

Basic Information / 基本情報 (ページ2)

Duration / 開催期間

説明: ~年~月 から ~年~月まで

October 9, 2016 (Sunday)

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

10 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

Mass media companies in Hiroshima, international students in Hiroshima, Municipal Government of Hiroshima City, Hiroshima Peace Culture Foundation

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

400 USD (Approx. 44,000 yen)

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

説明:

Goal 16. Peace, Justice and Strong Institutions.

Who is benefited? 誰の為に?

説明: 活動エリアに住み暮らす人々 人

Hiroshima citizens, JCI members in Japan, JCI officers and people who have seen project contents via media.

## 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出すため

JCI Hiroshima has the following 4 objectives:

- 1) JCI Hiroshima has appealed the concept “**Peace is Possible**” suggested by Paschal Dike, 2016 JCI world president, in Hiroshima where it is considered to be the most appropriate place to appeal this concept. JCI Hiroshima cooperated with JCI members and worked to get sympathy from Hiroshima citizens and worldwide JCI members.
- 2) Citizens and all related JCI members to re-confirm meaning and power of sending message of “Peace in Hiroshima,” which is the symbol for hope for restoration from the atomic bomb attack and nuclear disaster.
- 3) For JCI members all over the world to recognize peace as the base of JCI activities, to get support future activities and to get motivated.
- 4) Through this project, people, who have sympathy, implemented action for peace.

## Overview 概要

説明: 必ず結果と合致しているはず

After the tragic event of being bombed, although it was once said that there would be no growth of grass or trees for 75 years, Hiroshima has recovered miraculously and continuously has been appealing peace. Through the message of hope “**Peace is Possible,**” we send the message to people whose peace has been invaded but who are facing restoration.

In 2016, G7 foreign ministers meeting was held in Hiroshima, and President of United States, Barrack Obama, visited Hiroshima as the first American President on duty. JCI World President Paschal, JCI Japan National President Yamamoto and JCI Hiroshima President Takami offered flower tribute at the same place as foreign ministers and Barrack Obama did.

Hiroshima, where got attention from all over the world, JCI Japan national convention was held in October in same year where 10,000 participants were there which was managed by JCI Hiroshima. Synergistic effects were created, and many were interested in Hiroshima itself and “peace” which was created in Hiroshima.

This project was the memorial project managed by JCI Hiroshima with the presence of JCI World President and collaboration with JCI on the last day of national convention, which the aim for the best timing for the project.

## 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

Delivered the strong message of peace that Hiroshima has by collaborating with JCI.

Participants: 50 members(JCI World President Paschal Dike, JCI Japan National President Shigenari Yamamoto, JCI Executive Vice President Jennifer Gracy, JCI Vice President Siana Ng, JCI Appointees, JCI Hiroshima members and press)

Via local news image and using SNS, such as official JCI Facebook, the message for power of restoration, hope and peace were sent not only to Hiroshima citizens, but also to people around the world and JCI members.

\*The actual number of viewers can be checked in the attached image.

1) JCI World President Paschal Dike, JCI officers, JCI Japan officers and JCI Hiroshima officers visited Peace Memorial Museum together. As they learned the history of Hiroshima and view on peace, they understood the misery of Hiroshima in 1945 and renewed their vow for peace.

How to check: President Paschal and directors' behaviors and expressions.

2) JCI World President Paschal Dike, JCI Japan National President Shigenari Yamamoto and JCI Hiroshima President Jin Takami offer flower tribute with the prayer for the world peace and to renew their commitment for activities towards realization of peace.

3) President Paschal Dike made a 15-minute speech about "Peace is Possible." By delivering strong message of peace from Hiroshima, he delivered message to act towards peace as a youth.

In the message, President Dike mentioned that it is important to have strong will and hope when facing difficulties towards rebirth. By delivering message of thought for hope, spirituality and peace realization from Hiroshima, where it once was said to be a place of no grass or trees would grow for 75 years, but has become a symbolic example of miraculous restoration from the desperate heap of rubble, he appealed to the audience to act specifically for peace realization.

How to check: There were changes in the response to the speech as well as the viewers' comments of SNS and YouTube. By sending a message that Hiroshima, which was at the edge of desperation, has achieved restoration, viewers wrote comments which gave hope and encouragement to JCI members, and consequently made JCI

members confidence.

Results: Via SNS and YouTube, there were a lot of responding comments from JCI members in Japan and JCI members all over the world.

4) Report and broadcasting by local mass media. JCI HQ SNS viewer numbers (Data is attached below)

5) Peace activities in Japan have rather wide meaning, but it was delivered with easier form to be understood by the society.

\* Speech contents below

“...when we consider what is peace, I believe it is a state where there is no war. All basic human rights are respected, and there is no direct or indirect violence. Therefore, JCI activity is to solve direct assignment ahead of us first, and eventually it contributes for creating peace. That is why, what we should do is to act toward assignment ahead, and I believe it leads us to peace eventually.”(Extract of speech by President Shigenari Yamamoto)

#### Actions Taken 行動

説明:

2016

August Started discussion for the details

Sep. 21 Project approved by National Convention Executive Committee

Sep. 29 Meeting with JCI Japan

Oct. 3 Participants from JCI confirmed

Oct. 7 Reported at JCI Japan 9<sup>th</sup> Board Meeting

Oct. 8 Meeting with President Paschal Dike

Oct. 9 Execution of “Hiroshima Peace Declaration” Project

1) Visit for Peace Memorial Museum

2) Offer flower tribute to memorial cenotaph for the Atomic Bomb Victims

3) Speech for “Peace is possible.”

Nov. Project verification

Report on National Convention Executive Committee

#### 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

- 1) To follow up and investigate whether people, who shared the vision via this project, took actions for their wish for peace. It is also necessary to monitor whether JCI members who shared the feeling would make action or not.
- 2) To promote the event in advance to more audience.
- 3) To invite more local stakeholders to the event.

JCI Hiroshima has achieved objective by the following contents.

- 1) With the JCI president speech “Peace is Possible” and the speech by President Yamamoto and President Takami, JCI Hiroshima shared the feeling of “Peace is Possible” with Hiroshima citizens, JCI members in the nation and many JCI members around the world.
- 2) As JCI Hiroshima delivered the message of “Peace in Hiroshima” strongly, which is the symbol of hope for restoration, the site of flower tribute and speech touched and moved a lot of citizens, Japan JC members and JCI members. The power of sending message was re-confirmed.
- 3) JCI Hiroshima members re-confirmed the power of sending message, and it made them thought what they could do next. Their thoughts are used in the activities in 2017.
- 4) JCI members gave hope and encouragement with a lot of comments via SNS and YouTube. It motivated the actions for the future.

JCI Hiroshima could not achieve objective by the following content.

- 1) We could not follow and investigate whether people, who shared the vision via this project, took actions for their wish for peace. It is necessary to monitor whether JCI members who shared the feeling would make action or not.

ページ3

部門 Best Local OMOIYARI Project

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？ ※200語まで

In 2016, 71 years after the world war II, as the President Obama visited Hiroshima, and also foreign ministers' meeting was held, the location got attention from all over the world. In addition, JCI Japan National Convention was held with 10,000 participants managed by Hiroshima JC. As a result, a lot of attention was given to Hiroshima. By taking this great opportunity, it is necessary to expand the power of sending message that Hiroshima has towards the realization of a peaceful society.

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？ ※200語まで

Institutionalization of "Peace is Possible" campaign was already achieved in Hiroshima, which was already known for the characteristics of peace activities that have been constantly practiced among the citizen. By combining 2 large impactful elements, namely 1) Hiroshima, a city which has been recognized as a city of "peace" on a international level, and 2) campaign of "Peace is Possible" delivered by JCI which already has established international influence, the project created convincing effects and was able to highlight the meaning of peace message from Hiroshima. Impact and credit of core existence for peace activities were delivered at internal and external organizations, both at local level (JCI Hiroshima) and JCI.

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

予算計画は事業の財務管理の為に効果的なガイドになりましたか？ ※200語まで

There is no unexpected expense other than budget.

The following is the details.

Venue Expense: USD 283

Planning/ Production: USD 150

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？

※200語まで

Mission Promotion:

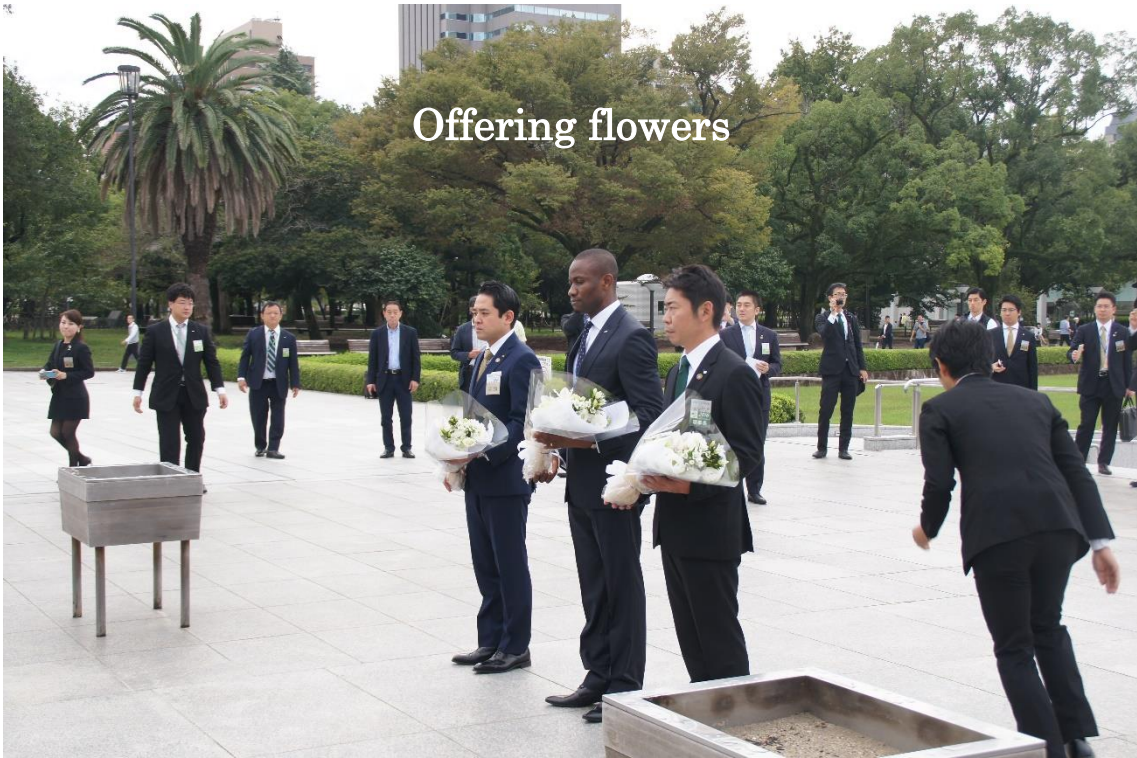
To deliver message from Hiroshima, where once believed that there would be no growth of grass or trees, we delivered courage and hope that peace was possible to people who were suffering from poverty and difficulties now, and gave them chance for development and growth.

Vision Promotion:

The president of the groups, who appealed spreading peace to the world, not only domestically but also to the entire world, created active citizens and gave impression that it was possible to realize the world peace.

※画像4つ必要









## Information Transmission by Facebook

ページ4

Cooperation for the Sake of World Peace 世界平和のための協力

How did this project extend the presence of peace in your community?

どのように、このプロジェクトは、あなたのコミュニティで平和の存在を広げましたか？

※300語まで

In Hiroshima, the idea of peace is originally and always a primary universal topic. The project provided an opportunity to redefine and emphasize the meaning of peace message in Hiroshima in a sense that Hiroshima can be a symbol of a miraculous reconstruction after a tragic event as well as hope for a better future.

Participants to this project and community people, who indirectly viewed contents of this project, increased the common feeling of “Peace is Possible,” and re-recognized the necessity for peace.

How was cooperation used to promote peace?

どのように、協力は平和を進めるのに用いられましたか？ ※200語まで

JCI Japan National Convention was held on the same day, and JCI World President Paschal and other officers were visiting Hiroshima as guests for National Convention. we asked participation of 2016 JCI Executive Vice President for Asia and the Pacific area, Jennifer Gracey, and 2016 JCI Vice President, Siana Ng, in addition to President Paschal. This decision encouraged the collaboration with JCI.

Also as using JCI information distribution platform, sending message of peace domestically and internationally becomes possible, and this encouraged people from outside Japan to be interested in peace more.

※画像4つ必要





Offering flowers at the Memorial Cenotaph  
for the Atomic Bomb Victims



Offering flowers at the Memorial Cenotaph  
for the Atomic Bomb Victims



ページ5

Community Impact 地域社会への影響

What was the intended community impact?

事業実施によって、意図されたコミュニティへの影響は、何でしたか？

※200語まで

To re-confirm the power of sending message by Hiroshima not only domestically, but also recognized internationally. Also to strengthen the thoughts and to keep motivated for further action.

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コミュニティへの影響を記述してください※

### 300語まで

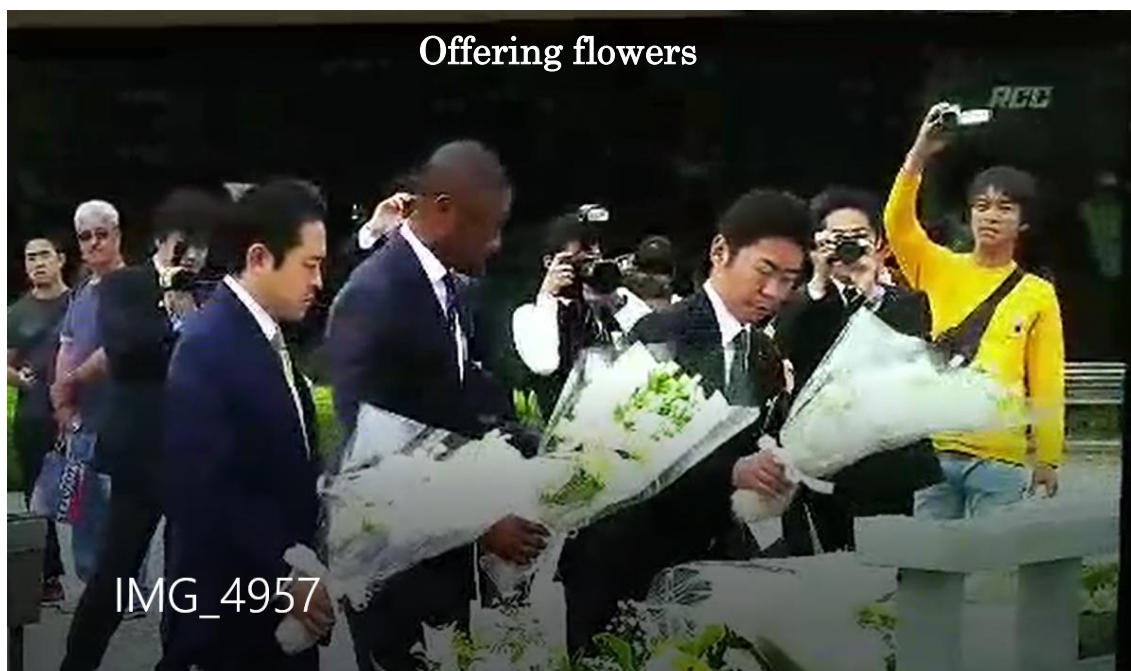
In the local community, people re-confirmed the power of sending message by Hiroshima as it got attention not from domestically but internationally. It reinforced the thought for peace promotion and peace building.

This project became motivation for next action. Also it influenced people who had participated in this project, and they could feel that peace could be achieved.

People, who watched television news in Hiroshima and JCI Hiroshima members' families, had a chance to know JCI Hiroshima activities, and re-confirm what JCI could do as an organization, its possibility and to know about its activities.

JCI Japan members experienced a moment when the concept of peace was understood, and they had a moment when new meaning was added to participate in JCI activities.

### ※画像4つ必要



Lecture time



Giving a lecture





ページ6

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、このプロジェクトを運営することから利益を得ましたか？

※200語まで

JCI Hiroshima members had a chance to re-confirm the city of Hiroshima has the power to send message. It was a good opportunity to consider what we could do next as a Local Chapter for the city of Hiroshima.

Consequently, it was contributed to improve presence by utilizing the power of sending message for 2017 activities. It made a change for the style of activities.

How did the program advance the JCI Mission?

どのように、この事業は JCI ミッションを促進しましたか？ ※200語まで

We were able to send messages to the world about Hiroshima's recovery, where was believed to be hopeless so that no grass or tree were ever going to grow, and also send our wish for the peace.

As a result, people who were currently suffering from the war, natural disaster and poverty could hope and be encouraged. We, as members, also renewed our commitment for building peace.

※画像4つ必要





JCI

約6ヶ月前

平岡 誠治

ホーム 20+

Peace is Possible 平和の実現

お問い合わせ



Lecture by JCI World President Paschal Dike



いいね!

コメントする

シェアする



JCI  
約6ヶ月前

平岡 誠治

ホーム 20

Peace is Possible 平和の実現



お問い合わせ



Lecture by JCI Japan National President  
Shigenari Yamamoto

コメントする

シェアする

213

ossible 平和の実現

Peace is Possible 平和の実現



JCI

約6ヶ月前

平岡 誠治

ホーム 20+

Peace is Possible 平和の実現

お問い合わせ



Lecture by JCI Hiroshima President Jin Takami



いいね!

コメントする

シェアする

Peace is Possible 平和の実現  
Program by JCI...

Peace is Possible 平和の実現  
Peace Program by JCI...

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の影響は、何ですか？ ※200語まで

It is expected that the participants to this projects, people who have been engaged in peace promotion with image and recording of this project, and JCI members not only in Japan but from all over the world will believe that "Peace is Possible," and bring back this thought to their community. Their thought and concrete action will hopefully influence more citizens back in their communities and be carried to the next generation by JCI members to all over the world.

Hiroshima will continue to advocate for peace and JCI Hiroshima will continue to play a key role more than before. Citizens and members of JCI Hiroshima will always remember the influence by a peace message and action that Hiroshima can create and make the most of it to give hope for people who are going through hard time.

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

- 1) If announcement for President Paschal's speech was done through mass media and SNS, it was appealed to more listeners, such as citizens and JCI Japan members who were participating the national convention at that time. As a result, it left with much larger influence on people. President Paschal mentioned in his speech that it was important to engage and appeal to more audience, both internal and external people, such as citizens and JCI Japan members who were participating the national convention then. The project could have created much larger influence and impact with more people involved.
- 2) Announcement for real time distribution of image by SNS should have been given with much longer time and should have targeted much larger audience.
- 3) .We could involve young people who will have a key role in the future
- 4) To engage and work more strategically with other like-minded organizations and professional groups which focus on peace promotion to create greater impact.

※画像4つ必要



**2016 JCI World Congress  
Opening Ceremony in Québec...**  
October 31, 2016 · 35K views



**Peace is Possible 平和の実現  
Peace Program by JCI...**  
October 9, 2016 · 1.2K views



**Peace is Possible 平和の実現  
Peace Program by JCI...**  
October 9, 2016 · 521 views



**Peace is Possible 平和の実現  
Peace Program by JCI...**  
October 9, 2016 · 309 views



**Peace is Possible President  
Pachal attending the Peace...**  
October 9, 2016 · 3.7K views



**Peace is Possible Declaration at  
Hiroshima Peace Memorial...**  
October 9, 2016 · 1.6K views



**Coming soon JCI President at  
the Hiroshima Peace Memorial...**  
October 9, 2016 · 669 views



**A special message to JCI  
members from Nothing But Nets!**  
June 21, 2016 · 8.3K views

## Information Transmission by Facebook