

1. All attendances experienced "Henro-korogashi".
2. All students experienced the Ossettai feeling.
3. Students had an experience of greeting for other Ohenro-San, and they had a regional communication style.
4. The students discussed about Ossettai themselves.
5. After the discussion, the students decided to make a present "Waraji" for Ossettai as they were the presenter for other Ohenro-San.
6. On the second day, the students did Ossettai for other Ohenro-San.

Achievement:

1. Results of 1. 4. 5. 6, The level of the achievement is 100% as JIC Takamatsu memebrs joined the event

2. Also, when we did an interview the students' parents, they answered that their kids were able to greet for everyone, and their kids had a hospital spirit

Actions Taken : Jun 18th Visited to Kagawa University for event PR

Jun 19th Visited to Bussyouzan Elementary School for event PR

Jun 20th Visited to Kokubunji South Elementary for event PR

Jun 23rd Visited to Kamei Elementary School for event PR

Jun 26th Visited to Kita South Elementary School for event PR

July 10th Visited to Fuzoku Takamatsu Elementary School for event PR

July 13th Invited 13 media companies for the event PR

Destination of the leaflet

In the Takamatsu city of all elementary schools (49 elementary schools in the Takamatsu City) the targeted number of the students are 12,102. The targeted nu

Nonprofit organization Henro to omotenasi no network

Kagawa university rotaract club

ASAHI BREWERIES, LTD

Sanuki takamatsu guesthouse [SORAUMI]

the asahi shimbun company

yomiuri shimbun

the sankei shimbun

The mainichi newspapers

takamatsu living shinbunnya

japan bradcasting corpration

nishinippon broadcasting corporation
tv-setouchi broadcasting.co.,ltd
sanyo broadcasting.co.,ltd.
okayama sanyo broadcasting.co.,ltd.
TV-Setouchi Broadcasting Co., Ltd.
cable media shikoku co.ltd
fm takamatsu community broadcasting.co.,ltd.
fm kagawa.inc
kagawa keizai report co.,ltd

Recommendations :

[A part of the achievements]

- ① The memorable and meaningful achievement is the students could tell the greeting feel to their sendatsu, nurses, Young generation nature center officers, JC
- ② The students presented Waraji to other Ohenro-San members. Also, when Waraji was insufficient, the students initiatively made some additional Waraji. In fact,
- ③ The students could have an experience of receivers and depositors at the event. Also, They learned why people do Ossettai to others. Why they need to give
- ④ From the interview and questionnaire, the students' parents also had a spirit of the regional culture.
- ⑤ Before and after of the event, we did not do a questionnaire. Therefore, we could not evaluate the impact of the event in the regional society in Kagawa.
- ⑥ On the start of this event, we did not minutely explain how each student or each person have a connection in the regional area. In fact, the start of the event, we
- ⑦ We did expand the spirit of the Ohenro culture, but we did not recognize how much the students and their parents could have the spirit of Takamatsu City and

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Award Category criteria

Objectives, Planning, Finance and Execution

What were the objectives of this program?

The purpose of this program, we would like to organize that next generation could bring a greeting spirit for all. Go thro

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

WE BELIEVE THAT THE EVENT AND OUR ACTION PLAN ARE CORRESPONDED BECAUSE WE HAD A MAIN THEME THAT JCI ENABLE COMMUNITIES TO .

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

THE EVENT WAS IMPLEMENTED FOR TWO DAYS.

ON THIS EVENT, WE HAD A FEES FROM PARTICIPANTS, BUT WE NEEDED TO EVALUATE THE FINANCIAL PERFORMANCE SUCH AS A COST OF THE

How does this project advance the JCI Mission and Vision?

FIRST OF ALL, WE TRIED TO EXPLAIN OSSETTAI CULTURE AND THE KNOWLEDGE TO STUDENTS. AFTER THAT WE DID EXPERIENCE THE FEELING

PHOTO 1:Children to experience the culuture of Aruki henro , most hardest load in Ohenro

PHOTO2:Children learn about Osettai

PTOH03:Children member to their own the Ossetai

2

Award Category criteria

Cooperation for the Sake of World Peace

How did
this project
extend the
presence of

peace in

your
community?

How was
cooperation
used to
promote
peace?

In our region, the culture "Ossettai" is left.

The culture is that a person help and give something with hospitality spirit for unknown people.

For us, the Ossettai culture was important and mysterious. That is why, we did try to understand why the Ossettai culture w

ACTION OF EXPANDING THE OSSETTAI CULTURE IS THE BASED ON THE COMPASSION AND ALTRUISM. THE CULTURE IS THE KEY OF ACCELERATING

PTOTO 1: Sweets the children were prepared for another Ohenro persons

PTOTO 2: Children to the pledged to Ohenro Travelers

PTOTO 3 : Children who make Waraji. it is Slippers of grass for use on a journey in japan



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Award Category criteria
Community Impact

What was the intended community impact? The impacts were

1. We increased a number of children who love their region and culture.
2. We increased a number of children who understand compassion and altruism.
3. We impacted the region where the people are able to recognize the spirit of region and regional revitalization.

RESULT OF THE QUESTIONNAIRE,

1. THE PARTICIPANTS WOULD LIKE TO SUSTAIN THE OHENRO PROJECT BY JCI TAKAMATSU.
2. THE COOPERATED NON-PROFIT GROUPS AND THE SCHOOLS COULD RECOGNIZE HOW JCI TAKAMATSU WAS THE CAPABLE GROUP IN THE SOCI
3. THE REGIONAL PEOPLE CAN KNOW WHAT WE DO AND WHAT WE ARE GO THROUGH THIS OHENRO PROJECT.

Describe the actual community impact produced by this project.

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PHOTO:

Children to experience the culuture of Aruki henro

Exchanges with local people



4

Award Category criteria
Impact on Local Organization

How did the Local Organization benefit from running this project? ON FINANCE, THERE IS NO PROFIT ON THIS PROJECT. HOWEVER, JCI TAKAMATSU MEMBERS COULD HAVE AN EXPERIENCE OF HAVING AND GIVING OSSETTAI. THE MEMBERS ALSO RECOGNIZED HOW MUCH EACH MEMBER GROW HIMSELF AND HERSELF. WHEN WE WALKED WITH THE PARTICIPANTS ON THE EVENT, THE PARTICIPANTS COULD RECOGNIZE WHAT JCI TAKAMATSU DO AND WHAT WE ARE.

How did the program advance the JCI Mission? ON FINANCE, THERE IS NO PROFIT ON THIS PROJECT. HOWEVER, JCI TAKAMATSU MEMBERS COULD HAVE AN EXPERIENCE OF HAVING AND GIVING OSSETTAI. THE MEMBERS ALSO RECOGNIZED HOW MUCH EACH MEMBER GROW HIMSELF AND HERSELF. WHEN WE WALKED WITH THE PARTICIPANTS ON THE EVENT, THE PARTICIPANTS COULD RECOGNIZE WHAT JCI TAKAMATSU DO AND WHAT WE ARE.



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Award Category criteria
 Long-term Impact of the Program

What is THE LONG-TERM IMPACT OF THIS PROJECT IS THAT BELOW

- the expected long-term impact of this project?
1. MANY CHILDREN WILL BE ABLE TO EXPERIENCE A NEW OHENRO CULTURE.
 2. THE REGIONAL CHILDREN WILL RECOGNIZE THE AMAZING CULTURE.
 3. GOING THROUGH THIS PROJECT, CHILDREN WILL OBTAIN THE NEW COMMUNICATION SKILLS AND THEY WILL GO OVER A DIFFERENT SCHOOL
 4. REGIONAL CHILDREN WILL HAVE APPRECIATION BY THIS PROJECT, AND WHEN THEY ARE ACTIVE IN THE REGION, THE REGION WILL SUPPORT

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

For improvement,
 For increasing the attendance of this project, we need to consider the season, school events and long term vacations.
 The participation fee should be free as much as possible.
 For enhancing the impact of the project, the project must be organized by foreigners.

- PHOTO
1. Children to experience the culture of Osettai
 2. Children to wait in order to get the sweet, drink to people who break
 3. Waraji made the children for another Ohenro persons

