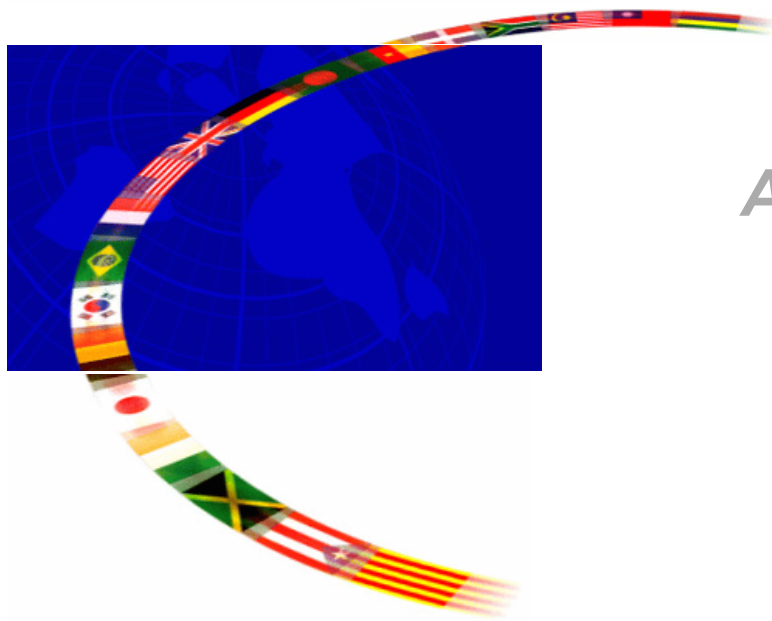




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
PAY IT FORWARD ~circulation of the conscience  
changes the world~  
JCI JAPAN  
Best Local Community Empowerment Program



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

### Entry Information

Award Program:

Category:

### NOM Information

National Organization:

National President:



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

### LOM Information

Local Organization:

President:

President Email: [nori72nori72wanokokoro@gmail.com](mailto:nori72nori72wanokokoro@gmail.com)



### Basic Information

Duration : Mar. 21, 2013 - Mar. 21, 2014

Staff : 58 members

Sponsors : Osaka North Ward Office, YANMAR Co. Ltd., and Subaru enterprise

Budget : US \$ 10,891

Profit / Loss : None

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

Who is benefited?: Approx. 2.67 million people living in Osaka

Objective : Our objective is to enhance the qualifications of local communities and to activate them.

People make positive change through their conscience.

And they become active citizens by acting and cooperating together with the aim of building a better local community.

Because local citizens and companies contribute to the community, they successfully improve the value of the community as well as themselves.

As a result, the qualifications of the community will be enhanced and it will develop to be a better one.

Overview : Our objective is to enhance qualifications of local communities thereby advancing JCI Mission and Vision.

To achieve this goal,

1. We launched "Blooming Flowers at the banks of the Yodo river" program called "Hana wa saku."
2. We aimed to enhance qualifications of the local community through changing a run-down place with illegal dumping and farming into a beautiful one with flowers in each season.
3. We chose a 1 km strip of land along the banks of the Yodo river, which is a symbol of Osaka, as the site of our program.
4. We implemented our program 7 times so that local companies and citizens could make a positive change in the community.
  - The 1st "Blooming Flowers" program -planting astragalus- Mar. 20th Number of participants: 314 people
  - The 2nd "Blooming Flowers" program -growing astragalus- Apr. 21st Number of participants: 325 people
  - The 3rd "Blooming Flowers" program -blooming astragalus- May. 19th Number of participants: 308 people
  - The 4th "Blooming Flowers" program -planting cosmos- Jul. 6th Number of participants: 330 people
  - The 5th "Blooming Flowers" program -blooming cosmos- Sep. 14th Number of participants: 142 people
  - The 6th "Blooming Flowers" program -planting field mustard- Oct. 19th Number of participants: 283 people
  - The 7th "Blooming Flowers" program -blooming field mustard- Mar. 21st Number of participants: 214 people
5. Approach to media We promoted our program to many people by posting advertisements in newspapers, on TV, SNS, and the internet.

Results : 1,916 people changed into active citizens who could act for others and the local community through our program.

We received a sponsorship of 1.2 million yen from "Green Funds" which agreed with our "Blooming Flowers" program by participants' call for cooperation. ( "Green Funds" is the organization which finances the greenery business, established by a local popular TV channel, KTV, and a local popular newspaper, Sankei Shimbun.)

We improved the soil with the use of sponsorship to make the banks more beautiful.

NHK, the most popular TV channel in Japan, looked at our movement and agreed with it so they then broadcasted it on TV.

The number of citizens who became aware of our program through donation and news increased. As a result, 10 other communities ran the same program as ours.

#### Actions Taken : From Jan. to Mar, 2013

1. We chose rough banks of the Yodo river with illegal dumping and farming as a place to recall conscience.
2. Local governments agreed with our project.
3. They gathered 7 local companies which cooperated with us.
4. We had 17 meetings with local governments, citizens, and companies.  
In the meetings we discussed how to change the rough bank into a beautiful field of flowers.
5. We picked up trash and stones with local citizens, companies, and kindergartner at the rough riverbank.  
We tilled the ground in cooperation with YANMAR Co.Ltd. which is one of local major companies.
6. We held a training seminar for participants so they could plant seeds smoothly.

#### From Mar. to Nov, 2013

1. We watered the plants everyday with local citizens and companies, looking forward to blooming flowers.
2. We promoted our program to encourage many people's participation.
  - announcement to local companies, schools and citizens.
  - advertisement on media such as newspapers, TV, SNS, and the internet.

#### Recommendations :

1. We provide many opportunities for local citizens and companies to make positive change because we run as many as 7 programs throughout the year.
2. Anybody can participate, regardless of age or sex, in the program.
3. Not just the banks of the Yodo River but any places or communities can hold this kind of program which is thought-provoking.
4. This is a well-organized program because people can act through familiar and easy ways, and many opportunities are provided for them to make positive change.
5. We can change riverbanks into a field of flowers through our program and it can be a starting point from which people can act proactively. In addition, it enhances qualifications of local communities.  
For the reasons set forth above, we recommend our program.

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program?

Our objective is to enhance the qualifications of local communities and to activate them. People make positive change through their conscience. And they become active citizens by acting and cooperating together with the aim of building a better local community. Because local citizens and companies contribute to the local community, they successfully improve the value of the local community as well as themselves. **As a result, the qualifications of the local community will be enhanced and it will develop to be a better one.**

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

This program aligns to the JCI Plan and Action, 2013. Our objective is to provide opportunities for people of all generations to make positive change. **Actions taken are the following 3 steps.**

- This program aims to realize problems in the community and improve the situation.
- It aims to make an annual plan aiming for producing active citizens in cooperation with local governments and companies, and to implement the plan.
- To promote people's participation in our program, we approach media, such as newspapers, TV, SNS, and the internet.

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

The budget was an effective guide for the financial management of the program.

We asked local governments and companies to cover expenses in order to prioritize budget allocation to advertising expenses. In cooperation with them, we did not need to take participation fee.

1. We distributed leaflets to promote our program to many local citizens and companies. A total of 14,000 sheets /7 event(\$4,473)
2. In order to promote our program to many citizens and companies, we recorded scenes of our activities on a video tape and used it as a promotion tool. (\$3,150)

As a result, we could gather 1,916 participants and 25 companies. The budget was an effective guide when we managed our finances and promoted our program in cooperation with local governments and companies.

How does this This program advanced the JCI Mission as below.

project advance  
the JCI Mission  
and Vision?

- We provided opportunities for citizens, especially young ones, to become aware that their small action can develop their community.
- They recognized the significance of relationship with the community through this experience.
- Then, they realized the necessity of contributing to the community voluntarily and improving themselves.

We motivated young citizens to improve themselves and create **positive change**.

This program advanced the JCI Vision as below.

- We created a local network which could be a base of a global network.
- Aiming for this, we provided opportunities for citizens, especially young ones, to take actions in cooperation with other citizens and local companies.
  1. We got them to become aware of their conscience by showing them local problems.
  2. They worked on the problems with other citizens, and then contributed to the community.
  3. They successfully became **active citizens** who could take proactive actions aiming for a bigger community.



## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? **58 members**

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

Describe the main roles of the participating members in this program. **January to March, 2013:**  
2 members had a total of 17 meetings with local governments.

**February to September, 2013:**  
5 members tilled the ground for 6 days in cooperation with YANMAR Co., LTD, one of the local major companies.

Two months from one month before the event:  
5 teams (10 members in each team) promoted our program.  
We promoted our program continuously to local companies, schools, citizens and media.

As the minimum number of people required:

1. 3 guards outside the site
2. 3 guards inside the site
3. 6 assistances
4. 14 people taking charge in an area (2 people in each area x 7 areas)
5. recorder/photographer 2 people

Total: 28 people  
Time needed to set up the site: 1 hour





## Award Category criteria

## 3

## Community Impact

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

We verified community impact by the followings.

1. The number of participants:  
We promoted our program to local companies, schools, citizens and media. We set a goal to get **1,000 participants**.
2. The number of access to the web site:  
We aimed to get **10,000 access** to the web site in order to measure people's interest in our program.
3. Questionnaires to participants:  
Our goal was to get an answer, "Yes." from more than 70% of the participants.
4. The number of programs:  
We verified local impact by the number of programs conducted by local citizens and companies that made positive change.

Describe the actual community impact produced by this project.

1. We built a cooperative relationship with local governments. This brought cooperation among politicians, local citizens, and companies. As a result, **7 companies** cooperated with us.
2. We promoted our program throughout the year and ran 7 programs at the North ward in Osaka city. We achieved a total of **1,916 participants**, which was almost twice as many as our target number. We achieved **11,840 access** as of Dec. 2, 2013, which was over our target number, **10,000 access**. As a result, we could produce many active citizens who made positive change.
3. We conducted survey research with questionnaires to participants.
  - i. One of our objectives is to change the community by individual's actions. Did you have a great time in this program?  
**Yes: 99%, No: 04%, No answer: 0.6%**
  - ii. Are you willing to take actions for the community through familiar and easy ways after participating this program?  
**Yes: 97%, No: 2%, No answer: 1%**

More than 70% of the participants answered, "Yes." We could create numerous starting points for local citizens to become aware of various problems in the community.
- 4.



Local citizens and companies who made positive change launched their own programs in 10 communities. It successfully led to a good cycle of conscience in the community.





## Award Category criteria

## 4

## Impact on Local Organization

How did the Local Organization benefit from running this project?

Through our program, many people made positive change, and then we could improve trust with local citizens, governments, and companies.

NHK, the most popular TV channel in Japan, looked at our movement, agreed with it, so they then broadcasted it on TV. Because of this, the number of citizens who became aware of our program increased.

In addition, by participants' call for cooperation, we received a sponsorship of 1.2 million yen from "Green Funds" which agreed with our "Blooming flowers" program. ("Green Funds" is the organization which finances the greenery business, established by a local popular TV channel, KTV, and a local popular newspaper, Sankei Shimbun.) We had abundant funds in cooperation with local governments and companies, and then could provide opportunities for many people to become active citizens.

Moreover, the number of citizens increased who became aware of our program through the media. 10 other communities launched the same program as ours. As a result, we successfully got a lot of visibility.

How did the program advance the JCI Mission?

In order to advance the JCI Mission, we provided many opportunities for young citizens to realize that their small actions could make the community better.

1. We chose run-down riverbanks with trash and weeds as the site of our program because we could easily see their better changes.
2. We decided to change the rough riverbanks into a field of flowers.
3. We talked about how to do it with local governments, citizens and companies.
4. We cleaned up the riverbank, picked up trash and stones, planted seeds of flowers, and weeded grasses.

We promoted our program to encourage many citizens' positive changes as below:

1. We distributed a total of 14,000 leaflets.
2. We visited local companies and organizations with our promotional video.

As a result, our program came to be recognized by many people, which enhanced our visibility.

How did the project

We took the following actions to advance the JCI

advance the JCI Vision:

Vision? We ran a total of 7 programs at the same site in order to provide many opportunities for citizens to participate in our program.

The riverbank was changing gradually into a beautiful place through citizens' activities. They visited the place and saw its positive change, which motivated them to pick up trash and water plants actively.

They called for their acquaintances to be engaged in this program.

As a result, we received a sponsorship of 1.2 million yen from "Green Funds." Local citizens and we improved the soil with the use of sponsorship to make the banks more beautiful.

In addition, NHK, the most popular TV channel in Japan, looked at our movement, agreed with it, so they then broadcasted it on TV.

Through this news, more and more people became aware of our program, and 10 other communities ran the same program as ours.

**This enhanced people's trust to JCI Osaka.**



## Award Category criteria

## 5

## Long-term Impact of the Program

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

Our program is expected to activate a bigger community.  
This is because the number of active citizens will increase through the following process:

1. Citizens can get involved in our program through their small actions.
2. Citizens of all generations can take part in the program.
3. They can hold this program at any places in the community.
4. They can easily see positive change of the riverbank through their activities.
5. They can realize the effect their activities brought.
6. As a result, they can make positive change.
7. The number of people who make positive change will increase by this program being held in various communities.
8. At the same time, examples of success in these communities will spread.
9. **In the end, a bigger community will be activated.**

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

In order to increase the number of active citizens who make positive change:

1. We will promote our program to people in other communities next time.
2. We will motivate participants to run this program by themselves.
3. We will provide opportunities for participants to share their opinions with each other before and after the program.
4. We will recruit many volunteers in order to encourage citizens in other communities to participate in our program.

In order to increase the number of participants:

1. We will get participants to share their cases of success with citizens in other communities.
2. We will get cooperative companies to share their cases of success to other companies.
3. We will provide opportunities for young generations such as students to participate in the program.
4. **We will produce many people who have pride in their activity and want to share it with others.**

