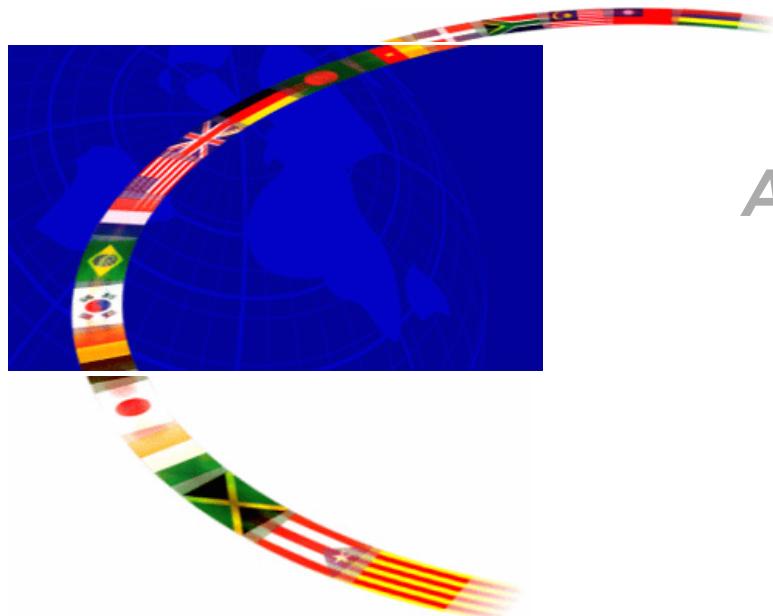




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
Disaster measures  
JCI JAPAN  
Best Long-term Local Community 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:

### Basic Information

Duration : Started 11th of march 2012

Staff : 50Members

Sponsors : SENDAI City Hall, 1395 People of experts of SENDAI City.

Budget : TOTAL\$52,800

Profit / Loss : 0

In which UN MDG best

fit (if apply): ?:

Who is benefited ?: One million citizens who live in Sendai.

Objective : By 2021, JCI Sendai aims the following in order to achieve recovery from the Great East Japan Earthquake.

1. Against further expected disasters, citizens are aimed to act voluntary and aggressively in efforts to disaster mitigation restoration and reconstruction.

2. To become strong city "Sendai" against disasters, sharing the action agenda of disaster between citizens will promote the citizen's disaster prevention awareness.

\*Strong city "Sendai" against disaster = It means every citizen can act as requiring minimal damage in the event of a disaster.

Overview : JCI Sendai has been holding a memorial ceremony on March 11th in the square of Sendai city center in cooperation with the Sendai city from the beginning of the year following the Great East Japan Earthquake.

At the memorial ceremony which marked the third time this year, mayor and the citizens sent a message to the reconstruction and disseminated the information that individuals and local community would develop to strong city for disaster prevention and improvement of the disaster awareness.

JCI Sendai, started the yellowhandkerchief project from 2014 for the following purposes.

JCI Sendai decided March 11th as a memorial day which Great East Japan Earthquake occurred and decided to put yellow handkerchiefs on the front doors as a symbol to raise the awareness of disaster prevention of citizens. It was also decided to put the yellow handkerchiefs on the front doors to make it easy for the safety check in the event of a disaster.

Putting yellow handkerchiefs in the front doors when the future disaster occurs with the meaning of we are fine, please help others. It trains citizens who have like-minded love.

\*The yellow handkerchiefs are decided to be used because they are rooted as the image of happiness between Japanese people.

\*On the occasion of the Great East Japan Earthquake, 15,884 people are dead, 2,633 people are missing, 313,000 buildings collapsed.

Results : Through the memorial ceremony, JCI Sendai provided an opportunity to 16,012 citizens to act on disaster prevention. (10,000 students, 150 volunteers, 5,862 citizens)

JCI Sendai attended Sendai city's meeting of representatives of experts twice a year and had the opportunity to convey a yellow handkerchief project to 1,395 experts of the city.

JCI Sendai gave the yellow handkerchiefs to 1,000 households out of 16,012 participants who attended the memorial ceremony who wanted to put them. JCI Sendai has created citizens who act voluntarily.

The efforts of the Sendai city for the disaster are evaluated, at the World Disaster Reduction campaign that the United Nations International Strategy for Disaster Reduction Secretariat (**UNISDR**) held it has been certified **35th city of role model city** in the world. The meaning of **role**

**model city** is that United Nations intended the opportunity to achieve sustainable urbanization and to build a strong city against disaster. As part of disaster prevention campaign that has been conducted from 2010 to 2015, among participating cities (about 1400 cities), the city which serves as a model of disaster prevention around the world is selected and certificated.

**JCI Sendai began discussion with Sendai city to introduce the yellow handkerchief project at the third session of the United Nations Conference on Disaster Reduction in order to expand this project to the city that is weak against disasters in the world.**

**Mayor of Sendai city decided to give yellow handkerchiefs to conference participants in the third session of the United Nations World Conference on Disaster Reduction which will be held in Sendai in 2015.**

Actions Taken : **(Plan)**

JCI Sendai aimed to accomplish the reconstruction from the Great East Japan Earthquake by 2021 fiscal year.

**(Plan1)**

AUGUST, 2011

Planned a memorial ceremony with the will of the memorial to those who lost their lives in the Great East Japan Earthquake. In addition, memorial ceremony was planned to be carried out in cooperation with Sendai city.

**(Do1)**

\*SEPTEMBER,2011

As a result of consultation with the Sendai City, it was decided to hold the memorial ceremony in cooperation with the city.

\*OCTOBER, 2011

As a result of the consultation about the contents of the memorial ceremony with Sendai city, it was decided to light candles with the message of the will of the memorial and the feeling of gratitude for support.

\*JANUARY,2012

Called for volunteers to operate a project with JCI Sendai.

Press release started.

\*15th of FEBRUARY, 2012

It was decided to write the message to holders to light the candles at the memorial ceremony. It was also decided to get a message from elementary and junior high school students in the region.

\*20th of FEBRUARY, 2012

Elementary and junior high school students wrote a message to 2,000 holders to put candles that represents the gratitude.

\*11TH OF MARCH, 2012

Memorial ceremony held. **Nobel Peace Prize winner Dr.Muhammad Yunus visited**

# **sendai. He made a speech to create a world in harmony with nature without wasting lost lives, hope to everyone's life on this planet is getting better.**

Used the holders with the message and lit candles with the message of gratitude. In addition, lit up the message of gratitude on the windows of buildings around the Square.

**\*MAY,2011**

Consulted with the Sendai city, JCI Sendai decided to aim the strong city against disaster.

**\*SEPTEMBER,2012**

According to the visiting of Mr. Margareta-Warusutoromu United Nations Special Representative of the Secretary-General to Sendai, Sendai city expressed attract the UN World Conference on Disaster Reduction in 2015.

**\*OCTOBER,2012**

## **Sendai is certified as a disaster prevention role model city from the United Nations.**

**\*DECEMBER, 2012**

At the UN General Assembly resolution, the third session of the UN World Conference on Disaster Reduction was decided to be held in Japan.

**(Plan2)**

**DECEMBER, 2012**

JCI Sendai planned memorial ceremony to show the will of the memorial and in order to strengthen the disaster prevention awareness and civil commitment to reconstruction.

**(Do2)**

**\*DECEMBER, 2012**

First time discussion for the contents of the memorial ceremony Sendai.

Second time discussion for the contents of the memorial ceremony Sendai.

**\*JANUARY, 2013**

2013 Third time discussion for the contents of the memorial ceremony Sendai.

Called for volunteers. Press release started.

**\*15TH OF FEBRUARY, 2013**

Asked elementary and junior high school students to write a message for reconstruction on 3,000 holders to put candles.

**\*11TH OF MARCH, 2013**

Memorial ceremony held. Using the holders, lit candles with a message of reconstruction. In addition, light up the message of reconstruction on the windows of the buildings of around the Square.

**\*13TH OF MARCH, 2013**

Sendai city expressed the candidacy to the third session of the United Nations Conference on Disaster Reduction venue.

**(Plan3)**

April 2013, JCI Sendai invented the yellow handkerchief project in order to aim as a strong city in disaster as well as the will of the memorial.

**(Do3)**

**\*MAY, 2013**

At the disaster prevention in global platform which was held in Geneva, Switzerland, **Sendai city announced to**

# the world that the third session of the United Nations World Conference on Disaster Reduction would be held in Sendai.

\*SEPTEMBER, 2013

Discussion with Sendai city about the contents of the yellow handkerchief project started.

\*OCTOBER, 2013

Second time discussion with Sendai city about the contents of the yellow handkerchief project and memorial ceremony.

\*NOVEMBER, 2013

During the third time discussion of the yellow handkerchief project and the memorial ceremony, **mayor of Sendai city decided to give yellow handkerchiefs and to publicize of yellow handkerchief project at the third session of the United Nations Conference on Disaster Reduction.**

\*SEPTEMBER, 2013

Discussion of the yellow handkerchief project with experts living in Sendai.

\*JANUARY, 2014

Result of discussion with experts in Sendai, an overview of yellow handkerchief project decided.

\*2ND OF FEBRUARY, 2014

Creating yellow handkerchiefs which are used in the project.

\*16TH OF FEBRUARY, 2014

Yellow handkerchiefs to be used for the project were completed.

\*18TH OF FEBRUARY, 2014

10,000 yellow handkerchiefs are given to experts who live in Sendai.

\*1ST OF MARCH, 2014

Asked to elementary and junior high school students to write a message for happiness on 4,000 holders to put candles.

\*11TH OF MARCH, 2014

Memorial ceremony held. Using the holders which the message was written, lit up the message imaging of happiness. Lit up messages to the windows around the Square.

\*18TH OF JULY, 2014

**Sendai JC Joined The committee which thinks about citizen-based town planning from disaster prevention as an official committee during the third United Nations World Conference on Disaster Risk Reduction period which is held in Sendai.**

**The various forums and symposiums will be held for the affiliates and citizen participants in each facility in Sendai city during the third United Nations World Conference on Disaster Risk Reduction period in 2015 and Sendai JC also continues the movement of yellow handkerchief project.**

In addition, Sendai city expressed an invitation as the site in the Group of 7 which holding decided in Japan in 2016. JCI Sendai is going to advertise the yellow handkerchief project during Group of 7 holding with Sendai city.

\*From 13TH to 27TH OF JULY, 2014

20members of Sendai JC gathered in the gymnasium in Sendai where a professional football team played a game.In that place,we explained the purpose of our project to the audience included about 1000families and handed them yellow handkerchiefs.

In addition, the state was greatly posted in the most popular newspaper in a hometown.

Recommendations : JCI Sendai achieved the aims through the memorial ceremony and the

yellow handkerchief project in the following contents.

\*Citizens participated in the memorial ceremony act together on the yellow handkerchief project and became active citizens to work actively to make efforts to disaster mitigation restoration and reconstruction activities. There were positive opinions from citizens of 90% out of collected 16,012 copies of questionnaire that they desire to promote the yellow handkerchief project.

\*It has improved disaster prevention consciousness of citizens because 2,395 households who received yellow handkerchiefs actually carried yellow handkerchief project.

## **The 64th Asia Pacific Conference in Yamagata Japan. JCI Sendai won Best Long Term Local Community Program.**

Following are contents which are not able to be achieved the aims.

On a yellow handkerchief project which was started to conduct this fiscal year, households who actually put the yellow handkerchiefs remained in 5% of all households in Sendai. Because it is a project that has been carried from this year, recognition of citizen and the media is low, as well as known force is not enough.

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

What were the long-term objectives of this program?

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

The purpose of this program is that to every citizen raise awareness of disaster prevention and become active citizen to build the strong city "Sendai" against disaster.

- JCI Sendai collaborated with many young active citizens and administration and carried out a following activity plan.

- JCI Sendai took over to the citizen who did the positive change of the memorial ceremony and the yellow handkerchief project with Sendai city in the future, and urged it so that the citizens might enlighten the citizens.

- As a result of above, 4,000 citizens who acted with the same will increased by an active citizen transmitting activity to neighboring citizens and it enabled a sustainable solution.

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

To send this project more effectively, announcing to public was devised.

- JCI sendai sending project were positively notified to nine local media companies.

- Five companies in the local TV station, three radio station companies, and one newspaper company that agreed to the project came to cover.

- Made the image that explained a yellow handkerchief project, and it telecasted on a large screen of 200 inches in the memorial service hall.

- The state of the memorial ceremony is shown on the Internet.

- Budget total in fiscal 3years 52,800 US dollar.  
PuPublic information expense 12,205 US dollar.  
Budget hall construction expense 38,381 USdollar.  
Miscellaneous expenses 2,214 US dollar.

How does this project advance the JCI Mission and Vision?

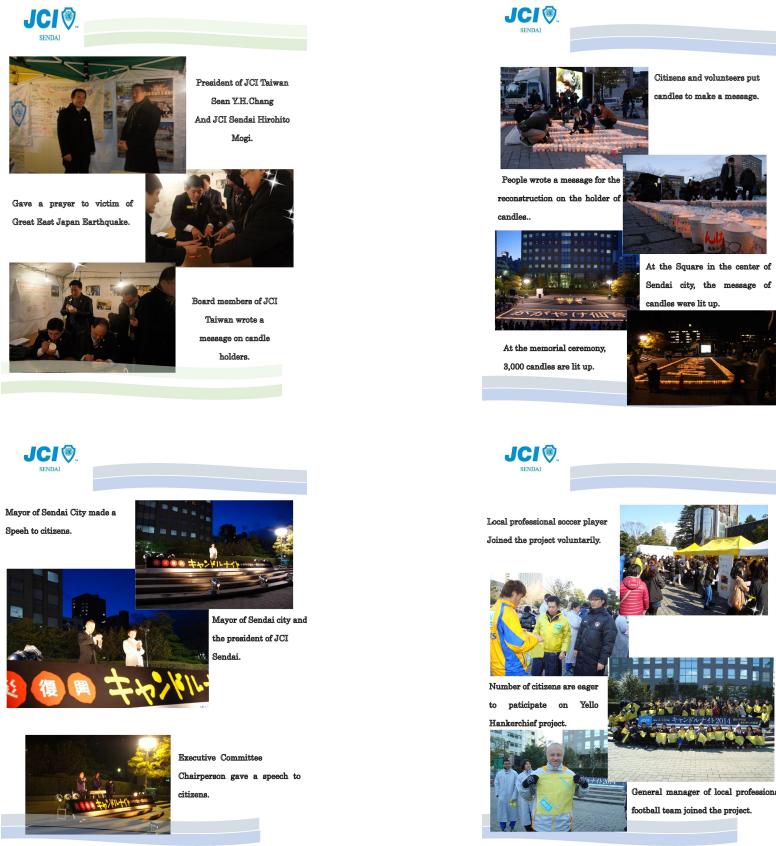
Vision Promotion as follows.

- JCI Sendai widely told a yellow handkerchief project to Sendai citizen to 1,395 experts people of the city and created the citizen who acted actively.

Mission Promotion as follows.

- The citizen who participated in a memorial ceremony together pressed other citizens for disaster prevention awareness reform through the candle night and a yellow handkerchief project more.

• All of the elementary and the junior high school student, the volunteer, and the related Sendai citizens were connected by a memorial service and a yellow handkerchief project. The movement was caused.



## Award Category criteria

# 2

### Membership Participation

By number, how many members were involved in this program? **50 people.**

By percentage, how many members of the Local Organization were involved in this program? **98%**

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

- Distribution of yellow handkerchief 108people.
- Site management 42people.
- Make arrangements for the content of the memorial service with Sendai City 15people.
- Having a meeting with experts in city about yellow handkerchief project 5people.
- Asked elementary and junior high school students to write a message for the revival on the holders of candles 23people.
- Project PR 21people.
- Asked Volunteer cooperation at a memorial service and a yellow handkerchief project 9people.
- Notice of memorial ceremony and a yellow handkerchief project in the HP 3people.



**JCI**  
SENDAI

Number of holders of candles were drawn by citizens.

The enormous message made by candles.

Members of JCI Sendai and volunteers.

Elementary school children gave JCI Sendai holders of candles which they wrote a message on.

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

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

- The questionnaire was taken to the citizen who participated in the project to recognize the situation of the project.
- There are 16,012 numbers of questionnaire collections, and the result that 90 percent wanted to promote a yellow handkerchief project.

Q1:Did you understand the yellow handkerchief project?

YES 15, 369 NO 643

Q2:Do you intend to work on a yellow handkerchief project taking advantage of this?

YES 14, 562 NO 1, 450

Q3:Before and after participating in this project, did the thought to the Great East Japan Earthquake have changed?

YES 12, 808 NO 3, 204

※Number of project volunteer participant

The 1st year 72people

The 2nd year 98people

The 3rd year 149people

total 319people

- The number of volunteers doubled in three years.

Each media reported the importance of the project and got an evaluation for the project objectively.

① It was taken up by the news of the local television broadcasting station, and project importance was spread.

② The article of the project was placed in the local newspaper publisher and transmitted importance of the project.

Circulation :470000 The number of the estimated subscribers.

Describe the actual community impact produced by this project

- The citizen who participated in project changed positively, and it was evaluated by the United Nations, and authorized in role model city.(Strong city "Sendai" against disaster)

- In order to finish revival, Sendai citizens may accomplish it by own hands, and enlarge possibility to produce continuous way out for revival.



マルガレータ・ワルストロム国連事務総長特別代表から  
仙台市に懇意書が贈与 (2012年10月9日)

Ms. Margareta Warusutoromu, United Nations Special Representative gave a certification Sendai city as a role model city. (9th of October 2012)



再生願うキャンドルの

The article about the Yellow Hankerchief Project and the memorial ceremony were introduced on the local news paper.



The article about the Yellow Hankerchief Project and the memorial ceremony were introduced on the national newspaper.



Discussion with volunteers  
for the yellow handkerchief  
project and the memorial  
ceremony.



Had a discussion with  
Sendai City.



Had a discussion with  
Sendai City.

## Award Category criteria

### 4 Impact on Local Organization

How did the Local Organization benefit from running this project?

How did the program advance the JCI Mission?

- As a result of working with 16,012 citizens, much media paid attention and were taken up and the name recognition of JC went up.

- JCI Sendai carried out this project, and 96 people joined JCI Sendai who agreed to this project.

JCI Sendai promoted the JCI mission as follows.

- We carried out project with a citizen and created the citizen who acted with the young people who create practice and the future of the action guidance for the disaster actively.



**Award Category criteria****5****Long-term Impact of the Program**

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

• JCI Sendai improved citizens disaster awareness through a memorial ceremony and the yellow handkerchief project.

• Starting with having been recognized to the role model city, Sendai City will be able to a strong city in the disaster for the long term and to expect to complete the reconstruction by 2021.

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

By a yellow handkerchief project carried out from this year, the household which put yellow handkerchief really remained in 0.5% of all Sendai-city households.

It is necessary to consider making structure which is transmitted from citizens to citizens so that we may get many households to carry out in the future.

• The method of the project is told in the television, the radio, and the newspaper beforehand is adopted.

• Make an exclusive page in Facebook and Twitter by posting the state of a project construction stage and the preliminary stage to promote the expansion of project.

Motion picture.  
please click URL for youtube  
[youtube movie](#)