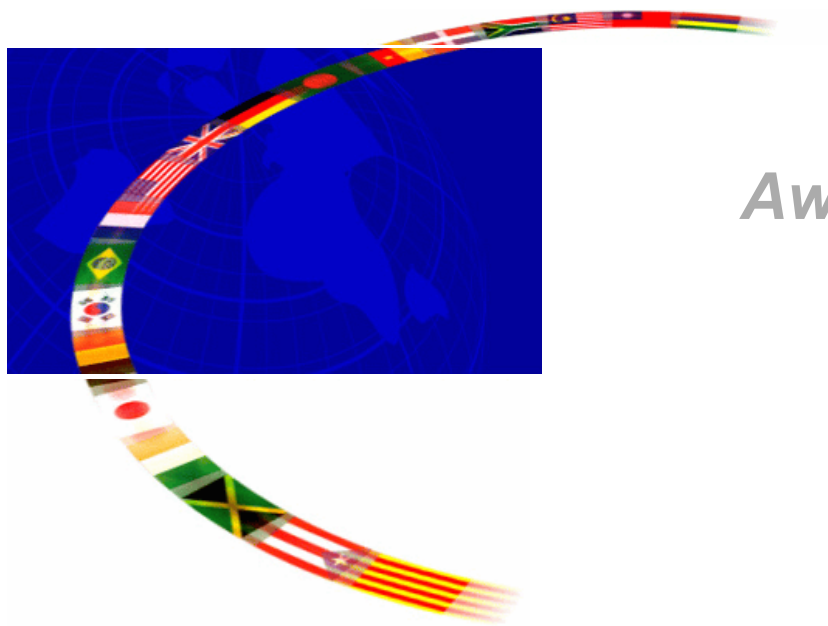




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
An Attractive Workbook of Nagano City  
JCI JAPAN  
Best Long-term Local Community Program



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

#### Entry Information

Award Program: 2014 JCI World Congress

Category: Best Long-term Local Community 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 Nagano

President: kensuke miyaoka

President Email: [k-miyaoka@r4.dion.ne.jp](mailto:k-miyaoka@r4.dion.ne.jp)

### Basic Information

Duration : From January to October, 2014

Staff : 16members

Sponsors : Nagano city Promotion execution committee, Shinshu University Faculty of Education and Etc..

Budget : 8000 US DOLLAR

Profit / Loss : 0

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

Who is benefited ? : Children in third grade of elementary schools in Nagano city (Approx. 3600 children)

Objective : If someone loves and appreciates the place where they were raised, there would be no hostilities or wars in the world. Closeness to one's hometown leads to world peace.

The Olympic Games are held every four years. What do you feel during the Olympic games? Even though you may not usually be interested in watching sports, you may be curious as to how the athletes from your country do in their events. When you see them perform well, you must be proud of your country.

This project's aim is to give children that same feeling, so that they may become future leaders.

Overview :

1. Planning and issuing of **"An Attractive Workbook About Nagano City"**
2. Distribution of the workbook and verification of the effects
3. Promotion of the project

Results :

1. By understanding real needs by collaborating with officials, a workbook was created that perfectly satisfies our aim.
2. The workbook was distributed to 3600 children in the third grade of 58 elementary schools in Nagano city. The target was children in the third grade but many teachers who teach other grades were also interested.
3. No PR expense was spent, and we issued news releases through the media only. However we succeeded in wide exposure through TV news, newspapers and web sites.

Actions Taken :

- Mid January Seeking collaborations with Nagano city, the Nagano Board of Education, the Nagano Chamber of Commerce and Industry, and other educational groups
- February Planning and designing of the workbook and scheduling with the cooperative groups
- March Monthly regular meeting / Writing questions for the workbook and investigation
- April Writing questions for the workbook and investigation/Design/Plan investigation
- July Finalizing the workbook
- Early August Proofing and printing workbook / Started distributing the drill
- Late August Briefing session in the teacher meeting that teach children in the third grade
- Distribution of the workbook
- Early October Verification of effects and results of the workbook
- Late October Summarizing of the questionnaire result / Report making / Reporting to the groups that were involved in the project

Recommendations : The reactions from officials, schools, and media outlets were greater than we expected. We observed classes with the workbook, and were impressed by the smiles and joy of the children. The children enjoyed it because the workbook content was familiar to them as it was about their town.





## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

The questions in the workbook are not just math, social studies or Japanese questions that are easily answered. Rather, all of the questions are about Nagano city. For example, one of the questions is to give names of two mountains they already knew, and calculate the difference between their heights. It is a math question, but at the same time it gives them knowledge about what mountains are in their town and how high they are.

By attaining knowledge about Nagano city in this experience, we hope that the children will develop feelings for their hometown in their pliable and pure minds. That is the biggest objective, and in the future they will remember this experience and speak loud about their pride of the city.

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

In 2014, there are 24 countries and communities in the world that are suffering from wars and disputes out of 195. In such circumstances, this program was conducted under the theme of love for one's hometown. Our project meets the JCI ACTION PLAN to collaborate with communities to create a better world.

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

The workbook was created within the budget we set before the program started. The workbook was completed beyond our expectations, not only how it looks but in the praise the book received. This shows that we succeeded above what the budget should have allowed.

How does this project advance the JCI Mission and Vision?

To accomplish this project, the workbook could not be perfected by JCI members only. There were many things we didn't know, for example what the children in the third grade should learn according to curriculum guidance by the government, or what they are interested in. Therefore we established a system to improve positive communication with officials and other groups. The attempt is a challenge JCI Nagano has never experienced though, this newly established system will be significant in the future and it facilitated our growth and development.





## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? 16

By percentage, how many members of the Local Organization were involved in this program? 7%

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

- Producer one member
- Director / Chief editor one member
- Editor one member
- Question maker seven members
- Copyright management one member
- Photographer one member
- Designer one member
- Printing one member
- Question review / Supervisor two members



## Award Category criteria

## 3

## Community Impact

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

It is important in a modern society to foster feelings for one's hometown. Japan has many measurable issues, such as the decreasing age of criminals, and insufficient communication between children and the parents. JCI Nagano figured out that knowing about one's hometown and taking a pride of it is essential as a first step to stop such issues. Through officials and the media, we communicated our intention to foster the minds of children to love their hometown through working on the workbook. It brought about a growing awareness of local residents and led the education for children on topics not taught at school.

Describe the actual community impact produced by this project

Another aim of this project was to make children show off the knowledge of Nagano city with their families at home after they study the workbook. We hoped the children spoke proudly about "the attractiveness of Nagano" that has been surprisingly unknown. This encourages families to become interested in Nagano city as their community, and recognize the attractiveness of the city they live in. Consequently, the whole society beginning with the children and their families will love their community and raise passion to make a better city by bursting forth many ideas and feelings.



## Award Category criteria

## 4

## Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI had been barely recognized and understood by Nagano citizens about what the organization is doing. We succeeded in receiving coverage through the media such as TV, newspapers and websites while we were carrying out the project. As a result, the image of JCI in Nagano citizens was significantly improved. We especially we had many more opportunities that the JCI Nagano president received many compliments, and was the biggest achievement for our LOM.

How did the program advance the JCI Mission?

We are very often asked questions by family members such as “What is JCI actually doing? Drinking?” or “What is JCI for?” After this project was covered by the media, and when we showed the workbook to our families, we received more understanding from them. Also, members who didn’t express interest in projects took the cue to think about the necessity of projects and community empowerment. This project made a significant influence on the LOM.



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

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

This project is highly appreciated in the LOM and will continue. If it is possible to distribute the workbook every year, all of the children presently under the third grade now will learn with this workbook. If it will last for ten years or even twenty years, every citizen in Nagano city will have the opportunity to think about their hometown when they are in elementary school. In the long term vision, all citizens will have thought of their hometown deeply so that they would prefer to live in Nagano city even though they may need to leave temporary. This will result in a trigger to work for their community and their smiles will be seen everywhere in this city of Nagano, which is currently suffering from depopulation.

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

There is no need to improve the project at this point in time. However if we regard this project as “a tool to love one’s hometown”, continuing this project is most important. Also, we need to seek possibilities to develop the project itself, for example we may need to add more numbers of questions, or to give to children in other grades. To realize this, we need financial resources and groups which can implement this project in a better way. To develop this project, the activities by JCI are limited. The biggest issue is to consider how we can conduct this project in the future.

