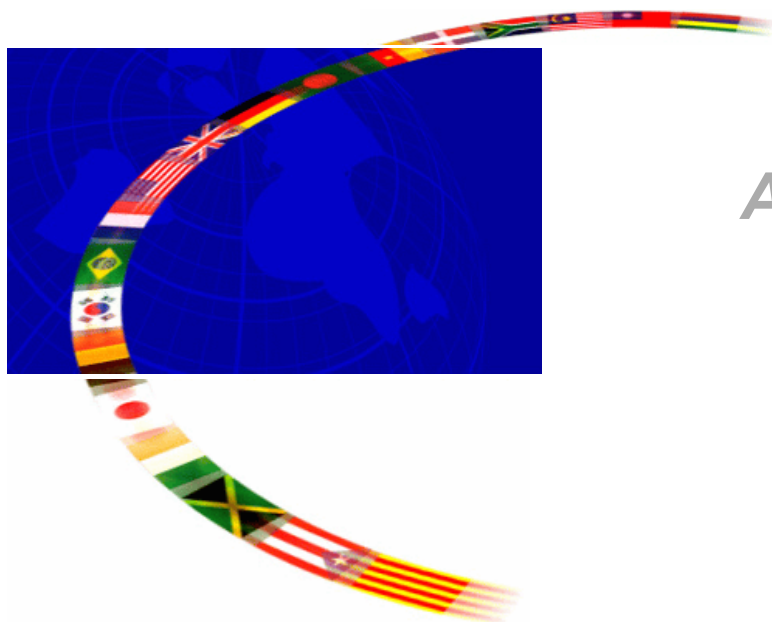




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
machi
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: kunieie@chiyodasetsubi.com

Basic Information

Duration : MAY.19,2014

Staff : 428M

Sponsors : none

Budget : THIRTY-THREE HUNDRED

Profit / Loss : none

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

Who is benefited ? : 8 HUNDRED THOUSAND NIIGATA CITIZEN

Objective : TO RECALL PEOPLES PRIDE AND LOVE FOR THEIR HOMETOWN NIIGATA, BY FOCUSING ON THE CHARM THAT HAS BEEN FORGOTTEN OR WAS NEVER KNOWN.

Overview : WE SHARED THE VIDEO CAPTURED WITH THE LECTURER. FOR DEEPER UNDERSTANDING OF THE BEAUTY OF OUR TOWN

Results : Had a lecture on "the unknown or the forgotten charm of our town Niigata" And shared a Video about the city we actually live. But from a different angle.

It, reminded us all about the beauty and charm of our hometown, and satisfied the Audience.

THE RESULT OF THE QUESTIONAIRE

RESPONSE RATE 87%

1.100% OF THE PARTICIPANT BECAME AWARE OF NIIGATA'S CHARM

2.MAJORITY OF PARTICIPANT HAD THERE OWN OPINION AND THOUGHT ABAOUT NIIGATA

Actions Taken : MARCH.15TH WALK AROUND THE CITY, SHOOTING
APRIL.12TH VIDEO SHOOTING "NUTTARI AREA"AND "RYUSAKU
FIELD

MAY.19TH MTG DAY

Recommendations : We achieved to recall our audience and members, the beauty and charm of Niigata, and

The pride to Live in this beautiful city.

By showing and sharing our film of landscape, place-name witch had meanings

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

Purpose of our action is to reaffirm the audience about the beauty and charm of Niigata. And proudly share about them around. People need the positive change below.

- 1.To be proud of Niigata, him or herself
- 2.Share the fact and pride with your family or people close. And increase people With the same idea.
- 3.make more value to Niigata
- 4.leads to the development of the town

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

TO MAKE AN ATMOSPHERE OF PRIDE AND LOVE TO OUR HOMETOWN, AS A FIRST STEP OF ACTIVE CITIZEN.
THE MOST IMPORTANT ELEMENT TO HAVE SELF-CONFIDENCE IS TO HAVE AN IDENTITY TO YOUR HOME TOWN.
AND THAT IDENTITY WOULD BE THE STRENGTH TO MAKE ACTION TO OTHERS.

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

BY SHOOTING AND EDITING OURSELVES, WE WERE ABLE TO SELECT THE SCENE WE WANT, AND AS A RESULT WE SAVED OUR BUDGET

How does this project advance the JCI Mission and Vision?

JCI MISSION
We achieved to recall our audience and members, the beauty and charm of Niigata, and The pride to Live in this beautiful city. **JCI VISION**
BY LEARNING AND RECALLING THE PRIDE AND CHARM OF OUR HOME TOWN, WE ARE ABLE TO PROUDLY SHARE TO FAMILIES, FRIENDS, AND EVEN TO FOREIGN PEOPLE



Award Category criteria**2****Membership Participation**

By number, how many members were involved in this program? **12**

By percentage, how many members of the Local Organization were involved in this program? **88%**

Describe the main roles of the participating members in this program. **SHOOTING AND EDITING**

Award Category criteria

3

Community Impact

How did the Local Organization measure community impact for this program? **By taking Questionnaire to 76 participant**

Q1. Were you able to re-recognize the charm by participating?
 Yes 100%
 No %

Q2. Did you feel confident and proud of Niigata?
 Yes 99%
 No 1%

Q3. Would you tell and share the charm of Niigata to the next generation?
 Yes 98%
 No 2%

Q4. Would learning the charm of your hometown be an opportunity for better development?
 Yes 99%
 No 2%

Describe the actual community impact produced by this project. **We achieved to recall majority of our audience and members, to the beauty and charm of Niigata, AND IT WOULD BE A BIG STEP TO MAKE POSITIVE CHANGE**

Award Category criteria**4****Impact on Local Organization**

How did the Local Organization benefit from running this project?

WE HAD A GOOD EVALUATION. THE EVENT WAS SUCCESSFUL TO NOTICE NIIGATAJC' S ACTIVITY

How did the program advance the JCI Mission?

This program showed that the real value and beauty exist not only in the inner-city But in each city and town we all live in. And to realize the charm and pride will lead to better development.

How did the project advance the JCI Vision?

BY LEARNING AND RECALLING THE PRIDE AND CHARM OF OUR HOME TOWN, WE ARE ABLE TO PROUDLY SHARE TO FAMILIES, FRIENDS, AND EVEN TO FOREIGN PEOPLE

Award Category criteria**5****Long-term Impact of the Program**

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

TO MAKE POSSITIVE EFFECT TO CITIZENS WHO PARTICIPATED IN THIS PROGRAM. AND MAKE A SUSTAINABLE CYCLE TO BE POSITIVE AND PROUD OF OUR TOWN NIIGATA

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

For better understanding, make a program to walk around not only with JC member and lecturer. But with the people who live there