

最優秀 LOM 長期型地域社会開発プログラム
Best Long-term Local Community Program

LOM 名
公益社団法人東京青年会議所

申請担当者名

基本情報

事業名
客引き撲滅プロジェクト

Basic Information

Name
Say NO to Touts Project

目的
客引きによる「ぼったくり」被害を減少させることを通じて新宿区の街を誰もが安心・安全に訪れることができる街にする

Purpose
To make Shinjuku town safer and more tourist-friendly by eradicating touts and their associated restaurants that overcharge customers.

開始日※日付で記載
2017.9.23

Start date
JCI ウェブフォームは、カレンダーから選択方式なので記載不要

終了日※日付で記載
2017.9.30

End date
JCI ウェブフォームは、カレンダーから選択方式なので記載不要

事業対象者
来街者 10,000 名（うち決起集会見物 500 名）

Target
Visitors : 10,000 (Participants of the rally : 500)

SDGs の該当項目
該当項目を 1 つのみ選択
④住み続けられるまちづくりを

Sd goal
SUSTAINABLE CITIES AND COMMUNITIES

発展段階
Active Citizen Framework「展開」の項目での 3 項目の発展段階から選択 ①健康な身体と精神 ②教育と経済力強化 ③平和・繁栄・持続可能性
③平和・繁栄・持続可能性

Development stage
“Health and Wellness”・“Education and Economic Empowerment”・“Peace, Prosperity, and Sustainability”から選択
“Peace, Prosperity, and Sustainability”

概要

「言葉の説明」
・客引き
→道行く人に声をかけ特定の飲食店（悪徳な飲食店）に行くように誘う詐欺師
・新宿方式のパトロール
→音楽と一緒に「ぼったくりす」というマスコットキャラクターを使った客引き撲滅のパトロール

「背景」
・日本には法律（条例）で禁止されている「客引き」が存在している。
・悪徳な飲食店は客引きと組んで「ぼったくり」をして利益を得ている。
・客引きと組んだ悪徳な飲食店があるため、善良な飲食店はお客を奪われて困っている。
・客引きは、ふつうの飲食店のスタッフのふりをして来街者に近寄ってくる。
・日本の大きな商店街には客引きが多く存在しており、来街者は、安易に楽しむために「違法な存在である」客引きについて飲食店へ行くことが多く、「ぼったくり」の被害が多発している。また、このことが社会問題となっている。
・東洋一の歓楽街と言われる東京の新宿区は、客引きが多く問題となっている。
・新宿区が行ったアンケートによると「新宿区の商店街は客引きが多く、一人で歩くと怖いから新宿区の商店街へは行きたくない」、「新宿区の商店街をより行きたい街にするために重要なことは客引きをなくすこと」という結果がある。
・本事業は 2015 年からの継続事業であり、過去 2 年の継続させた事業の結果、新宿区の客引きに関する条例施行、区主導のパトロール隊の発足、大手グルメサイトとの「客引き根絶に関する覚書」締結、客引きの減少が成果としてあるが、依然として客引きが活動している。

本事業は 2015 年からの継続事業である。1 年目は、新宿方式のパトロールをして来街者に対して「客引き」問題について注意喚起をした、行政に対しては、客引きに関する条例を罰則付きに改正するように求めた。2 年目は引き続き新宿方式のパトロールをしながら来街者に対し「客引き」問題について注意喚起をして条例が罰則付きに改正されたことをアピールした。
3 年目は、客引きによるぼったくり被害を減少させて新宿の来街者の増加を目指し、次のような事業を「新宿方式」のパトロールをしながら

Overview

「The meaning of the word」
・Kyakuhiki
→touts on the street, who associate with restaurants that overcharge customers
・Shinjuku patrol system
→ For this project we have composed a music piece, and have designed a squirrel looking character, called Bottakurusu. People and the character walked around the town with the music piece to promote this project.

「Background」
・The act of touting on the street is strictly prohibited by law in Japan.
・Restaurants that are associated with touts often rip off customers
・Due to those illegal activities, legitimate restaurants find it difficult to obtain more customers.
・Touts oftentimes pretend that they work for legitimate restaurants.
・Despite of regulations, there are many touts in large shopping districts in Japan. Visitors who are not familiar with their surroundings tend to follow touts, therefore they are often scammed afterwards. This has become a social issue to pursue sustainable cities and communities.
・Shinjuku in Tokyo are oftentimes recognized as the best night life town in Asia, and consequently there are many touts on the street.
・According to the survey by Shinjuku-ward clearly indicates the negative influence of touts.
「The shopping district in Shinjuku is filled with many touts, and I am afraid of walking alone the district.」
「One of the key elements to make Shinjuku shopping district more attractive is to eliminate touts.」
・This project began in 2015. As a result of the projects, we have reached some achievements, such as 「Shinjuku ward's enforcement of ordinance against touts」, 「Establish Shinjuku ward's patrol team」, 「Issuing a memorandum on eradication of touts with a major gourmet website in Japan」, and more importantly the decrease in the number of touts. Nonetheless, touts are still on the street to look for more preys.

ら行い、培ってきた本事業の客引き撲滅の手段を地域に移管するために活動した

※音楽と一緒に「ぼったくりす」というマスコットキャラクターを使った客引き撲滅のパトロールは「新宿方式」として確立された。

また、日本では訪日外国人を増やす政策をとっている事から訪日する外国人が増えている。中でも新宿は人気の観光地である。本事業は「おせっかいジャパン」と協力して新宿区に訪れる外国人に対しても客引きに注意するように呼びかけた

・新宿区の商店街において「客引きをしない宣言店ステッカー」の貼付数を増加させた。

東京都下にある大きな商店街を有する8地区が合同で作っている「客引きしない宣言店ステッカー」を利用し、新宿区の商店街で、客引き利用店以外は全て、新宿区から「客引きしない宣言店」の認定を受けてもらい、区の宣言店制度を普及させた。

・「客引きしない宣言店」のプロモーションの実施

新宿区の商店街に「客引きしない宣言店」の利用を促すチラシを作ってもらい、それを利用して区のパトロール隊が現に客引きに声をかけられている来街者に対し注意喚起をした。

・Webでの発信

東京JCが客引きに対する注意喚起を促す「ぼったくりす」を使った4コマ動画を作り、その動画をFacebook等で発信した。

・客引き撲滅決起会の開催

新宿区、新宿警察署、新宿区の商店街及び東京JCの共催で客引き撲滅の決起会を開催した。4者の協力関係を強化するとともにそれぞれの活動の内容・成果を聴衆に報告し他地域の商店街に客引き撲滅の手段を伝えた。

・街バルの開催

東京JCと新宿区の商店街が共同で企画をつくり、大手グルメサイトの協力を得て、新宿地域の商店街において客引き撲滅のための街バルを開催した。

新宿区、新宿警察署、商店街組合、及び東京JCの4者で新宿方式のパトロールをした。4者は客引き撲滅と記載された団扇を配布した。

団扇を受け取った来街者はその団扇を持って街バルに参加している飲食店を利用し、団扇と一緒に撮った写真をSNSにあげるとお店からサービスを受けられる仕組みを作り写真を拡散させた。

«The contents of project»

This project is a continuing project from 2015.

In the first year, we launched Shinjuku patrol system. We addressed the issue, promoted the project, and asked the administration to revise the ordinance against touts to fine with penalties.

In the second year, we continued Shinjuku patrol system, and promoted that the ordinance has been revised with penalties.

In the third year, we aimed to increase the number of visitors to Shinjuku, by reducing touts and their negative influence. In doing so we cooperated with local communities to carry out Shinjuku patrol system.

In addition, the number of foreigners who visit Japan is increasing along with Japanese government's policy toward tourism. Shinjuku is a popular tourist destination for foreigners. We have cooperated with an organization called "Osekkai Japan" to promote this project among foreign visitors.

・Increased the number of restaurants in the shopping districts of Shinjuku, that display stickers to indicate not using touts. The stickers are issued by 8 major shopping areas of Tokyo. We have promoted this sticker, and have asked more restaurants to display the sticker. Furthermore, after our promotion of the sticker every restaurant that displays the sticker was recognized by Shinjuku ward.

・Promotion of the declaration of not using touts

JCI Tokyo and a shopping district in Shinjuku have designed flyers to promote the declaration of not using touts. Those flyers were handed out to anonymous people on the street during Shinjuku patrol system. This has helped many people who were about to follow touts.

・Sending by a web

JCI Tokyo has created a 4-frame movie using "BOTTAKURISU" that draws attention to touts via SNS.

・Holding a rally to eradicate touts

Shinjuku ward, Shinjuku Police Station, Shinjuku shopping district and JCI Tokyo organized a meeting rally for eradication of touts.

We have reinforced the cooperative relationship among those 4 organizations as well as have reported the contents and results of the project to the participants of the rally. Moreover, the method of this project was handed over to other shopping areas in Tokyo during the rally.

・Organizing a bar festival

JCI Tokyo and the shopping street of Shinjuku have cooperated with a major gourmet website in Japan to organize a bar festival to generate bigger social impacts around the shopping districts of Shinjuku. In cooperation with Shinjuku ward, Shinjuku Police Station, Shopping Street Association, JCI Tokyo has distributed paper fans in Shinjuku patrol system. During the bar festival people received small gifts and favors from restaurants when posting pictures of fans on SNS.

① 目的・財務計画・実施

このプログラムの長期的な目的を記述してください。

新宿区の商店街が客引き撲滅の有効な手段を利用できるようになり、客引きを撲滅させて新宿区を安全・安心な街にして住み続けられる街づくりをすること。具体的には、以下の2つの指標の達成を目指した。

①客引きの被害を0にする。

継続的に新宿区の商店街が客引き対策を行うことにより、客引きの被害を0にする。

②来街者が増える。

客引きの被害を減らすことは、住み続けられる街をつくることにもなり、来街者が増えることにつながる。

このプログラムが、どのようにJCI行動計画に準じているかを記述してください JCI Plan of Actionを参照して、インパクト Impact (影響力)・モチベート Motivate (意欲)・インベスト Invest (投資)・コラボレート Collaborate (協働)・コネクト Connect (つながり)についてそれぞれ記載してください

Objectives, Planning, Finance and Execution

What were the long-term objectives of this program? ※200単語まで

The shopping districts of Shinjuku will be able to use effective methods to reduce the number of touts. Without touts the city is expected to become safer in pursuing SUSTAINABLE CITIES AND COMMUNITIES. Specifically, we aimed at achieving the following two indicators.

①No more prey.

Practicing the methods of this program from time to time, the shopping districts of Shinjuku are expected to reduce the number of criminal report about touts.

②More visitors

Reducing the number of criminal reports will attract more visitors, and will eventually help shaping sustainable cities and communities.

How does this program align to the JCI Plan of Action? ※200単語まで

«IMPACT»

本事業による客引きの減少は、SDGsの目標でもある「住み続けられるまちづくり」にもつながっている。地域の問題を分析し、持続可能な解決策を策定し実行した本事業は、国内大手メディアに取り上げられるなどの成果を獲得し、他の地域にも広がっている。これは地域社会自らが持続可能なインパクトを達成する事を可能にした結果である。

«MOTIVATE»

本事業の手段が他の地域（渋谷、錦糸町）に広がることによって、より良い変化を生み出す環境を提供した。本事業の成功は、他の地域で活動する市民に対し、客引き撲滅を目指す情熱をかき立てることに成功し、他地域でも客引き撲滅の運動が起こった。行動を起こす準備のできた力ある情熱的な市民を巻き込み大きな課題に取り組むことができた。

«INVEST»

本事業の手段が他地域に広がっているということは、地域レベルで達成できる確かな投資先として認知された結果です。

このプロジェクトは3年間続いており、スポンサー企業数は年々増加しています。

«COLLABORATE»

東京JCの呼びかけにより、同じ目標に向かうパートナーである新宿区、新宿警察署、新宿の商店街組合が集結し相互インパクトを拡大させ客引き撲滅のため行動をした。

«CONNECT»

・新宿区、新宿警察署、新宿の商店街組合の3つの組織が柔軟な発想を持たず、バラバラに客引き対策活動を行っていた。その結果、3者の信頼関係は悪化していた。東京JCがインターメディアリーとしてリーダーシップを発揮し3つの組織をまとめ問題解決のため同じ目標に向かうパートナーを集結させ大きなインパクトを与える運動を作り出した。

予算計画通りにプロジェクトを実行できましたか？

予算上の工夫や、予算の内訳の概算を記述してください

本事業は予算計画通りに実行することができた。事業の内容に賛同してもらい、決起集会の会場を無料で使用させてもらうことができた。飲食店を主として多くの企業や団体から協賛金を集めることができた。不特定多数の来街者に「客引き」による被害を認識してもらうため、団扇の配布等の情報拡散のために多くの費用を当てた。

総収入：13,270\$
団扇代：2,500\$
※1\$ = 110JPY

このプロジェクトはどのようにJCI ミッション・ヴィジョンを推進しましたか？

ミッションとヴィジョンに分けて記載

ミッション：より良い変化をもたらす力を青年に与えるために、発展・成長の機会を提供すること

ヴィジョン：若き能動的市民の主導的なグローバル・ネットワークになること

«JCI Mission»

・東京JCは本事業を通して東京JCが先導し、新宿区、新宿警察署、地元商店街という官と民をつなげ同じ目標に向かう機会提供の場を与えた。

本事業は3年目の集大成であり、客引き減少に効果が認められるようになったのはPositive changeを繰り返した結果である。このようにしてJCI Missionを推進している。

«JCI Vision»

・本事業の有効なリソースは他の地域にも広がっていることから客引き減少に一定の効果があると認められたということになる。これはactive citizensを巻き込む先導的機関となり活動を支援した結果でもある。このようにしてJCI Visionを推進している。

② メンバーの参加

LOMメンバーの事業参加人数を記述してください。(数字で記載)

53名

LOMメンバーの参加率を記述してください(%で記載)

69.6%

LOMメンバーの主な役割を記述してください。

«IMPACT»

The idea is linking to one of UN-SDG's: SUSTAINABLE-CITIES-AND-COMMUNITIES.

Having analyzed regional problems, formulated and implemented a sustainable solution, this project was covered by major domestic media, and spread to other regions as well. This is the result of having made it possible for the local community to achieve a sustainable impact by themselves.

«MOTIVATE»

By expanding the methods to other areas (Shibuya, Kinshicho), we created an environment to create positive change. This success resulted in stirring citizens in other areas to become passionate against touts, and campaign to eradicate them.

«INVEST»

The methods have been spread to different areas, recognized as durable investment for local communities.

This project, which lasted three years, has increased the number of sponsorship companies year after year.

«COLLABORATE»

JCI-Tokyo has mobilized Shinjuku, Shinjuku-police and Shinjuku-shopping-district-union towards the same goal. This has helped create bigger impact.

«Connect»

Before launching this program all the relating sectors of this program initially attempted to cope with touts independently. Regardless, without innovative ideas and collaboration, this has only made each sector more isolated. JCI-Tokyo as an intermediary has shown a leadership to unite all the relating sectors to create a movement and synergy.

Was the budget an effective guide for the financial management of the project? ※150 単語まで

- ・ This project's budget was so precise that we could carry out the project accordingly.
- ・ We were able to use the venue of the rally for free of charge, due to related sectors' arrangement.
- ・ Many restaurants, organizations and corporations have donated money to be part of this project.
- ・ A majority of the budget was spent for the paper fans, including designing and distributing, in order to approach anonymous people to raise their awareness for touts.

Gross income : 13,270\$
the paper fans : 2,500\$
※1\$ = 110JPY

How does this project advance the JCI Mission and Vision? ※200 単語まで

【参考】

JCI Mission : To provide development opportunities that empower young people to create positive change

JCI Vision : To be the leading global network of young active citizens

«JCI Mission»

JCI Tokyo has provided an opportunity for all the related sectors to join a movement. Those sectors are namely Shinjuku ward, Shinjuku police station and local shopping districts. This project in 2017 resulted in Positive change in our local community, by reducing the number of touts on the streets of Shinjuku.

«JCI Vision»

For this project JCI Tokyo has mobilized many active citizens from different sectors. Without their contribution we would not have accomplished the same results. Since the methods of this project are adopted by other areas in Tokyo, they seem to be effective with some degrees to eradicate touts, after which helps shape sustainable cities and communities. More importantly, more active citizens are involved as this project spreads out in different areas.

Membership Participation

By number, how many members were involved in this program? ※2 単語まで

By percentage how many members of the Local Organization were involved in this program? ※1 単語まで

Describe the main roles of the participating members in this program. ※300 単語まで

- ・客引き撲滅のための新宿方式パトロールの実施、展開。
 - ・「客引きしない宣言店ステッカー」普及のための活動。
- 新宿区と地域商店街との間に入りステッカー普及のための説明。区が作ったステッカー制度は、制度として機能していなかったため JCI メンバーが区と地域商店街との間に入り、ステッカー普及のために商店街側に説明を行った。
- ・新宿区、警察、地域商店街、地域団体の間に入り調整作業。
 - ・決起集会の設営
 - ・本事業の広報活動（Web 配信、団扇の配布、等）
 - ・街バルの開催の補助

- ・ Establishment of a unique patrol system
- ・ Activities to increase the number of restaurants to display "Declaration of not using touts" stickers. In doing so we were in charge of connecting Shinjuku and shopping districts. Because the sticker system made by the ward did not function as a system, JCI members mediated between the ward and the local shopping district union, and explained to local business owners to spread the stickers.
- ・ Uniting all the related sectors to accomplish a common goal.
- ・ Hosting a meeting rally
- ・ Being charge of Public relations, including SNS and Website
- ・ Organizing the bar festival

③ 地域社会への影響

このプログラムの地域社会的影響を、どのように測りましたか？

- ①事業前後の地域商店街の「客引きしない宣言店」の数を測った。
- ②4 コマ動画の再生回数を測った。
 - ・街バル開催の SNS の拡散状況を測った。
 - ・配布した団扇の数を測った。
- ③新宿方式の客引き撲滅パトロールが他地域に拡散されている状況を確認した
- ④ローカル局、メジャー局のテレビの取材を受けた。

Community Impact

How did the Local Organization measure community impact for this program? ※200 単語まで

- ①We measured the number of the stickers: declaration of not using touts in the regional shopping districts before and after the project.
- ②We measured the number of viewers for our 4 frame movie.
 - ・ We measured the number of shares on SNS about the bar festival.
 - ・ We measured the number of fans that have been distributed.
- ③We confirmed that Shinjuku patrol system are adopted by different areas in Tokyo.
- ④We were interviewed by local and national TV stations.

このプロジェクトが与えた地域社会への影響を記述してください。

Describe the actual community impact produced by this project ※300 単語まで

- ①「客引きしない宣言店」の数が増えた。
→実測したところほぼ 0 の状態から 80%程度まで数が増えた。
- ②4 コマ動画が視聴、街バル開催の SNS の拡散、団扇の配布により、視聴者、街バル参加者、団扇を受け取った者は「ぼったくり」の事実を認識することになり客引きへの危機感が高まった。
→4 コマ動画視聴者数：10,379、SNS 拡散数：○件、団扇配布数：10,000 枚、
- ③新宿区の商店街が継続的に活動を行うことができる仕組み作りがなされ、客引き行為が行いづらくなり、結果として客引き行為が縮小された。客引き行為が縮小することにより、より多くの来街者が訪れる活気ある地域社会が作られるようになった。
- ④私達が取材されたテレビを見た人が客引きの恐ろしさや被害を知ることになり客引きに注意するようになったと思われる。客引きは自分たちの存在が社会問題になっていることを知ることになり客引き行為が行ないづらくなったと思われる。
※ローカル局視聴者数：3,730,000 人
※テレビ朝日：TV Asahi is a nationwide TV station

- ①This project has helped increase the number of restaurants with the sticker.
→The number increased from almost 0% to about 80%.
- ②This project has raised awareness of touts via a variety of mems. This project has made it difficult for touts to continue their activities.
→Number of viewers for 4 frames movie : 10,379
Number of cooling fans : 10,000
- ③By reducing the number of touts, people feel safer to visit the town of Shinjuku. This leads to a more lively and active community, and we can expect more visitors from around the world. The shrinking of touts' attracting acts has led to the creation of a vibrant community where more visitors can visit.
- ⑤It seems that the person who saw the TV that we were interviewed came to know the horror and damage of the touts and to pay attention to the touts. It seems that it became difficult for touts to deal with touts by knowing that their existence is becoming a social problem.
※Number of viewers of local television station:3,730,000
※National television station: TV Asahi

④ LOM への影響

このプロジェクトの運営によって、LOM が得たことを記述してください。

Impact on Local Organization

How did the Local Organization benefit from running this project? ※200 単語まで

- ・問題意識がありながらも積極的に動かなかった行政に対し地域や来街者の声を伝えるなどをして、行政、地域を一体化させ問題解決のため動くことを働きかけた。またそのことを通じて社会を動かす経験を得た。この経験は今後、LOM メンバーが活動するにあたり大きな自信となりました。
- ・新宿区、警察及び地域団体から感謝の言葉や感謝状を頂いた。
- ・メンバーの活動が成果となり、本事業は多くのメディアに活動内容を取り上げてもらうことになり、さらに多くの人に「客引き」の被害を知ってもらった。
- ・LOM メンバーが社会を動かすところを目の当たりにし感銘を受け事業に参加した者が JCI に入会した。

- ・ We talked about local communities and visitors' opinions to administrative officials who were conscious of problems but were not active, urging administration and local groups to unite and move to solve them problem. Through that, we gained the experience of moving society. This experience has become a great confidence for our LOM members be active in the future.
- ・ We received appreciation letters from Shinjuku, Shinjuku-police and a local shopping area association.
- ・ We received interviews from many medias, which helped to raise JCI's recognitions in Japan.
- ・ Multiple new members joined JC and to project as a result of being impressed with LOM members moving society.

このプログラムによって、どのように JCI ミッションを推進しましたか？

How did the program advance the JCI Mission? ※200 単語まで

ミッション：より良い変化をもたらす力を青年に与えるために、発展・成長の機会を提供すること

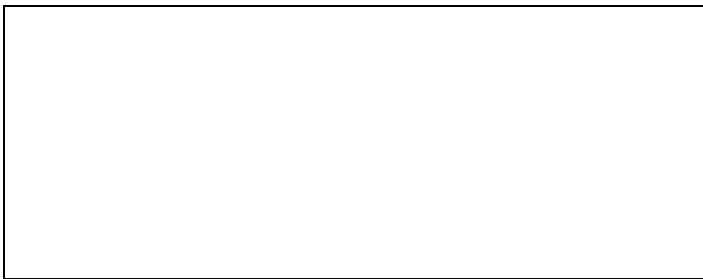
【参考】JCI Mission : To provide development opportunities that empower young people to create positive change

地域の問題に対し東京 JC と地域が共に活動し、継続的に活動することが可能な仕組みを作り、共にポジティブチェンジしていくことができた。具体的には次の 2 点を実現することにより JCI ミッションを推進した。

Tokyo JC and the community worked together on regional problems, and we were able to make a mechanism that can continuously function, thereby we were able to make positive change together. Specifically, we promoted the JCI mission by realizing the following two points.

- ①事業の成果により、地域の声によりダイレクトに行政に伝わり、また区長への本事業の成果の報告等がきっかけとなり、新宿区の条例が罰則つきに改定された。
- ②新宿区が困っていた客引き問題について JC が地域と一緒に活動し、継続活動が可能な仕組みを作った。その結果、多くの人々が客引き問題に関心を持ち本事業を通して多くの地域団体と活動したことにより、地域社会をより良くする活動が行いやすい土壌を醸成することができた。

- ①Due to the outcome of the project, regional voices passed more directly to the administration, and reports on the results of the project to the ward were triggered implementation of ordinances with penalties.
- ②By mobilizing many active citizens, JCI Tokyo was able to promote JCI missions through robust activities. This results in



providing a community with a positive change as well as opportunities to shape a brighter future together.

⑤ プログラムの長期的な影響

Long-term Impact of the program

What is the expected long-term impact of this project? ※ 200 単語まで

- One of the expected long-term impact of this project is that introducing our methods to other communities has a lot of potential to solve touts problems around the world. This can be achieved through JCI's international networks.
- As the fall of the number of touts on the street, Shinjuku is now able to pursue a sustainable city and community. By spreading our methods around the world, many cities will obtain opportunities to become sustainable cities and communities.
- Although Shinjuku has the biggest downtown in Japan, it accomplishes to reduce the number of touts. That indicates that other areas in Japan can also achieve the same result. Due to the social impact of our project in different areas in Tokyo, the Tokyo Metropolitan Government will have to consider for amending its regulations for touts to have penalties in the near future.
- BOTTAKURISU, a squirrel looking character that we used in Shinjuku patrol system, matches with the concept of the Cool Japan project to promote Japan's distinguished cultures around the world. This would promote cultural diversity in Shinjuku, and with Bottakurisu we hope to welcome more tourists from around the world.

What changes would you make to improve the results of this project? ※300 単語まで

- In order to solve a social issue in a big commercial are, it is necessary to mobilize influential partners, such as media, a local government, police and big corporations. We could have reached out companies and organizations that are located outside of Shinjuku to create a bigger social impact.
- Since many touts are associated with mafias, we must ensure safety first. For the sake of safety, we should organize study groups to avoid any type of troubles. Since restaurants are fully occupied with daily work, they do not prioritize to countermeasure touts. By improving the consciousness of the restaurant owners against touts, customers awareness to watch out for touts can be effectively raised as well. Therefore we shall aim to further raise awareness restaurant operators.

このプロジェクトによって得られると予測される長期的な影響を記述してください。

- 新宿区の商店街が客引き対策の有効な手段を利用できるようになり、東京の他地区に広がり、さらに日本へ、世界へと広がっていく。
- 客引きが0 になることで新宿が「SUSTAINABLE CITIES AND COMMUNITIES」となる。本事業が日本へ、世界へと広がっていくと地球規模で住み続けられる街づくりができる。
- 東京都で一番大きい繁華街がある新宿区が先頭となり客引き撲滅活動を推進させたことにより、いずれは罰則付の東京都の条例が制定され、さらに客引き撲滅が進む。
- 新宿方式で使った「ほったくりす」というキャラクターが街に浸透し、クールジャパンを推進させ、多様な文化が溢れる街となり新宿のイメージが向上し、世界中から来街者を増加させる。

このプロジェクトの改善点・改善策を記述してください。
※マイナスな表現はしないでください。前向きな改善点を記載しましょう

本事業は、多くの協力を得て多くの注目を集めることができ、地域の客引き及び客引き被害の減少に大きな役割を果たした。しかしながら、LOM が及ぼす社会への発信力や影響力には限界があるので大企業やマスコミを巻き込んでいく必要がある。客引きと暴力団に繋がりがあある場合もあるので安全第一に行う必要がある。飲食店側は日々の仕事に精一杯のため、客引き対策まで手が回っていない部分がある。飲食店側の意識を改善することにより飲食店利用者にも客引きに注意すべきことが伝播するので飲食店側の客引きに対する意識向上を目指す。

「目的・財務計画・実施」項目に添付する画像を下部に貼付してください

Say NO to Touts Project

Objectives, Planning, Finance and Execution

We drew attention for Town visitors continually Shinjuku style patrol Preparations for transfers

We drew attention for Town visitors continually Shinjuku style patrol Notify the revision of ordinance for town visitors

We drew attention for Town visitors Ask Shinjuku to revise ordinance

2015・Project 2016・Project 2017・Project

Say NO to Touts Project

Objectives, Planning, Finance and Execution

Many costs were applied for the diffusion of information by which a round paper fan is distribution because I had town visitor of an unspecified number recognize damage by "touts".

If it is a flyers, the contents are not confirmed and thrown away. Because it is hot in Japan's summer, it cools with a round paper fan. So we distributed a fan without distributing a flyers.

We were able to distribute 10,000 sheets around paper fan.

Say NO to Touts Project

Objectives, Planning, Finance and Execution

It turns into a clean town with no touts

Are you looking for a restaurant? It's reasonable.

Insistent touts

The number of Touts has decreased greatly!

Say NO to Touts Project

Objectives, Planning, Finance and Execution

ANALYZE

DEVELOP

EXECUTE

REVIEW

JCI Active Citizen Framework

「メンバーの参加」項目に添付する画像を下部に貼付してください

Say NO to Touts Project

Membership Participation

JCI Tokyo

Headman of a Shinjuku

Shopping district president

Shinjuku-police

We made a rally meeting. Government, police, shopping district union, JCI Tokyo met together. We announced our determination to eradicate touts.

Say NO to Touts Project

Membership Participation

Members set up the venue. Many restaurants, organizations and corporations have donated money to be part of this project. The lessor sympathized with the contents of the project and lent me the venue for free. We were able to hold a gathering at a wonderful venue. We invited famous singers in Japan and made an event

Say NO to Touts Project

Membership Participation

do not use touts · will not let touts go · will not make use of touts.

Declaration store Shinjuku

Say NO to Touts Project

Membership Participation

the main roles of the participating members in this program

Establishment of an unique patrol system.

Uniting all the related sectors to accomplish a common goal.

Being charge of Public relations, including SNS and Website.

Activities to increase the number of restaurants to display "Declaration of not using touts" stickers. In doing so we were in charge of connecting Shinjuku and shopping districts.

Hosting a meeting rally

Organizing the bar festival

「地域社会への影響」項目に添付する画像を下部に貼付してください

Say NO to Touts Project Community Impact

The bar festival got excited and a lot of pictures were uploaded to SNS, so that many people were able to get to know about the touts. As a result of the distribution of numerous around paper fans, the bar festival got excited. And there were many posts on SNS

Say NO to Touts Project Community Impact

JCI Tokyo as an intermediary has shown a leadership to unite all the relating sectors to create a movement and synergy.

The touts is a bad person. Do not go on absolutely.

JCI Tokyo member

Say NO to Touts Project Community Impact

TV Asahi, Japan 's Major TV station, took up this project.

TV Asahi

JCI Tokyo

Bottakurisu

repulsed touts with aggressive announcements. The police admitted.

Say NO to Touts Project Community Impact

10,379 people watched this 4-frame movie on face book. This 4 frame movie was aired on the digital signage at the tourist office in Shinjuku station 14,400 times (About 60 hours). Sumida Shopping Center Federation gathered the cost of using this 4 frame movie for touts eradication activities with cloud funding.

「LOM への影響」項目に添付する画像を下部に貼付してください

Say NO to Touts Project Impact on Local Organization

We leaned how to changes a society with a local administration.

This is the state of Congress

Greeting to Headman of a Shinjuku

Headman of a Shinjuku

- We requested the establishment of ordinance in 2015.
- And ordinance was enacted.
- We requested for amendment to the ordinance with penalties in 2016.

Say NO to Touts Project Impact on Local Organization

- TV Asahi is a famous Japanese television station whose head office is located in Roppongi.
- J-com is Japan's largest local television station.

We were interviewed by Jcom.

TV Asahi is a nationwide TV station

We were interviewed by TV Asahi.

Number of viewers of J-com : 3,730,000

Say NO to Touts Project

Impact on Local Organization



Osekkai Japan member

JCI Tokyo member

- We worked with Osekkai Japan, the other organization.
- In Japan, We say "Osekkai" to kindness to others.
- Osekkai Japan is a volunteer organization of foreigners living in Japan.
- The damage of the touts is also spread foreign tourists. Therefore, Osekkai Japan is a very important partner.

Say NO to Touts Project

Impact on Local Organization

We received appreciation letters from Shinjuku government, Shinjuku-police and a local shopping area association.



Letter of thanks
To JCI Tokyo

You started acting in 2015 and actively worked to eradicate touts. You used innovative ideas and actions such as "Bottakurisu" and music to conduct visiting touts' attention awareness activities to visitors. Furthermore, you are vigorously promoting activities aiming at the penetration of "Declaration of not using touts" stickers. We will respectfully express our heartfelt thanks to the community contribution activities you did and send a letter of appreciation.

「プログラムの長期的な影響」項目に添付する画像を下部に貼付してください

Say NO to Touts Project

Long-term Impact of the program



A blue vest prepared by a police station. JC members patrolled in blue vests. The JC members, administrative staff and policeman patrolled together.

You can make a mechanism that you can voluntarily work if everyone collaborates!

Say NO to Touts Project

Long-term Impact of the program

- Bottakurisu is the original character made for this project.
- The Shinjuku style patrol uses music and Bottakurisu.
- In Japan fraud by touts is said to be "Bottakuri".
- In Japan it says a squirrel is "Risu"
- Bottakuri + Risu = Bottakurisu

Patrol of the Shinjuku system using Bottakurisu and music. Bottakurisu is very popular with a child and an adult.



Say NO to Touts Project

Long-term Impact of the program

Bottakurisu participated in various events. Bottakurisu attended the event and called for many people to pay attention to Touts. Bottakurisu flew all over Japan



Bon festival dance held in Roppongi



Festival dance held in West Japan①



Festival dance held in West Japan②



Events held in Hokkaido

Say NO to Touts Project

Long-term Impact of the program

- One of the expected long-term impact of this project is that introducing our methods to other communities has a lot of potential to solve touts problems around the world. This can be achieved through JCI's international networks.
- As the fall of the number of touts on the street, Shinjuku is now able to pursue a sustainable city and community. By spreading our methods around the world, many cities will obtain opportunities to become sustainable cities and communities.



SUSTAINABLE DEVELOPMENT GOALS

11 SUSTAINABLE CITIES AND COMMUNITIES

Say NO to Touts Project

Long-term
Impact of the
program

We confirmed that Shinjuku patrol system was adopted by different areas in Tokyo.

LET'S
GO "Declaration of
not using touts"



Shibuya
Center
Street

Shibuya gives "Declaration of not using touts" stickers to shops that have been certified as good shops.

Say NO to Touts Project

Long-term
Impact of the
program

We confirmed that Shinjuku patrol system was adopted by different areas in Tokyo.

Our project also expanded to other parts of Tokyo. We patrolled together in Kinshicho. The district president also patrolled with us. As patrol was conducted in front of the station in Kinshicho, attention was paid to many people.



Kinshicho station

Tokyo JCI member

Sumida district manager

Director of the shopping street of Kinshicho