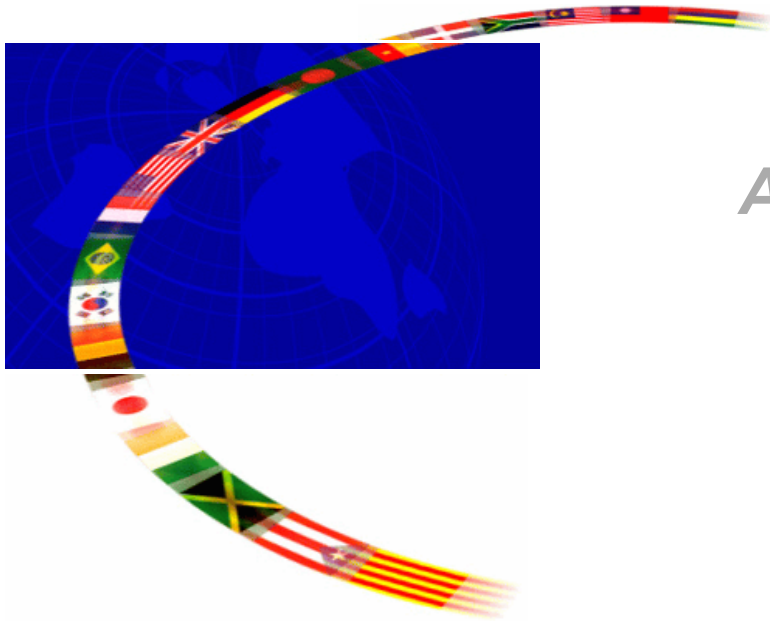




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
Happy Canvas
JCI JAPAN
Best Local Community Empowerment Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kazuya Suzuki
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: office@tokyo-jc.or.jp

Basic Information

Duration : FROM 2014, JUNE TO 2014, JULY

Staff : 67MEMBERS

Sponsors : LOCAL HIGH SCHOOL AND JR. HIGH SCHOOL STUDENTS AND THEIR PARENTS LOCAL TOURISM ASSOCIATION CHUO WARD

Budget : 6,000 USD (600,00)

Profit / Loss : 0

In which UN MDG best fit (if apply) : ?:

Who is benefited ? : PEOPLE WHO LIVE IN TOKYO- 13,350,000 PEOPLE

Objective : **JCI TOKYO** ACTIVELY IMPROVES THE LOCAL COMMUNITY ENVIRONMENT. OUR OBJECTIVE IS TO HELP ALL PEOPLE WHO LIVE IN TOKYO BECOME ACTIVELY INVOLVED IN COMMUNITY IMPROVEMENT.

1. PROMOTE AWARENESS REGARDING THE IMPORTANT ROLE OF EACH CITIZEN IN IMPROVING THE COMMUNITY. (OFFER AN OPPORTUNITY FOR POSITIVE CHANGE)
2. PEOPLE WHO HAVE THIS NEW AWARENESS USE HOSPITALITY TO ACT TOWARDS COMMUNITY IMPROVEMENT. (ACTIVE CITIZENS WHO AIM FOR COMMUNITY IMPROVEMENT)
3. THESE ACTIONS HAVE AN IMPACT ON TOKYO'S COMMUNITY IMPROVEMENT (THESE ACTIVE CITIZENS CREATE A POSITIVE CHANGE TOWARDS IMPROVING COMMUNITY ALL AROUND TOKYO.)

JCI TOKYO WAS ACTIVELY INVOLVED IN THE ITEMS ABOVE.

Overview : IN ORDER TO HELP ALL PEOPLE IN TOKYO BECOME INVOLVED IN COMMUNITY IMPROVEMENT ACTIVITIES, **JCI TOKYO** DID THE FOLLOWING. ORGANIZED DISCUSSIONS AND INFORMATION EXCHANGE REGARDING HISTORY, TRADITION AND CULTURE WITH PEOPLE CONNECTED TO TOKYO. (SHARED UNDERSTANDING OF LOCAL VALUE) PEOPLE CONNECTED TO TOKYO WALKED AROUND THE CITY AND DISCOVERED ITS HIDDEN TREASURES, THUS GROWING TO LOVE THE AREA MORE. GPS WAS USED TO CREATE A VISUAL MAP OF THE ITINERARY. (GEOGLYPH) **JCI TOKYO** PUBLISHED PHOTOS OF THESE HIDDEN TREASURES DISCOVERED BY PARTICIPANTS ON ITS WEB SITE. THE VISUAL MAP CREATED BY PARTICIPANTS USING THE GPS FUNCTION WAS PUBLISHED ON THE WEB SITE AS WELL AND SHARED.

- A 10.18 Km² WIDE AREA WAS USED AS A CANVAS FOR A HUGE PICTURE. • THIS PICTURE, TOGETHER WITH A MESSAGE FOR COMMUNITY IMPROVEMENT, WAS SENT OUT TO THE WORLD.

Results : **JCI TOKYO** OFFERED OPPORTUNITIES TO BE INVOLVED IN COMMUNITY IMPROVEMENT ACTIVITIES TO TOKYO CITIZENS. AS A RESULT, WE MANAGED TO INCREASE THE NUMBER OF ACTIVE CITIZENS WHO AIM TOWARDS COMMUNITY IMPROVEMENT. **JCI TOKYO** CARRIED OUT A COMMUNITY IMPROVEMENT PROJECT THAT INVOLVED USING GPS TO CREATE A HUGE PICTURE. 219 PEOPLE PARTICIPATED IN THE EVENT AND CONTRIBUTED TO CREATING THE PICTURE WITH COMMUNITY IMPROVEMENT AS A GOAL. PARTICIPANTS DEEPENED THEIR AFFECTION FOR TOKYO AND REALIZED THAT INDIVIDUAL ACTION IS ESSENTIAL FOR COMMUNITY IMPROVEMENT. 6 PICTURES WERE CREATED ON A 10.18Km² LARGE CANVAS. PICTURES ALL HAD MESSAGES RELATED TO COMMUNITY IMPROVEMENT. PARTICIPANT COMMENT 1): I BELIEVE NOW THAT IF WE ALL WORK AS ONE EVEN THE IMPOSSIBLE BECOMES POSSIBLE. PARTICIPANT COMMENT 2): I FELT PROUD THAT I AM A CITIZEN OF JAPAN'S CAPITAL CITY, TOKYO. **JCI TOKYO** PUBLISHED THE GROUND PICTURE

(GEOGLYPH) THAT WAS CREATED THROUGH FLYERS, POSTERS AND ON THE WEB PAGE. WE SPREAD INFORMATION ABOUT OUR MOVEMENT TO IMPROVE THE COMMUNITY.

- LOCAL JR. HIGH SCHOOLS AND HIGH SCHOOLS 2,313 PEOPLE
- LOCAL RESIDENTS 35,245 PEOPLE
- PARTNER BUSINESS GROWTH LINK VISITORS 214 PEOPLE
- PARTNER BUSINESS NIHONBASHI MITSUKOSHI DPT. STORE VISITORS 34,956 PEOPLE
- WEB VIEWERS (HP・FACEBOOK FROM JUNE 15 TO JULY 31) 4,525 PEOPLE

WEB INFORMATION IS AVAILABLE TO THE WORLD, SO MORE PEOPLE BECAME INTERESTED IN TOKYO.

Actions Taken : 2013 DEC. BEGAN CONCRETE DISCUSSION OF THE PROJECT
 2014 APR. PASSED LOM COUNCIL DELIBERATIONS JUNE 28~JULY 5
 5 ORGANIZED FORUM ON DESIGN OF THE GEOGLYPH WITH **JCI TOKYO** MEMBERS MAINLY JULY 3 & JULY 17日 ORGANIZED FORUM AT GROWTH LINK REGARDING THE GEOGLYPH DESIGN WITH **JCI TOKYO** MEMBERS MAINLY JULY 15 ORGANIZED FORUM ON THE GEOGLYPH DESIGN TOGETHER WITH JR. HIGH SCHOOL AND HIGH SCHOOL STUDENTS JULY 26 MEMBERS OF **JCI TOKYO** STARTED CREATING THE GEOGLYPH JULY 28 MEMBERS OF **JCI TOKYO** CREATED GEOGLYPH AT GROWTH LINK JULY 10 INFORMATION WAS SENT OUT THROUGH THE WEB PAGE

Recommendations : **JCI TOKYO** OFFERED CITIZENS A CHANCE TO CONTRIBUTE TO COMMUNITY IMPROVEMENT. AS A RESULT, 219 PEOPLE PARTICIPATED IN A PROJECT THAT INVOLVED CREATING A GEOGLYPH TO SHOW THEIR LOVE FOR TOKYO AND SHARING THIS PICTURE WITH THE WORLD. IN ADDITION, WE SUCCESSFULLY ACHIEVED OUR GOAL TO INCREASE THE NUMBER OF ACTIVE CITIZENS INTERESTED IN COMMUNITY IMPROVEMENT. CITIZENS AFFECTION FOR THEIR COMMUNITY INCREASED THROUGH DESIGNING AND CREATING THE GEOGLYPH. PARTICIPANTS EXPERIENCED AN AWARENESS CHANGE REGARDING COMMUNITY IMPROVEMENT (POSITIVE CHANGE) AND WERE ACTIVELY INVOLVED IN PROMOTING TOKYO TO THE INTERNATIONAL WORLD. SURVEY RESULTS SHOW THE FOLLOWING. ・WERE YOU ABLE TO FEEL TOKYO'S ATTRACTION THROUGH THIS PROJECT? ... YES100% ・ARE YOU MORE WILLING TO PROMOTE TOKYO TO THE WORLD? ... YES91%
 PARTICIPANT COMMENT (1) ... I LOOK FORWARD TO WELCOMING INTERNATIONAL GUESTS DURING THE 2020 TOKYO OLYMPICS.
 PARTICIPANT COMMENT (2) ... I FOUND IDEAS FOR ACTIONS TO IMPROVE THE COMMUNITY.
 PARTICIPANT COMMENT (3) ... I LEARNED ABOUT THE IMPORTANCE OF CULTURE FROM PEOPLE OLDER THAN ME.
 PARTICIPANT COMMENT (4) ... I LIKE TOKYO MORE NOW.
JCI TOKYO WAS ABLE TO REAFFIRM THE SIGNIFICANCE OF CHANGING EVERY CITIZEN'S IDEAS IN ORDER TO ACHIEVE COMMUNITY IMPROVEMENT.
JCI TOKYO MEMBERS ALSO EXPERIENCED A POSITIVE CHANGE REGARDING TAKING ACTION TOWARDS COMMUNITY IMPROVEMENT. **JCI TOKYO** MEMBERS' COMMENTS FOLLOW BELOW.

1. WE WERE ABLE TO CHANGE MANY PEOPLE'S OPINION AND THAT LED TO GREAT OUTCOMES.
2. I HOPE THAT EVERY CITIZEN IN TOKYO TAKES ACTION AND THIS LEADS TO COMMUNITY IMPROVEMENT.
3. I FEEL CONFIDENT AND PROUD TO HAVE BEEN PART OF THIS PROJECT AND I AM READY TO SUPPORT OTHER JCI ACTIVITIES.

JCI TOKYO WILL CONTINUE TO ACT AS A LEADER OF THE JAPANESE COMMUNITY IMPROVEMENT MOVEMENT AND SHARE INFORMATION WITH THE WORLD. WHEN

JCI TOKYO ASKED FOR THE SUPPORT OF JR. HIGH SCHOOL AND HIGH SCHOOL STUDENTS IN TOKYO FOR THIS PROJECT, THEY PARTICIPATED FROM THE VERY BEGINNING, AS PART OF THE SCHOOL CURRICULUM. THE PROJECT ALSO RECEIVED MANY OFFERS FROM BUSINESSES AND IMMENSE SUPPORT TO RAISE AWARENESS OF THE PROJECT. THIS **JCI TOKYO** PROJECT REGARDING COMMUNITY IMPROVEMENT WAS ALSO EVALUATED IN THE MEDIA AND A SPECIAL 30- MINUTE RADIO PROGRAM BROADCAST DAILY INFORMATION ABOUT THE PROJECT FOR ONE WEEK. SHARING OUR MESSAGE THROUGH A GEOGLYPH WAS A METHOD THAT RECEIVED APPRECIATION AND SUPPORT FROM BUSINESSES, LOCAL ASSOCIATIONS, NPOS AND OTHER, WHICH INCREASED THE NUMBER OF SUPPORTERS.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

JCI TOKYO PUTS INTO PRACTICE COMMUNITY ENVIRONMENT IMPROVEMENT. IN ORDER TO ACHIEVE THIS, JCI TOKYO PLANNED TO BE ACTIVELY INVOLVED IN SUPPORTING AWARENESS CHANGE (POSITIVE CHANGE) THAT LEADS TO COMMUNITY IMPROVEMENT IN ALL TOKYO CITIZENS.

1. PROMOTE AWARENESS REGARDING THE IMPORTANT ROLE OF EACH CITIZEN IN IMPROVING THE COMMUNITY. (OFFER AN OPPORTUNITY FOR POSITIVE CHANGE)
2. PEOPLE WHO HAVE THIS NEW AWARENESS USE HOSPITALITY TO ACT TOWARDS COMMUNITY IMPROVEMENT. (ACTIVE CITIZENS WHO AIM FOR COMMUNITY IMPROVEMENT)
3. THESE ACTIONS HAVE AN IMPACT ON TOKYO'S COMMUNITY IMPROVEMENT (THESE ACTIVE CITIZENS CREATE A POSITIVE CHANGE TOWARDS IMPROVING COMMUNITY ALL AROUND TOKYO.)

How does this program align to the JCI Plan of Action?

JCI TOKYO ORGANIZED A COLLABORATIVE PROJECT WITH OTHER PARTNERS THAT AIMED TO IDENTIFY CAUSES OF LOCAL ISSUES AND CAUSE BENEFICIAL CHANGE TO THE LOCAL COMMUNITY. BY BUILDING PARTNERSHIPS WITH LOCAL ORGANIZATIONS AND BUSINESSES AND WORKING TOGETHER, WE AIMED TO IMPROVE THE COMMUNITY. THIS GOAL MATCHES THE FOLLOWING SECTION OF THE "JCI PLAN OF ACTION".

-AIM TO FURTHER UNDERSTANDING OF JCI'S MISSION, VISION AND VALUES THROUGH INVOLVING IN ITS ACTIVITIES NOT ONLY PRESENT MEMBERS, BUT ALSO POSSIBLE FUTURE MEMBERS, PARTNERS AND OTHER CONCERNED PARTIES WHO MIGHT BE AFFECTED BY JCI'S ACTIVITIES.-

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

THERE WAS NO OFF-BUDGET SPENDING. BUDGET BREAKDOWN AS BELOW. VENUE FEES 300USD (30,000 YEN) INSURANCE 450USD (45,000 YEN) PROMOTION 2860USD (286,000 YEN) MATERIAL CREATION COSTS 1870USD (187,000 YEN) -FUNDING METHODS

1. JCI TOKYO EXPLAINED THE DETAILS OF THIS PROJECT TO LOCAL BUSINESSES AND COLLECTED SPONSORSHIP MONEY

FROM 10 FIRMS. IN TOTAL, THIS REPRESENTS 2000USD (200,000 YEN) IN SPONSORSHIP INCOME.

How does this project advance the JCI Mission and Vision?

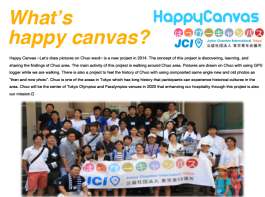
-PROMOTING THE JCI MISSION JCI TOKYO PROMOTED THE JCI MISSION THROUGH THE FOLLOWING.

1. OFFERED A CHANCE FOR CITIZENS TO EXPERIENCE THE BEAUTY OF THE AREA AND GROW TO LOVE IT MORE, AND PROMOTED POSITIVE CHANGE THROUGH IMPROVING INDIVIDUAL ACTION TOWARDS COMMUNITY IMPROVEMENT.
2. CITIZENS WHO EXPERIENCED A POSITIVE CHANGE BECAME ACTIVE CITIZENS INVOLVED IN COMMUNITY CHANGE.

-PROMOTING THE JCI VISION JCI TOKYO PROMOTED THE JCI VISION THROUGH THE FOLLOWING.

1. THROUGH THIS PROJECT, WE INCREASED THE NUMBER OF ACTIVE CITIZENS WHO AIM TOWARDS COMMUNITY IMPROVEMENT.
2. THANKS TO OUR ACTION, CITIZENS UNDERSTOOD THAT IN ORDER FOR CITIZENS TO TAKE THE LEAD AND ACHIEVE COMMUNITY IMPROVEMENT, EVERYONE NEEDS TO BE INVOLVED.

WE OURSELVES TOOK THE INITIATIVE AND SHOWED CITIZENS HOW TO BE ACTIVELY INVOLVED IN COMMUNITY IMPROVEMENT.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **42MEMBERS**

By percentage, how many members of the Local Organization were involved in this program? **22%**

Describe the main roles of the participating members in this program. **CALL FOR PARTICIPANTS NEGOTIATION WITH PARTNER ORGANIZATIONS NEGOTIATION WITH SPONSORS COMMUNITY FORMING WITH PARTICIPANTS FORUM SET-UP ENSURING SAFETY OF PARTICIPANTS**



Award Category criteria

3

Community Impact

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

CONDUCTED PRE- AND POST-PROJECT PARTICIPANT SURVEY WEB VIEWERS RESPONSE INTERVIEWS WITH STUDENTS AND TEACHERS FROM PARTICIPATING SCHOOLS

Describe the actual community impact produced by this project.

JCI TOKYO HAD AN ACTUAL COMMUNITY IMPACT THROUGH THE FOLLOWING PROJECT CONTENTS.

1. BY HELPING CITIZENS TO BE WILLING TO TRANSMIT INFORMATION ABOUT THE ATTRACTIVENESS OF THEIR REGION, WE HAVE CONTRIBUTED TO REGIONAL VITALIZATION AND DEVELOPMENT.
2. LOCAL COMMUNITY ENHANCEMENT LEADS TO DETERRENCE OF CRIME
3. THROUGH THE PROJECT BECOMING PART OF THE SCHOOL CURRICULUM, WE HAVE CONTRIBUTED TO ENHANCEMENT OF EDUCATION
4. AS THERE WERE MANY FOREIGN PARTICIPANTS, THE PROJECT WAS ALSO A CHANCE FOR INTERNATIONAL EXCHANGE AND, THUS, CONTRIBUTED TO WORLD PEACE.



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI TOKYO BENEFITED FROM THIS PROJECT IN THE FOLLOWING WAYS. FORMED A CONNECTION WITH NEW BUSINESSES AND ORGANIZATIONS. STRENGTHENED COOPERATION WITH LOCAL ORGANIZATIONS. THE PROJECT LED TO INCREASE IN NUMBER OF MEMBERS. CITIZEN AWARENESS OF JCI TOKYO IMPROVED.

How did the program advance the JCI Mission?

JCI TOKYO ADVANCED THE JCI MISSION IN THE FOLLOWING WAYS. JCI TOKYO OFFERED AN OPPORTUNITY FOR CITIZENS TO PARTICIPATE ACTIVELY IN COMMUNITY IMPROVEMENT ACTIVITIES. THIS LED TO A POSITIVE CHANGE IN THE CITIZENS AND TO INCREASING THE NUMBER OF ACTIVE CITIZENS INVOLVED IN COMMUNITY IMPROVEMENT ACTIVITIES. FINALLY, WE BROUGHT A POSITIVE CHANGE TO THE WHOLE REGION WE LIVE IN.

How did the project advance the JCI Vision?

JCI TOKYO ADVANCED THE JCI VISION IN THE FOLLOWING WAYS. JCI TOKYO SUCCESSFULLY RECRUITED A LARGE NUMBER OF STUDENT PARTICIPANTS. AS A RESULT, WE CONTRIBUTED TO DEVELOPMENT OF A TOP GLOBAL NETWORK OF YOUNG ACTIVE AND RESPONSIBLE CITIZENS.



Award Category criteria

5

Long-term Impact of the Program

What is the expected long-term impact of this project?

1. BY CONTINUALLY STRENGTHENING THE LOCAL COMMUNITY, WE CAN CREATE A SAFE, CRIME-FREE ENVIRONMENT.
2. BY BEING ADOPTED AS PART OF THE SCHOOL CURRICULUM, WE CONTRIBUTE TO IMPROVEMENT OF THE LEVEL OF EDUCATION.
3. CITIZENS WITH AN INCREASED LOVE FOR THEIR COMMUNITY WILL RECEIVE WITH HOSPITALITY GUESTS VISITING FROM ALL OVER THE WORLD DURING THE 2020 TOKYO OLYMPICS.

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

JCI TOKYO NEEDS TO MAKE THE FOLLOWING CHANGES TO IMPROVE THE OUTCOMES OF THIS PROJECT.

1. STRENGTHEN COOPERATION WITH THE MASS MEDIA IN ORDER TO INCREASE PROJECT RECOGNITION BY THE CITIZENS.
2. PUT MORE EFFORT INTO SHARING INFORMATION ABOUT THE PROJECT WITH THE INTERNATIONAL WORLD, SO THAT THE MOVEMENT CAN SPREAD.
3. BUILD A SUPPORT SYSTEM FOR PARTICIPANTS SO THAT THEY CAN CONTINUE TO TAKE VOLUNTARY ACTION.

