タイトル：

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Basic Information ／ 基本情報

Duration ／ 開催期間

説明：～年～月　から　～年～月まで

From 12 July until 9 November 2016

Staff ／ スタッフ

説明：青年会議所メンバーの参加人数

例：何人　○○member

164 members

Sponsors ／ 支援者

説明：青年会議所以外のメンバーがいる場合のみ記載してください

例：○○市ボランティア団体等

●Administration

　Sendai city

●School

　National university in Miyagi prefecture（Tohoku University）

　Public university in Miyagi prefecture（Miyagi University）

　Private university in Miyagi prefecture（Miyagi Gakuin University）

　Vocational school（Human Academy）

　Private high school（Tokiwagi Gakuen High School）

●Group

　NPO（Resource development of young people）

●Corporate union

　Sendai Chamber of Commerce and Industry

●Company

> Entertainment agency
>
> Publisher
>
> ●Media
>
> 4 commercial broadcasters
>
> National broadcaster

Budget　予算

説明：ドルで表示してください。

例：１万円なら one hundred dollar

> 9,400 USD

Profit / Loss 利益／損失

説明：基金を集めること以外は、０にしてください

> 0

In Which UN MDG best fit (if Apply)?　　　UN MDGs の該当項目（もしあれば）

説明：

> None

Who is benefited?　　誰の為に？

説明：活動エリアに住み暮らす人々　人

> 83,000 young people aged 15 to 22 living in Sendai

Objective　　　目的

説明：(例１) 子ども対象の事業をベースにして、参加者とメンバーの
意識を変革を促し、前向きな変化を創りだすため

> · JCI Sendai empower young people of Sendai and JCI Sendai members to create community that young people play an active part
>
> · JCI Sendai empower young people to take the initiative to discover the new attractiveness of Sendai and create a system of creating new regional brands
>
> ※ [Regional Brand] Definition
>
> Product brands that make use of the characteristics of the region.
>
> The attractiveness of the region and the products of the region are forming a good image, reputation while giving favorable effects to each other.

【Reasons】

For the reasons below, it is necessary that regional brands and new community development will be created by young people

① Population decline of young people has caused various obstacles to lower the vitality of the region, such as the decline of regional economic activities and the disappearance of traditional culture in the region.

② Young people themselves must feel that Sendai is attractive, continue living, and it is necessary to build a good town with a youth perspective.

③ Among the vast amount of information that exists in the world, the times of personal dissemination become powerful, the words of individuals that can be identified are getting stronger.

④ It is necessary to focus on young people who have high speed information transmission, to make impact from small action and to create active behavioral chains.

⑤ In the trend of the young population of Sendai City in the last five years, the ages of 15 to 22 years old have remained almost unchanged, the decrease in the ages of 23 to 30 years old is remarkable, it means that people move to outside of Sendai after graduation from school because of employment.

Population transition of Sendai city (15 to 22 years old)
82,359 people in 2012
82,795 people in 2013
83,442 people in 2014
83,773 people in 2015
83,691 people in 2016

Population transition of Sendai city (23 to 30 years old)
109,099 people in 2012
110,400 people in 2013

108,732 people in 2014
106,391 people in 2015
104,378 people in 2016

Overview　　　概要

説明：必ず結果と合致しているはず

【Goal】

・JCI Sendai discusses new possibilities of Sendai with young people and students, aim to transmit traditional culture and the attractiveness of the region in a way that fits the needs of today.

・JCI Sendai visited young people, administrative officials and experts to investigate the population leakage of young people and grasp the current situation.

・As a solution, JCI Sendai focused on new attractiveness of Sendai, created by the imagination of young people.

・JCI Sendai has decided to do a project to create a new regional brand for young people.

・ JCI Sendai adopted as concepts,

"Traditional culture" ×"Attractiveness of the region" × "Needs of today"

・We launched the project which title is "Date Otome Project" to create new regional brands and develop.

・ We named the project "Date Otome", it is a connection word "Date" (name of feudal lord of Sendai) and "Otome" (young woman, image of purity and cuteness)

※Date (Date Masamune) was a legendary warrior of Sendai, while he lost his right eye in early childhood, became the leader of North east of Japan.

※ Otome means a young woman in Japanese, especially unmarried woman, girl

・Young people of Sendai proposed 4 plans of regional brands and JCI Sendai decided to carry out one of them "3 women idol group"

※Proposed regional brands

① "Karakuri (gimmick) musical band"

　　Set up a clockwork monument imitating an animal musical band in Sendai station.

② "Karakuri(gimmick)Aoba Castle"

    Reconstruct Aoba castle, one of the tourist attraction of Sendai, as a ninja house.

③ "Road of Light"

    Set up the light path (decorated with colorful lighting) on the pathway of subway station of Sendai

④ "Karakuri morino kunoichihime"　3 women idol group

    Create a mascot character of Sendai and promote attractiveness of Sendai.

    ※ Kunoichi plays a spy role, on the other hand she attracted many people by attractive costume and behavior as woman .(Female Ninja)

    ※ 3 women idol group

・JCI Sendai has invited young people and cooperative companies in Sendai to implement the project.

・As one of the method, JCI　Sendai made 3 women idol group to be a symbol.

※ Reasons for making 3 women idol group

・It is necessary to get interested by making familiar existence.

・It is necessary to share the growth process with young people and to make mascot character that can sympathize

・It is necessary for each of the three people to have roles and to transmit it from the viewpoints of "Individual", "Region", and "International" of the LOM medium to long-term vision of JCI Sendai.

・ 3 women idol group, consisted of 10's to 20's women adopted the Ninja "Kurohabakigumi", created by the warrior of Sendai (Date Masamune) as a concept. Japanese idol culture as the base, they adopted dance which is a unique expression method of young people.

・JCI Sendai created the songs with the cooperation of local artists, to be performed by 3 women idol group.

・JCI Sendai has created regional brand as result of project and provided opportunity of presentation.

Result 結果

説明：複数の短い文章になるように注意してください

　　　　目的がどのくらい達成できたか書いてください

　　　　上記の結果の想定外の結果を書いてください

　　　　上記の結果の確認方法を書いてください

　　　　検証結果を簡潔に書いてください

・JCI Sendai created a system that enables young active people to utilize SNS and send information of new attraction of Sendai to young passive people.

・JCI Sendai collaborated with project participants to create 3 women idol group and created a tool to transmit the attractiveness of Sendai.

・Project participants proposed plans to create new way to utilize tourism resources, such as rebuilding the Aoba castle, one of the tourist attractions as a Ninja house and rebuilding the pathway of subway station of Sendai to the light path (colorful illumination)

・Participants who approved of the project cooperate with JCI Sendai, forming volunteer town development community (General Incorporated Association Date Otome) and continuing to transmit the attractiveness of Sendai

・We got 3,000 " Likes" at SNS and got offers for appearance to 3 women idol group from various places.

Sendai City Science Museum

Radio

Commercial facility

Tagajo Cultural Center

Actions Taken 行動

説明：

<From May 2016>

In order to grasp the current situation of the region and to find a solution, conduct the following investigation.

・Investigation was conducted among 50 young people living in Sendai about the attractiveness and livability of Sendai.

Many young people who spent their school days in Sendai tend to move out to other areas on the occasion of employment due to the answers which they do not feel much attractive

to Sendai.

・Investigation was conducted among experts of history and culture of Sendai about the succession of traditional culture.
There is a shortage of traditional culture successors (young people) and traditional culture is being lost.

・Investigation was conducted among administration about support to young people and efforts towards employment。
Administration is doing various efforts towards young people, but the current situation is that information transmission is not going well.

For the reasons above, we thought that it is necessary that young people re-recognize Sendai's attractiveness, create new attractiveness, propagate by the way of young people, and we started project.

<12 July 2016>
Establishment of a project team, held the first project meeting
Participants: 12 young people, 17 members of JCI Sendai
We discussed what is effective for young people to stay in Sendai.

<29 July 2016>
Held the second project meeting
Research on the historical background and traditional culture of Sendai.

<17 August 2016>
Held the third project meeting
Concept decision

<1 September to 30 September 2016>
Recruitment of 3 women idol group members
Subject: Healthy women, living in Sendai, 10 to 29 age
Number of positons: 3
Recruiting method : 12,000 newspaper advertisement
Recruitment at the official website, recruitment at SNS
1,000 leaflets to universities, vocational schools, companies and other organizations

Press release to the media

<1 October 2016>
Briefing session for 3 women idol group members applicants
Number of participants: 20

<10 October 2016>
Interview and selection for 3 women idol group members applicants
Selection from 20 to 3 people in collaboration with cooperating companies.
Selection by 2 people from local entertainment agency, 5 members of JCI Sendai
We asked local artists in Sendai to agree with the purpose of this project and got cooperation in the form of offering music.

<9 November 2016>
In order to realize an attractive community where young people are active, JCI Sendai has provided opportunities for presenting the results of the project and creating regional brands which are symbols of new Sendai, and to rethink the region and community development.
Participants: 20 people of Sendai citizen (young people), 56 members of JCI Sendai

<28 December 2016>
A group of volunteer who supported the project founded "General Incorporated Association Date Otome"
They continued to transmit the attractiveness of Sendai, revitalized the community of young people, and was taken over as a continuing project to expand it.

Recommendations　　考察や推奨
目的のうちどの部分が達成されたのか？
達成できなかった部分は、何か？
それは、なぜか？その改善策は？

JCI Sendai collaborated with young people and accomplished the object with the following contents.

① By establishing a new regional brand creation system by the project, participants noticed the new attractiveness of Sendai, but the purpose was not achieved in terms of awareness change.

② With the approval from the young people, we were able to hand over the project to the

group formed by volunteers of young people, and still continue to transmit the attractiveness of Sendai.

③ Sendai, young people feel attractive, was created by promoting town planning that is led by young people

<Improvement point>

① By strengthening cooperation with administration and other organizations, the scale of the publicity will be expanded, and a project with more cooperative structure will be realized.

② We could confirm the spread of the project by the transmission method, but neglected to measure the understanding of essence of movement transmission. As a remedy, we need to set up a posting board of SNS and suck up the proposal to the project widely.

Best Local empowerment program
ページ3
Objectives Planning Finance and Execution
目的・計画・財務・実施

What were the objectives of this program
このプログラムの目的は？基本情報に詳述して下さい　※２００語まで

· JCI Sendai create new regional brands to realize a community in which young people of Sendai actively participate.

·JCI Sendai create opportunities for young people who live in Sendai to take the initiative to create new attractiveness of Sendai and discover hidden possibilities of Sendai

How does this program align to the JCI Plan of Action
この事業は、どのようにＪＣＩの活動計画と合っていますか？

活動計画のどの部分に合致しているのか？合致している部分の詳述してください。＊JCI Action plan のシートを参照　※２００語まで

【Empower young people to become active citizens】

JCI Sendai provided opportunity for young people to discuss their opinions and make a presentation.

【Create sustainable impact to young community】

JCI Sendai created community that unite young people by making the symbol which plays a central role.

【Making impact to young people】

JCI Sendai collaborated with young people to send useful information for making impact to more young people.

【Empower young people to glowing into leaders】

· JCI Sendai encouraged young people to change consciousness by collaborating with young people.

· The youth's identity created a chain of independent actions.

Was the budget an effective guide for the financial management of the project?
予算は事業の財務管理のための効果的なガイドになりましたか？
予算上の工夫と、予算の内訳の概算を記述してください　※１５０語まで

· JCI Sendai focused on sending out at SNS which is one of young people's communication tools.

· JCI Sendai made use of information dissemination through accepting request for appearance for 3 women idol group which we created in this project from the administration and media.

· JCI Sendai could cut cost of creating songs for this project, by understanding the purpose of the project.

· 3 women idol group which we created in this project understood the purpose of the project and promised of gratis act.

> · JCI Sendai could cut cost by understanding the purpose of the project from cooperative companies.
>
> Breakdown
>
> Public information cost: 3,600 USD
>
> Venue cost: 3,200 USD
>
> Planning and production cost: 2,600 USD
>
> Total: 9,400 USD

How does this project advance the JCI Mission and Vision?
どうやってこの事業は、ＪＣＩのミッションと、ヴィジョンを推進しましたか？
※ビジョンとミッションに分けて明確に詳述してください
※２００語まで

> Promotion of missions is as follows,
>
> ·JCI Sendai provided opportunities for young people to discover new attractiveness of Sendai and to announce and disseminate it.
>
> Promotion of vision is as follows,
>
> ·JCI Sendai, through a new method of disseminating the attractiveness of Sendai, led to the development of young active people and created a chain of independent actions.

※写真４枚

ページ４
Membership Participation　メンバーの参加

By number,how many members were involved in this program?
事業のスタッフは、何人？数字で記載してください　※２語まで

> 164 members

By percentage how many members of the Local Organization were involved in this program?
LOM メンバーの参加率は、何パーセントですか？　※１語

> 75%

Describe the main roles of the participating members in this program
このプログラムで参加しているメンバーの主要な役割を簡潔に記述してください ※３００語まで

・Project planning and operation 45 members ・Cooperation with organizations and schools 23 members ・Venue setting 36 members ・Idol group members recruitment 43 members ・Official WEB site, SNS management 5 members ・Handing over the project to General Cooperative Association to continue 12 members

※写真４枚

ページ５
Community Impact 社会への影響

How did the Local Organization measure community inpact for this program
どのように、ＬＯＭは、このプログラムのために地域社会への影響を測りましたか? ※２００語まで

・Requested from radio, 3 women idol group is a regular from April 2017, and continues to deliver new regional brands and traditional culture. Target Area: Sendai City, neighborhood cities of Sendai Broadcast frequency: twice a month, 30 minutes broadcast Number of listenable households: 87,000 households Listenable population: 1,268,000 people ※ Internet radio is available all over Japan ・There are many requests for appearance for 3 women idol group which we created in this project from the administration and companies, so that the project got highly recognition and we could confirm evaluation objectively. ・Voluntary organizations consisted of young people were established, and the future of this project is expected ・We got 3,000 Likes on Facebook, young people continue to diffuse.

Describe the actual community impact produced by this project
このプロジェクトによって発生される実際の地域社会への影響を記述してくだ

さい　※３００語まで

·New model of transmission of regional brand and involving many community organizations enable to transmit attractiveness of Sendai from various angles.

・We do not have the method to measure the actual community impact at this stage, but we can see the followings.

・We held hearing from "General Incorporated Association Date Otome" which we handed over the project, after the project, there is a reaction more than expected and got many offers for appearance for 3 women idol group.

・This is because of citizens who got big impact from the project changed their awareness to the community and established Voluntary organizations.

・By giving a impression, move citizens to take actions and continue to community development to the future.

・Voice from listener
"Presentation of attractiveness of Sendai in English also impacted to tourists and foreign citizens in Sendai."

・Voice from young participant for the promoting event of Sendai
"Promotion with a novel idea energize community."

・Continued transmission of movement also leads to awareness changes other than young people.

· As a result of the youth's independent chain of actions and expansion of movement, the support from the relevant parties will expand, active citizens will continue to increase, promote sustainable community development where people, goods, and money gather.

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Impact on Local Organization LOM への影響

How did the Local Organization benefit from running this project?
どのようにＬＯＭは、この事業を運営することから利益を得たか？

> · JCI Sendai contributed to the creation of regional brands by active activities of young people
>
> · As a result of above, average age of applicants for membership to JCI Sendai changed to 32 in 2017 from 34 in 2015. This means the project impacted young people and got approbation of young people.
>
> · JCI Sendai has expanded the purpose of JCI movement by handing over the project to young active people who agree with JCI movement.
>
> · JCI Sendai got successful case of transmission of movement and operation of project based on the objective verification.
>
> · The project became good opportunity to utilize to member's own business.

How did the program advance the JCI Mission?
どのようにＪＣＩミッションを推進したのか？ ※２００語まで

> · JCI Sendai provided opportunities for young people to discover new attractiveness of Sendai and to announce and disseminate it.

How did the project advance the JCI Vision?
どのようにしてＪＣＩヴィジョンを推進したのか？ ※２００語まで

> ・JCI Sendai, through a new method of disseminating the attractiveness of Sendai, led to the development of young active people and created a chain of independent actions.

※写真４枚

Long-term Impact of the Program プログラムの長期的な影響

What is the expected long-term impact of this project?
このプロジェクトの期待される長期的な影響は、なんですか？
※２００語まで

· As the project was handed over, active citizens, mainly young people, will work on community development with their own initiative, and various regional brands will be created from diverse values.

· The attractiveness of Sendai is continually sent to the community centered on young people, and the interest and attachment to the region of the young people is deepened, these will stop the population leakage.

What changes Would you make to improve the results of this project?
このプロジェクトの結果を改善するために、どんな改善策がありますか？
※３００語まで

· JCI Sendai believes that it was possible to hand over the project in a robust manner by strengthening cooperation with administration and other organizations.

· JCI Sendai needs to explore a wide range of sponsors by utilizing unique network of JCI.

· JCI Sendai needs more young people to feel attractiveness of Sendai and be impressed to prevent population leakage of young people.

· In order to reflect diverse values, JCI Sendai needs to build a receiver to suck up more opinions and ideas of young people.

· JCI Sendai needs to clarify verification results toward the future by continuing to support the project which has handed over.

· JCI Sendai utilize human resources, material resources, funds of private companies using the business network and community development can be expected even in the regional economy.

※写真４枚