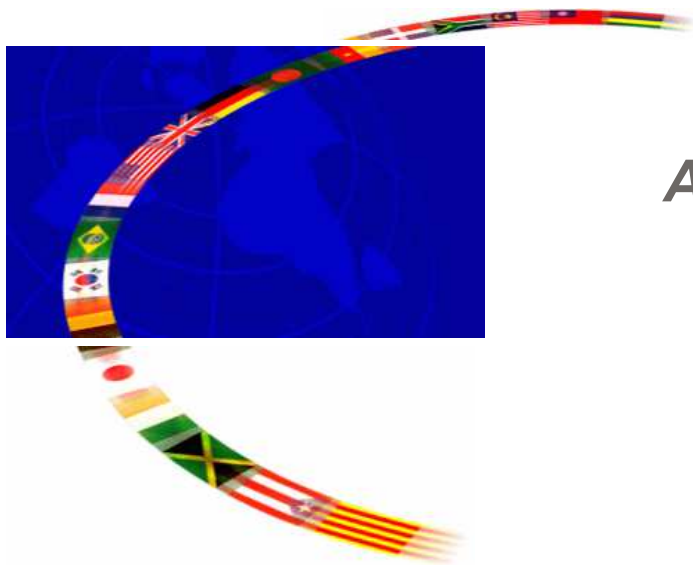




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Jci Congress In Quebec, Canada  
The 2016 Nagano International Festa  
JCI Japan  
Best Long-term Local Community 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: [shuizaojiao@hotmail.com](mailto:shuizaojiao@hotmail.com)

### Basic Information

- Duration : May 29, 2016  
 Staff : 198 member  
 Sponsors : - International Affairs Office of the Secretarial Section, Nagano City Office...  
 Budget : 49,530.00 dollars  
 Profit / Loss :  
 In which UN SDG best fit (if apply): ?:  
 Who is benefited ? : The 380,000 citizens and foreign residents of Nagano city.
- Objective : JCI Nagano acts with the following purposes; 1. We encourage the transformation of awareness of cross-cultural exchange of citizens, and positive changes in their minds. 2. We support and collaborate with groups for international interactions as a leading organization with global network in order to develop citizen activities on international interactions.
- Overview : JCI Nagano held "The 2016 NAGANO International Festa" targeted at foreign residents and Japanese citizens of the city. The event was held with the aim of increasing chances for citizens to have positive communications, as well as to create an opportunity for international interaction groups to interact with each other, and to make a step in establishing the international city Nagano where multiple cultures coexist.
- A forum for International interaction This forum was held to lead to mutual understanding on multiple culture coexistence through a panel discussion about the experience of interactions. Japanese participants and participants from other countries felt close to the international interaction and overcame differences of language, culture, and customs.
  - Intercultural Exchange promotion program This program was intended to encourage active communication for international interactions from multiple cultures. Participants that have trouble getting to know each other because of language barriers enjoyed interactions in a party through various activities and deepened their understanding of other cultures.
- Results : JCI Nagano has achieved the following objectives.
- Number of participants in NAGANO International Festa Total participants: 467 foreign residents and citizens (211 foreign residents and 227 citizens) Because many foreign residents participated in this event, we were also able to promote JCI activities widely to non-Japanese people. We succeeded in making positive changes in the awareness of cross-cultural exchange of foreign residents as well as Japanese citizens. Verification of encouraging positive exchanges through this project According to the questionnaire, 93 percent of the Japanese and foreign participants answered that they had positive interactions, which is an accomplishment. 99 percent of participants said they enjoyed the international interaction activity through this project. We received feedback that they wished this kind of event would continue in the future.
  - \* Cooperation with international interaction groups Through this project to improve awareness of citizens for international interactions, we carried out it in cooperation with international interaction groups. We held several meetings with them to understand each other. Because of the cooperation with such international interaction groups, we succeeded in expanding the awareness of the importance of international interactions and such activities to the citizens in order to realize the international city Nagano for future.
- Actions Taken : Dec. 2015 1st Opinion exchanges with local government and other organizations - Jan. 2016 2nd Opinion exchanges with local government and other organizations - Jan. to Apr. 2016 Selection of and offers to foreigners who participate in the panel discussion - Jan. 2016 Survey of foreign residents and research by questionnaires - Apr. to May 2016 Distribution of posters and tickets (TV, SNS) - May 2016 Last minute rehearsal - May 29, 2016 "2016 NAGANO International Festa" was held. - July 2016 Project report meeting
- Recommendations : 1. JCI Nagano planned and conducted a cross-cultural exchange project, which brought about our awareness as a leading organization with global network in addition to supporting other international interaction groups.

2. We provided Japanese and foreign residents with the opportunity to positively interact, which brought about a positive change in awareness of cross-cultural exchange. 3. Because many international interaction groups cooperated and participated in the project, it became an ample opportunity for citizens and foreign residents to interact cross-culturally. Also, we succeeded in changing the awareness of the international interaction groups to promote international interaction activities on their own initiatives.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

<p>What were the long-term objectives of this program?</p>	<p>1. JCI Nagano promotes transformation of awareness towards a cross-cultural interaction through this project and supports to promote international interaction activities as a leading organization with global network, in order to realize the international city Nagano. 2. JCI Nagano creates opportunities for cross cultural interaction thorough this project as a leader of international interaction groups. The groups actively work for international interactions for future from the influence of JCI Nagano enthusiasm.</p>
<p>How does this program align to the JCI Plan of Action?</p>	<p>As a solution provider, JCI Nagano built a network between citizens of different nationalities, and provided opportunities to make positive changes in their minds.</p>
<p>Was the budget an effective guide for the financial management of the project?</p>	<p>[Budget management] More people (Japanese and foreigners) visited the site than expected, but the number of JCI members was lower. This reduced revenue although the budget was on target. 【Revenue】 Registration fee income: 19,120.00 dollars Money transferred: 29,393.18 dollars Revenue total: 48,513.18 dollars 【Expenses】 Venue fee: 2,224.08 dollars Entertainment costs: 39,543.10 dollars Material expenses: 400 dollars Public relations expenses: 5,866.00 dollars Insurance fee: 300 dollars Communications expenses: 180 dollars Expenditure total: 48,513.18 dollars</p>
<p>How does this project advance the JCI Mission and Vision?</p>	<p>JCI Mission: JCI Nagano promoted the JCI Mission by providing the opportunity for citizens to interact with different nationalities, making positive changes in the minds of citizens. JCI Vision: JCI Nagano encouraged cooperation between active citizens of different cultures through the opportunity to build a network of active citizens of different nationalities by planning and conducting the cross-cultural exchange programs.</p>

**Award Category criteria****2****Membership Participation**

By number, how many members were involved in this program? 16

By percentage, how many members of the Local Organization were involved in this program? 79

Describe the main roles of the participating members in this program. Chairman (1 person): Chief Supervisor for this project who is in charge of meeting with various related organizations and speakers/performers Vice-Chairman (3 people): Public relations, making plans, budget management Committee (10 people): Conducting the event on the day



**Award Category criteria****3****Community Impact**

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

JCI Nagano measured the impact on the local community as follows. 1. JCI Nagano conducted a questionnaire with 467 participants and measured the impact by analyzing the results. 2. JCI Nagano measured the impact through the cooperation with international interaction groups to activate further international activities.

Describe the actual community impact produced by this project

JCI Nagano believes that we made an impact on the local community through this project as follows: 1. According to the questionnaire answered by the participants, 93 percent answered they had positive communications, and this shows that we created active citizens in the community. 2. Because many international interaction groups took part in this project, the lively atmosphere was fostered to realize the international city Nagano, and it will help to promote active international interaction activities in future.



Award Category criteria

Impact on Local Organization

4

How did the Local Organization benefit from running this project?

1.JCI Nagano succeeded in spreading the movement by JCI Nagano to not only Japanese citizens, but also to foreign residents from a total of ten countries that joined the event. 2.JCI Nagano re-recognized the importance of cross-cultural interaction, and at the same time we promoted international activities as a leading organization with a global network.

How did the program advance the JCI Mission?

JCI Nagano provided citizens of different nationalities with the opportunity to interact actively and succeeded in bringing about positive changes in their minds to be more active.





**Award Category criteria****5****Long-term Impact of the Program**

What is the expected long-term impact of this project?	Through this project, the opportunities of cross-cultural interactions helped the citizens of different nationalities bring positive changes, and it promotes lively civic actions. This will enable the city to develop into the international city Nagano.
What changes would you make to improve the results of this project?	1. This year JCI Nagano had the third international interaction project. We will continue to promote this activity to citizens so that the participants and the related people are able to realize the international city Nagano. 2. This project succeeded because of the cooperation with other international interaction groups. We need to establish the environment in which such groups are able to connect with each other to promote international interaction activities.