

Basic Information / 基本情報

Duration / 開催期間

説明：～年～月 から ～年～月まで

From June 2, 2016 to June 3, 2016

Staff / スタッフ

説明：青年会議所メンバーの参加人数

例：何人 ○○member

24 member

Sponsors / 支援者

説明：青年会議所以外のメンバーがいる場合のみ記載してください。文字数制限（半角英数 100 文字まで）があります。

例：○○市ボランティア団体等

Hama no Todai

(Yokohama's social business NPO organization, co-host, support)

Yokohama City Board of Education (support)

Snow Peak co., ltd.

(A famous outdoor company in Japan, tents and other products)

Yamada co., ltd.

(Yokohama's famous fireworks company, workshop program)

Coca-Cola East Japan Co., Ltd. (drinks)

Children's Film Classroom Organization (open air cinema)

Budget 予算

説明：ドルで表示してください。

例：1万円なら one hundred dollar

6,410 U.S. dollars

Profit / Loss 利益／損失

説明：基金を集めること以外は、NONE にしてください

None

In which UN MDG best fit (if Apply)?

説明：UN MDGs の該当項目（もしあれば）

None

Who is benefited? 誰の為に？

説明：活動エリアに住み暮らす人々 人

Children and their parents living in the city of Yokohama

Our members of JCI Yokohama

Objective 目的

説明：(例1) 子ども対象の事業をベースにして、参加者とメンバーの意識変革を促し、前向きな変化を創り出すため

【Where there is a will, there is a way】

This project prompts children to grow their mentality for a positive way how one should have a will to take action, and what result follows.

【Children】

- For children, we offer a fresh experience and a chance to see things from different angles.
- We help them undertake independently.

【Parents】

- It is also a chance to make more stiff connection between parents and their children.
- The parents could obtain an idea what activity JCI members operate for local community through the participation and conversation with the members.

【JCI Yokohama】

- To stimulate members consciousness and confidence as leaders of Yokohama through the development of children as heritage to the future in local community.

Overview 概要

説明：小学生でも事業内容・運動が理解できるように、簡単な単語のみで事業の大まかな説明をして下さい。

【NO-ASOBI Project】

This program took place within the venue of the 35th Port Opening Festival at Minatomirai, the waterfront district of Yokohama, and attracted 68 parents in total. The area is in need of efficient use of public space for family even though its capacity and capability.

As a solution, we invited an outdoor company to co-organize the camping experience in the city, “NO-ASOBI” project.

In the project we offered the families to:

- ① Walk barefoot on the grass.
- ② Draw a picture of fireworks at Port opening festival.
- ③ Pitch the tent in the field.
- ④ Enjoy the family circle in the open air.
- ⑤ Talk about the festival.
- ⑥ Experience an open air cinema.

【What is NO-ASOBI?】

No-Asobi 「野遊び」, although directly means a picnic, symbolizes the traditional life style with nature that people have made since time immemorial. They play on the ground, draw a picture, eat outdoor with their friends and families and sleep under the sky.

We expected participants to experience what they cannot see in the city life.

【Participants】

31 children from elementary school in Yokohama, and their 33 parents with 4 babies. (23 pairs, 68 in total)

【Joint program】

Port Opening Festival (Yokohama Kaikousai) is the civil festival to celebrate the history and tradition of opening local port of Yokohama and has achieved a remarkable result by attracting 750,000 event goers to the area.

It is regularly held in 3 June that is set as the local holiday so that children could participate to the program with their family.

Results 結果

説明：複数の短い文章になるように注意してください

目的がどのくらい達成できたか書いてください

上記の結果の想定外の結果を書いてください

上記の結果の確認方法を書いてください

検証結果を簡潔に書いてください

【Questionnaire】

For children:

- had a new experience. - 85%
- learned new knowledge and skills. - 82%
- challenged to the matters. - 85%
- will try NO-ASOBI by themselves. - 76%

For parents:

- communicated better with their children. - 85%
- supported how JCI try to work for social issues. - 100%

For members:

- increased their confidence and awareness to lead the children development. - 100%

【Results unexpected】

- the park manager company praised the project as a new way of use for public space, and agreed to us holding regularly in their domain.
- many parents requested to continue the project regularly at the same place for their family circle.

【Method】

- Questionnaires to families
- Web Questionnaires to members

Actions Taken 行動

説明：大まかに、事業の調査、立案、会議の流れ、実施活動、事業後の活動について

書いて下さい。日付も入れて下さい。箇条書きでも構いません。

October 2015

- Investigation of youth development in Yokohama

November 2015

- Presentations and discussions to/with the park management company
- Request for sponsorship to Yokohama City Board of Education

December 2015

- Request for sponsorship to NPOs, organizations and companies

January 2016

- Acceptance from the park manager for support
- Start of the council in JCI Yokohama

February 2016

- Acceptance from YCBE for sponsorship
- Acceptance from the other organizations for sponsorship

March 2016

- Approval from JCI Yokohama to take action on the project
- Start of media advertisement to invite participants

April 2016

- Our chief director visited to HQ of Snow Peak co., ltd. and ask for sponsorship of staffs and products for camping
- The number of participants reached the limit and the application was closed.

May 2016

- Information session for participants
- Meeting and briefing with the supporters and sponsors

1-2 June 2016 (date of the program)

In the venue of the port opening festival, We offered a camping place with 20 tents those were assigned to each family and they pitched from the scratch.

A series of workshop provoked a positive communication between the families, and also the participants to forget daily life.

The questionnaires were collected from all the participants for verification of this project.

September 2016

The project has completed through the fiscal period.

Recommendations 考察や推奨

説明：目的のうちどの部分が達成されたのか？

達成できなかった部分は、何か？

それは、なぜか？その改善策は？

【Where there is a will, there is a way】

• Children Development

① New experience expanded their capability for the future.

② It also made a positive change successfully

• Parents

① The project offered an opportunity to activate communication with their children.

② They agreed to the work of JCI, and have become supporters of us.

• Membership Development

① Our sponsors and we shared the same attitude for the social issues and it made a chance to hold a camp activity in the park that was normally prohibited for security reasons.

② Through this program, we learned how important the children could see the new experience for their future development.

Best Local Growth & Development Program

個別項目

Strategic Plan 戦略計画

What were the objectives of the program

何はそのプログラムの目的？ ※200語まで

This program aims:

• to develop children that they could have a dream to improve the community where they live.

• to make members act as a role model of local community who could see things from a different angles.

How does this program advance the plan of action of the Local Organization? どのように、このプログラムは、LOMの活動計画を推進しますか？ ※200語まで

Our LOM slogan of 2016 is “Emergence” and it defines as a big movement that provokes “city development” and “human resource development” in a chain reaction.

NO-ASOBI project connected children to history of Yokohama, the port opening festival that continues 35 years, and our JCI members to many supporters and sponsors who agreed to the point of the social issues. We believe that the “emergence” would arise with all people who took part in this program.

How does this project advance the JCI Mission and Vision?

どのように、このプロジェクトは、JCI ミッションとヴィジョンを推進しますか？

※200語まで

JCI Mission:

This project provides development opportunities to young children through open-air experience at the center of Yokohama city, and in their future this would be the power to create positive change.

JCI Vision:

By offering NO-ASOBI project to young active citizens, we organize the global network to deal with worldwide social issues such as protection of nature and education for children.

画像4枚

Involvement of Local Board of Directors and Members

LOM理事とメンバーの参加

By number, how many members were involved?

数で答えて下さい。参加メンバー数は？ ※2語まで

210

By percentage, how many members were involved in this program?

%で答えて下さい。メンバーの事業参加割合は？ ※1語まで

68%

• How many Local Board members were involved in the project?

数で答えて下さい。LOMの理事の参加人数は？

※1語まで

3 4

画像 4 枚

Methods of Implementation

実施方法

What methods and/or activities were used to grow and develop the Local Organization?

どのような方法や活動が成長と開発の為に用いられましたか？ ※300語まで

We talked with Pacifico Yokohama, the management company of the harbor park, for a long time to obtain permission to stay overnight in the park even though it is beyond example.

As a result many children and their parents supported and enjoyed the experience of NO-ASOBI and our achievement for this project has generated a positive growth and development of members.

Which method/activity was the most effective in recruiting new members?

Why? どの方法や活動が、新メンバーを入れることに最も効果的でしたか？なぜ？

※150語まで

Since this is a kick-start project, all people who involved in as a sponsor and participants, would become a supporter of JCI through sharing of the commitment to social issue.

100% of parents supported our mission and vision in the questionnaire would be one of the good evidence.

Which method/activity was the most effective in developing current members? Why? どの方法や活動が、現在のメンバーを成長させることに最も効果的でしたか? なぜ? ※150語まで

Through the planning and management of each contents with support organizations, companies and NPOs such as Hama No Todai, leading co-host of the project, we developed our ability to solve the problem carefully, patiently and positively.
And a bunch of smiles of children made us a lot more unified.

画像4枚

Results Achieved

成し遂げられた結果

By number, how many new members were recruited by this program?

数字でお答えください。この事業によって何名の新しいメンバーを獲得できましたか?

※2語まで

0

Which objectives did the program achieve?

プログラムは、どの目的を達成しましたか? ※200語まで

85% of children achieved a positive change.
85% of families could communicate better.
100% of children studied a history of Yokohama port opening festival.
100% of parents supported our mission and vision.
Our members and sponsors realized the importance of youth development.

What was the most important outcome of this program?

このプログラムで最も重要な結果は、何でしたか? ※150語まで

The result that 100% of parents supported our mission and vision through this program, would benefit our LOM to make believe this project would help for develop young active citizens.

画像 4 枚

Long-term Impact of the Program

プログラムによる長期的影響

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

このプロジェクトの期待される長期の影響は、何ですか？ ※200語まで

In the near future, when the children would become a young active citizens, they may remember NO-ASOBI project and think of our work and achievement as a key to tackle the social issues.

Or the parents may have a mind to make their children take part in JCI, whose members aware the importance of development of new generation.

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

あなたは、このプロジェクトの結果を改善するために、どんな変更を計画していますか？ ※300語まで

This project proves that children could make positive change and members have responsibility for the youth development through the stiff communication of each other with the tool “NO-ASOBI”. For the next step, we should emphasize public relations to invite a lot more families, and from the questionnaire we will elaborate the new contents for the repeaters of next year.

Since this NO-ASOBI project is not restricted to the area or even national border, we hope to children from anywhere of any country will experience the world of nature and through the communication with parents they will make their own development.

画像データ四つ必要