	英語
	Scrapbook Details
開催期間:	2012.11.10
スタッフ:	40members
支援者:	City of Nagoya, Ministry of Land, Infrastructure, Transport and Tourism, Police, 2NPO

予算：	43500：
利益／損失：	None
誰の為に？	2.26 million citizens living in Nagoya City
目的：	Our purpose is to foster many citizens who can take initiative in community development.
3 行程度　400 字以内	[Background] Opinion survey by Nagoya City: 60% of the citizens answered that they are willing to take part in community development if given the chance. However, currently, ONLY 4.8% of them are invloved in community development. Now community is suffering from many challenges. Thinking about what has led to such situation, JCI NAGOYA facilitate POSITIVE CHANGE by implementing a program for citizens to take interest in local charm and challenges, think themselves and act on their own initiative for the community.

概要：	Our program is designed using relatively easy approach, where POSIIVE CHANGE of citizens takes place easily. Furthermore, as our program can be implemented at any given time, even with a small number of participants, it can be diffused without difficulty. Thus, the citizens who changed positively can act for community development in a positive manner.

The approach we employed was CYCLING.
1.　Bicycles are familiar transportation device in Japan regardless of age.
　　Therefore, cycling event can attract wider generations and many participants were expected.

2.　Several communities were selected so that participants can easily understand their charm and challenges.
　　And these communities were appointed as stop-off points of the cycling course.
　　Participants formed a TEAM and went for a bike ride. |
| 全部で 400字以上 | 3.　Participants learned about the charm and challenges of a community at the stop-off point from the intellectuals.
　　An opportunity was provided for each team to discuss how to transmit such charm of a community
　　and how to solve community challenges.

4.　Participants followed the cycling route in a community where community development is being carried out by citizens.
　　Then later, they took another course in a community where such development is NOT yet implemented.
　　So that THEY CAN EXPERIENCE, COMPARE and FEEL the difference between two types of communities. |

	This process gives participants MOTIVATION TO HAVE INTEREST in community development and to ACT.
	5, Participants created the local charm map, thereby think about how community development should be. By distributing the map to citizens, the image of local charm was shared and transmitted. 6. An opportunity for POSITEVE CHANGE was provided by giving a place of presentation/demonstration to the participants. A. Participants in the cycling event discussed about community development within a team. B. Summarizing what was discussed, a written statement was drawn up and submitted to the local administration. This statement was posted in the dedicated website or the official publication, providing an opportunity to inform citizens. 7. JCI Nagoya collaborated with the local administration and citizens' organizations. A. WORKSHOP on road safety was held by the POLICE B. BYCYLE COMPETITION was held by a CITIZEN'S ORGANISATION in order to add new charm to the community. Participants ACTED TOGETHER.

結果：	[SUMMARY OF THE RESULET] Our program provided an opportunity to create MANY ACTIVE CITIZENS. 1. Participants joined in a project of a citizens' organization as a volunteer/participant. 2. Participants started to express their opinions on community development frankly to the local administration and became engaged in it. =The citizens became involved with community development positively.
	[DETAILS] 605 people took part in this event. According to the survey of this project, 70% OF CITIZENS feltthe necessity of community development. More than 60% of them participated in an event jointly held with the local administration/citizen's organization that we collaborated. [Reason for Result 1] The citizen's organization hosted a bicycle race designed to foster healthy youth. 　　Number of participants: 　　300 (2012)　→　　500 (2013) 　　Number of volunteer staff who worked for the event: 　　30 (2012)　　→　　65 (2013) A road safety campaign was implemented by the police. 60 volunteer staffs were participants of our program, took part in an event of the campaign. [Hearing from the representative of the citizen's organization] 　　The response was more massive than expected. 　　Together with participants, we continues its committment in order to attract more new citizens into community development.

	[Reason for Result 2] The participants in this project submitted 6 copies of the written statement to the local administration with a view to solving community problems. A new community development plan was drafted by the local administration and the citizens' organization. The participants of this project joined in this planning. [Hearing with a person from the local administration] 　After the project, the opportunity to work with citizens increased. 　More opinions were delivered regarding community development. 　As the new community development plan was presented, our committment to work on the plan with citizens will continue in the future, too.
行動：	[Progress of the project plan] May 2012:　Research/Planning/Project organization June 2012:　Launching of the steering committee with cooperative organizations July 2012:　Co-hosting of the administration was determined. July 2012:　Meeting of the intellectuals; August 2012:　Field survey/Participation in a project of the cooperative organization September 2012:　Press conference at Nagoya Municipal Government Correspondent Club/Send-off Party October 2012:　PR activity mainly to mass media; October 2012:　Opening of the dedicated website - Facebook November 2012:　Holding of the event December 2012:　Participation in Community Development Committee of the local administration; December 2012:　Hearing; Survey summary; Sending thank-you letters

全部で 200 字以上 2000 字以内程度	

考察や推奨	Our program was an enterprise that got the big result as an enterprise of JCI Nagoya.
	Because as a result of our program, 60% or more of citizens were actively concerned with community development.
	
	We researched preliminary the demand of the citizens; they wanted to have the opportunity and to learn the method of community development.
	Citizens desired to increase their companion.
	Moreover, Nagoya city office would like to reflect civic voice in administration.
	We built the enterprise in order to fulfill these needs.
	
	[The point of a success]
	- The familiar technique of cycling made the fence to participation low regardless of age.
	- The participants could see easily the example of a success of community development
	- And they could understand easily the means of community development.
	- We collaborated with two or more community development related organizations,
	   so there is our network that participants of our program could take action easily after our program.
	- JCI Nagoya cosponsors with Nagoya city office.
	   Nagoya city office appreciates our activity, and close relationship was established between JCI Nagoya and Nagoya city office.
	   So, this relationship helps a lot our future activity.

	[Unexpected result] 1.The citizens who had been positively changed thanks to the JCI Nagoya's past project worked together as volunteers. They facilitated positive change by talking their own activities and experience with the participants. 2. The project was highly appreciated by the citizens and the number of participants in the following events increased.

	[Problem to be solved]
	The event took place, using public roads and considerable budget allotment was required for ensuring security.
	  The police did not give permission to the event using volunteer security guards.
	  Therefore, when planning the project in the future, the sercurity should be organized so that the police's permission can be obtained.

	[Key point of future program]
	Key point 1: Accessibility
	  Cycling is an approach that anyone can easily take part in whenever they want.
	  Depending on the program content, it is possible to change citizens who are not interested in community development in a positive manner.
	Key point 2: Provision of opportunities to get involved in the local administration.
	  The number of participants increased because the event was co-hosted by the local administration.
	  There is hardly any opportunity to communicate with the local administration in daily life.
	  However, if citizen's view are reflected and some results are attained, motivation for the citizen's community development movement will be strengthened.

全部で200字以上	[Evaluation of partners] Representative of the citizen's organization: 　The response was more massive than what we expected. 　Our activity continues with the participants in order to attract more new citizens to community development. Person from the local administration: 　After the project, opportunities to have direct contact with the citizens increased. 　We receive more opinions regarding community development from the citizens. 　As a new community development plan was presented, we will continue to tackle community development in cooperation with the citizens. Person from the police: 　Public awareness of traffic rules was enhanced by riding a bicycle in a correct manner. Person in charge of related administrative groups of Nagoya City: 　Some community development plans are hindered because of local citizens' opposition. 　I hope this project will provide a key to solution.
	[Medias] Coverage in a local newspaper (circulation: 2.76 million) News report on a local TV station (subscribers: 4.8 million households)