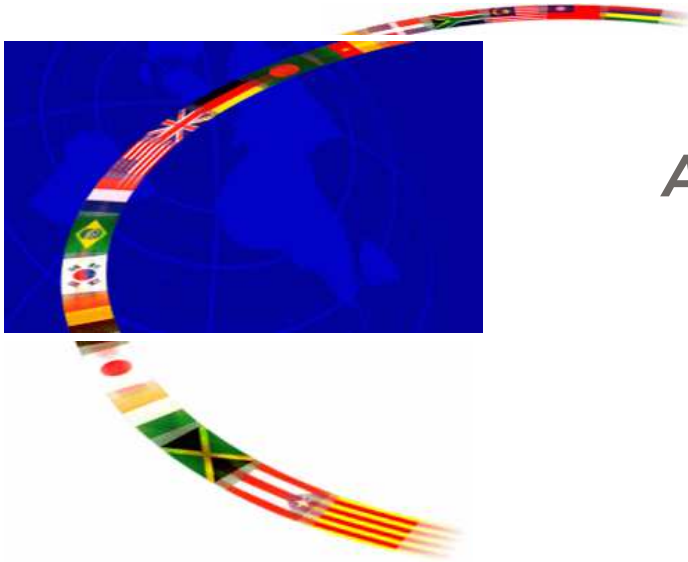




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Jci Congress In Quebec, Canada  
Dream Of Harmony  
JCI Japan  
Best Local Community Empowerment Program



### 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: [takao\\_tonouchi@yanasetech.co.jp](mailto:takao_tonouchi@yanasetech.co.jp)

### Basic Information

- Duration : June 2, 2016 Concert  
 Staff : 313 member  
 Sponsors : Participants from Dream of Harmony choir - 723pax (local residents)  
 Co-host: City of Yokohama  
 Budget : USD26,000.00  
 Profit / Loss : 0  
 In which UN SDG best fit (if apply): ?:  
 Who is benefited ? : 750,000 people attended the 35th Yokohama Port Festival.  
 730 people took part in Dream of Harmony choir  
 Objective : Yokohama was once a tiny village. It wasn't until the port opened to foreign trade that it began to expand to become Japan's one of the most populated city.  
 Since the time its port was opened, Yokohama has been vigorously acquiring new cultures and information from foreign countries and introducing to Japan.  
 Yokohama Port Festival will commemorate the opening of Yokohama Port and the local residents will feel proud of their hometown.
- We wanted the festival to be a memorable day for the local residents, open to men and women of all ages, as they can spend a special moment on the anniversary of the opening of the port. Furthermore, local residents are given a chance to physically contribute for the festival by took part in a grand choir Dream of Harmony
- Overview : 1) The program was designed under the theme of the Yokohama Port festival The History of the Opening of the Port - A Bridge to the Future: A Civic Festival to Learn and Celebrate Together, allow the local residents to physically participate to the festival which commemorate the opening of Yokohama Port.  
 We developed an original homepage for recruiting eligible participants, at least 700 individuals. Aside of the online recruitment, we use newspapers, radio and magazines to promote Dream of Harmony  
 2) We recruited soprano, alto, bass, tenor and child voice.  
 3) Song Selection Criteria – Aside of the official song of the City of Yokohama and the Port Festival Theme Song which reflect the images of Yokohama as international city, we selected songs that recently come out, familiar with all ages and most likely everyone heard on TV or radio stations.  
 Also these songs were arranged accordingly since they have different level of singing skills.  
 4) They had 9 practice lessons. Participants were given option to choose their schedule either morning lesson or afternoon lesson so that no one miss the lessons and choir team works well together, mutual respect for everyone's contributions will glow.  
 5) For the promotion of Dream of Harmony choir, we use the mass media (homepage, radio, magazines) and poster (train station) and flyers (nearby areas)
- Results : 1) According to our original plan, we recruit 700 individuals but the total numbers of applications reached 723.  
 More than the half of applicants were female with 50 to 60 years old. The choir structure: soprano – 383, Alto – 197, Bass – 16, Tenor – 66, Child voice– 93  
 2) We received more child voice applications than we expected since the Memorial Day of the opening of the port fall on public school's holiday. Considering their school attendance, we scheduled our regular practice lessons on every weekends.  
 3) Participants are also asked to offer comments and suggestions regarding the Dream of Harmony choir. Their feedback – more than 90% answered that their experience was very satisfactory, they were happy to celebrate the Memorial Day of the opening of the port together with the local residents and the same time had a sense of accomplishment.  
 4) Overall, we were extremely pleased with how everything went. There was no confusion as to the venue, dry run schedule and concert

schedule.

5) Thanks to the open air stage set up, our concert gathered 20,000 audiences, which is equivalent with the capacity load limit for the venue. And the Port Festival drew 700,000 people during the event.

Actions Taken : Selection of song was done last October 2015. The following is a list of criteria for choosing music: the song must be aligned with the purpose of the port festival, needed to master 7 songs within a limited schedule (9 practice lessons only), music that both young and mature aged choir members can easily memorize. Since the choir required a facility with large space for the lesson venue, we requested cooperation from the city government and private companies to provide us such venue.

【recruitment・practice lessons】

January 20 : activation of homepage, start accepting of applications

February 30 : 1st batch cut off, confirmation with the applicants

March 15 : 2nd batch cut off

March 19 : Start advertise

April 2 : 1st practice lessons

June 1 : Rehearsal

June 2 : Concert

【practice lessons schedule】

April 2, April 10, April 16, April 23

May 8, May 14, May 21, May 28

【Public Relations】

To promote the Yokohama Port Festival and Dream of Harmony choir, 50,000 flyers were distributed and 3,000 posters were placed at the nearby stations which located within walking distance to the event venue. Moreover, to attract the event goers from the neighboring towns, we use magazine and radio advertisement.

1) Print Media - Kanagawa Newspaper press release

2) Radio - FM Yokohama, FM Totsuka, FM Fujisawa, FM Napasa etc.

3) Posters - Yokohama Station

4) Flyers – distribute 50,000pcs. in 16 days

Recommendations : Yokohama Port Festival provide opportunity for us to learn the history of the port, share with others what we have learned. As a result, the local residents will feel proud of their hometown. We wanted that the festival opens to men and women of all ages, create opportunity to the local residents to contribute to the festival in an intimate way – music, so that they can spend a special moment on the anniversary of the opening of the port.

【Fulfillment】

1) The choir members were able to celebrate the Memorial Day of the opening of the port together with the local residents.

2) By listening to the official song of the city of Yokohama, the audience will feel proud of their hometown and raise emotional attachment to the town.

3) The festival successfully described the history of the Port of Yokohama and this approach will serve as a precedent as to how to pass the knowledge to the future generations.

【Unfulfilled areas】

1) Gender ratio – Male member 30% and Female member 70%. A gap between male and female ratio was too much.

2) We need to discuss if collaboration with the male choir group is necessary to address the above issue.

3) Many of the choir members were more than 60 years old. We need to accept younger generations aged in their 20s and 30s.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the objectives of this program?

Yokohama was once a tiny village. It wasn't until the port opened to foreign trade that it began to expand to become Japan's one of the most populated city. Yokohama Port Festival will commemorate the opening of Yokohama Port and the local residents will feel proud of their hometown. We wanted that the festival opens to men and women of all ages, create opportunity to the local residents to contribute to the festival in an intimate way - Music so that they can spend a special moment on the anniversary of the opening of the port.

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

**【Impact】**  
We were able to relay the message to the city government, local communities and private companies regarding the importance of celebrating the Memorial Day of the opening of the port and know more about history of the port through our Dream of Harmony program.

**【Cooperate】**  
Since Dream of Harmony project caught a good attention of the mass media. Their influence actually multiplied the effort of Yokohama Port Festival Executive Committee and more people happened to know about the program. As a result, we got more cooperation from the various sectors.

**【Connect】**  
We celebrated the Memorial Day of the opening of the port together with the local residents of Yokohama for the reason that they developed empathy and understanding toward our Dream of Harmony project.

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

Since Yokohama Port Festival has proven to gather many local residents, it is considered as a golden opportunity for us to let the people learn the history of port which was opened to foreign trade and raise emotional attachment to their hometown with the help of power of music. It is also a chance for the local residents, men and women of all ages to contribute for the festival.

With the support and sponsorship offered by the city government and private companies, we successfully cut down the 20% of the budget intended for venue.

How does this project advance the JCI Mission and Vision?

**【Mission】**  
The event is based on the concept of Thanks to the Port. An emotional attachment to the town was developed

among the participants and after the event.  
We talked to non-participants and explicitly relay the essence of emotional attachment.

### 【Vision】

We wanted the festival open to men and women of all ages, as they can spend a special moment on the anniversary of the opening of the port.

Furthermore, local residents are given a chance to celebrate the Memorial Day of the opening of the port.



## Award Category criteria

# 2

### Membership Participation

By number, how many members were involved in this program? 78 members

By percentage, how many members of the Local Organization were involved in this program? 25%

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

**Dream of Harmony**  
**【recruitment・practice lessons】**  
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**Award Category criteria**

**3**

**Community Impact**

How did the Local Organization measure community impact for this program?

Local residents gathered to celebrate the Memorial Day of the opening of the port and this meaningful act must have been a trigger for them to develop an emotional attachment to the city.

Describe the actual community impact produced by this project.

We believe that the event has ripple effect on participants, encouraging them to review the history of the port and the city. Since the port opened to foreign trade, Yokohama has been vigorously acquiring new cultures and information from foreign countries and introducing to Japan. They must be proud of their hometown.





## Award Category criteria

# 4

### Impact on Local Organization

- How did the Local Organization benefit from running this project? Ensure effective collaboration and cooperation between private companies and city government in the process of town planning. We also reconstruct our mindset so that the local residents can actively play important role in the endeavor.
- How did the program advance the JCI Mission? Since the event has a purpose to express our appreciation to the port, an emotional attachment to the town was developed among the participants after the event.  
We talked to non-participants and explicitly relay the essence of emotional attachment.
- How did the project advance the JCI Vision? By singing the official song of the city of Yokohama and other songs or listening to the chorus melody, the audience were delighted with their hometown and develop emotional attachment to the town.



**Award Category criteria**

**5**

**Long-term Impact of the Program**

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

The project is open to men and women of all ages. The participants are provided with a chance to learn the history of their town, to celebrate the Memorial Day of the opening of the port together with the local residents. Moreover, they were given a vital role to pass on the event to the future generations.

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

We must sustain the event and our willingness to celebrate the Memorial Day of the opening of the port together with the local residents. Since Yokohama Port Festival 2017 has been planned, we continue to the cultivate a mind of Dream of Harmony choir to strengthen our emotional attachment to our town. As to the pending matter regarding the member's gender ratio, we are optimistic to solve the issue for the reason that we can seek cooperation from the male choir group and we can do some adjustment when making practice lesson schedule.

