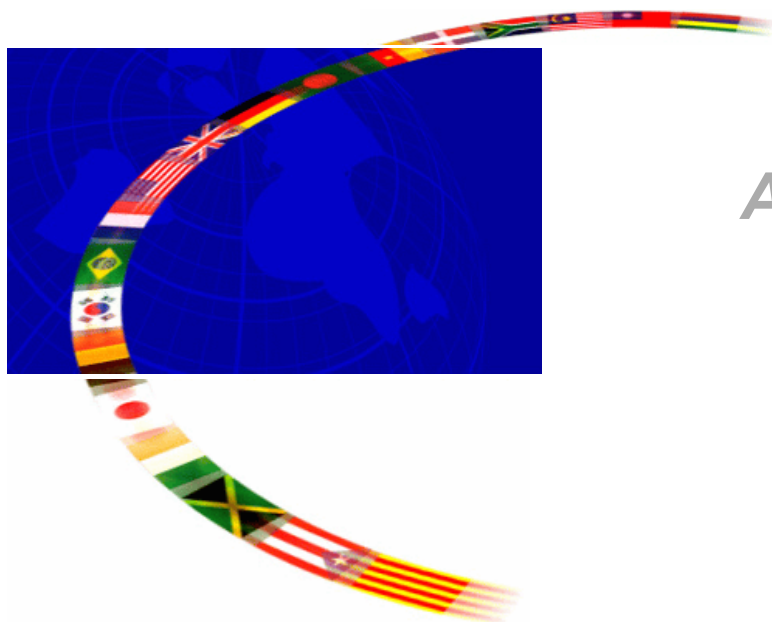




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
Niigata AKARI PROJECT
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: kunie@chiyodasetsubi.com

Basic Information

Duration : 2014/6/13 ~ 2014/6/14

Staff : 191

Sponsors : Community Enrichment Promotion Office Niigata city

Budget : 128,700 dollar

Profit / Loss : none

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

Who is benefited ? : People living in Niigata city

Objective : Bandai-bridge and surrounding is one of symbols of Niigata, we want everyone who is in Niigata to feel proud of its charm and new possibilities. It also aims to feel close to JCI Niigata.

Overview : Projection Mapping to Bandai-Bridge
free LED Balloons glowing in seven colors
Food booths in river side park
Music in river side park
Media mix advertising

Results : Projection Mapping was success to appeal Bandai-Bridge and Niigata city's charm and history.
We distributed more than 2000 " LED Balloons " glowing in seven colors in about one hour.
And it twinkled like a star.
Food & drink booths opened at river side park " Yasuragi Tei ", sold a variety of food products that utilize the material in Niigata, most stores were sold out .
Toward evening from noon, many people in the food and beverage booths and live music in the outdoor enjoyed.
Crowd of 25,000 gathered in the mapping time.
Audience gathered more than expected, so we increased the number of traffic control around.
Audience gathered more than expected, so food & beverage booths were sold out.
<http://niigata-ap.com>

Actions Taken : In order to use the public space the Shinano River, it was prepared in cooperation with the ministries and government.
In order to perform effective advertising, We used a variety of media.

Recommendations : It is possible to present a new and attractive value for and around the Bandai Bridge, to obtain sympathy to many citizens.
Through the efforts of Niigata JC members worked on set-up and traffic security in the field, and LED balloons or many kind of adds, it was widely known as Niigata JC's.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? **Bandai-bridge and surrounding is one of symbols of Niigata, we want everyone who is in Niigata to feel proud of its charm and new possibilities. It also aims to feel close to JCI Niigata.**

How does this program align to the JCI Plan of Action? **“ JCI Niigata makes POSITIVE CHANGE the more citizens”
This is to improve the community, for the world peace ACTIVE CITIZENS takes the initiative That act is consistent with the activity plan of JCI.**

Was the budget an effective guide for the financial management of the project? **Income
60th anniversary special deposit 70,000usd
Niigata city Subsidy 5,000usd
Food booth opening fee 5,000usd
Advertising fee 5,000usd
Expense
Projection Mapping 100,000usd
Advertising 17,000usd
Food booth 5,000usd
LED balloons 2,000usd
Musician 1,000usd
Other 5,000usd**

Almost planned budget

How does this project advance the JCI Mission and Vision? **Mission
It was a big motivation to it by re-discover the charm of the area, love to the local as well deepens, where they continue to work.**

**Vision
Efforts to business in collaboration with many organizations as well as JC, such as police and government, it was able to play a leading role that.**

Award Category criteria

2

Membership Participation

- By number, how many members were involved in this program? 15
- By percentage, how many members of the Local Organization were involved in this program? 69%
- Describe the main roles of the participating members in this program.
- Chairman Maruyama Atsushi (Vice President)
 - Vice Chairman KUMAKURA Katsuhisa (whole person responsible)
 - Vice Chairman Sato TomoWataru (projection mapping Shinano AKARI person in charge)
 - Vice Chairman Satoshi Igarashi (crowded plaza person in charge)
 - Secretary Nakatsuka, Toru (Shinano AKARI charge)
 - Secretary Maruyama Kenta (projection mapping technician)
 - Secretary Takaya Watanabe (crowded square in charge)
 - Committee Ishii HiroshiTakashi (Headquarters charge of business)
 - (1 in charge of Security and Information area) committee Imai KeiTakashi
 - Committee Kawahara Shinichiro (projection mapping specialist auxiliary)
 - (2 charge of Security and Information area) committee Junichi Ueno
 - (3 charge of Security and Information area) committee Saito Nobuaki
 - (4 charge of Security and Information area) committee Ishikura Takehisa
 - (5 charge of Security and Information area) committee Masatoshi Suzuki
 - (6 charge of Security and Information area) committee Otani Shigeru
- Other members guard

Award Category criteria

3

Community Impact

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

Questionnaires in the web site
Interviewed by television and newspapers, business was taken up as news nationwide.

Describe the actual community impact produced by this project.

By notice a new charm and value of the symbols of the region that Bandai Bridge, led to the fostering of pride to the community and the creation of bustle.



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

How did the Local Organization benefit from running this project? **By proceeding with the preparation along with the police and administration, network in the region has been strengthened. By became the news on a national scale, visibility has improved for activities of LOM.**

How did the program advance the JCI Mission? **It was a big motivation to it by re-discover the charm of the area, love to the local as well deepens, where they continue to work.**

How did the project advance the JCI Vision? **Efforts to business in collaboration with many organizations as well as JC, such as police and government, it was able to play a leading role that.**

Award Category criteria

5

Long-term Impact of the Program

What is the expected long-term impact of this project? **And that foster love and pride to the community, be well-known to the citizens widely Junior Chamber activities**

What changes would you make to improve the results of this project? **Announcement to obtain the cooperation of a wide range and more recruitment of volunteers**