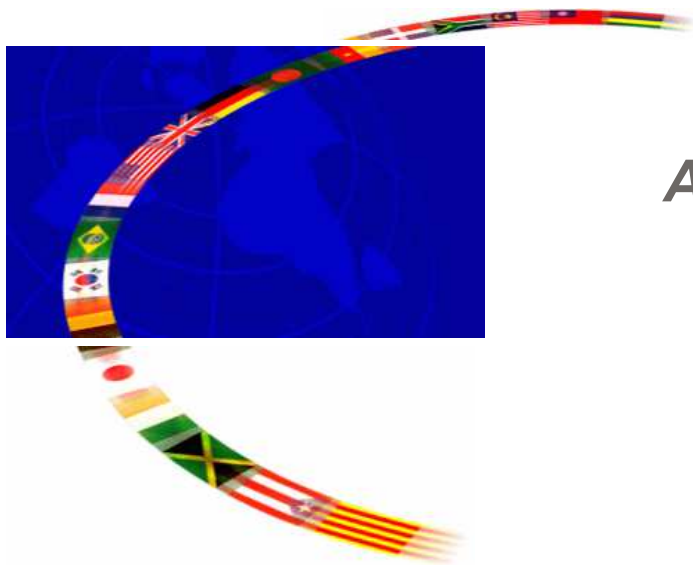




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
Relay Marathon
JCI Japan
Best Local Growth & Development Program



Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Shigenari Yamamoto
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: gian.furukawa@gmail.com

Basic Information

- Duration : 10 April, 2016
 Staff : 163 people
 Sponsors : NIIGATA ALBIREX RUNNING CLUB CO.LTD., Ms. Harumi Hiroyama as a guest runner
 Budget : 50hundred dollars
 Profit / Loss : 0 dollar
- In which UN SDG best fit (if apply) : ?
- Who is benefited ? : The citizens in Niigata city
- Objective : To create the strong relationship between our hometown, **Niigata**, and niigata JC and, to explore the possibility of regional development in Niigata, and also, **to promote the activities of Niigata JC more by broadcasting.**
- Overview : In the first section, Ms. Harumi Hiroyama, a Japanese long-distance runner, was invited as a lecturer to have a discussion with a coordinator, Mr. Kiyono.
 They talked about **marathon race and its significant in broadcast because marathon have become popular in Japan now.**
 In the second section, the participants played relay marathon to make friendship among theme and some broadcasted the activities of Niigata JC with **panels** directly.
 These activities resulted in creating the strong relationship between the citizens in Niigata city, and niigata JC to explore the possibility of regional development in Niigata.
- Results : 89 % of participants could understand Niigata JC and the significance of our activities.
82% of participants told that they could make friendship each other.
- Actions Taken : November to December, 2015 Imaging
 December, 2015 to January, 2016 Building
 March, 2016 Announcement
 April 10, 2015 Holding
 May, 2016 Report
- Recommendations : **The goal was achieved.**
 The participants could have fun in the event.
 The excellent public relations were broadcasted for them in the event.
 They also interact each other much.
 Thus, we created the strong relationship between the citizens in Niigata city, and niigata JC to explore the possibility of regional development in Niigata.
 Reflection point; We needed more time for the direct broadcasting.

Award Category criteria

1

Strategic Plan

<p>What were the main objectives of the program?</p>	<p>For outside; To create the strong relationship between our hometown, Niigata city, and niigata JC and, to explore the possibility of regional development in Niigata by broadcasting the activities of Niigata JC.</p> <p>For inside; To learn the significance of broadcasting of our activities of Niigata JC and to promote them more by positive interaction among Niigata JC members.</p>
<p>How does this program advance the plan of action of the Local Organization?</p>	<p>It created the strong relationship between our hometown, Niigata city, and niigata JC, and explores the possibility of regional development in Niigata by broadcasting the activities of Niigata JC.</p>
<p>How does this project advance the JCI Mission and Vision?</p>	<p>It created the strong relationship between our hometown, Niigata city, and niigata JC and explored the possibility of regional development in Niigata by broadcasting the activities of Niigata JC. And We, Niigata JC member, learned the significance of broadcasting of our activities of Niigata JC and promoted them more by positive interaction among us.</p>



Award Category criteria**2****Involvement of Local Board of Directors and Members**

By number, how many members were involved? **163 members**

By percentage, how many members were involved in the program? **73%**

How many Local Board members were involved in the project? **33**



Award Category criteria

3

Methods of Implementation

What methods and/or activities were used to grow and develop the Local Organization?

Which method/activity was the most effective in recruiting new members? Why?

Which method/activity was the most effective in developing current members? Why?

By broadcasting the activities of Niigata JC, for example, with **panels** directly, we created the strong relationship between the citizens in Niigata city, and niigata JC to explore the possibility of regional development in Niigata.

Relay Marathon.

An activity introduction and panel display of Niigata JC.

These activities created the strong relationship between the citizens in Niigata city, and niigata JC to explore the possibility of regional development in Niigata, **which resulted in the most effective way in growing the wide varieties of the potential and mind of Niigata Jc members.**



Award Category criteria

4

Results Achieved

By number, how many new members were recruited by this program? 1

Which objectives did the program achieve? I had you understand activity of the junior chamber of commerce for Niigata full of smiles and **was able to achieve a new enrollment acquisition aim of LOM.**

What was the most important outcome of this program? These activities could result in creating the strong relationship between the citizens in Niigata city, and niigata JC **to explore the possibility of regional development in Niigata.** The wide varieties of places for the broadcastings were provided in this program, **where the participants explored the possibility of regional development in Niigata.**



Award Category criteria

5

Long-term Impact of the Program

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

Creating the strong relationship between our hometown, Niigata, and niigata JC and exploring the possibility of regional development in Niigata in this program and the continuous ones, **will bring the actual and sustainable development of Niigata with more smiles.**

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

The better broadcasting way will be explored for recruiting more.

