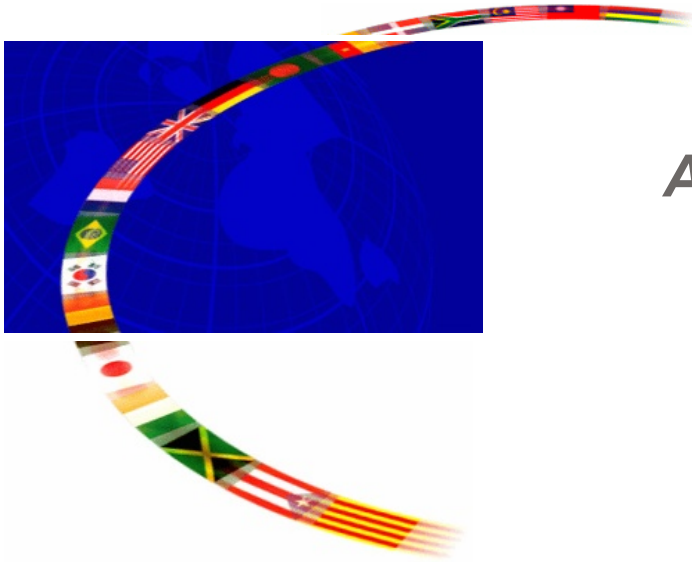




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2015 Asia-pacific Conference
PEACE HEART HIROSHIMA
JCI JAPAN
Best Local OMOIYARI Project



Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kosuke Shibata
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: etsushia@gmail.com

Basic Information

Duration : From October 2013 To November 2014

Staff : 19 members

Sponsors : • Local College Student Volunteers

Budget : USD \$4,500

Profit / Loss : None

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

Who is benefited ? : People in the Active place an 7 Billion People Around the World

Objective : The realization of permanent world peace, JCI Hiroshima think mind of the consideration in each person would necessary. Therefore JCI Hiroshima had set object that people of the world behave aggressively for world peace with mind of consideration.

- 1) To realization of world peace, reformation of consciousness that each person need to have mind of the consideration.
- 2) The people who changed consciousness taking act for world peace.
- 3) All over the world is filled with the person who taking action that leading world peace.

JCI Hiroshima tried the above mentioned thing aggressively.

Overview : People of all over the world brew mind of consideration and to behave aggressively for world peace.

JCI Hiroshima has acted the following things:

- The following act was performed in Hiroshima Peace Memorial Park on August 6th when about 50,000 people gather from all over the world (day of atomic bombing).
- A victim of many atom bombs is buried in Hiroshima Peace Memorial Park.

1) PEACE ROAD

The 30 panel's exhibition which was done with the theme of the people's consideration when recovering from atomic bombing.

- The size of the exhibition panel (1192mm × 841mm)

2) PEACE MONUMENT

Using the folded paper crane delivered to Hiroshima from all over the world, monument of a globe of 2 meters of diameter was made with people who also came from all over the world.

- The folded paper crane is the Symbol of world peace
- It is shaped of crane using small paper (15 cm x 15 cm).
- It is folded with a prayerful of lasting peace
- Every year, 10 tons of ORIGAMI Cranes are delivered to Hiroshima Peace Memorial Park for the purpose of wishing for the world peace.

3) PEACE LANTERN

69 of 1 meter cube handmade lanthanum was lifted and lit in the trees in Peace Memorial Park.

- The lighting up ceremony was performed and it was lit with a chorus of an original song of this project by Hiroshima's citizen chorus.

4) PEACE MESSEGE

A citizen and a visitor stated their behave target for peace on a strip of paper and lit lanthanum.

Results : JCI Hiroshima Provided opportunities for citizens to act towards world Peace.

As a result, the number of **ACTIVE CITIZEN** who acts toward the world Peace was increased.

1) PEACE ROAD

- Feel the warm humanity through panel exhibition, it brew mind of consideration.
- On the day, people who visited Peace Memorial Park gaze at a panel interestingly.
- The exhibition which focused on the humanity which not appear on history attracted visitors.

Visitors comment I: I found out consideration for others was supporting recovering from atomic bombing .

Visitors comment II: Each various things to organizing Hiroshima town have their own historical story.

2) PEACE MONUMENT

- People who visit the panel exhibition, was paste paper cranes to globe with great thoughts to peace.
- Create glove with the people who came from all over the world and heart to one, we recognize world is one.

Visitors comment III: Communicating with foreigner and pasting paper crane to glove together, I feel it is same that wishing the peace.

Visitors comment IV: I think we have to do anything possible for the permanent world peace as citizen of Hiroshima.

Every year, **10 tons of ORIGAMI** Cranes are delivered to Hiroshima Peace Memorial Park for the purpose of wishing for the world peace.

3) PEACE LANTERN

- The beautiful various colors of lanthanum lit up peace in people's mind.

Visitors comment V: I was impressed such a beautiful sight that can be in the Peace Memorial Park .

Visitors comment VI: Victims who had buried in this place, I think they also willing to see this beautiful lantern.

4) PEACE MESSEGE

- People wrote their thoughts to peace that felt in a series of project i the message.
- They swore to atomic bombing victims by igniting the lantern. Its sworn became a trigger for people to act for the sake of peace in the future.

Visitors comment VII: I start what I can do first.

Visitors comment VIII: I think if people all over the world acting for peace, then the world become peace.

Actions Taken : In year 2013,
October: Began to look into feasibility of this project.

In year 2014,

May: Began to specific study of this project

June: Began to photo selection of exhibition panel

July: The project was accepted in local chapter board meeting.

JCI Hiroshima received ORIGAMI Crane from City of Hiroshima.

Started to separate ORIGAMI Cranes by color.

Began to create lantern, LED lighting, monument and photo panels

August 6th: Project implementation.

Recommendations : JCI Hiroshima Provided opportunities for citizens to act towards world Peace. In **total 5000 citizens** joined the project, brew consideration of others and felt the wish for the peace.

As a result, the number of **ACTIVE CITIZENS** who act toward the world Peace was increased.

JCI Hiroshima received following comments below from citizens:

Visitors comment I: I found out consideration for others was supporting recovering from atomic bombing.

Visitors comment II: Each various things to organizing Hiroshima town have their own historical story.

Visitors comment III: Communicating with foreigner and pasting paper crane to glove together, I feel it is same that wishing the peace.

Visitors comment IV: I think we have to do anything possible for the permanent world peace as citizen of Hiroshima.

Visitors comment V: I was impressed such a beautiful sight that can be in the Peace Memorial Park.

Visitors comment VI: Victims who had buried in this place, I think they also willing to see this beautiful lantern.

Visitors comment VII: I start what I can do first.

Visitors comment VIII: I think if people all over the world acting for peace, then the world become peace.

And JCI Hiroshima also had received messages from **PEACE MESSAGE** participants.

- Wish everyone smiling forever (7 years old Male/ 8 years old female)
- If you wish peace, you have to take an action first (teenager Male)
- Keep blue sky blue. Wish peace forever... I try to passed world of peace to the next generation.

Peace wishing spread around the world. Let's concatenate the **Hiroshima Pride**.

In order to achieve the lasting peace, JCI Hiroshima re-realized that that it is important to change citizen's mind.

Among JCI Hiroshima members, **Positive Change** has happened to act towards the world peace.

Comments by JCI Hiroshima members:

▪We changed many local citizens' mind in positive way and it led to the Successful result.

- We hope that it leads to a big movement for world to act towards the Lasting peace.
- This project make people gather for the purpose of appeasement of the spirits feel a hope to the new future.

JCI Hiroshima will take an initiative and act towards world lasting peace On behalf of Hiroshima, a city of peace and cultural.

JCI Hiroshima put out a call for volunteers, 50 students from local universities and colleges were gathered. And they also accepted to participate JCI Hiroshima's project this year.

Thereby, it led to create more **ACTIVE CITIZENS**. Project set by JCI Hiroshima was praised in the mass media and the action for the world peace was sent to the local area.

Making of lanterns and ceremony of lanterns was live broadcasted in local TV station.

(Audience Share: **17.1%**, **480,000** People watched the program.)

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

JCI Hiroshima achieves ever Lasting World Peace. For the reason, **JCI Hiroshima** makes a movement towards the world peace by making people locally and globally to act assertively with **Hiroshima Pride** towards the World Peace.

JCI Hiroshima was actively involved on terms outlined below:

1) In order to achieve the world peace, JCI Hiroshima changes attendees mind that it is important for each one's thought of consideration.

(Opportunities for positive change.)

2) The People who changed their mind start acting toward world peace.

(Active Citizen who aims for world Peace)

3) The Act will impact the world peace.

(The Active Citizens create positive change to the whole world.)

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

JCI Hiroshima provided a chance to act towards world peace.

As a result, number of **ACTIVE CITIZEN** was increased.

It can be referred from 2013 **JCI Action Plan**: To further the understanding of the **JCI Mission, Vision** , and Values not only by existing JCI members but also potential members, partners and stakeholders likely to be impacted by the activities of the organization both locally and global.

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

There was no spending going over budget. The budget is **4,500 USD** and here is the breakdown.

Venue Costs: 3,900 USD
Production Costs: 300 USD
Public Relation Costs: 300 USD
Documentation Costs: 52 USD

How does this project advance the JCI Mission and Vision?

Promotion of **JCI Mission**:
JCI Hiroshima Promotes **JCI Mission**.

1) **JCI Hiroshima** provide the opportunity of **Positive Change** with new resolve for lasting peace by letting citizen to feel.
2) **Positive changed** citizen become **Active Citizen** who behaves thought of consideration to world peace.

Promotion of JCI Vision:
JCI Hiroshima Promoted **JCI Mission**.

- 1) **JCI Hiroshima** increased the number of **Active Citizen** among local society who aspire world peace. It expanded local network which is a base of global network.
- 2) **JCI Hiroshima**, as a leader in the local society, let citizen to recognize that everyone must act towards the world peace. **JCI Hiroshima** took initiative and act for citizen to act towards the world peace.



Award Category criteria

2

Cooperation for the Sake of World Peace

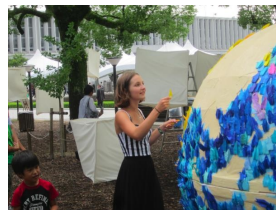
How did this project extend the presence of peace in your community?

JCI Hiroshima spread the peace in local society by working on terms outlined below:

- 1) We could extend the presence of peace to show new idea for the peace and build up peace by oneself at [Peace Memorial Park at August 6th](#).
- 2) Local citizens bring back thought of peace to their hometown and dispatch by making big monuments ([globe by ORIGAMI](#)) together.
- 3) Increasing [Active citizen](#) and its chained, presence of peace is expanding.

How was cooperation used to promote peace?

Each participant paste [ORIGAMI](#) Cranes piece by piece, and finally it became monument of globe.
Single person can only make a small change, but they can makesome difference, a big movement can be generated by working together.



3

Award Category criteria

Community Impact

What was the intended community impact?

Participants understand the consideration others, and renew one's resolve to the world peace by disseminating to the world.

Local citizens recognize Hiroshima as a city of peace and culture, renew one's resolve to contribute world peace.

Describe the actual community impact produced by this project.

Partnership between local administration and **JCI Hiroshima** was strengthened Local administration has awareness of the issue about storage location of **10t ORIGAMI Cranes** which they receive all over the world every year, and seeking for a solution to sublimate them. **JCI Hiroshima** used these paper cranes for peaceful way. This project helped to solve one of the problems and promote trust with local administration. And it was able to get agreement from administration by having suggested a new idea of **considering others**.

Awareness for **JCI Hiroshima** was increased. This project was performed at Peace Memorial Park at August 6th. which is the most influenced place and time for the peace and also on TV program. **JCI Hiroshima** increased the awareness to local citizens who usually have no connection with **JCI**.

Local citizen's consciousness to the lasting peace was enhanced.

Visitors comment: I realized how the consideration for others is important. To take this action everyone become smiling and spread world peace.

Local citizens felt proud of living in Hiroshima, a city of peace and culture.

Visitors comment: I go to visit Peace Memorial Park to give prayer every year, but have ever felt the hope to the peaceful future in this way. I think that it is dispatch of the thought of the peace in Hiroshimaway to people of the world.





4

Award Category criteria

Impact on Local Organization

How did the Local Organization benefit from running this project?

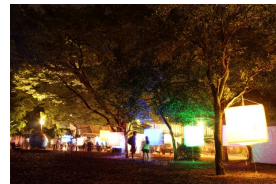
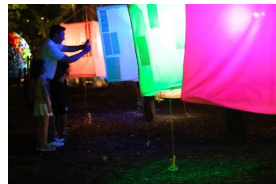
Sent message, not only I prayed for peace, but also built up in oneself, it generates a **big impact**, which reminds lasting world peace, to the local society and all over the world.

It disseminated the movement of JCI Hiroshima to the local society and the world. These make the evaluation of JCI Hiroshima in the local society to rise.

Therefore, many new members who understand and agree with the movement would be expected to join with us. Moreover, the movement of JCI Hiroshima would grow.

How did the program advance the JCI Mission?

JCI Hiroshima increased the number of **Active Citizen** by showing the power of considering others which supported rehabilitation from atomic bombing. It generates more **Active Citizens** that these **Active Citizens** begin a movement for world peace in the local area where they live. Therefore, more **Positive Change** is brought in our local area.



5

Award Category criteria Long-term Impact of the Program

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

Fill the world with the action of considering others by participants who joined this project bring back the idea of Considering others to their country and make a movement.

Change the mind of the local citizen and government from **wishing** to **creating** peace, we can make a movement to a peace filled with hope of the future.

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

• JCI Hiroshima maintains the relations with the mass media more thickly and can have more citizens to know this project.

• By extending a period of the project, JCI Hiroshima can get more agreement, cooperation and participants.

• Using **August 6th of Peace Memorial Park**; JCI Hiroshima cooperates with a local administration more closely, and involves more citizens, then continuously disseminates the world peace to the world.

