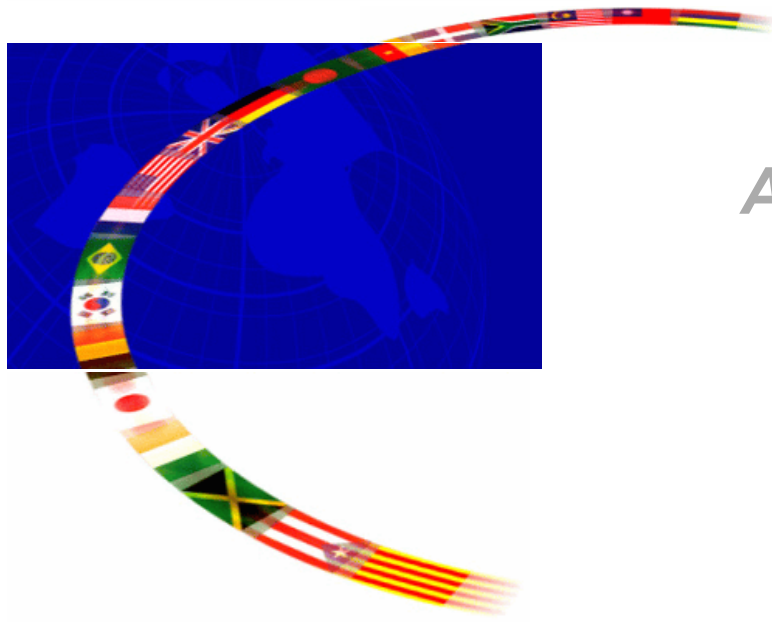




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
A city planning forum "Gaze at the future of
Tsubamesanjo which is full of charm"
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

LOM Information

Local Organization: JCI Tsubamesanjo

President: Masatoshi Kato

President Email: makato@kakuri.co.jp

Basic Information

Duration : 26th OCT 2013

Staff : 112 member

Sponsors : Sanjo city, Tsubame city, Yahiko Village

Budget : US\$45,100

Profit / Loss : 0

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

Who is benefited ? : 200,000 citizens who live in the activity area of JCI Tsubamesanjo

Objective : Through the Tsubamesanjo vision, To make citizens understand the necessity for the participation consciousness to community development, and to make a positive change.

Overview : Based on JCI values, JCI missions, and JCI vision, two years from 2012 to 2013 were applied, and we created the Tsubamesanjo vision which specified movement required for the Tsubamesanjo area.

We aimed at promoting the community development with the Tsubamesanjo vision.

The citizen who reforms the town actively is made to do the positive change in the Tsubamesanjo area through the Tsubamesanjo vision.

1. JCI Tsubamesanjo held a City planning forum ~Gaze at the future of Tsubamesanjo which is full of charm~.
2. JCI Tsubamesanjo held the Visitor collection seminar for the Local Chapter member in order to get 2000 citizens to participate in our forum.
3. JCI Tsubamesanjo held the management seminar for the Local Chapter members.
4. JCI Tsubamesanjo distributed fliers to about 67,000 households in an activity area.
5. JCI Tsubamesanjo held a panel discussion with the coordinators who are JCI Tsubamesanjo Local President, and the specialists for local autonomy, and each industry which tell a participant the Tsubamesanjo vision, and offered the opportunity of growth and development of Tsubamesanjo area.
6. JCI Tsubamesanjo offered the opportunity to create the image of the Tsubamesanjo vision and to be a part of the community development of the Tsubamesanjo area to students from technical college.
7. JCI Tsubamesanjo announced how to receive better medical treatment through a short play to the young generation who is not interested in the medical treatment.
8. JCI Tsubamesanjo cooperated with seventeen active organizations, announced about the necessity of the network construction which adjusts the support at the time of a disaster.

Results : The result checked by the questionnaire on the day
The point that the purpose has been achieved

1. By holding the City planning forum ~Gaze at the future of Tsubamesanjo which is full of charm~, a panel discussion with the specialists for local autonomy and each industry with JCI Tsubamesanjo Local President, and offering the opportunity to create the image of the Tsubamesanjo vision, 67% of participants understood the high consciousness for community development, and becoming active citizens are necessary.
2. By announcing how to receive better medical treatment through a short play to the young generation who is not interested in the medical treatment, 78% of participants understood about the medical present

condition and problems of activity area through the short play.

3. By announcing about the necessity of the network construction which adjusts the support at the time of a disaster, 93% of participants understood the necessity of the network, and then JCI Tsubamesanjo and 17 active organizations have begun to move towards the network construction.

The point that the purpose has not been achieved This forum was held for 2000 people. However The number of participants was only 1000 people. The positive change of the 2000 target citizens was not able to be carried out.

Actions Taken : Jan 7th through Sep 2nd 2013

each committee held deliberations in 11 times.

Jan 10th through May 8th 2013:

The Tsubamesanjo JC vision creation project team was formed and held deliberations in five times.

March 11th 2013

We held Study session for the effective dispatch method.

March 31th through May 12th 2013

Public-questionnaires investigation about the medical treatment of the Tsubamesanjo area is conducted a total of 9 times on a street for the citizen of the activity area in JCI Tsubamesanjo.

April 30th through August 21st 2013

Selection of a forum lecturer.

June 30th 2013

The total result of a public-questionnaire is released on a web site of JCI Tsubamesanjo.

July 5th 2013

Tsubamesanjo JC vision debrief session for Local Chapter members.

August 6th 2013

Tsubamesanjo JC vision resolution was passed At the general meeting.

Sep 11th 2013

We held visitor collection seminar and forum explanation.

Sep 20th 2013

About 20,000 fliers supplied widely to the children in the Tsubamesanjo area. About 1,300 fliers were distributed and 113 posters were handed out to 113 hospitals.

Sep 25th 2013

The notice of the forum holding on the web site of JCI Tsubamesanjo.

Sep 26th 2013

Program page was established on FACEBOOK page and a website of JCI Tsubamesanjo.

Sep 30th 2013

180 posters were notified on the street of the activity area in JCI Tsubamesanjo.

Oct 1st 2013

Holding Press-Releases to the Tsubamesanjo area and the main mass media in Niigata pref.

notified to each public relations magazine, and distributed fliers to about 67,000 households in the activity area.

Oct 10th through Oct 23rd 2013

four advertising printings at a local paper Sanjo newspaper and the Echigo journal.

Oct 17th 2013

Public relations on a radio program of local Tsubamesanjo FM. Holding of the prior briefing session for Local Chapter members.

Oct 18th 2013

About 500 fliers were distributed at 3 supermarkets.

Oct 25th 2013

The preparation for next day, and a rehearsal.

Oct 26th 2013

held a City planning forum ~Gaze at the future of Tsubamesanjo which is full of charm~.

Recommendations : The point that the purpose has not been achieved

1. We proposed cooperation of industry, academia and government, such as the tourist industry with which the collaborative project of metalworking manufacture and agriculture, and Tsubame and Sanjo and Yahiko-mura cooperated to the citizen of activity area by the "city planning forum.\" "

Many participants consented to the proposal and showed the intention of cooperating.

From this, we think that the positive change of citizen consciousness was completed.

2. JCI Tsubamesanjo offered the opportunity to create the image of the Tsubamesanjo vision and to be a part of the community development of the Tsubamesanjo area to students from technical college.

In creating an image, they have understood the boundary line of Tsubame and Sanjo, and the problem which has caused by it.

By their comment, they would like to bring concern to future city planning.

3. JCI Tsubamesanjo cooperated with seventeen active organizations, announced about the necessity of the network construction which adjusts the support at the time of a disaster. As a result, many participants noticed the necessity for a disaster network and those seventeen active organizations also understood the necessity for the participation consciousness to community development.

The point that the purpose has not been achieved

1. It has become a network that only a specific organization can participate, and has not performed construction of the network that unspecified citizens can participate.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

The purpose is the community development of the activity area in JCI Tsubamesanjo. For that purpose, the citizen of the activity area who has never concern about community development needs to do a positive change.

1. They notice that citizens' cooperation is indispensable for community development.

2. They and JCI Tsubamesanjo share the vision of community development, and unite a vector. Those who made the positive change become a good cooperator of movement of JCI Tsubamesanjo as active citizens.

3. The citizens of activity area and movement of JCI Tsubamesanjo serve big power for community development.

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

The point which has aligned

I . JCI missions, vision, values

Through activity of JCI, we held the enterprise which sends movement of JCI Tsubamesanjo to represent who we are, what we are doing, and how we have been acting.

II . Membership Recruitment and Retention

To attract more young people to our cause and to emphasize the purpose of growth to increase the impact of our action across the world, we gained 160 candidates in the place of the enterprise.

V . JCI events

To identify topics that are relevant to each areas and ensure that events are themed around these relevant issue, we created the vision of activity area, and created activity based on the contents.

To promote JCI events to external audiences, we established the committee which made the public-relations strategy, and performed the enterprise media strategy.

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

The device on a budget

1. It cost 250 dollars for a pick-up bus arrangement to the hall. However, 250 dollars has been reduced by obtaining cooperation of Tsubame city.

2. When we entrusted an enterprise notice flier to a flier making company and mailed it, 2,000 dollars were required, but it is putting into the public relations magazine of administration as an insertion flier, and 200,000 yen has reduced.

The items of a budget

Preparation expenses: US\$16,800.-
 Plan production expenses: US\$6,000.-
 Lecturer relation expenses: US\$8,000.-
 Public relations cost: US\$9,000.-
 Documentation expenses: US\$3,800.-
 Participating souvenir cost: US\$900.-
 Reserve fund: US\$600.-

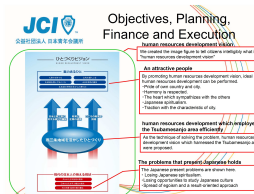
How does this project advance the JCI Mission and Vision?

Advance of JCI MISSION

1. It succeeded in raising the participation consciousness of community development to the citizen of the activity area.
2. We provided the opportunity to notice the big possibility of the area to the citizen of activity area through the Tsubamesanjo vision.
3. We were able to perform the positive change to the citizen of activity area about community development.
4. And we promised the citizen of activity area that JCI Tsubamesanjo continues offering movement which can utilize the opportunity.

Advance of JCI VISION

1. JCI Tsubamesanjo created the network which connects the specialist of each industry.
 2. To the citizen of the activity area in JCI Tsubamesanjo, we provided a possibility of cooperating of industry, sightseeing, and city planning.
 3. A sense of solidarity about community development was produced to the citizen of activity area.
- With the 17 organizations we started the support at the time of a disaster with 17 organizations that have been changed positive.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **112 members**

By percentage, how many members of the Local Organization were involved in this program? **77%**

Describe the main roles of the participating members in this program. **Before an enterprise**
1. Collection visitor activity

That day

1. Preparation in the hall 40 people
2. Receptionist 14 people
3. Participant guidance of the inside and outside of the hall 14 people
4. Forum management 27 people
5. The panelist in a forum 1 person



Award Category criteria

3

Community Impact

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

Questionnaire result of the 1000 participants.

1. Is the bright vision of the Tsubamesanjo area
imagined

Yes 67%

No 22%

I could not image 11%

2. What is required for community development?
improvement in administrative services 11%

Each organization's movement 9%

Citizen's cooperation 19%

Realization of Tsubamesanjo city 13%

Collaboration of companies and administration 15%

Dispatch of the Tsubamesanjo Brand 18%

Cooperation of each cities in active area 14%

Others 1%

3. What do you think about the network which
adjusts the support at the time of a disaster?

The hope about disaster prevention of this area 26%

Improvement in the consciousness to disaster
prevention and disaster reduction 17%

The necessity for the network of various
organizations 50% I do not know 7%

4. By watching the play, did you think that medical
treatment becomes better with every citizen's
consciousness?

Yes 99%

No 1%

5. Did you understand that we every person acts
with consciousness improves medical treatment of
the Tsubamesanjo area?

Yes 98%

No 2%

Describe the actual
community impact
produced by this
project.

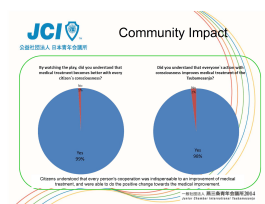
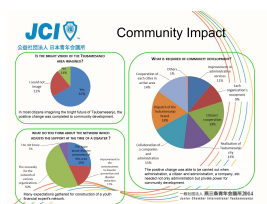
The citizen of the Tsubamesanjo area could imagine
the bright vision of the Tsubamesanjo area, and has
been changed to the "active citizen" who works
actively to community development.

1. They got the opportunity to consider what kind of
community development is required, in order to
realize an attractive vision.

2. They have noticed community development needs
everyone's serious action with high consciousness.

3. Those participating organizations have noticed
that collaborating in movement of JCI Tsubamesanjo
leads to community development strong against a
disaster, and activity is actually started as a
Tsubamesanjo disaster conference.

4. We could perform the positive change about the medical treatment of activity area.



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

Improvement in notability

1. JCI Tsubamesanjo has improved notability as a city planning organization by telling our JCI activity to one thousand people at "city planning forum."
2. JCI Tsubamesanjo has improved notability as a city planning organization by advertising our JCI activity to 200,000 people in our activity area.

The increase in members

1. Sending movement of JCI Tsubamesanjo to the participants in a city planning forum has made possibility in increasing new JCI Tsubamesanjo members. We are sure that this has led to having succeeded more than 40 members` expansion.

Reliability from an external organization

1. Starting the network of supporting at the time of a disaster with 17 organizations raised the reliability from an external organization, and deliberations are continued towards construction of a firm network also in 2014.

How did the program advance the JCI Mission?

Advance of JCI MISSION

1. It succeeded in raising the participation consciousness of community development to the citizen of the activity area.
2. We provided the opportunity to notice the big possibility of the area to the citizen of activity area through the Tsubamesanjo vision.
3. We were able to perform the positive change to the citizen of activity area about community development.
4. And we promised the citizen of activity area that JCI Tsubamesanjo continues offering movement for the community development.

How did the project advance the JCI Vision?

Advance of JCI VISION

1. JCI Tsubamesanjo created the network which connects the specialist of each industry.
2. To the citizen of the activity area in JCI Tsubamesanjo, we provided with a possibility of the cooperation of industry, sightseeing, and city planning.
3. A sense of solidarity about community development was produced to the citizen of activity area.

4. With the 17 organizations we started the support at the time of a disaster with 17 organizations that have been changed positive.



公益財団法人 日本青年会議所

Impact on Local Organization



①



②

① Scenery of the city planning forum by the specialist of each industry in the Tsubame-shi area.

② Newspaper printing of a city planning forum.

～活動内容～ 東上県青年会議所創立20周年記念事業



公益財団法人 日本青年会議所

Impact on Local Organization



①



②

① Scene which was able to perform the positive change about the medical treatment of activity area to the young generation.

② Meeting scene of actively construction for the support at the time of a disaster with 17 organizations.

～活動内容～ 東上県青年会議所創立20周年記念事業



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Impact on Local Organization



①



②

① The report of a result which selected the mass media of the activity area in JCI Tsubame-shi. The event was well known.

～活動内容～ 東上県青年会議所創立20周年記念事業



公益財団法人 日本青年会議所

Impact on Local Organization



①



②



③

① The report published at the famous information website.

～活動内容～ 東上県青年会議所創立20周年記念事業

Award Category criteria

5

Long-term Impact of the Program

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

The participation consciousness to community development is raised to the citizen of the activity area in JCI Tsubamesanjo, and the place which can demonstrate is offered.

1. We check progress of the Tsubamesanjo vision every year, because realization of the Tsubamesanjo vision leads to development of the Tsubamesanjo area.

2. The citizen continues contributing to community development as an active citizen.

3. Not only the area but also the value of companies improve as they perform community development.

4. By sharing the vision of community development, the goal becomes clear, and community development is performed more speedily.

5. By building and maintaining a disaster network, revival can be quickly recommended also in case of emergency.

6. It can become an area where better medical treatment can be received as citizens will engage themselves in medical treatment.

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

To improve participation consciousness to community development

1. Citizen participation type of discussion will need to be offered for citizens.

2. The appeal of the continuous project participation from a long-term viewpoint is performed.

3. The network which cooperate participating citizen needs to be built, and structure is built so that it can exercise spontaneously.

To become an area where better medical treatment can receive.

1. Telling periodically to citizens about the medical present conditions.

To increase the citizen who participates to JCI Tsubamesanjo's programs

1. A seminar needs to be held for Local Chapter member to perform visitor collection activity with high consciousness.

2. A visitor list needs to be made for Local Chapter member to increase more participating citizen.

