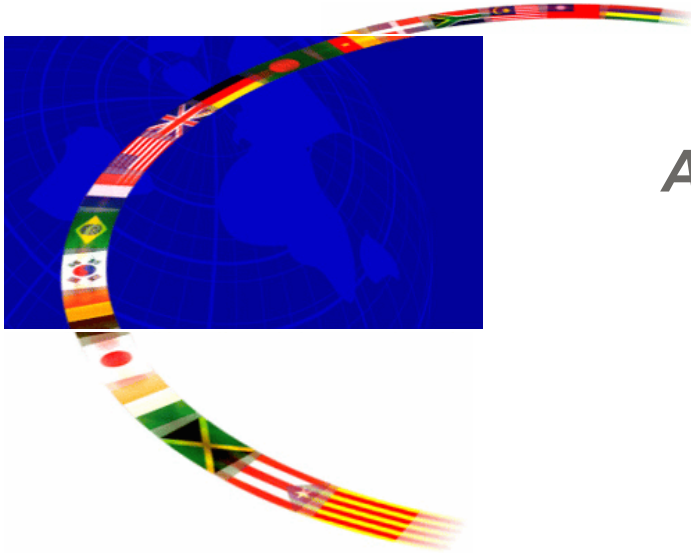




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
Open the eternal door~Summer day for seeing the  
god~  
JCI JAPAN  
Best Long-term Local Community Program



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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: [kawanaka@taiyu-con.jp](mailto:kawanaka@taiyu-con.jp)

### Basic Information

Duration : March 1 – November 22, 2015

Staff : 350 member

Sponsors : game design college, card game sales company, analog game store

Budget : US\$20,000

Profit / Loss : 0

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

Who is benefited?: Japanese citizens (population 1,200,000), including residents of Nagoya (city, population 22,000)

Objective : Objective 1: **Understanding the characteristics of Japanese with what kind of spirit Japanese is while playing a card game.**

Objective 2: **Knowing the history of Japanese foundation, and have confidence as Japanese.**

Objective 3: **Knowing Japanese long history and having pride as Japanese.**

Overview : JCI Nagoya made a card game that had myths related to the foundation of Japan which was written in **KOJIKI** (ancient historical documents).

JCI Nagoya held a card game meeting for all people in Japan such as residents in Nagoya city.

A card game was sold at a Japanese market for JCI Nagoya to **spread a card game all Japan.**

JCI Nagoya sold a card game at **World market.**

Results : ①Residents in Nagoya had experience playing the card game made by JCI Nagoya and **understood what Japanese spirit was** .

②Residents in Japan had **been changed positive way** because of knowing the history of the Japanese foundation inherited from eternity.

③Japanese residents understood what Japanese long history was and had **been changed to have confidence as Japanese.**

JCI Nagoya held a card game meeting in the festival more than 10,000 people reach.

A citizen **over 300 people** could participate Japanese history and **myth enjoying** a card game.

The result of questionnaire toward the people who participated the game said that it was first time to know **the roots of Japanese spirit** was based on a myth.

Questionnaire result to a participant of this business JCI Nagoya **“Having fun to learn** the history related to the foundation of Japan.”

**“I was interested in** the each gods' character from a myth.

**“I want to learn** more about the foundation of Japan.

In the card game participant, there wasn't the answer which has informed about history of Japanese foundation from school or a relative. Also there wasn't the answer how Japan was created.

A lot of people answered that they **don't know** the names of gods appeared in the foundation of Japanese myth.

"I think that **I am interested in** history of Japanese foundation more than the card game.

"It seemed fun that **children were playing** a card game."

"I started **learning about Japanese history**, and I was able to have **confidence toward Japan**."

Unexpected result

JCI Nagoya submitted a card game to the game event performed in **Germany**, appealed many foreigners, achieved sale beyond 200 sets and sent **Japanese culture** and **Japanese spirit** to the world.

Actions Taken : In 2015 March

JCI Nagoya has begun to select the outside cooperators who cooperate in card game making.

We got cooperation with a game creating college in Nagoya-city and a game professional sales company.

May

After JCI Nagoya handed the outline of Kojiki and spirit down to a vocational student, we had them guide a card game professional sales company to students, and we **cooperated** with a vocational student and produced an idea of a game and the character design.

July

JCI Nagoya selected a best work of an idea and the character design by a **competition**. JCI Nagoya and the student of a college who tells game creating produced a card game by making reference to a competition result.

August

JCI Nagoya submitted the booth to the festivals for citizens held at Nagoya-castle and offered a card game to a visitor. Based on an opinion there and the contents of a card game were corrected and 1 of finished goods were manufactured.

October

JCI Nagoya submitted to a board game trade fair of the world maximum scale held **in Germany INTERNATIONALE SPIELTAGE SPIEL 15**.

November

JCI Nagoya submitted a card game **in the Tokyo game market 2015 autumn** held in Tokyo.

A card game was distributed to the facilities of 40 where **children come and play**.

December

A card game was sold by a general market from card game professional sales company.

Recommendations :

Nagoya residents **over 300 people** could understand about **Japanese spirit by a card game** of the simple rule everyone can be understood by using the Kojiki which is a history of the Japanese oldest when a myth of foundation was mentioned as a base material.

Nagoya-city people **enjoyed learning** Japanese history, and people could have now **a confidence and pride** in being a country called Japan and Japanese.

Even the person who does not know Japanese history **enjoyed learning**, and the card game JCI Nagoya made is the tool which can **be understood about Japanese spirit**.

**It changed positive** by a card game so that a citizen might have confidence being Japanese.

A citizen who have been **changed to the positive way** spreads Japanese history among the world through a worldwide tool as a card game and wonderful of the **Japanese spirit** transmits to a **next generation** and a chain of **positive change is spreading**.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

Objective 1: Understanding a race with what kind of spirit Japanese is while enjoying a card game.

Objective 2: Having a confidence being Japanese to knows history of Japanese foundation.

Objective3: Knowing Japanese long history and being proud of yourself as Japanese

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

Japanese could raise the will which tries to give impact for the future by understand motivation a race with what kind of spirit it is and learn history in an own country. It was possible to create the connection with the others through a game.

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

JCI Nagoya made the budget note to the detail of 99.64%.

As a result, it was possible to outlay for a budget plan faithfully.

Because financial management was performed by budget planning and the faithful execution very appropriately, a budget plan functioned as a very effective guide for financial management.

(The contents)

97% → The card game production cost

2.64% → The construction cost of the booth submitting

How does this project advance the JCI Mission and Vision?

JCI Nagoya was that Japanese knows their own country's history through a card game and establishes Japanese spirit, and provided confidence and opportunities to have pride.

Using tool, JCI Nagoya shew Japanese history and spirit through a card game, it was possible to provided opportunities an interaction with a foreigner.

Objectives Planning Finance and Execution

Pride in Nationality

Objective 1: **Understanding** the characteristics of Japanese with what kind of spirit Japanese is while playing a card game.

Objective 2: **Having a confidence being Japanese** to know history of Japanese foundation.

Objective 3: **Knowing Japanese long history and being proud of yourself as Japanese**

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Objectives Planning Finance and Execution

Japanese spirit

Citizen

JCI Nagoya was that Japanese knows their own country's history through a card game and establishes **Japanese spirit**, and **provided a confidence** and **opportunities to have confidence**.

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Objectives Planning Finance and Execution

JCI Plan of Action

JCI Nagoya

Citizen

Japanese could raise the will which tries to give **impact** for the future by understanding a race with what kind of spirit it's and learn history in an own country. It was possible to create the **connection** with the others through a game.

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Objectives Planning Finance and Execution

INTERNATIONALE SPIELTAGE SPIEL

Citizen

Using tool, JCI Nagoya shew Japanese history and spirit **through a card game**, it was possible **to provide opportunities** an interaction with a foreigner.

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## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? 350People


By percentage, how many members of the Local Organization were involved in this program? 46%

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

A JCI Nagoya member **considered** an idea in detail to make a card game.  
 A JCI Nagoya member **explained composition** and a simple rule of the card game which feels a myth of the foundation of the Kojiki a subject to Nagoya-city people who **participated the festival in Nagoya-castle** which becomes a place by the card game announcement.  
 We had a JCI Nagoya member bring a card game back, and kept **providing opportunities to enjoy learning** the card game at a house and an area.

Membership Participation

produced an idea



student

After JCI Nagoya handed the outline of Kojiki and spirit down to a vocational student, we had them guide a card game professional sales company to students, and we cooperated with a vocational student and **produced an idea** of a game and the character design

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Membership Participation

competition



Student

JCI Nagoya


JCI Nagoya selected a best work of an idea and the character design by a **competition**

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**Membership Participation**

**competition**



Card game professional

JCI Nagoya and the student of a college who tells game creating produced a card game by making reference to a **competition** result.

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**Membership Participation**

**Presentation**



Presenter

Student

best work or **an idea**  
and **the character design**

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**Award Category criteria**

**3**

**Community Impact**

How did the Local Organization measure community impact for this program?  
 Nagoya-city people **over 300 people** experienced a card game on the festival day.  
 Children in Nagoya-city are learning Japanese history and enjoying a card game in the facilities of 40 where children in Nagoya-city gather **every day**.  
 The number of total sale of the card game was superior to **10000**.  
 ( Sales results to a foreign country are **200**)

Describe the actual community impact produced by this project  
 Nagoya-city nation was the case that Japanese has them understand a race with what kind of spirit it is, and a country called Japan could think very highly now **being Japanese with a confidence**.  
 I think about a national composition called Japan by making the Japanese history a card game and Nagoya-city people who think about what kind of race Japanese was **increased**.



Tokyo game market 2015 autumn



Citizen

The number of total **sale** of the card game was superior to **10000**  
 ( Sales results to a foreign country are **200**)



Tokyo game market 2015 autumn



JCI Nagoya

Nagoya-city nation was the case that Japanese has them understand a race with **what kind of spirit** it is, and a **country called Japan** could think very highly now being Japanese with a **confidence**.  
 I think about a national composition called Japan by making the **Japanese history** a card game and Nagoya-city people who think about what kind of race Japanese was **increased**.



Tokyo game market 2015 autumn



Citizen

A JCI Nagoya member explained **composition** and a **simple rule** of the card game which feels a myth of the foundation of the Kojiki a subject to Citizen.



festival in Nagoya-castle



Citizen

A JCI Nagoya member **explained composition** and a simple rule of the card game which feels a myth of the foundation of the Kojiki a subject to Nagoya-city people who participated the **festival in Nagoya-castle** which becomes a place by the card game announcement.





**Award Category criteria**

**4**

**Impact on Local Organization**

How did the Local Organization benefit from running this project? Many JCI Nagoya members could provide opportunities to learn about **Japanese spirit, history of foundation** and myth and make know widely. It was **changed positive** to think very highly of being a country called Japan and Japanese with a **confidence**. Leaving more outcome things as goods, we learned to be able to do movement in the **long run**.

How did the program advance the JCI Mission? A card game was commercialized, it was submitted by a game show and Japanese history and spirit **were expanded into foreign countries widely**.

**We provided opportunities which promotes an international exchange through a card game.**



learn about Japanese spirit  
JCI Nagoya  
Citizen



Many JCI Nagoya members could provide opportunities to learn about **Japanese spirit, history of foundation** and myth and make know **widely**.



possible to keep  
Nagoya JCI  
Student



JCI Nagoya could offer a confidence and a **opportunities** to have confidence by **knowing history** in an own country through a card game and establishing **Japanese spirit**. This effect was continued by commercializing it, and it was **possible to keep** providing a confidence and the to make sure that you can have confidence to the **opportunities** thing which are a country called Japan and Japanese in a house and a community.



POSITIVE CHANGE!!  
Citizen  
Nagoya JCI



It was **changed positive** in order to think very highly of being a country called Japan and Japanese with a **confidence**. Leaving more outcome things as goods, we learned to be able to do movement in the **long run**.



expand  
Citizen  
JCI Nagoya



A card game was commercialized, it was submitted by a game show and Japanese history and spirit were **expanded** into foreign countries widely. We **provided opportunities** which promotes an international exchange through a card game.



**Award Category criteria**

**5**

**Long-term Impact of the Program**

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

A card game turns the shape a lot in a market for the application which is circulated a **digital game** and **smart phone** from a card game, and, domestic and abroad, in spite of, it can be promoted continually as **Japanese history** and **spirit are expanded** into foreign countries widely by spreading as well as may have **confidence** by Japaneses **knowing history in an own country** and understanding **Japanese spirit**.

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

It is necessary **to have more people** play by a card game, so it is also necessary **to be continuing** submitting to a game show after this year.

A card game has low awareness at the foreign country, so it is also necessary to increase exposure at performed foreign countries such as **INTERNATIONALE SPIELTAGE SPIEL** this year.

**Long-term Impact of the Program**

to do movement in the long run



Card Game

A card game turns the shape a lot in a market for the application which is circulated a **digital game** and **smart phone** from a card game, and, domestic and abroad, in spite of

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**Long-term Impact of the Program**

Improvement plan



Card game

It's necessary to have **more people play** by a card game, so it's also necessary to be **continuing submitting to a game show** after this year.

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**Long-term Impact of the Program**

long-term impact of Japanese history and spirit



Citizen

It can be promoted continually as **Japanese history and spirit** are extended into foreign countries widely by **spreading** as well as may have confidence by Japaneses's knowing history in an own country and understanding Japanese spirit.

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**Long-term Impact of the Program**

Improvement plan



Citizen

A card game has low awareness at the **foreign country**, so it's also necessary to **increase exposure** at performed foreign countries such as **"INTERNATIONALE SPIELTAGE SPIEL"** this year.

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