

最優秀 LOM 地域社会向上プログラム
Best Local Community Empowerment Program

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|-------------------------------|---|--------------------------|---|
| LOM名 | 公益社団法人長野青年会議所 | 申請担当者名 | Nagano Junior Chamber Inc. |
| 基本情報 | | Basic Information | |
| 事業名 | ビジネス討論会「長野市のこと、もっと知ってみたい!？」 | Name | Business discussion session "Why don't you get to know more about Nagano?" |
| 目的 | 対外：参加者一人ひとりが長野市の魅力や経済環境について学び、未来の長野市について考える事で、次世代を担う青年経済人として、行動を起こす意識を喚起することを目的とします。 対内：地域の経済環境を再認識し、若者の視点に目を向ける事で、青年経済人としての責任と役割を理解し、未来の長野市を描き行動することを目的とします。 | Purpose | External: Aiming for each participant to learn about the charm and economic environment of Nagano City, and raise awareness to take action as a youth economy person who will be responsible for the next generation, thinking about the future of Nagano city. Internal: By reaffirming the local economic environment and the viewpoint of young people, we aim to understand the responsibilities and roles as a youth economic person, and to draw and act for the future of Nagano city. |
| 開始日 ※日付で記載 | 2017/4/20 | Start date | April/20/2017 |
| 終了日 ※日付で記載 | 2017/10/19 | End date | October/19/2017 |
| 事業対象者 | 対外：長野市近郊の学生・生徒 50名 対内：長野青年会議所メンバー | Target | External: 50 students in or around Nagano city Internal: Nagano JCI members |
| SDGsの該当項目 ※該当項目を1つのみ選択 | 11 住み続けられるまちづくり | Sd goal | 11. Create a town where people continue to reside |
| 発展段階 | ※Active Citizen Framework「展開」の項目での3項目の発展段階から選択 ①健康な身体と精神 ②教育と経済力強化 ③平和・繁栄・持続可能性 | Development stage | "Health and Wellness" or "Education and Economic Empowerment" or "Peace, Prosperity, and Sustainability" |
| 概要 | この事業は2017年4月から2017年10月に行われました。 4月：発信者である我々が長野市の経済の現状を知る必要があると考え、4月例会に専門家を招聘し講演を行いました。 8月：全3回に渡り若者と触れ合う場を設け、延べ38名の若者に参加いただきました。 1回目：若者の気持ちや考えを知る場として討論会を開き長野市への想いをぶつけてもらいました。 | Overview | This program took place from April 2017 to October 2017. April: We thought that we need to know the current situation of the economy of Nagano city, therefore we invited an expert to a lecture at the April meeting. August: We set up a place to interact with young people on three occasions, with a total of 38 youths participating. First time: As a place to learn about the feelings and thoughts of young people, we held a discussion meeting and asked for feelings of Nagano city. |

2回目：若者が変わっても企業が変わらなければならないと考え、名の知れた企業ではなく中小企業でも創業100年を超える老舗企業3社を訪問し就職活動とは違った視点で触れてもらいました。

3回目：初回の討論会で長野の街には魅力がないという意見が多数あったことから長野の街を散策して自分の目で街のいいところを見つけてもらいました。

10月：締めくくりとして10月に公開例会を行い4月から学んできたこと、感じたことを参加した若者からも発信してもらい発表の場としました。

Second time: We thought that companies have to change if young people change. We visited three not so well-known but small and medium-sized enterprises that have been established for more than 100 years to understand a different perspective about job hunting.

Third time: Because there were many opinions that the city of Nagano was not attractive in the first debate, we took a walk around the streets of Nagano and asked the young participants to find a good part of the city in their eyes.

In October: For the closing session in October, we held an occasion for young participants to present what they had learned and how they felt since April.

① 目的・財務計画・実施

このプログラムの目的を記述してください

対外：参加者一人ひとりが長野市の魅力や経済環境について学び、未来の長野市について考える事で、次世代を担う青年経済人として、行動を起こす意識を喚起することを目的とします。

対内：地域の経済環境を再認識し、若者の視点に目を向ける事で、青年経済人としての責任と役割を理解し、未来の長野市を描き行動することを目的とします。

このプログラムが、どのようにJCI行動計画に準じているかを記述してください ※JCI Action planのシートを参照

JCI長野は地域における課題解決の為、地域に住まう学生に地域の魅力に気づき、地域のために行動を起こす意識喚起をさせ続けていくことは、意欲(Motivate)を持たせ、若き能動的市民を取り込むことに繋がった。

予算計画通りにプロジェクトを実行できましたか？

Objectives, Planning, Finance and Execution

What were the objectives of this program? ※200 単語まで

External: It aims for each participant to learn about the charm and economic environment of Nagano City, and raise awareness to take action as a youth economy person who will be responsible for the next generation, thinking about the future of Nagano city.

Internal: By reaffirming the local economic environment and the viewpoint of young people, we aim to understand the responsibilities and roles as a youth economic person and to draw and act for the future of Nagano city.

How does this program align to the JCI Plan of Action? ※200 単語まで

In order to solve the problems in the city, JCI Nagano motivated students who live in the city to appreciate the attractiveness of the city and to raise awareness in taking action for the community. This brought about the incorporation of young active citizens.

Was the budget an effective guide for the financial management of the project? ※150 単語まで

例会予算（2回分）¥360,000- 例会決算額 ¥350,600-
 内訳は会場費と講師費用1回分となります。
 ビジネス討論会予算 ¥330,000- ビジネス討論会決算額 ¥174,500-
 内訳は会場費、移動車両費、広報費が主な計上となります。
 プログラム参加人数の変更により、予算額よりも抑えた費用で事業を行いました。

Meeting budget (two times) ¥360,000 - the final cost was ¥350,600 -
 (Venue fee and lecturer's fee)

Business discussion budget ¥330,000 - the final business discussion cost was ¥174,500 -
 (Venue fee, transportation and public relations expenses were mainly recorded)

Due to changes in the number of participants in the program, we ran the program at a cost lower than budgeted.

このプロジェクトは、どのように JCI ミッション・ビジョンを推進しましたか？ ※ミッションとビジョンに分けて記載

How does this project advance the JCI Mission and Vision? ※200 単語まで

JCI ミッション
 我々が教えるのではなく、参加者である学生が自らの五感を持って地域の魅力や課題を検証させた。

JCI Mission
 Instead of teaching, students as participants used their own senses and we had them verify the attractiveness and challenges of the city.

JCI ビジョン
 JCI 長野が主導となって地域社会の学生、行政、企業を巻き込んだ地域社会の魅力を発見する運動を推進できた。

JCI Vision
 JCI Nagano was the leader in promoting the campaign to discover the charm of local communities involving local students, administrators, and companies.

写真・図表 ※別途最終ページに1ページ4枚ずつ大きなサイズの画像を添付

For the first step to take an action, 38 students had group discussions.

Students visited enterprises more than 100 years old to understand a different perspective from job hunting.

Student participants learning during a local company visit

Students participants in groups talking about the town they love

Program flow
 事業の流れ
 April regular meeting
 Factoring human resources of LOM members
 ~LOMメンバーの人材育成~
 Business discussion session
 ビジネス討論会
 Fortifying human resources of student
 ~学生・生徒の人材育成~
 October regular meeting
 The collective studies of the annual business
 ~年別事業の集大成~

Percentage of program expenses
 事業費の割合
 Information fee for participants & planning and staying cost
 参加者確保費
 企画費
 Travel and transportation expense
 旅費交通費
 事務局費
 16%
 7%
 9%
 24%
 1%

青年経済人と若人で磨き上げる夢溢れる未来の長野経済
 Future Nagano economy created by young economic persons and youth full of dreams

② メンバーの参加

事業参加人数を記述してください。（数字で記載）

- ①例会：145名
- ②事業：15名

LOMメンバーの参加率を記述してください（%で記載）

- ①76%
- ②94%

このプログラムにおいて、メンバーの主な役割を記述してください

Membership Participation

By number, how many members were involved in this program? ※2 単語まで

- 1. Regular meeting; 145 participants
- 2. Program; 15 participants

By percentage, how many members of the Local Organization were involved in this program? ※1 単語まで

- 1. 76%
- 2. 94%

Describe the main roles of the participating members in this program
 ※300 単語まで

- ・ポスター、チラシ、プレスリリース、HP、Facebook等を利用した参加者集め
- ・フリートーク座談会の会場準備及び進行
- ・企業訪問先の選定、打合せ、協力
- ・市街地散策コースの選定、マップ作製、散策補助助言
- ・対内に向けて長野経済の現状及び課題の調査、発表及び提案

- ・ Recruited participants through posters, leaflets, press releases, website, and Facebook
- ・ Preparation of the venue and progress of the free talk round table
- ・ Selection, consultation, cooperation of company visits
- ・ Selection of downtown walking course, map preparation, advice for walking assistance
- ・ Investigation, presentation and proposal on the current situation and issues of the Nagano city economy inside the organization

写真・図表 ※別途最終ページに1ページ4枚ずつ大きなサイズの画像を添付



③ 地域社会への影響

このプログラムの地域社会的影響を、どのように測りましたか？

- ①参加した若者の地域に対する考え方の前向きな変化と地元の企業やまちに対する魅力発見。
- ②若者が企業やまちへ直接足を運び、社員やJCI長野メンバーと共に議論し、企業やまちの魅力「発見」する、そしてそれを世に発信していく。そのプロセスで若者と企業と我々が互いに刺激と気づきを与えながら成長していく。その結果、若者は将来をじっくりと考え、充実した生活を送る契機になり、地元中小企業は自社の魅力を再認識し、人材を惹きつける仕組みづくりへの第一歩になると測りました。

このプロジェクトが与えた地域社会への影響を記述してください

Community Impact

How did the Local Organization measure community impact for this program? ※200 単語まで

1. Positive change in the young people who participated for the city, and discovery of charms of local companies and towns.
2. If the young people go directly to the company and the town, and talk with the employees and JCI Nagano members, they "discover" the charm of the company and town, and then disseminate it to the world. In this process young people, companies and JCI grow together while giving stimulus and awareness to each other. As a result, young people carefully consider the future and trigger a fulfilling life, and local-sized enterprises reaffirm their appeal. We expect it will be the first step towards creating a mechanism to attract human resources.

Describe the actual community impact produced by this project. ※300 単語まで

地域社会 : メディアに多く取り上げられたことで、地域社会に我々の運動のインパクトを残す事が出来た。

参加者 (学生) : まちの未来を考えるきっかけとなり、自らの実体験で住み暮らすまちの魅力や気づきを得ることが出来ました。

関係団体 (企業含) : 青年会議所が行なう活動への理解が深まり、民官が一体となった若者や人材の確保に向けた協働の第一歩となりました。
企業は若者に新たな自社の魅力を伝える仕組みについて考えることが出来ました。

Local society: Through the wide coverage by the multiple media, we were able to leave the impact of our movement on the local community.

Participants (students): Through the actual experience, students got a chance to think about the future of the town, and it led them to understand and be aware of the charm of the town where they live.

Related organizations (including companies): Understanding of the activities conducted by JCI deepened, and it became the first step in collaboration of the public and officials to secure young people and talented persons as human resources.
Companies were able to think about the mechanism to convey to young people the new charm of their company.

写真・図表 ※別途最終ページに1ページ4枚ずつ大きなサイズの画像を添付



④ LOM への影響

このプロジェクトの運営によって、LOMメンバーが得たことを記述してください

長野経済の仕組みと課題を再認識し、地域社会に住み暮らす若者の意見を聴取することが出来た。JCI長野のメンバー自身も大人の社会見学としてまちの魅力を発見し、優れた地元企業の姿勢を学べたことで、自身のこれからの活動や会社を見直すきっかけとなりました。

このプログラムによって、どのようにJCIミッションを推進しましたか？

Impact on Local Organization

How did the Local Organization benefit from running this project? ※200 単語まで

We recognized the structure and issues of the Nagano economy, and were able to listen to the opinions of young people living in the community. Members of JCI Nagano discovered the charm of the town through the field trip for adults and learned the attitude of an excellent local company. It became an opportunity to review their own activities and companies.

How did the program advance the JCI Mission? ※200 単語まで

参加者である、地域の学生たちは地域社会を考え、自らに実体験をしてもらうことで、新たな発見から生まれたまちの魅力や新しい視点からのまちの活性化についての創造を周囲の学生や市民へと推進していく機会となりました。

学生も自ら進んでまちの魅力や企業の魅力などを考える機会となりました。

このプロジェクトによって、どのように JCI ヴィジョンを推進しましたか？

- 1 企業を認知してもらうことで長野の企業の良さを知り、長野で働きたいという気持ちの醸成に繋がりました。
- 2 若者は就職活動をしないと企業と接点がないが、今回の企業との対話で企業と若者の新たな接点を持たせることができました。
- 3 地域のまち歩きをしたことで今まで気づかなかった場所や店舗の発見等、新たな魅力を見出すことの手助けができました。

写真・図表 ※別途最終ページに1ページ4枚ずつ大きなサイズの画像を添付



⑤ プログラムの長期的な影響

このプロジェクトによって得られると予測される長期的な影響を記述してください

対外：参加した若者が本事業で体験したことを周囲にも伝播し、長野で暮らしたい、働きたいという若者が増えていき、今後それぞれが長野市や長野市の経済のために何ができるのかを考え、未来の青年経済人として活躍してくれることを期待します。

対内：未来の長野市の経済を担う若者と長野市の未来について共に考え、長野経済に精通したメンバーが若者や関係諸団体と連携し、今後の長野市の経済にインパクトのある事業を構築していくことが期待できます。

Long-term Impact of the program

What is the expected long-term impact of this project? ※200 単語まで

External: We expect that young people who participate will propagate to the people around them what they experienced in this program, encouraging more young people to want to live and work in Nagano. In the future each will think about what they can do for the Nagano economy or Nagano City, and act as a future youth economic person.

Internal: We expect the members who thought about the future of Nagano city's economy and the future of Nagano City with young people will collaborate with them and related organizations to build a program that makes a positive impact on the economy of the city in the future.

We had participants and local students think about and experience the local community, and the new discoveries from the new perspective in the town where they were born brought about an opportunity to promote the creation for the town's revitalization to other students and citizens.

Students themselves also took the opportunity to think about the charm of the city and the charm of the company.

How did the project advance the JCI Vision? ※200 単語まで

1. Through experiencing the company in Nagano, participants learned about the company's goodness and this led to the creation of a desire to work in Nagano.
2. Young people have no point of contact with companies except through job hunting activities, but in these talks with companies we were able to bring new points of contact between the company and young people.
- 3 We were able to help find charm of the city during the walk as participants discovered places and stores that were not previously notice when walking around the city

このプロジェクトの改善点・改善策を記述してください

- ① 今後も継続的に地域経済をメンバーが学んでいく必要がある。
- ② 募集期間が短く事前広報も充分でなかった為、参加者の申し込み期間が限られてしまった。
- ③ 若者がプログラムで得たことを、より多くの仲間にシェアできる機会を設ける必要がある。
- ④ プログラム後も継続的なフォローが必要となる。
合宿などのプログラムを取り入れ、学生同士のみでの討論ではなく、大人や行政、企業も交えたディスカッションする場を設けることも改善策として考えられる。

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

※300 単語まで

1. It is necessary for members to continue to learn about regional economies.
2. The application period of the participants was short and limited as the promotion of the program was not extensive enough.
3. It is necessary to set up opportunities for young people to share with their friends what they gained in the program.
4. Continuous follow-ups are required after the program.
5. The programs could be improved by incorporating training camps or by setting up a discussion that includes adults, officials, and corporations as well as discussions between students only.

写真・図表 ※別途最終ページに1ページ4枚ずつ大きなサイズの画像を添付

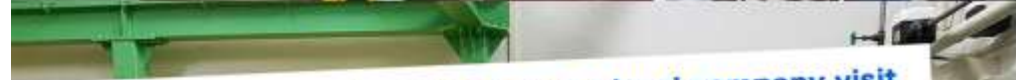




For the first step to take an action, 38 students had group discussions.



Students visited enterprises more than 100 years old to understand a different perspective from job hunting.



Student participants learning during a local company visit

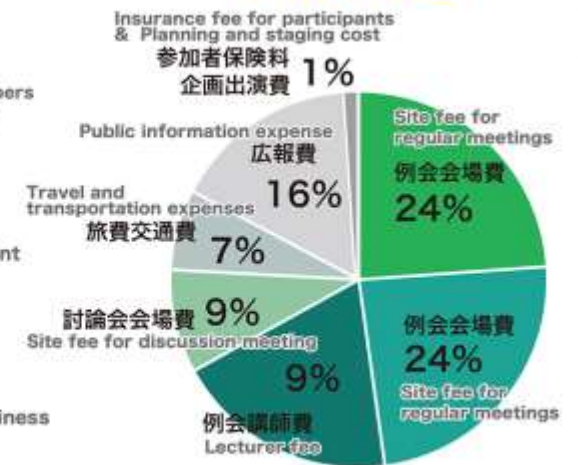


Students participants in groups talking about the town they love

Program flow
—事業の流れ—



Percentages of program expenses
—事業費の割合—



青年経済人と若人で創り上げる夢溢れる未来の長野経済

Future Nagano economy created by young economic persons and youth full of dreams

写真・図表【メンバーの参加】

Fifteen members worked for the program together with the youth



Student participants and committee members in the business discussion session



Young participants expressed their impressions and opinions in front of 145 LOM members in the regular meeting.



Student participants presenting in the regular meeting under the theme of "towns that attract the youth to live and visit"



Many members of JCI Nagano listened to students' talk.



写真・図表【地域社会への影響】



The long established companies reaffirmed their appeal by directly exchanging opinions with young participants.



Local companies started thinking about establishing schemes to attract human resources.



We succeeded in making an impact in the local community through the coverage by the various media.



Participants discovered new charms of the town they live. It is expectable that students spread the charm of a town.



JCI Nagano, the student, and the company were together and program was completed.

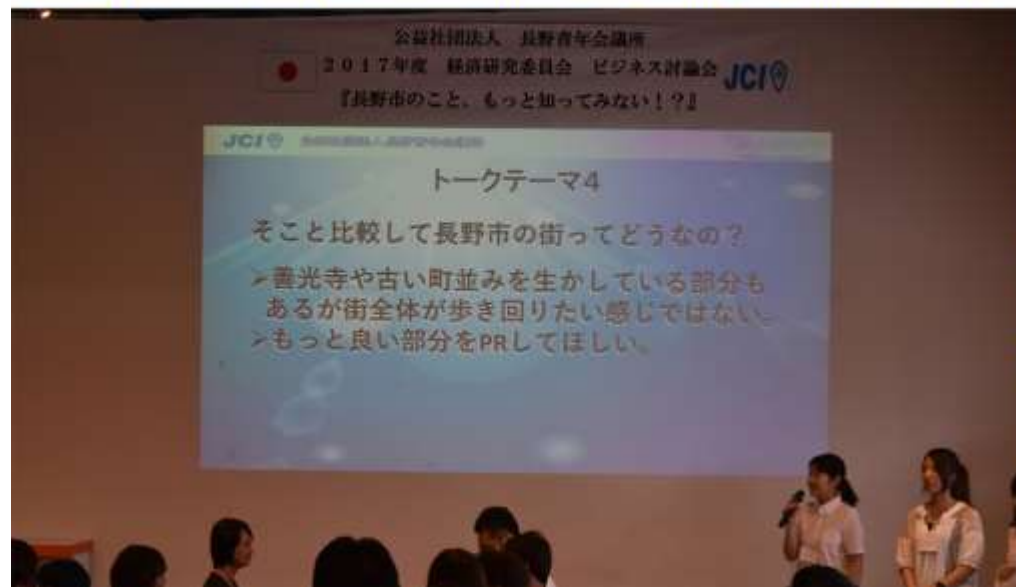


写真・図表【LOMへの影響】



Student participants made presentations in front of LOM members and other participants.

Committee members explaining the purpose of the program to the media. Our activity was taken up by many media and LOM also had many reverberations.



写真・図表【プログラムの長期的な影響】



The charm we found during the town walk is a good material to think of our future.



Through the activities in groups with student participants, LOM members also learned the appeal of local companies.



Participation of students in the regular meeting encouraged all LOM members to become more interested in the charm and future of the city.



Student participants listened to the local companies as a representatives of the youth.



In the future each will think about what they can do for the Nagano economy or Nagano City, and act as a future youth economic person.

