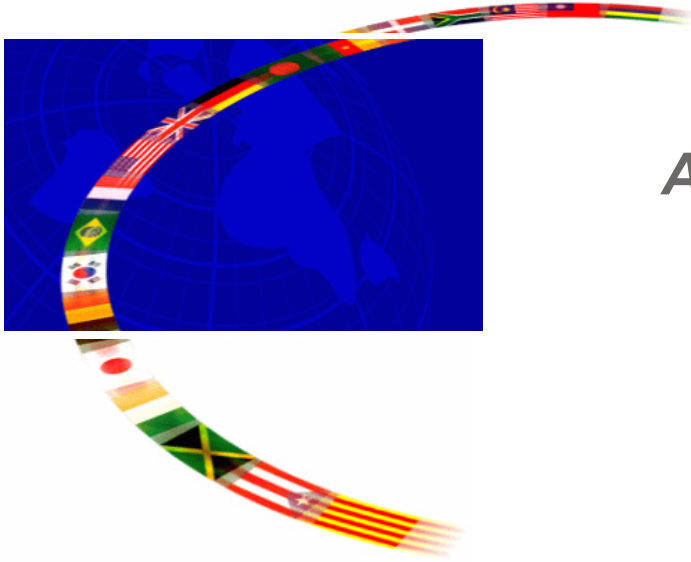




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
Award of Ambitious Action  
JCI JAPAN  
Best Local Personal Skill 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 : From 5th Feb 2015 to 25th Nov 2015  
 Staff : 99 members  
 Sponsors : 17 companies in Sapporo city, Hokkaido, Japan  
 Budget : \$85,000  
 Profit / Loss : 0  
 In which UN MDG best fit (if apply): ?:  
 Who is benefited?: 1.95 million of Sapporo citizens  
 Objective : Firstly,

**[To promote citizens who have a clear objectives and are able to take an action for it, and introduce citizens toward residents in Sapporo city.]**

Secondly,

**[To provide development opportunity platform to support those citizen who can create actively action.]**

Thirdly,

**[Expand and sharing the circle of citizens who have owns dreams and the ability to take action.]**

JCI Sapporo create active challengers who can act toward a dream.

Overview : Around 140 years ago, Sapporo was reclamation by the agricultural soldiers who had a spirit of challenging. Development of Sapporo city has been driven by the people who has a dream and can act progressively. But recent day, the society beginning matured, we have less number of young people who has passion and challenge to their dream.

To revitalize the young people, JCI establish award ceremony called "Sapporo Smile Award" to motivate youngsters and recreate the energetic society in the end.

**1 [To promote citizens who have a clear objectives and are able to take an action for it, and introduce citizens toward residents in Sapporo city.]**

(1) In 2014, for the sake of finding hidden talents, JCI Sapporo started awarding people who works to make their goal real in Sapporo city.

(2) Then Sapporo JCI continued the award as an annual event, because we considered this award is effective method to people in this city into an active and full of hope.

(3) JCI Sapporo founded the five divisions for the award: "clothing", "food", "housing", "art", and "society and culture".

Sapporo JCI has awarded 411 people who achieved their objective with their own efforts and competences.

(4) JCI Sapporo widely noticed the "Sapporo Smile Award" for Sapporo citizen, through advertisement on the TV and Radio, facebook and flyers handed out in the downtown.

**2 [To provide development opportunity platform to support those citizen who can create actively action.]**

(5) JCI Sapporo asked JCI members to solicit more than ten applications to each award section. By doing so, JCI provided a chance to members to recognize the people who are challenging and influencing others.

(6) In 2015, JCI Sapporo introduced 77 challengers who accomplished

their goals.

(7)JCI Sapporo established an experts' committee to assess the activities of the candidates, and selected the winners of the award.

(8)JCI Sapporo gave a grand prize for the award recipients of each division, who evaluated as a best achiever though citizens, JCI members and experts,

based on following standards

- Feasibility of the projects.
- Uniqueness of activities
- Understandings of others
- Contributions to society
- Sense of enthusiasm to our hometown "Sapporo"

(9)JCI Sapporo employed audio-visual effect to project the activity and achievement of award winners to make the award event enjoyable for people who take part in the event.

We believe this was effective for participants to understand the importance of setting a goal and taking an action.

(10)After the award ceremony, JCI Sapporo held a **party** with members and award recipients. **So the prize recipients were able to have a chance of social networking with each other and business people who support their activity.**

### **3【Expand and sharing the circle of citizens who have owns dreams and the ability to take action.】**

(11)JCI Sapporo made a documentary video of the award's recipients with the cooperation of sponsoring companies and local government office. By broad casting the video on TV, we promoted the activities widely to share our value.

Results : **1【To promote citizens who have a clear objectives and are able to take an action for it, and introduce citizens toward residents in Sapporo city.】**

(1)JCI Sapporo addressed an award entitled "Sapporo Smile Award" in 2014, and was succeeded in identifying talented challengers who are energetic and are with goal oriented mind.

(2) 411 people participated in the "Sapporo Smile Award" in 2015. Participants were encouraged by the goal oriented active people who nominated the award.

(3)Award recipients increased from 53 to 77 in 2015. The brand image of "Sapporo Smile Award" has successfully been penetrating the public.

### **2【To provide development opportunity platform to support those citizen who can create actively action.】**

(4)In the process of selecting the grand prize winner by voting, JCI Sapporo provided the chance to people in Sapporo city to start doing by themselves based on own goals with understanding the prize winner's objective. Questionnaire showed that 84% of the participant of the event answered that they agree with doing something based on their goal setting.

(5)In addition to the awards ceremony, ex-professional football players of national league and musicians raised in Sapporo city performed in the event, and successfully send our message to make a better understanding of goal oriented mind.

(6)JCI Sapporo changed the way of thinking of members into goal oriented mind, by choosing candidates of more than 10 people from the JCI members for each divisions. Questionnaires answered by members showed that 65% of them desires to win the award next year.

(7)After the award ceremony, JCI Sapporo held a party with members and award recipients. The members enacted a networking prize recipients/nominee and established corporative relationships one

another.

### **3 [Expand and sharing the circle of citizens who have owns dreams and the ability to take action.]**

(8)JCI Sapporo made a documentary video of the award's recipients with the cooperation of sponsoring companies and local government office. By broad casting the video on TV, we promoted the activities widely to share our value.

**(9) In total of two years, fourteen hundred people took part in the reception ceremony of "Sapporo Smile Award". As a result, the number of people who encouraged to act progressively is increasing steadily.**

(10)The award recipients and grand prize winner of previous year orchestrated the event performance and award ceremony, which provided a chance to communicate each other among recipients.

Actions Taken : **Plan1 Concept designing**

·Feb-5th ~ Concept designing.

#### **Plan2 implementation**

·July-6th, award committee #1 held.

·July-27th, award committee #2 held.

·August-4th, mail magazine for JCI Sapporo members distributed.

·August-6th ~31th, Facebook ads, 100 sheets of poster ads, 2.35k sheets of flyers distributed by football association, high schools, universities, and JCI Sapporo members in Sapporo city area.

·August-13th ~23th, TV commercial on the air with "STV 24hours Program".

·August-22th ~23th, 650sheets of flyer handed out in front of VIVOT square.

·August-26th broadcasted notice of event in a FM radio program.

·August-30th broadcasted notice of event in STV radio station program.

·August-5th ~ September-1st rehearsals took place.

·September-1st "Sapporo smile award" celemony.

#### **Plan3 Post-event follow-ups**

**Making documentary films featuring nominee of the award, and on the air.**

·August-23th, Recommendations.

Recommendations : JCI Sapporo is achieved shown below, through holding award ceremony with people in sapporo, and cooperation between Government and sponsor companies.

Discussions

### **1 [To promote citizens who have a clear objectives and are able to take an action for it, and introduce citizens toward residents in Sapporo city.]**

(1)JCI Sapporo held "Sapporo smile Awards" in two consecutive years, and won the understanding of the importance of goal oriented mind and proactive attitudes by more than 1400 people in Sapporo, and 250 members of JCI Sapporo in 2014, and 2015.

Survey results collected from participants supported the results of above.

(2)JCI were succeeded in identifying high potential persons with goal oriented mind and proactive attitudes.

Specifically we:

- selected 77 nominees for 5 awards.
- undertook selection of award winner with well-balanced members from local government, business, and academic field, under clear criteria for the selection.
- Survey results showed that 50% of people in Sapporo had already known the award recipients, and 97% answered they agree with their vision of award winners.

(3)We successfully appealed the "Sapporo smile Awards" to many people who didn't attend the award ceremony.

Recipients reviewed the award as "receiving the Grand Prize, local government and several entities noticed our activity and lead to a chance to expand our activity.", "exhibition on ceremony and on TV broad casting increased the number of customers, our restaurant keeps no vacancy table everyday".

By reviewing the "Sapporo smile Awards", unique activities of award recipients broadcasted through several media. "Sapporo smile Awards" prevailed the new value of activist created toward society in Sapporo.

## **2【To provide development opportunity platform to support those citizen who can create actively action.】**

(4)JCI Sapporo crafted out "Sapporo smile awards " with a variety of attractive presentations. Such as :

- Moving exhibition effect with sound and light.
  - Compelling candidates of award recipients and introduction of their excellent activity.
  - Presentation of "Own Dream" by guests well-known in Japan
  - Presentation of "Breakthrough mind" by mayor of Sapporo city
- With these, we encouraged audience to change their way of thinking to be more proactive.

Survey collected after ceremony showed that 84% of audience and all JCI members agreed with the importance of the proactive attitude.

## **3【Expand and sharing the circle of citizens who have owns dreams and the ability to take action.】**

(5)JCI Sapporo broadcasted a documentary film of the award's recipients with the cooperation of sponsoring companies and local government office. By broad casting the film on TV, we promoted the activities widely to share our value.

Program rating marked at 0.8% that is equivalent to 15.4 thousand viewers in 1.9M people in Sapporo city.

### **Recommendation**

Half of the people who answered the following question responded as "YES".

"Do you desire to win the Sapporo smile award?"

We have to make the award more attractive by improving the selection procedure. Next year, the selection will let residents in Sapporo endorse anyone as a nominees for the award.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the objectives of this program?

JCI Sapporo is

Firstly,

**【To promote citizens who have a clear objectives and are able to take an action for it, and introduce citizens toward residents in Sapporo city.】**

Secondly,

**【To provide development opportunity platform to support those citizen who can create actively action.】**

Thirdly,

**【Expand and sharing the circle of citizens who have owns dreams and the ability to take action.】**

JCI Sapporo create active challengers who can act toward a dream.

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

①Effectiveness: we will gain the effectiveness of this program by continuing the "Sapporo smile award" as an effective platform to develop people who can proactively challenge based upon their objective.

②Motivation: To provide a platform to support youngers to have clear objectives and challenging attitude.

③Founding: we have already obtained sufficient amount of found to secure sustainability of our activity, with maximizing effectiveness of spending.

④Corporation: Networking among the award recipients and JCI Sapporo members as business leaders in Sapporo organized a group of active people in Sapporo. By broad casting the activities of prize winners on TV, we promoted the activities widely to share our value: importance of pro-activeness and objective mind. As a result, we enhanced the society consists of people with those mind.

⑤Relationship: In 2014, for the sake of finding hidden talents, JCI Sapporo established an award for challenging people.

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

We committed the following budgetary efforts to maximize the financial effectiveness.

**(1)We altered the convention hall to offerable fear to maximize the financial effectiveness.**

FY 2015 4.07k \$

FY 2014: 10.4k \$

**(2)Reduced the payment for lecturers by asking prize winners to make a presentation while opening performance.**

FY 2015 8 lecturers, 21.6k \$

FY 2014: 8 lecturers, 31.9k \$

**(3)We reduced the ad expenses by utilizing the free ad of local broad media, and also altered the main media from newspaper ads to a famous charity program.**

FY2015 6,485 \$

FY 2014: 8 lecturers, 28,165 \$

**Expense total**


FY2015 79,470\$

FY 2014: 111,900 \$

How does this project advance the JCI Mission and Vision?

**•JCI Sapporo provided a platform to let residents in Sapporo city act proactively by prizing an award for achiever who accomplished their objectives.**


**•JCI Sapporo established an organization of networking of people with proactive and challenging mind.**



**JCI**

William Smith Clark, one of iconic pioneers, or founder of Sapporo National University.  
Famous statement saying Sapporo people "says be ambitious" encouraged young challenge/prize-winners in 190 years ago.

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**JCI**

Letters of recommendation. We identified 77 selected challenges in cooperation with JCI Sapporo members and residents in Sapporo.



**JCI**

A challenger recipients of Sapporo Daikoku Award



**JCI**

Selection of prize winners in experts' committee.



## Award Category criteria

# 2

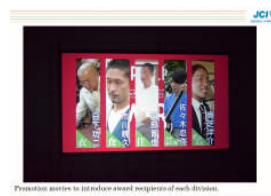
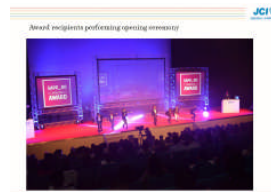
### Membership Participation

By number, how many members were involved in this program? **99 staffers**

By percentage, how many members of the Local Organization were involved in this program? **62%**

Describe the main roles of the participating members in this program.

- selectin of nominees of award (204 members of JCI Sapporo)
- selection committee (seven members)
- government and business committee (19 members)
- construction of auditorium (57 members)
- administrative of auditorium (16 members)
- public relation and promotion (204 members)



**Award Category criteria**

**3**

**Skills Developed**

What skills were developed in this program?

- **goal setting** . . . **setting clear objective** based on their own goal
- **commitment** . . . **taking an action** for own objective
- **breakthrough mind** . . . always be **passionate** to breakthrough barriers

How were these skills developed? Describe the methods and activities used.

Goal setting: people had a chance to recognize and clarify their own goal by understanding of challengers in their community.

Commitment: We introduced the activities and efforts of challengers through detailed consultation. Their applied attitude toward their goal encouraged people in Sapporo to understand the importance of goal oriented mind and commitment.

Breakthrough mind: We stimulated sensibility of people in Sapporo by using sound/light effect while "Sapporo smile award" ceremony. Also, we provided an event to let participants know **the dream and passion** of football player and musicians born in Sapporo.



## Award Category criteria

# 4

### Impact on Participants

- What was the intended impact on the participants?
- (1) To motivate award winners by means of unstinting praise of participant of event.
  - (2) To expand the chance of success for award winners by introducing their excellent activity.
  - (3) To earn understanding of people in Sapporo for visions and challenges of award winners.
  - (4) JCI Sapporo members and people participated in the event to recognize the importance of goal oriented mind and commitment.
  - (5) JCI Sapporo members and people participated in the event to desire to challenge.
- Describe the actual impact on the participants.
- (1) Many people in Sapporo praised the efforts of prize recipients, based on the understating of their activities broadcasted on TV documentary program filmed by JCI.
  - (2) Award recipients confirmed that their efforts are on the track.
  - (3) Participants and JCI Sapporo members understood the commitment to achieve their objective.
  - (4) Participants noticed award recipients for the first time at the ceremony, and understood their objective and visions.
  - (5) **Almost all of participants and JCI Sapporo members were motivated to take an action to achieve their own goals.**
  - (6) Many participants and JCI Sapporo members were motivated to win the award in the future.
  - (7) Many participants of residents in Sapporo became expecting that the specialties of Sapporo can be advanced more by the enrollment of their own.
  - (8) Many residents in Sapporo thinks they will invite their friends to the event next time.

JCI®



On behalf of Chasing the Dream young people show who to expect songs after actual live performance

JCI®



Five challengers were given awards splendidly on stage

JCI®



An award winner of the previous year gave award winners of this year

JCI®



Guests presented outstanding ball and photographed CD in the operation by drawing lots

## Award Category criteria

# 5

### Long-term Impact of the Program

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

(1) Award winners are motivated and to expand their activity, by giving an award in front of many participant of Sapporo people.

(2) Award winners are able to have a new chance of their activities by being introduced in front of many people in Sapporo with understanding of their objectives.

(3) Holding this award every year, network among award recipients expands year by year.

(4) Sapporo smile award have created many proactive challengers who desire to achieve their own objectives.

(5) Sapporo as a whole, will be energetic city by increasing the number of proactive people brought by Sapporo smile award.

(6) Then, holding this award every year, network among proactive people in Sapporo expands year by year.

(7) We can expect that Sapporo become more dynamic city by actual enrollment of people in Sapporo.

(8) We can lure proactive people with objective mind by development of Sapporo city through the process of Sapporo smile award.

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

• To increase nominees of Sapporo smile award, then we can provide more chances for young challenges in Sapporo to achieve their objectives. In order to be so, we should continue the award and promote this event in Sapporo city more extensively.

• Promotion activities in advance of the event should be more effective and comprehensive. We are asking celebrities to make the promotion pervasive.

• To increase the number of nominees, we will provide incentives and benefits from receiving the award. We will keep promoting activities of award recipients, with adding new information of activities taken after receiving award.

