



Awards Entry

2014 Jci World Congress
Let's improve the vitality of the region
JCI JAPAN
Best Local Community Empowerment Program



Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:  **Kazuya Suzuki**

E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: k-miyaoka@r4.dion.ne.jp

Basic Information

Duration : From January to December 2014

Staff : 12 MEMBERS

Sponsors : Industry policy section of Nagano city,Civil activity support section of Nagano city

Budget : 13,500DOLLAR

Profit / Loss : 0

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

Who is benefited ?: People living in the hilly and mountainous areas of Nagano city

Objective : The objective of this project is to create new opportunities for JCI Nagano to collaborate with local residents, local governmental groups, and individuals. The project was started with renovating an old farm house that has been abandoned. The number of these houses is increasing in hilly and mountainous areas, however they are beneficial in helping the community understand their life there. The project aims to explore real needs through discussions with local residents to support them practically.

Overview : The project offers people in and outside the city with experiences at the facility of life in hilly and mountainous areas.

They will gather in areas that recall ancient nostalgic scenery and interact with local residents in its abundant nature. The experience will teach them resources and attractiveness of "Nagano city".

Results : As of the end of August, a total of five families from Nagano prefecture as well as outside Nagano stayed at the facility, We received many opinions and thoughts through the questionnaire and discussions.

Actions Taken : Early January Contract concluded to rent the property

Mid January Discussions on the experience program contents and the method of call for entries in the committee.

Late January News release

Early February Started renovation of the facility (Until March end)

Organizing and preparation of a gathering under blossoms with JCI Nagano

Mid February Started discussion with residents in the Imoi region (A yearly plan was drawn)

Early March Finalized the experience program content and the method of call for entries

Late March Started cultivation of fields

Early April Started calling for entries for the experience program (Until July end)

Mid April JCI Nagano gathering under blossoms was held. / Inauguration

Mid May Promotion of the facility to the people in the town at the regular meeting

Early June Participation in seminars organized by governmental groups and others

(Seminars until July end only)

Mid June Started preparation of the Satoyama experience program

Early July Closed entries and finalized cast of participants

Early August The Satoyama experience program was carried out. (Until Oct end)

Early October Harvest festival

Mid November Debrief meeting for the hilly and mountainous area activation project

December Cleaning and handover

Recommendations : The project succeeded in transmitting the issues and attractiveness of hilly and mountainous areas to LOMs and people that are interested in the rural village, Satoyama, in Nagano. Also through this project, a basis of collaboration with local government and the community was established. However there is still potential to improve, for example the project can be developed through the initiatives of local residents. Local residents should be involved from the planning stage.

Award Category criteria

1 Objectives, Planning, Finance and Execution

What were the objectives of this program?

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

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

How does this project advance the JCI Mission and Vision?

The objectives of this program are to convey the importance and attractiveness of Nagano's Satoyama village with its abundant natural surroundings and to promote an increase in visitors and residential population in order to activate the local community. .

"JCI Nagano leads many citizens to a **POSITIVE CHANGE**"

This improves communities as the active citizens undertake initiatives to improve their community, aligning with the JCI Plan of Action. By sharing prior Active Citizens with the community, JCI Nagano aimed to create more Active citizens.

Sixty percent of the budget is allocated to the yearly rent of the facility with the other 40% spent on managing the facility and for it to be well-furnished to build values. The budget was met as planned.

Budget details

Total 13,500 dollars

Expense for the facility (Year rent + repair + furniture and interior): 7800 dollars

Consumable supply: approx. 2850 dollars

Public relation expense: 750 dollars

JCI Nagano holds social events to support local residents offering their strength to the community to make **POSITIVE CHANGES**.

JCI Nagano created a community of people who are interested in the hilly and mountainous areas in Nagano prefecture as well as all over Japan, by collaborating with officials and local residents.



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

By number, how many members were involved in this program? **12MEMBERS**

By percentage, how many members of the Local Organization were involved in this program? **73%**

Describe the main roles of the participating members in this program.

Director one member
PR two members
Program coordinator three members
Farm management four members
Interface/liaison to officials and self-government association two members



Award Category criteria**3****Community Impact**

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

Describe the actual community impact produced by this project.

At the liaison conference with Nagano city and the self-government association of hilly and mountainous areas in Nagano city, JCI Nagano made a presentation on the purpose and effect of the program and obtained certain understanding and cooperation.

The number of local residents who are positively involved in the program increased.
Some members of the self-government association started taking action to familiarize the attractiveness of the community.
More citizens have become interested in hilly and mountainous areas.



Award Category criteria**4****Impact on Local Organization**

How did the Local

Organization benefit from running this project?

Citizens were not interested in the decaying hilly and mountainous areas however they are now showing an interest and have deepened their understanding. JCI Nagano gained citizens who understand and cooperate with our activity through this program. Relationships between officials and the self-government association have strengthened. By establishing a relationship with prior ACTIVE CITIZENS, the recognition of JCI has improved. JCI Nagano obtained partners to work together in solving issues in communities.

How did the program advance the JCI Mission?

JCI broadly promoted attractiveness and cultures learned through positive interaction with local residents.

How did the project advance the JCI Vision?

JCI Nagano made a presentation to the officials and residents, explaining how to convey the attractiveness of local areas. JCI Nagano promoted this program through websites and the media. People who joined this program spread the attractiveness of the local area.

Award Category criteria

5 Long-term Impact of the Program

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

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

Currently the hilly and mountainous areas have suffered from a decreasing population and decaying local industries. The program influenced changes such as an increase in sales of local specialties and population by promoting the improvement of recognition of such regions. Unique cultures and traditions are not lost but inherited in local areas.

Residents need to take initiatives to promote their community and convey the treasures of the areas they live in.

With the cooperation of officials, appropriate conditions should be fulfilled for the people and companies that wish to move to the area, for example, they can receive tax advantages.

The area should be attractive to young people who have moved out of the area to go to college so that they have an environment that they will wish to return to after graduation. This will prevent aging of the area.

