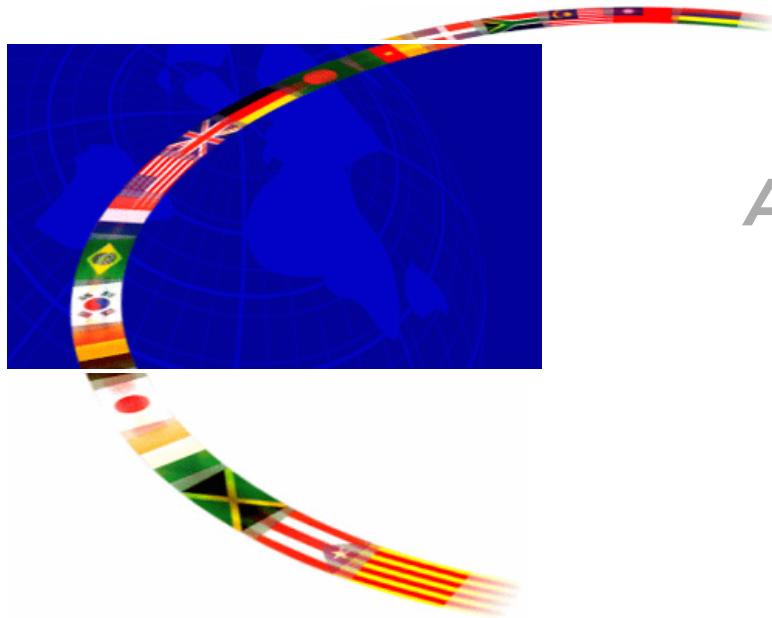




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2013 Asia-pacific Conference  
Fusion of traditional city and innovative citizens  
JCI JAPAN  
Best Local Community Empowerment Program



**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs

#### Entry Information

Award Program: 2013 Asia-Pacific Conference

Category: Best Local Community Empowerment Program

#### NOM Information

National Organization: JCI JAPAN



National President:

**Kosuke Obata**

E-mail: [yu-ai2@oregano.ocn.ne.jp](mailto:yu-ai2@oregano.ocn.ne.jp);  
[secjhc@mrh.biglobe.ne.jp](mailto:secjhc@mrh.biglobe.ne.jp)

#### LOM Information

Local Organization: JCI Kanazawa

President: Masahiro Fujiya

President Email: [fujimasa0722@gmail.com](mailto:fujimasa0722@gmail.com)

### Basic Information

Duration : 2012,8,6~8,12

Staff : 18Members

Sponsors : Ishikawa Prefecture/Kanazawa City/21st Century Museum,  
Kanazawa/Local newspaper (70% local subscript)

Budget : 24472 US dollar

Profit / Loss : None

In which UN MDG best

fit (if apply): ?:

Who is benefited ?: For the 460,000 people living in Kanazawa city

Objective : The overall goal of this project is to get the citizens of Kanazawa actively involved in the dynamic development of the local community.

**The overall goal of this project is to get the citizens of Kanazawa actively involved in the dynamic development of the local community.**

The goals of this project are as follows:

1. To help citizens feel proud of their local community and work actively to promote the dynamic development of local community.
2. To help citizens recognize anew the unique characteristics of their local community.
3. For JCI Kanazawa, to capitalize on Kanazawa's designation as a UNESCO Creative City of Crafts and Folk Art, and increase its degree of recognition both domestically and overseas.

(Creative City of Crafts and Folk Art: A creative city network project established by UNESCO in 2004. UNESCO certified Kanazawa as a Creative City of Crafts and Folk Art in 2009 in the craft division.)

Overview : Kanazawa boasts a wide variety of traditional crafts that have developed with the town's history. These traditional crafts have been highly regarded as works of art both at home and abroad. Kanazawa is also justifiably proud of its historically valuable buildings and townscape. JCI Kanazawa has combined these two appealing local community characteristics to create new appeal. We have also worked with residents on local community improvement programs that express this appeal of the local community.

The details are described below.

1) We have previously conducted the following surveys:

- Surveys on local community improvement
- Dialogue between citizens and experts on local community improvement
- Determination to utilize the appeal of the local community for local community improvement

2) We have communicated the significance of our movement to citizens and promoted our activities positively.

- Reached out to citizens and organizations interested in participating in the JCI project
- Publicized the goals of the JCI movement through local media in order to convey them to the public
- Organized presentations by a professor specializing in local community improvement

Explained the appeal of the local community as well as the necessity and future potential of our movement

- Held an open talk show downtown with experts on traditional crafts, one of the appeals of the local community, to convey our movement to the public
- Reiterated the importance of our project to JCI participants to promote positive change

3) We conducted the activities listed below, in cooperation with the public and participating organizations to convey the appeal of local community characteristics.

- Projects in areas with historical townscapes
- Citizens from the areas to be used as venues agreed with the JCI project and made 26 traditional buildings available for us as project venues.
- Exhibited the works of 70 traditional craftsmen to highlight the appeal of historical buildings and traditional crafts.
- Showcased the appeal of the local community by offering opportunities for visitors to meet craftsmen.
- Conducted PR activities at home and abroad to increase recognition in the appeal of the local community and its characteristics

4) We held meetings with experts to promote continuing positive activities with citizens.

Results :

1. Local governments, citizens, corporations, and NPOs that support the principles of JCI Kanazawa participated in the project, which helped to increase the number of active citizens.
2. Organizations that participated in the JCI Kanazawa project this year expressed their interest in continuing to work with us. This provided potential for our movement to continue.
3. Organizations that participated in the JCI Kanazawa project this year expressed their interest in conducting unique projects using the JCI Kanazawa project as a model. This contributed to the expansion of our movement.
4. JCI Kanazawa helped citizens recognize the appeal of local traditional craft. Citizens were able to gain knowledge in order to convey the appeal of the local community.
5. The JCI Kanazawa project lead to an increase in the recognition of Kanazawa City by publicizing to the world the appeal of local traditional crafts and townscapes via TV programs produced by the national broadcasting station.

- In questionnaires filled out by citizens attending the event, **86% stated that their recognition of the appeal of Kanazawa's local community had been reawakened.**

- Comments from the mayor of Kanazawa are displayed below.

**"This project can have a social impact.**

**I'm looking forward to the social impact that continued activities by JCI Kanazawa will have. They consider our town from a global perspective."**

[The results of 1)]

The number of organizations that share the goals of JCI Kanazawa's program to actively improve local communities increased. (10 organizations)

[The results of 2)]

Other organizations are expected to continue activities in the future.

[The results of 3)]

The number of active citizens increased.

[The results of 4)]

A new appreciation of the appeal of their local community was awakened in citizens.

Citizens were able to gain knowledge in order to convey the appeal of their local community.

[The results of 5)]

The TV program was broadcast to 150,000,000 households outside Japan, and it lead to increased recognition of Kanazawa City and increased awareness of the appeal of the local community.

Actions Taken : **2011**

12/16 In order to resolve problems, JCI Kanazawa exchanged ideas with local community experts.

**2012**

1/25 We exchanged ideas with government representatives concerning improving local communities.

2/3 We exchanged ideas with crafts experts concerning improving the characteristic appeal of local community.

3/25 We exchanged ideas with local communities concerning improving local communities.

3/30 We explained the goals of our activities to NPOs.

4/10 We exchanged ideas with universities (fine arts departments) concerning improving the appeal of the local community.

4/17 We sought the understanding of the mayor of Kanazawa over the JCI movement.

4/18 We sought the cooperation of the government in improving the visibility of local community both domestically and overseas.

4/27 We sought the cooperation of the government in planning the project.

5/26 We held an explanation meeting for concerned parties who had endorsed the movement.

6/27 We held a press conference for all media outlets to launch our movement.

7/17 We held a lecture meeting for citizens and local chapter members to launch our movement.

7/29 We held an open talk show downtown with experts to publicize our activities.

8/6-8/12 We carried out our project in Kanazawa city to launch our movement.

We publicized the appeal of the local community in real time via regional SNS and the media to those who did not visit the venue.

8/28 The TV program on the appeal of local community was broadcast overseas.

9/21 We held a meeting with experts and those involved for verification.

10/10 The TV program produced by JCI Kanazawa to publicize the appeal of the local community was broadcast in Japan.

Recommendations :

- We were able to obtain the understanding and approval of citizens for the vision we have adopted for our towns.
- We were successful at convincing organizations of the necessity for improving local communities.
- We were provided with the chance to raise the awareness of citizens about improving local communities.
- We were successful in awaken and mobilize citizens into action.
- We were able to create a model case for a program to improve local communities, focused on citizens.
- We were able to widely publicize the appeal of the local community through the TV program and SNS.
- In order to expand our movement even further, it is necessary to encourage cooperating organizations to continue to work with us.
- Going forward, it is necessary to spread the results we've achieved so far across the entire local community.
- We rediscovered the importance of positive change in awareness through this project. We need to set the goal of increasing active citizens for future projects.
- In order to effectively develop our activities, it is necessary for us to make the opportunity to listen to opinions from all people involved, immediately after a project is completed.

1. Because of the cooperation we received from a national broadcast TV station, we were able to reach a vast range of viewers: 16 million households in Japan and 150 million overseas.
2. The results of the transmission about our movement were to gain the cooperation of 10 organizations and the understanding of many citizens; it was a very positive result.
3. Cooperating organizations were successful in developing and transmitting the characteristic appeal of local community.
4. Our SNS messages were seen by 45,595 individuals, which showed that we succeeded in broadly publicizing the appeal of the local community.

[Cause of 1)]

We were able to spread our movement widely because of the interest taken by the national broadcast TV station in the movement.

[Cause of 2)]

Because JCI Kanazawa carried out a continuous project, recognition of our movement has broadened.

[Cause of 3)]

Because the cooperating organizations worked together, a synergy was born for the characteristic appeal of local community.

[Cause of 4)]

Because local chapter members shared articles about the project, the information could be broadly publicized.

Because the SNS system expanded the spread of information like a chain reaction.

JCI Kanazawa created an opportunity for citizens, NPOs, local communities and governments to join a movement to improve local communities.

JCI Kanazawa provided opportunities for each organization to cooperate and succeeded in creating new appeal for the local community.

JCI Kanazawa acquired a method of broadly publicizing our activities.

Because this project contributed to the increase of active citizens, it is worth continuing.

## Domestic Evaluation

From a hearing of JCI Kanazawa members

- We felt that there were still many charms of communities.
- The characteristic appeal of communities was transmitted in a compact manner.
- We recognized the depth of traditional crafts and culture and discovered new appeal.
- We were able to realize a wider spread of our movement through the participation of many organizations.

## We received evaluations from the following people:

### Kanazawa Mayor Yukiyoshi Yamano

"This project had a social impact on Kanazawa City.

Everyone at JCI Kanazawa is looking at our city from a global perspective, and I am looking forward to the continued social impact this movement will have on Kanazawa."

### 21st Century Museum of Contemporary Art, Kanazawa Director Yuji Akimoto

"This movement was able to transmit the appeal of local community by working together with other organizations.

This allowed them to transmit the appeal of local community to many people, a very commendable result."

**Newspaper articles**

- 1) Hokkoku Shimbun/12 articles (circulation 300,000)
- 2) Hokuriku Chunichi Shimbun/2 articles (circulation 100,000)
- 3) Asahi Shimbun (Hokuriku version)/2 articles (circulation 15,000)

**Domestic TV broadcasts** Widely transmitted to citizens through 8 broadcasts on 5 local TV stations (700,000 households viewing).

Transmitted widely throughout Japan through 1 satellite broadcast (16 million households viewing).

**Overseas TV broadcasts**

The appeal of our town was transmitted overseas through 1 broadcast on NHK World (150 million households viewing).

**Radio broadcasts**

- 1) MRO Radio/2 times (Service area population 2.8 million people)
- 2) FM Ishikawa/1 time (Service area population 1 million people)

**Award Category criteria****Objectives, Planning, Finance and Execution****1**

What were the objectives of this program?

We do the following to improve local community:

1. We produce active citizens to develop local community.
2. We bring together participants from local community to provide information about the city's appeal to citizens in various parts of local community.
3. We helped citizens rediscover the appeal of local traditional crafts and townscapes.
4. We promote the appeal of local both inside and outside Japan, in order to increase awareness of Kanazawa by taking advantage of the fact that it is a UNESCO-designated Creative City of Crafts and Folk Art.  
(Creative City of Crafts and Folk Art: A creative city network project established by UNESCO in 2004. UNESCO certified Kanazawa as a Creative City of Crafts and Folk Art in 2009 in the craft division)
5. We continue carrying out projects that allow citizens to positively improve their community.

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

**[JCI Kanazawa encourages citizens of Kanazawa to be proactively involved in development of local community]**

1. JCI Kanazawa increases the number of active citizens who participate in developing local community.
2. JCI Kanazawa works together with citizens and informs citizens of projects to develop local community.
3. JCI Kanazawa encourages citizens who support our activities to convey them to others.
4. JCI Kanazawa carries out activities that allow citizens to continue improvement of the local community.
5. JCI Kanazawa establishes sustainable partnerships with citizens to create a better society.

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

JCI Kanazawa informed government organizations and companies about the project to help them understand our goals, and obtained 40% of the budget from such organizations.

Budget outline:

Event venue cost: 13,000 USD

Advertising cost: 11,000 USD

**[Ideas for budget cuts]**

1. We held press conferences when announcing information to the media. We reduced event venue costs by using an art museum, which cooperated with us in making project-related announcements, as the venue for press conferences.
2. We reduced costs by asking not only JCI Kanazawa, but also other organizations working with us, to send out information.
3. We reduced advertising costs by focusing on using media that allowed us to send information for free, such as newspapers, TV programs, and SNS.
4. We reduced venue costs by using places made available by cooperative citizens who understand our movement.

How does this project advance the JCI Mission and Vision? [Implementing JCI Mission]  
We implemented JCI Mission by doing the following:

1. JCI Kanazawa provides opportunities for citizens to convey the appeal of their local community, and did so with the cooperation of 26 venues who understand our movement.
2. JCI Kanazawa has implemented multiplying the appeal of the local community. We provided opportunities for the younger generation to create new appeal in their community.
3. JCI Kanazawa cooperates with other organizations (10 organizations including local governments, NPOs, corporations, and local communities). In doing so, we provide the opportunity for the younger generation to engage in activities connected with improving their local community.

[Implementing JCI Vision]  
We implemented JCI Vision through the following measures:

1. Through this project, JCI Kanazawa expanded its global network by increasing the number of active citizens among young citizen from local community.
2. JCI Kanazawa understands the importance of its movement and has worked on enlightening the younger generation in the local community. We have cooperated with young people as leaders of the local community. Together with them, we have taken the initiative in implementing our movement.



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

By number, how many members were involved in this program? **18Members**

By percentage, how many members of the Local Organization were involved in this program? **90%**

Describe the main roles of the participating members in this program. **Number of members responsible for cooperating with organizations: 10**

- 1) The responsible persons conveyed the project to each organization.
  - We held explanatory meetings for local governments, NPOs, corporations, and residents.

- 2) We, in order to publicize the appeal of the local community, explained the necessity of cooperation between organizations and citizens and provided support for the establishment of cooperative structures in each organization.

**Number of members responsible for sending information outside the local chapter: 3**

- 1) The responsible persons publicized the project and the appeal of the local community to the citizens.
  - We asked newspapers, TV and radio stations in the community for cooperation to publicize the project to citizens.
- 2) The responsible persons publicized the appeal of the community both inside and outside of Japan.
  - We asked the national TV station for cooperation in broadcasting a TV program to publicize the appeal of the community both inside and outside of Japan.
  - We issued press releases through a wide range of media (60 domestic companies/ 1000 companies in 60 countries).

**Number of members responsible for sending information inside local chapter: 4**

- 1) We organized a JCI Kanazawa forum to discuss the appeal and potential of the local community.
  - We organized a lecture on the improvement of the local community by a university professor.
  - We popularized the meaning and purposes of the project, which is a way to publicize our activities.

**Number of members responsible for accounting: 1**

- 1) The responsible person managed the project budget focusing on cost performance.
- 2) We publicized the activities and obtained

agreement from local governments and corporations, which lead to its earning 40% of the budget from them.



**Public Relations  
(Cooperating party)**



**Television(Japan)**

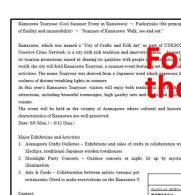


**Radio(Japan)**

**Lecture meeting  
for JCI Kanazawa**



**For outside  
the country**



**For Japan**

**Press Releases**

## Award Category criteria

### Community Impact

# 3

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

We tried to make an impact on local community through the following measures:

1) We researched the impact of the project by sending out questionnaires to the following people:

– Citizens (700 people)

– People related to crafts (40 people)

– Cooperating organizations (10 groups)

2) We measured the impact of the project by counting how many times it was featured in the media.

Published in 3 local newspapers (14 times, circulation 3.83 million)

Featured on 5 local TV stations (8 times, broadcast to 700,000 households)

Featured on one national Japanese TV station (Once, broadcast to 16 million households)

Featured on one foreign TV station (Once, broadcast to 150 million households)

3) We estimated the impact through the analysis of SNS access, etc. (Period of viewer data collection: February 1, 2012 – August 13, 2012)

Facebook (Viewers: 54,495, Article views: 187,837 times)

Website (Viewers: 10,313)

Describe the actual community impact produced by this project.

1) Projects were carried out by citizens at three sites, using our project as a model.

– Local communities took the initiative in lighting up their areas during the same time period as JCI Kanazawa, which publicized the appeal of townscapes in a different way.

– NPOs used local cultural assets as venues and sponsored events with films and musicians to publicize the appeal of the community.

– Restaurants, in cooperation with traditional craft artists, created and publicized a new appeal for local food and crafts.

2) According to the questionnaire results, our project helped many citizens rediscover the appeal of their city.

– Question: Did this project help you feel the appeal of the local community? (909 respondents)

Answers: Yes, very much: 87%,

Yes: 13%,

No: 0%

3) As a result of our project, groups that had been working individually started working together to improve the local community.

– Cooperation between NPOs and craft artists succeeded in publicizing the appeal of traditional crafts in a new way.

– Cooperation between citizens and craftsmen succeeded in setting up venues for the exhibition of traditional crafts.

4) Due to the project being featured in the media on many occasions, information on the project was transmitted even to citizens who had not participated.

Published in local newspapers (12 times)

Featured on local TV stations (5 times)

Featured on local radio stations (3 times)

5) Posting activities on SNS, etc. made it possible for us to publicize them to citizens who could not participate in events. Facebook (Viewers: 54,495, Article viewing: 187,837 times)

Website (Viewers: 10,313)



**Cooperation project  
films and musicians**



**Newspaper**



**Television(foreign)**



### Award Category criteria

#### Impact on Local Organization

# 4

How did the Local Organization benefit from running this project?

#### [Increasing the recognition of the local community by JCI Kanazawa]

1) JCI Kanazawa increased its recognition from citizens, by publicizing itself via local media as an organization promoting local community improvement programs.

The local media are as

- 3 newspapers
- 5 TV stations
- 2 radio stations
- 10 local informational magazines
- 15 external websites

2) We has improved its value to the community as an organization with a high sense of social contribution. We has been highly regarded by local governments and other participants, indicating that we have become more acknowledged.

Director, Kanazawa City Craft

**“JCI Kanazawa has created new potential for improving the appeal of the local community and publicizing it.”**

- Improving the quality of local chapter prject members

1)We understood citizens' desires through dialogue and working together during the project, increased their awareness about social contribution.

2)We interacted with many participants in the prject, and through dialogue were able to deepen their understanding of the appeal of the local community.

3)We listened to the opinions of experts and learned how to effectively publicize via media.

How did the program advance the JCI Mission?

We increased positive citizens using the following methods:

1) Held an opinion exchange for the younger generation in the community to increase recognition of the status of local community.

2) Worked with the younger generation on proposals to use the appeal of the local community for activities that can lead to improvement.

3) Encouraged the younger generation to do what they could to improve the local community.

4) Provided opportunities for the younger generation to understand the importance and potential of activities, and work toward positive change through 1) to 4).

5) Made proposals to use the younger generation's ability to continue activities for improving the local community.

6) Continue leading the younger generation in the community through this prject.

7) Gradually passing down the prject to the

younger generation by encouraging them to handle it by themselves.

We provided local chapter members with the following opportunities:

- 1) To learn ways of providing opportunities for the younger generation in the community to work toward positive change and reflect them onto other projects.
- 2) To deeply understand the appeal of the local community and implement it in future activities.

How did the project advance the JCI Vision?

1. JCI Kanazawa told citizens that they need to be proactive in participating in local development.
2. We provided citizens with opportunities for making positive changes, and expanded the number of active citizens.
3. We exchanged opinions on local development with the government, and informed them of citizens' opinions.
4. We told companies about the present situation in the local community, and explained that the projects carried out by citizens can provide a driving force for local improvement, and asked them to work together on this.
5. We worked together with citizens, the government and companies to create a network for continuous development of local community.
6. This project was featured in many media channels, and it increased the level of awareness of JCI Kanazawa as well as this project in local community.
7. In this project, we provided training for people to lead the global network, by providing leadership to a network in local community.

We believe that, through the above means, JCI Kanazawa increased the momentum to lead a global network.



**Active citizens**



**Lead the global network**





Television coverage



### Award Category criteria

#### Long-term Impact of the Program

# 5

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

This project is expected to have the following impacts on the local community:

1) Active citizens cultivated through this project will expand activities with the involvement of more citizens, increasing the number of active citizens. 2) Crafts are widely publicized both inside and outside the community through the expansion of the activities described above 1). 3) Recognition of unique local crafts increases through 2), resulting in the increase of corporations involved as a business. 4) The above-mentioned 3) prompts the promotion of the traditional craft industry by corporations and the expansion of new overseas sales routes. 5) Traditional crafts becoming businesses increases the number of individuals involved in creating an appeal for the local community. 6) Through 1) to 5), citizens who have experienced positive change continue carrying out the program for improving the local community, contributing to the increase of active citizens.

Local chapter can also be expected to have the following impacts:

7) Expanding our activities, the recognition of JCI Kanazawa in the community will increase.  
8) Through 1) and 7), new members with the intention of making the community better will increase, resulting in the expansion of our activities.  
10)

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

The following measures are required in order to further develop our movement.

1) It is necessary to increase the number of explanatory meetings for the project, to spread awareness of our activities among citizens, and to increase opportunities to obtain their cooperation.  
2) JCI Kanazawa carried out the project using venues in one area of Kanazawa.  
It is necessary to expand the area to increase the number of venues, so as to provide more citizens with opportunities to recognize the appeal of the local community.  
3) Proposals are necessary that transform the appeal of the local community into businesses and increase the number of corporations willing to participate in our project.  
4) It is necessary for us to perform effective PR in cooperation with major mass media and local governments, and increase recognition of the appeal of the community.  
5) It is necessary for citizens to continue activities for improving the local community through the proposal of model JCI Kanazawa project cases.  
6) It is necessary for JCI Kanazawa to increase the

number of active citizens through the provision of opportunities for children to feel the appeal of their community.

