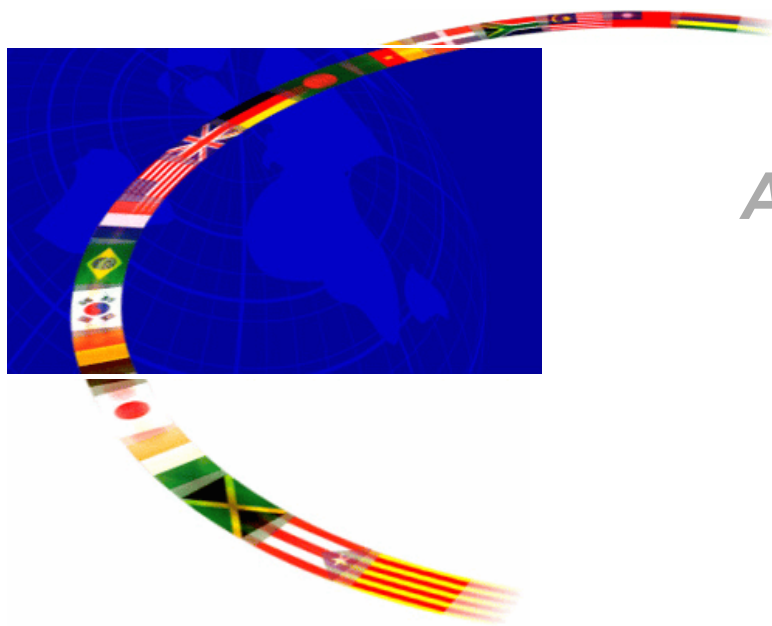




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
We Love Chita Peninsula  
JCI JAPAN  
Best Local Community Empowerment Program



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

### Entry Information

Award Program: 2014 JCI World Congress

Category: Best Local Community Empowerment Program

### NOM Information

National Organization: JCI JAPAN

National President:



**Kazuya Suzuki**  
E-mail: [japan@jci.cc](mailto:japan@jci.cc)

### LOM Information

Local Organization: JCI Handa

President: katsuyoshi kondo

President Email: [katsuyoshi@daikiyo.co.jp](mailto:katsuyoshi@daikiyo.co.jp)

### Basic Information

Duration : From June 23, 2014 through July 24

Staff : 10 members

Sponsors : Chita Peninsula Tourist Area Committee and 33 civic organizations

Budget : 10,100 US dollars

Profit / Loss : 0

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

Who is benefited ? : For the 600,000 people living in Chita Peninsula

- Objective :
1. Fostering people who actively contribute to the local area in order to develop Chita Peninsula
  2. Introducing Chita Peninsula to the world

Overview : Chita Peninsula consists of five cities and five town, and it is designated by the Japanese government as one of the important sightseeing area. However, the tries to promote Chita Peninsula didn't seemed to be going well under the theme for the improvement in tourism industry. JCI Handa, therefore, took the initiative in creating some film in order to promote Chita Peninsula.

All the four JCIs, which have been operating in Chita Peninsula, cooperated in order to tackle the film. We, all the four JCIs members, completed editing the film featuring a lot of attractive places in Chita Peninsula, in which the local residents danced along the currently popular song. Eventually, we uploaded the film on YouTube and tried to promote the film all over the world.

We held JCI Academy in 2014. Hence, we had some chances to get some help from the members of the Academy. We succeeded in letting the members dance in the film.

We requested two things from the local residents: appearing in the film and promoting the film in several ways.

think that we succeeded in encouraging the residents to be actively involved in taking some actions for the local communities.

- Results :
1. **We succeeded in getting more and more people to take care of their local communities and take some actions for the communities.**

The survey that we conducted on the participants in the film after uploading the film on YouTube showed that:

- 95 % of the participants showed their intention to keep taking some actions for their community.
- 90 % of the participants who had thought about nothing for their community changed their mind after this event.

2. **We succeeded in promoting Chita Peninsula all over the world.**

The film obtained a lot of views in more than 70 countries thanks to the help from the delegates at JCI Academy from home and abroad.

### Actions Taken : 2014

March

Requesting 4 JCIs in Chita Peninsula for cooperation

March-April

Explaining the outline of the event to each tourist agency in 5 cities and 5 towns, Chita Peninsula

April 22

Formally requesting Chita Peninsula Tourist Area Committee for the support

April-July

Discussing the matters related to the event with each tourist agency member and resident at a total of 35 meetings  
Choosing which sites to record the film  
Requesting the members/residents to appear in the film

April-July

Discussing with a film creating company

From June 26 through July 25

Filming at each site

July-August

Editing the film

August 7

Uploading the film on YouTube

From August 17 through 31

Reviewing the result of the survey

Recommendations : **We succeeded in getting more and more people to take some actions for their community.**

The reasons of the success include things below;

- We chose a casual material to attract people: video picture, which can make it easier for people to ask their friends to join. Now that it isn't that difficult to take care of making films and films on the Internet are widely available thanks to the Internet.
- We got the participants to be directly involved in the event as a dancer in the film. That made most of the participants feel the film itself belongs to each participant. Moreover, dance, the action that we asked the participant for, made the event enjoyable. The survey or hearing after the event showed that most of the respondents said "enjoyable".

**We succeeded in promoting Chita Peninsula all over the world.**

The reasons of the success include things below:

- We took advantage of opportunities to ask the members at JCI Academy to join the event. The delegates at the Academy were a big help to the event. They originally have some pride as a JCI member and the spirit drove them to join the event.

### **Additionally**

Some of the participants changed their mind about where they should take care after the event. They became aware that they should get involved in not only the city they live but also the neighboring cities/towns.

### **As for the cost**

This time, we needed to request a film making company to shoot and edit the film.

JCI Academy was held in Chita Peninsula at the same time. We thought we should make the film the high-quality one.

That's the reason why we asked the professional staff. Some JCI members took the initiative in shooting most of the scenes.

We could have reduced the cost if we had spent much time on creating films.



### Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program?

1. Growing as many people who actively take some actions for their community as possible in order to develop Chita Peninsula
2. Promoting Chita Peninsula all over the world

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

Particular point: we managed to collaborate effectively with municipal governments and civic organizations that we hadn't had any relationships with before.

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

- There was no budget overruns and no extra expenses.
- Thanks to the cooperation with Chita Peninsula Tourist Area Committee, we didn't need to pay admission at the shooting places in Chita Peninsula. We got allowed to enter the premises of a total of five sites in Chita Peninsula without paying admission; therefore, we managed to reduce 450 US dollars.
- Estimated budget:  
2,300 US dollars for shooting fee (toward photographer)  
5,500 US dollars for edit the film

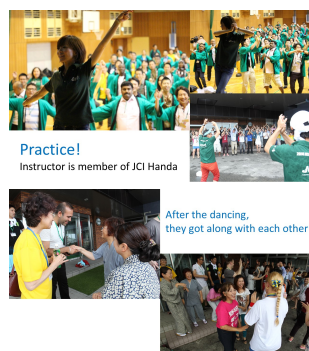
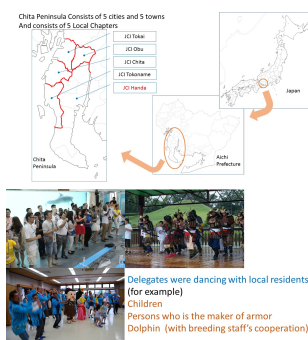
How does this project advance the JCI Mission and Vision?

## The promotion of JCI Mission

A lot of officers participated in the film since we succeeded in providing them with an environment to let them easily join with a familiar tool, film.

## The promotion of JCI Vision

We achieved a good result with officers from all the municipal governments in Chita Peninsula. This action made us a pioneer to build a network of people in this Peninsula.



## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? 10 members

By percentage, how many members of the Local Organization were involved in this program? 75%

Describe the main roles of the participating members in this program. 8 members for choosing filming sites, requesting to appear in the film, facilitating the recording on the spot

- Requesting municipal governments to cooperate in the event and building a strong relationship with the people involved in the event
- Choosing the filming sites and arranging the event
- Requesting people to join the event

2 members for editing the film

- Directing the film and confirming the edited film

All the members for promoting the film

- Requesting the participants to promote the film
- Promoting the film through SNS

Introduced on the municipal governments web site ② <Agai Town>



Newspaper article ①  
(The Chunichi Shimbun)

Introduced on the municipal governments web site ③ <Higashikura Town> <Miyama Town>



Newspaper article ②  
(The Asahi Shimbun)

## Award Category criteria

## 3

## Community Impact

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

We made sure how this event influenced on the municipal communities.

1. Conducting the participants survey from the people below
  - 100 residents who joined in filming
  - 40 JCI members who joined in filming
2. Confirming how the event was promoted in public media of municipal governments
  - Four municipal governments in Chita Peninsula built the link connecting to the film on YouTube
  - Handa City introduced the event on its city report, which is distributed to 90,000 households.
3. Making sure how many times the event was introduced on newspapers
  - wo local papers, whose circulation is 200,000 in total, picked up the event.
  - raffic analysis by YouTube, from August 7, 2014 through September 11, 2014 9671 views from 78 countries

Describe the actual community impact produced by this project.

- Through the event, residents turned into Active Citizen with Positive Change, and they introduce the film to their friends. Those activities finally led to the promotion of Chita Peninsula. The participants survey showed that most of the participants would try to keep doing something good for their local area. We can expect some long-term development in the local area with the answers.
- We are definitely sure that we succeeded in gaining recognition of Chita Peninsula.
- People other than the participants brought up the topic about this event through the film since a lot of media like newspapers introduced the event and film. Especially a lot of administrative agencies picked up the film on their advertising media. Four municipal governments in Chita Peninsula built the link connecting to the film on YouTube. Handa City wrote the journal about the event on its city report.

Introduced on the municipal governments web site ① <Handa City>



Handa City website showing various municipal services and information.

<Top Page>


Digest of film



Movie poster for 'Fortune Cookie Chita' featuring a character in a red suit.


Please search for 「Fortune Cookie Chita」  
<http://www.youtube.com/watch?v=9zyD6D6Cwfo>

Handa City introduced the event on its city report, which is distributed to 90,000 households.



Cover of the city report (City report is published twice a month).

Digest of film



Movie poster for 'Fortune Cookie Chita' featuring a character in a red suit.

Please search for 「Fortune Cookie Chita」

## Award Category criteria

## 4

## Impact on Local Organization

How did the Local Organization benefit from running this project?

The development relationship between JCI Handa and the citizens

We succeeded in building the relationship with Tourism Associations of each city/town in Chita Peninsula, young city/town officers, and each municipal community.

The promotion of JCI Handa as a non-profit organization

Since we succeeded in having the event advertised not only in newspapers but also at municipal governments, JCI Handa build a recognition from citizens. Several organizations, which joined the filming, gave us their positive offer to help them when we hold another event.

Improving the quality of Jaycee

The places where the JCI members play a role are not always the same as where they live. Under such diversified situation, we succeeded in obtaining a lot of experiences and knowledge, which can make our event in the future appropriate for each local area.

- Development the cooperative system with each JCI
- Development the good relationship with municipal administrations and citizens that Handa JCI wasn't that close.

How did the program advance the JCI Mission?

JCI Handa provided the participants, who are residents in Chita Peninsula, with opportunity to appear in it when filming. Moreover, JCI Handa supplied the participants with opportunity to let their friends know the film. The phrase, for the development of the local areas, was what we kept on our mind when we created the film and promoted it. We always asked the people to keep the mind on their mind.

The opportunities that we provided the participants were enjoyable to them and easy to start promoting. Now that it is extremely easy to watch the film on the Internet. Additionally, promoting the film through SNS was also big help to promote the film. With the pleasure that the participants appear in the film, the participants extremely helped us promote the film by uploading the link on their own SNS page.

Consequently, the citizens related to the event finally obtained the positive will to keep involved in their local area since they took concrete actions for development of the local area through the event. We believe the people involved in the event achieved the status, Positive Change.

How did the project advance the JCI Vision?

Since each municipal government has its different policy on tourism, Chita Peninsula Tourist Area Committee hadn't worked well although it was established four years ago in order to promote Chita Peninsula.

Although the film was created at the initiative of Handa JCI, other JCI in Chita Peninsula gave us big help in filming. We believed we were able to play an effective role to build a network among 10 cities and towns in Chita Peninsula. Consequently, we are sure that we obtained the first step as a pioneer to create a network among 10 cities and towns in Chita Peninsula, especially young officers in the municipal office.



Digest of film



Please search for  
「Fortune Cookie Chita」



Digest of film



Please search for  
「Fortune Cookie Chita」



Digest of film



Please search for  
「Fortune Cookie Chita」



With host-families from JCI Academy in HANEDA

Please search for  
「Fortune Cookie Chita」



Digest of film



Elementary school students

## Award Category criteria

## 5

## Long-term Impact of the Program

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

More and more participants got their will; I will take some actions to develop my local area. We can expect some things below from the change.

- Those participants will probably influence on their friends and acquaintances and let them turn into the same citizen with Positive Change.
- Since it's easy to introduce films on the Internet to friends through SNS, more and more people will probably keep uploading our film in the future.

Through the event, the participants in Chita Peninsula came to think about not only their own city/town but also the other cities/towns in Chita Peninsula. They used to think about their own city/town; however, they changed their mind.

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

#### Cost efficiency

This time, we asked some professional photographers to record and create the film since we needed to have it quality under the memorable year of JCI Academy. However, most of the scenes were recorded by us with our smartphone. It means that it would be possible to reduce the cost more if we managed to record and edit films.

#### Recruiting participants

Most of the participants achieved the status, Positive Change, through the event. We would have obtained more and more people with Positive Change if we had recruited more people. This time, only the people involved in municipal administrations or tourism associations and our friends were who we requested to join the event.

#### Promotion of the film

Although SNS is very effective to promote, other media other than the Internet such as newspapers are also very important to enhance the promotion. We thought we should regularly prepare some topics that can attract those media.

