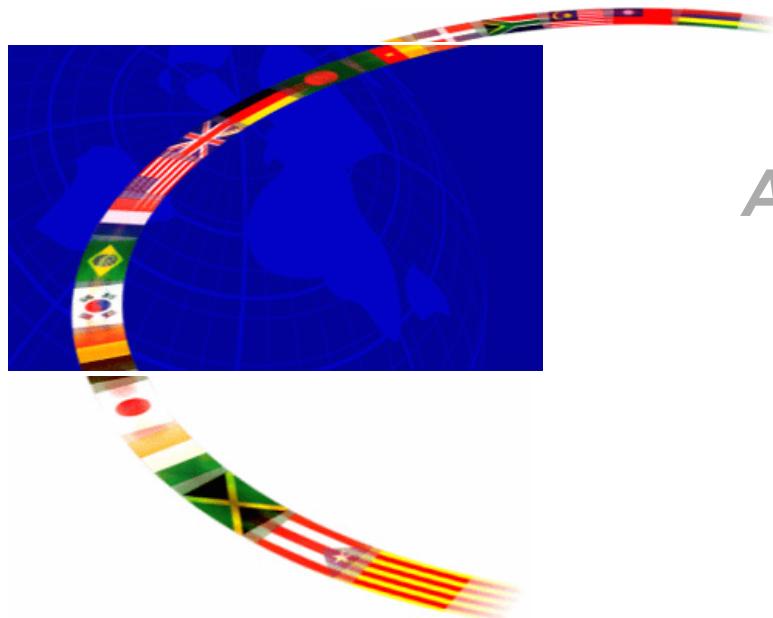




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
Local trading card project
JCI JAPAN
Best Long-term Local Community 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: yusuke@maruka-trans.co.jp

Basic Information

Duration : Since 4.7.2014

Staff : 30 members

Sponsors : Fukuyama city hall,Fukuyama Board of Education,Fukuyama City tourism Convention Association

Budget : US\$17,800

Profit / Loss : 0

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

Who is benefited ?: Fukuyama citizen 470,000

Objective : JCI Fukuyama practiced the following events for the purpose of activating this community. #1 We have got the citizens -especially children- to change the consciousness -POSITIVE CHANGE- of taking pride in this area. #2 We have increased the number of ACTIVE CITIZENS who have the local love and take pride in the area. #3 We have made it possible for the ACTIVE CITIZENS to create POSITIVE CHANGE to this community. JCI Fukuyama has positively worked on above these themes.

Overview : We, JCI Fukuyama, have thought it will take a rather long-term to fulfill the plan to reform this area. JCI Fukuyama carried out the following events, in order that the citizens -especially children-might act positively towards activation of this area. #1 JCI Fukuyama have built the community development enterprises which the citizens undertake voluntarily. #2 We have developed the local trading cards with the fellow citizens. * As for the local trading cards. We have made up cards of the -Fukuyama- local historic relics, sightseeing spots, companies, etc. to enjoy some battles and to play with. #3 We have distributed two sets of these local trading cards to each of all the elementary schools -up to 99 schools- in Fukuyama. #4 We have tried to let the information on these local trading cards well-known, and in order to increase the ACTIVE CITIZENS who have the local love and take pride in this area, we have created and set up the special homepage. #5 In order to increase the ACTIVE CITIZENS who have the local love and take pride in this area, we have started the sale of these local trading cards. #6 We have raised the cognition of these local trading cards, and in order to play happily and to let the players understand the rules thoroughly, we carried out the trial matches. #7 In order to bring about the positive change to more citizens who can cause a change to this city, Fukuyama, actively we held the 1st local trading cards championship. JCI Fukuyama has provided the citizens with the opportunity in which they can take pride in this area in order to activate this area.

Results : As a result, we have succeeded in the increase of the ACTIVE CITIZENS who have the local love and take pride in this area. Through the voluntary efforts in the citizens\building the enterprise for community development, JCI Fukuyama gained the good result of 101 citizen- participants. This means that we have provided the citizens who are not usually concerned with the community development with the opportunity in which they can have some opportunities to do with this community development. #1 JCI Fukuyama has gained about 600 participants in the local trading cards\trial matches which were held 16 times in all. The citizens, who participated in this event and acquired the good knowledge on the culture and the historic relics in the local Fukuyama, eventually gained the consciousness change -POSITIVE CHANGE-of taking pride in themselves. It is because 87% of the participants in the trial matches answered in the questionnaire that they could find out the charm or the merit about which they didn't know and then 75% of them said that they could take pride in this area. #2 The citizens-ACTIVE CITIZENS who have the local love and take pride in this area- have built the community development enterprise together and have sold the \"local trading cards\" in 2700-sets. The citizens, who purchased them can acquire the knowledge on the culture of the local Fukuyama and the historic relics, are now proud of this city. In other words, this proved to be the result of ACTIVE CITIZENS who have the local love and take pride in the area began acting to create the POSITIVE CHANGE in this community. #3

When JCI Fukuyama collected the supporting companies along with the citizens who had built the community development enterprise, we were succeeded in obtaining the approval of 39 companies. These supporting companies have recognized the importance of being concerned with the area, and came to cooperate to the enterprise in the area positively. #4 By the active action of the citizens who have built the community development enterprise together, JCI Fukuyama has obtained the cooperation of the Board of Education, and has distributed the guidance brochures to all the elementary schools - up to 99 schools. #5 PTA which purchased the local trading cards sold by the citizens who built the community development enterprise together with JCI Fukuyama have utilized the local trading cards in the activities, and have also obtained the result unexpected. For example they have become the good tools to promote a kind of communication between the parents and the children. * PTA stands for the organization concerned with the social education by the guardians and the school staff organized for each school. According to one of the users, "It is a long time since I last laughed at each other with my children," he says, "Thank you!" Another comment from the user tells us, "We have been wondered how to spend our time with my children, but now we've had this good tool, the local trading cards, so everything will go better." #6 The children who purchased the local trading cards from the citizens who built the community development enterprise together with JCI Fukuyama have got more interested in the city they live in, begun to love it ,and also to look for a subject they can do with voluntarily. Another user's comment tells us that they didn't know the local city had such a pleasant place. Or some say," I would like to come again." Another comment is "My first time to be here like this beautiful place." Another says, "I'll boast to my friends what I enjoyed!" Or "I've thought of looking for another exciting place like this in this city for myself." Another says, "I've found out this city has a lot of superb places, so this time I want to correct or renovate the defects in my home town."

Actions Taken : Jan.15th, 2012 Project staff began to hold weekly meetings in JCI Fukuyama. Feb. 7th, 2012 JCI Fukuyama held the first community development circle project. Apr. 22nd, 2012 JCI Fukuyama held the second community development circle project, and then decided to create cards featuring local items. The process of trading card creation May 28th, 2012 The first meeting for the card project. Participants began to discuss ideas for the cards. Jun. 7th, 2012 The second meeting for the card project. Participants researched other existing card games. Jul. 20th, 2012 The third meeting for the card project. Participants selected some local historical places from many possibilities. Aug. 23rd, 2012 The forth meeting for the card project. Prototype had been completed. Participants played the cards. Sept. 6th, 2012 The fifth card meeting for the card project. The project team invited some university students who were fond of trading cards. The team carried out radical reforms. Oct. 24th, 2012 The sixth meeting for the card project. The second prototype had been completed. Nov. 9th, 2012 The seventh meeting for the card project. The team discussed flow of the game. Nov. 27th, 2012 The seventh meeting for the card project. Trial play. Jan. 10th, 2013 The ninth meeting for the card project. The team created a comic story indicating how to play the cards. Jan. 30th, 2013 The tenth meeting for the card project. Members had a trial play at the second time. Feb. 7th, 2013 The eleventh meeting for the card project. Final discussion to decide the manual and design. Mar. 14th, 2013 The twelfth meeting for the card project. A manual comic story was completed. Mar. 14th, 2013 Trading cards were completed. Apr. 12th, 2013 The thirteenth meeting for the card project. Members discussed how to sell the cards. Apr. 30th, 2013 Webpages of the local trading cards were released. May. 18th, 2013 The local trading cards were launched. Trading cards trial matches May. 18th, 2013 The first trial session was held at the biggest festival in our community. 100 people participated in this session. Jun. 30th, 2013 The second trial session was held at a local landmark. 10 people participated in it. Jul. 6th, 2013 The third trial session was held at a local festival. 20 people participated. Jul. 28th, 2013 The fourth trial session was held at a local landmark. 10 people participated in it. Aug. 25th, 2013 The fifth trial session was held at a local landmark. 20 people participated in it. Oct. 13th, 2013 The sixth trial session was held at a historical castle in our community. 40 people participated in it. Nov. 3rd, 2013 The seventh trial session was held at a local festival for kids. 80

people participated in it. Nov. 16th, 2013 The eighth trial session was held on a local shopping street. 20 people participated in it. Nov. 24th, 2013 The ninth trial session was held at the biggest forum in our community. 30 people participated in it. Apr. 13th, 2014 The tenth trial session was held at a library in our community. 20 people participated in it. Apr. 20th, 2014 The eleventh trial session was held at a library in our community. 10 people participated in it. May. 11th, 2014 The twelfth trial session was held at a public center for citizens, which is managed by the local city hall. 10 people participated in it. May. 17-18th, 2014 The thirteenth trial session and the first championship were held at the local biggest festival. 200 people participated in it. Aug. 3rd, 2014 The fourteenth trial session was held at a local landmark. 50 people participated in it. Aug. 30th, 2014 The fifteenth trial session was held at a local landmark. 10 people participated in it. Sep. 21st, 2014 The sixteenth trial session was held at a local landmark. 20 people participated in it.

Recommendations : JCI Fukuyama created the opportunity to participate in a long-term type of community development program toward the citizens, and have succeeded in leading them to the ACTIVE CITIZENS. We have succeeded in stimulating the positive change among the children through the outcomes of this program. We are able to continue providing a lot of opportunities for more citizens to take part in the projects by giving them high continuity. This enterprise which JCI Fukuyama undertook was highly evaluated even by the media, plus was sent also through Japan in addition to this local area. Introduced in the nationwide broadcast. It was recorded up to 13.0% of viewership in total of the number 15,340,000 persons of the anticipation televiewers, and was introduced twice in two national newspapers. The number of total anticipation subscribers is 15,285,131-persons to whom this event is introduced; that is, this article was taken up 5 times in all in three local newspapers. It was introduced twice on the local TV programs; that is, the total number of 6,244,049-persons as the televiewers were recorded. It was also introduced by the local radio programs. About the ratio of the TV viewership. It was introduced in two of the local economic magazines. Up to 200,000 copies of the total circulation were issued. JCI Fukuyama carried out the questionnaire to both the project participants and those who experienced the local trading cards in order to measure the influence on the community through this program. We got the answer that 92% of project participants would participate in another community development enterprise more positively from now on as a result, and 85% has answered that they will invite their friends to come with next time, and we are sure our activities have led to the increase of the members in the contribution to the local development. Besides, 87% of the persons who have experienced the local trading cards answered the questionnaire, saying that they have found the local charm which they didn't know, and 75% answered, saying that they have now love of the hometown and come to take pride in it. Eventually the number of these persons has increased.

Award Category criteria

1 Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

JCI Fukuyama practiced the following events for the purpose of activating a community – changing it into the bright, affluent society. #1 To get the citizens – especially children – to have the consciousness evolution – POSITIVE CHANGE – of taking pride in this area. #2 To increase the ACTIVE CITIZENS who have love of the local area and take pride in it. #3 To empower these ACTIVE CITIZENS to create the POSITIVE CHANGE toward this community. JCI Fukuyama was positively concerned with these things above.

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

JCI Fukuyama provided the citizens with the opportunities to participate in the community development enterprise. As a result, we have succeeded in increasing the Active Citizens who have love of the area and come to take pride in this area. This will surely meet 2014 JCI Plan of Action, ¥"JCI will enable communities to achieve sustainable impact" and ¥"JCI will create an environment in which people are motivated toward positive change.¥"

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

There was no extra-expenditure besides the budget. The items in the budget, US\$17,800 are as follows; The operational-expense for the planning: US\$1,500. The expense for the data formation: US\$15,000. The expense for the public-relation announcement: US\$1,300. Our effort on the economical way for the budget #1 JCI Fukuyama explained the community development enterprise which we would try to undertake to the administration. We were able to get an agreement and cooperation from Fukuyama city to our enterprise and movement. As a result, Fukuyama city allowed us to use the center for the trial meeting for free and we succeeded in getting the plan operational expenses to be completed in US\$0.

How does this project advance the JCI Mission and Vision?

This enterprise provided the children with the opportunities to learn about this area. They were empowered to have the local love and take pride in this area and to get the positive change in the consciousness by playing the local trading cards. They became Young active citizens. Then, they learned to perform the active activity. This agrees on the JCI Mission. The children overseas who they have got to know through this correspondence also began to tell their friends around them about their own pride and love of the area. By having conveyed the love and the pride to the area to the children overseas positively, the children not only in Fukuyama but overseas learned to perform the more positive action, and their relationship among the children in the world was stimulated. This agrees on

The JCI Vision.

Meetings
Meetings of JCI FUKUYAMA members



Meetings with Local University Volunteers



Meetings
Meetings with Local High-school Volunteers



Volunteers worked very hard during this program. They have positive changed and became Young Active Citizen

Junior Chamber International Fukuyama

Trading Card

Proto type of Trading cards



A lot of volunteers gave us a lot of opinion and ideas

Proto type 2 of Trading cards



Junior Chamber International Fukuyama

Trading Card

Final Product Of trading Cards



2

Award Category criteria

Membership Participation

By number, how many members were involved in this program? 30members

By percentage, how many members of the Local Organization were involved in this program? 30%

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

The JCI Fukuyama members were engaged in this enterprise as follows. One person was in charge of all of this enterprise. Two of us managed the schedules as schedule managers for this enterprise. Ten of us created the contents and the rules of the local trading cards with the local citizens. Three of us took charge of the correspondence to the mass media along with the local citizens. Three of us took charge of the negotiation with each venue as the trial meeting managers. Two took the role of managing the budget as the financial executor. Five visited around the local supporting companies in charge of the managers along with the other local citizens. Four visited the elementary school as managers in charge of the schools with the other local citizens.

 <p>Junior chamber international FUKUYAMA Long term Local Community program</p> <p>Meetings Meetings of JCI FUKUYAMA members</p>  <p>Meetings with Local University Volunteers</p>	 <p>Junior chamber international FUKUYAMA Long term Local Community program</p> <p>Meetings Meetings with Local High-school Volunteers</p>  <p>Volunteers worked very hard during this program. They have positive changed and became Young Active Citizen</p>
 <p>Junior Chamber International Fukuyama</p> <p>Trading Card</p>  <p>We made Big Card for Explanation Including cards to Package with Volunteers</p>	 <p>Junior chamber international FUKUYAMA Long term Local Community program</p> <p>Experience Booth</p>  <p>@Local museum @Local Festival</p>



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

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

The citizens who took part in the planning with JCI Fukuyama sold 2700-set local trading cards. This is the number equivalent to 14% of the child population in Fukuyama, and many children played the local trading cards together, and that has cherished their pride and love of this area. We think that JCI Fukuyama succeeded in producing many Active Citizens since the participating rate to another enterprise increased up to 65% after the local trading cards events was over. Considering the result of utilizing the local trading cards at 80% of the elementary schools, we think that JCI Fukuyama was able to begin the measure in which we could convey the pride and love to this area at many elementary schools.

Describe the actual community impact produced by this project

#1 By the local trading cards, the citizens who participated in the trial, and the children who have played with the cards come to take the love of their home districts and the pride of Fukuyama city, and became contributing persons to the local development, such as they began to dispatch from Fukuyama to another areas, and to participate in another local improvement projects, according to the result of the questionnaire. Thereby, Fukuyama is going to be a more attractive city. #2 After 72% of local supporting companies introduced the local trading cards in, they answered that the sales had increased and had unexpected influence on the financial side. #3 By having been introduced in the TV programs of the nationwide broadcast, we have succeeded in sending the charm of this area about Fukuyama all over the country. Thereby, not only the persons all over the country but the persons in Fukuyama were stimulated and got more pride and more love eventually. #4 By having distributed the local trading cards to all the elementary schools in this city, all the schoolchildren can play with this cards continuously, and are continuing producing the schoolchildren's Positive change. #5 The local trading cards are used by the school event and have given the impact to all the people who are engaged in elementary schools now.



Junior chamber international **FUKUYAMA**
Long term Local Community program

Experience Booth



We had 15 experience
association
at several places

[@Local landmark](http://www.jci.cc/eawards2n/print.php?lang_id=1&u=41546)

[@biggest festival](http://www.jci.cc/eawards2n/print.php?lang_id=1&u=41546)

[@Local museum](http://www.jci.cc/eawards2n/print.php?lang_id=1&u=41546)



[@Local Festival](http://www.jci.cc/eawards2n/print.php?lang_id=1&u=41546)

[@Local museum](http://www.jci.cc/eawards2n/print.php?lang_id=1&u=41546)

<a href="http://www.jci.cc/eawards2n/print.php?lang_id=1

Award Category criteria

4 Impact on Local Organization

How did the Local Organization benefit from running this project?

The local trading cards, which JCI Fukuyama led and created, are also used for the elementary school enterprise and for various organizations. By introducing the local trading cards, we JCI Fukuyama have succeeded in deepening the relationship with the administration –the city– and the educational facilities. This will help us JCI Fukuyama to contribute to the youth enterprise etc., which we will undertake from now on. Moreover, the trading cards are now recognized not only to the children who play with them but to their guardians. This is connected to the expansion of the new members who will understand the movement and also to the increase of the existence value of JCI Fukuyama in this area. And furthermore, it will be connected to the next expansion of the movement by JCI Fukuyama.

How did the program advance the JCI Mission?

JCI Fukuyama has promoted JCI missions as follows. JCI Fukuyama offered the opportunities to make the citizens get the consciousness change – the POSITIVE CHANGE– through the events of local tracing cards and take pride in the area. The Citizens got the Positive change through that and we were able to increase the Active Citizens who consider their contribution to the area and begin to act themselves. And the Active Citizens send the movement to the local contribution to this area furthermore, which led many local contributions to produce more positive Active Citizens. And we have brought about the Positive Change to more local contributions to our area.

Use of School



Junior chamber international FUKUYAMA
Long term Local Community program

This activity is held to create positive change to the young citizen

Junior Chamber International Fukuyama 

Experience Booth



Junior chamber international FUKUYAMA
Long term Local Community program

@Local museum
@Local Festival

Junior Chamber International Fukuyama 



Covered by the Medias



Widely reported in the newspaper of
largest circulation in the World,
It gave big impact to the community



Award Category criteria

5 Long-term Impact of the Program

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

The children who took pride in the area by the local trading card can consider it being set to Active citizen which works positively for a local contribution, and taking the action to local development, after growing. The action moves people further and increases Active Citizen. – The citizens who took part in the local trading cards' creation became the Active citizen, and will act positively for more development in the community. The action will move the people further and increase more Active Citizens.

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

– JCI Fukuyama can make a closer relationship with the mass media, and can let them more local citizens to get more knowledge of this project. – By cooperating with the local self-governing body more, JCI Fukuyama can involve in more local citizens and can carry out our project continuously. – JCI Fukuyama can extend the know-how of a local trading cards in another area in the world, and can extend the ring of friendship through the world. – By creating the contents and the rules of the trading cards in accordance with a bigger range of ages, JCI Fukuyama can provide more people but not only children but more people with the opportunities, and give them the Positive Change to be the Active citizens.

JCI Junior chamber international FUKUYAMA
Long term Local Community program

Promotion



JCI Junior chamber international FUKUYAMA
Long term Local Community program

Covered by the Medias





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Long term Local Community program



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Long term Local Community program

Use of School



This activity
is held to
create positive
change to
the young citizen

Several schools
are using this
trading card
at their
school activity



Covered by the Medias



Widely reported
in Local newspapers

Junior Chamber
International Fukuyama

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International **FUKUYAMA**

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