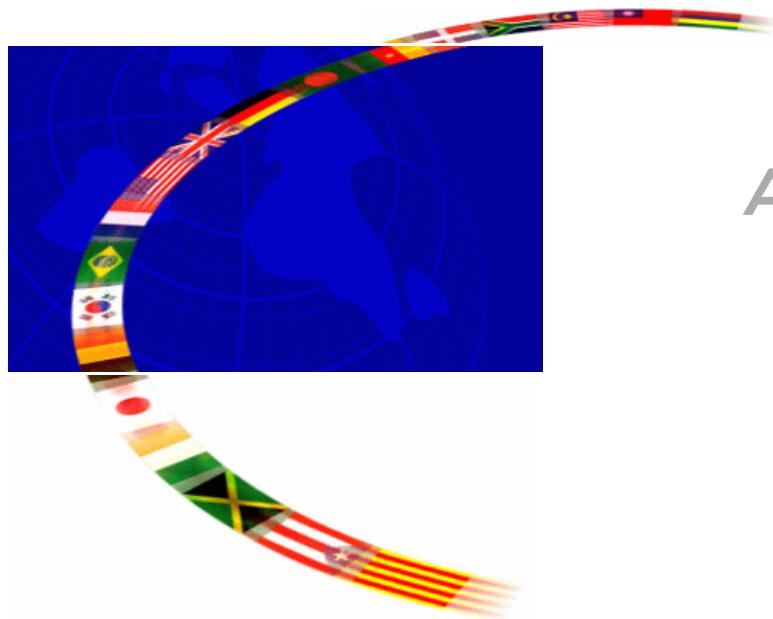




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Asia-pacific Conference
JCI Takamatsu Nothing But Nets Campaign
JCI JAPAN
Best Local UN MDG Project



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program: 2013 Asia-Pacific Conference

Category: Best Local UN MDG Project

NOM Information

National Organization: JCI JAPAN



National President:

Kosuke Obata

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LOM Information

Local Organization: JCI Takamatsu

President: Yoshihiro Tsuji

President Email: kamada+tsuji@altpaper.net

Basic Information

Duration : 25th Apr 2012~24th Apr 2013

Staff : 11

Sponsors : Japan Committee for UNICEF, Kagawa Branch

Budget : US\$150

Profit / Loss : **NONE**

In which UN MDG best fit (if apply) : Combat HIV/AIDS, malaria and other diseases

Who is benefited : The UN Foundation, 420,000 people lived in Takamatsu, 97 people of JCI Takamatsu

Objective : Support of Nothing But Nets(NBN) campaign Support of MDGs No. 6c. To collect donations from people in Takamatsu for UN Foundation continuously.

To provide opportunity that people in Takamatsu and members of JCI Takamatsu know about disasters caused by malaria and take action to eradicate malaria.

To inform people in Takamatsu that JCI is a world-wide organization to bring positive changes to local community.

Overview : -JCI Takamatsu took it is not efficient that we make effort only for fund-raising. Therefore, we decided to implement these three movements.

- In order to spread efficiently Malaria preventing activities in Takamatsu citizens, people who have high sense for service to local community and are influential become having interest about Malaria.

- Citizens in Takamatsu can donate during day-by-day purchasing activities.

- By collaboration with a well-known organization of United Nations (UNICEF) , Takamatsu citizens become knowing that JCI is as same as UN organization that bring positive change to community to solve problems in the world.

- We did fund-raising and public relations activities to Takamatsu citizens. Especially, we targeted influential citizens who attended Takamatsu Forum which is a event for sharing problems of local community.

At Takamatsu Forum, we set up a joint booth with Kagawa Prefecture Committe of UNICEF.

In the booth, we introduced to visitors about current situation of those suffering from malaria and its causes.

In the booth, we used a real mosquito net, panels and movies to introduce.

In the booth, we collaborated with UNICEF and sold the anti-malaria products of UNICEF.

In addition, we performed fund-raising at booth and other places.

- By installation of NBN donation type vending machine, we have created a mechanism for fund-raising in day-by-day purchasing activities.

We visited the leading companies to recommend the installation of NBN donation type vending machine and we told the activities to them with or without installation.

There is the introduction of NBN on donation type vending machine to allow the awareness to the purchaser.

- We collected donations from members and citizens in regular meetings.

- We conducted a public relations of NBN on Facebook and official website of JCI Takamatsu.

Results : Fundraising total: US\$ 2,678

As a reference value, donation of January to December 2012 was \$ 2,678.

It accounts for about 2.4% of total donation of JCI Japan(US\$110,000). Result of donation is significant because people in Takamatsu is about 0.3 percent of Japan. Donation of January to April 2013 was US\$ 782.

Takamatsu Forum Participants: 3548 people for total
Donation for NBN was US\$ 276 .
Sales of NBN vending machine was 166 cans.
We set up the joint booth with Kagawa Prefecture committee of UNICEF to introduce NBN activities.
We created a movie that introduce NBN activities and it was used on the booth.
Sales of UNICEF goods went up to \$ 400.
Child volunteers who attended an event at same time helped fund-raising activities.
Children donated for NBN in the event for children.
Children also became to have interest in anti-malaria activities.

Number of reach on facebook page of JCI Takamatsu reach number:
22096 reach

Number of website visitors: 54,774 visitors

Actions Taken : April 2013 - April 2012: promotion for install of donation type vending machine
June 2012: The Board of Directors of JCI Takamatsu passed the proposal of the joint booth with Kagawa Prefecture Committee of UNICEF.
July 2012: Members edited the movie that introduce NBN activities.
August 4 2012: At Takamatsu Forum . A joint booth with Kagawa Prefecture Committee of UNICEF. Broadcasting the movie. fund-raising.
Setting up a fund-raising type Vending Machine.
April 2012 - April 2013: fund-raising at regular meeting.
April 2012 - April 2013: PR of NBN on JCI Takamatsu WEB site.
April 2012 - April 2013: PR of NBN on JCI Takamatsu Facebook page.

Recommendations : We received appreciation for the joint booth, sales of goods at the booth and promotion of anti-malaria activities from Ms. Sasaki Tomiko who is a secretary-general of Kagawa Prefecture Committee of UNICEF.
In Takamatsu there are not many people who know the mosquito net because the mosquito net is rarely used.
Therefore, we prepared a real mosquito net to learn about it.
However, visitor could not experience the net because we could not get enough space for the booth.
If space for the booth is broader and many mosquito net is prepared, visitors can experience mosquito net.
Real experience will help visitors to understand the effectiveness of mosquito net.

At "Takamatsu Forum" we intended that many children experience the fund-raising activities.
However, less children experienced the fund-raising activities because of insufficient PR.
If more children experience the fund-raising, they will have more interest in anti-malaria activities.

We created our own document to introduce NBN activities. We had plans to hold an open committee to introduce NBN. However, we did not have enough time to do it.

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

What were the objectives of this program? It is intended to spread the local movement of the JCI Nothing But Nets for preventing the spread of malaria in No.6c of the UN MDGs.

- To collect the sustainable fund-raising for the NBN from Takamatsu citizen.
- To create an opportunity for members and Takamatsu citizens to act towards eradication of malaria by awareness of the causes and current situation of those suffering from malaria in the world.
- To let Takamatsu citizens know that JCI is an organization which provides positive change to solve problems in the whole world.

How does this program align to the JCI Plan of Action? JCI MISSION, VISION, VALUE
Positive change was created on Takamatsu citizens and members that they recognize the problem and act to solve it.

UN MDGs

Fund-raising activities for achievement of the UN MDGs No.6c.

BUILDING CULTURE OF TRUST

We built a trust relationship with companies that install a fund-raising type vending machine. We collaborated with Kagawa Prefecture Committee of UNICEF and built a trust relationship with them.

Was the budget an effective guide for the financial management of the project? In order to avoid an inconsistent state that the expenses is more than donation, we planned minimum budget.
As the result, we spent only booth venue costs and brochure printing costs.
Brochure design, video production, and booth construction (that is usually required cost) was done by committee members do by themselves.
A positive commitment of members enabled to reduce the cost.

How does this project advance the JCI Mission and Vision? – We informed problem of malaria to leaders in Takamatsu. It created POSITIVE CHANGE that Takamatsu citizens became participating anti-malaria activities like fund-raising.
– Installation of fund-raising type vending machines create POSITIVE CHANGE that Takamatsu citizens can participate fund-raising in day-by-day purchase.
– Through collaboration with Kagawa Prefecture Committee of UNICEF, we built GLOBAL NETWORK with the organization of United Nations.

– Members of committee got DEVELOPMENT OPPORTUNITY through planning, brochure , PR, brochure design, video production and set-up of the booth.

Fund-raising type Vending Machine



Overview of the booth



Donation at Takamatsu Forum



Presentation at Keynote Speech



2

Award Category criteria

Membership Participation

By number, how many members were involved in this program? **11 members**

By percentage, how many members of your Local Organization were involved in this program? **80**

Describe the main roles of the participating members in this program. **Overview of the committee**
– Members of the committee contained total 11 person and 1 chairman, 2 vice-chairman, 1 secretary and 7 floor members.

Preparation

– Every committee members discussed for achievement of UN MDGs and decided the goal of this program.

On Takamatsu Forum

– President of JCI Takamatsu and the chairman negotiated with Kagawa Prefecture Committee of UNICEF. A joint booth was realized.
– A vice-chairman lead the planning of the booth with every members.
– Every members committed to implement the booth. In the booth management, we have developed a network of UNICEF.

Fund-raising type vending machine

– Every members participated to the PRs of NBN activities for companies to install fund-raising type vending machine.
– President of JCI Takamatsu and the chairman visited and say thanks to companies who install the vending machine. And they have built the cooperative relationship.

Fund-raising

– Every members participated to fund-raising activities at regular meeting and other places.

Public Relations

– 1 committee member produced a video about activities of NBN.
– 2 committee members designed the brochure about activities of NBN.
– The chairman asked the co-operation to the committee in charge of website to carry out public relations on Facebook Page and the website of JCI Takamatsu.

Setting up mosquito net at the Booth



Donation at a regular meeting



Donation at office of JCI Takamatsu

Vending machine
at office of JCI Takamatsu

Award Category criteria

3

Community Impact

How did the Local Organization measure for this project?

- Total Donation: US\$ 2678 in January to December 2012. US\$ 782 in January to April 2013.

community impact

- Fundraising vending machines: 2 machines in January to December 2012. 4 machines in January to April 2013.

- According to the committee of Takamatsu Forum , visitors were 3548. The booth was in the passage that every visitors uses.

- Visitors of the booth: About 500 brochures are received.

- Donation in Takamatsu Forum: US\$276

- Number of cans that sold at Takamatsu Forum: 166 cans

- We set up a joint booth with Kagawa Prefecture Committee of UNICEF. According to the committee of UNICEF, sales of goods of UNICEF was up to US\$400.

- We received a message of thanks from the secretary general of the committee of UNICEF.

- Number of Reaches on Facebook Page: 22,096 reaches.

- Number of Visitors on Website of JCI Takamatsu: 54,774

Describe the actual community impact produced by this project.

- Fund-raising type vending machines have been installed in Takamatsu. It helps to improve recognition of NBN continuously in Takamatsu. It made the opportunity that local community can make a contribute to problem in the world.

- It built a relationship of trust with JCI Takamatsu and Kagawa Prefecture committee of UNICEF. It enables that JCI Takamatsu and UNICEF make collaboration for achievement of UN MDGs.

- At Takamatsu Forum, community leaders became understanding problem of malaria and activities of NBN. It enables local community commit to problem in the world.

- At result of our PR, only 2 vendor machines were installed in 2012 but 4 vendor machines were installed in only 4 months in 2013.

Children participated fund-raising activities



Children participated fund-raising activities



A citizen is buying at the fund-raising vending machine



Children participated fund-raising activities



Award Category criteria**4****Link with UN Agencies or Partnerships**

List any UN

Agencies that – Kagawa Prefecture Committee of UNICEF participated in any In Takamatsu Forum, we set up a joint booth of way. Describe their anti-malaria activities. In the booth, related goods of involvement. (write UNICEF were sold.

N/A if none)

List any other – Takamatsu City Office

partners that – Union of Takamatsu Marugame shopping district.

participated in this – 4 companies that have installed the fund-raising program. (write N/A type vending machines.

if none) – Over 130 companies that have received PR of installation of the vending machines.

– Children who participated in fund-raising activities in Takamatsu Forum

How were partners – Takamatsu City Office

engaged to Sponsorship for Takamatsu Forum

participate in the – Union of Takamatsu Marugame shopping district. program? Sponsorship for Takamatsu Forum

– 4 companies that have installed the fund-raising type vending machines.

– Over 130 companies that have received PR of installation of the vending machines.

– Children who participated in fund-raising activities in Takamatsu Forum

The Joint Booth with UNICEF



The Joint Booth with UNICEF



A Movie about NBN



A Citizen is buying goods of UNICEF



Award Category criteria

5

Long-term Impact of the Program

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

– Fund-raising type vending machines enables continuous donation of citizens in Takamatsu for anti-malaria.

- Citizens in Takamatsu became aware of anti-malaria activities. It makes easy to install the vending machine and fund-raising.
- The video about NBN were created. We have a good tool to introduce NBN.
- Children participated in fund-raising activities. Children became aware of anti-malaria activities. It enables long-term support for NBN.

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

– Problem: Citizens in Japan have less understanding of mosquito nets.

The mosquito nets are not common in Japan now. We exhibited a mosquito net in Takamatsu Forum. But visitors may not understand usages of the net.

Solution: If visitors experience the mosquito net in practice, they will understand the effectiveness of the net.

– Problem: System of fund-raising type vending machine is not easy to understand.

Solution: To write good description about the machine for people who are not familiar with the vending machine. It will make easy to do the PR.

– Problem: In order to keep NBN activities in long-term, it is necessary to let children have interest about NBN as well as adults.

Solution: We will perform lectures of NBN at school. And we will increase opportunities of fund-raising activities by children.

– Problem: Awareness of NBN and UN MDGs is not enough in members of JCI Takamatsu.

Solution: We will inform members of JCI Takamatsu at regular meetings and committees using the documentation about UN MDGs and NBN that was created in this project.

Fund-raising vending machine on the street



Fund-raising vending machine in a company



Many people attended
Takamatsu Forum



Network with Takamatsu City Office

