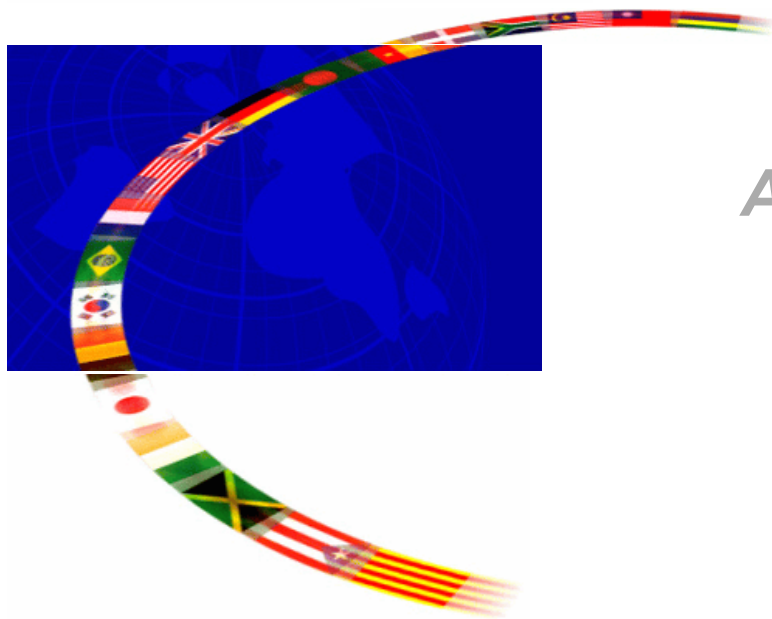




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
OSAKA Castle Hustle / Breakaway from
concentrated market.
JCI JAPAN
Best Local Economic Development Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program: 2014 JCI World Congress

Category: Best Local Economic Development Program

NOM Information

National Organization: JCI JAPAN

National President:



Kazuya Suzuki
E-mail: japan@jci.cc

LOM Information

Local Organization: JCI Osaka

President: Norimasa Nakatani

President Email: nori72nori72wanokokoro@gmail.com

Basic Information

Duration : Oct. 12 (Fri.) ~ 14(Mon.) 2013

Staff : 64 members

Sponsors : Osaka City Office 29 organizations and companies

Budget : US \$99,621

Profit / Loss : None

In which UN MDG best fit (if apply)?: Develop a global partnership for development

Who is benefited?: Approx. 3.5 million people living and working in Osaka

Objective : **[Our flagship objective]**
To promote economic development in a community.

To achieve this goal, we promote local citizens' positive changes as below on the basis of JCI Mission and Vision:

- 1.They become aware that they can contribute to their community through their business.**
- 2.They act proactively with the aim of contributing to the community through their business and consumption activities**

To promote economic development in a community is one of MDGs (Millennium Development Goals) which are a UN initiative. Our objective is to achieve this goal as well as to develop individuals and to promote corporate social responsibility (CSR.)

Overview : To activate and develop the local economy, the following is needed:

1)Breakaway from concentrated market.

We need to break from business models in which we scramble for existing profit. And then, we should conduct economic activities with the aim of finding out a new customer segment.

2) Change in consumption activities.

From consumers' point of view, we provide opportunities for people to contribute to the community, and encourage people to change their consumption activities. If they change their consumption activities, it becomes easier to find out a new customer segment.

To improve the situations above, we implemented the following programs:

(1)Gourmet Grand Prix

We provide opportunities for participant restaurants to attract a new customer segment at a lower price and a lower risk than usual.

1. The average spending per customer at **these restaurants is \$35. However, they sell their unique food featuring "Osaka Soul Food" at only US\$ 5 each** at this festival.

2. They sell food at the same place.

We set up booths at a public open space next to Osaka Castle under festival regulations.

3. Participants compete sales proceed during the 2 days. Participants in higher rank get a prize.

(2) A promotion campaign in which a donation is given every time a commodity is purchased.

1. **All participants contribute 5% of their sales proceed for victim of the Great East Japan Earthquake.**

2. We implement a program in which we will collect caps of plastic bottles, and exchange them for vaccines for developing countries.

Results : (1)Gourmet Grand Prix

Participant restaurants provided a total of 12,522 food.

The average spending per customer at these restaurants is \$35. However, they sell each food at a lower price than usual, at US\$ 5. As a result of this, **they successfully attracted a new customer segment through this experience.**

(2) A promotion campaign in which a donation is given every time a

commodity is purchased.

Because visitors realized that their consumption directly led to donation, their consumption was increased.

It motivated them to contribute to the community and individual consumption was increased. As a result of this, **the local economy was activated.**

As a result of a questionnaire to participants,

81% of participants answered that they wanted to settle the issue in the community.

93% of participants answered that they wanted to contribute to the local economy.

(3)Evaluation of JCI

We won "Best local Economic Development program" in Asia-Pacific Conference 2014. Our project was high commendation from JCI Asia and Pacific.

Actions Taken : Mar.21~Oct. 13 Meeting with Osaka City Office. Total 10 times.
 Inspecting the site. Total 7 times.
 Jul. 20~Aug. 11 Recruiting participants.
 (sent an invitation to companies, visited them, and asked for participation.)
 Aug. 11~Sep. 12 Selecting participants.
 (judged submitted menus by participant companies, and reported to the local public health center and the police.)
 Sep. 2 Opened a web site and a Facebook page.
 Sep. 17~Oct. 6 Posting posters on 311 local convenience stores.
 Sep. 24 Orientation meeting for participants
 Sep. 30~Oct. 13 Participants' inspection of the site. Total 3 times.
 Oct. 1 Requesting advertisement on the local radio station.
 Oct. 3~6 Advertisement in trains of Osaka Municipal Subway (Approx. 5 million passengers per day)
 Oct. 12, 13 Osaka Gourmet Grand Prix
 Oct. 12, 13 Leaflet distribution (Approx. 30,000 sheets)
 Oct. 12, 13 The questionnaires for participants and visitors
 Oct. 14 Cleaned up the site by JCI Osaka members, Osaka municipal officer, and participants.
 Oct. 15~Dec. 17 Verification of the program

Recommendations : **Osaka City Office agreed with our program, and cooperated with us.**
 Not only Osaka City Office, but many local organizations can easily cooperate with our program.
 We could obtain cooperation from **Osaka City Office, and 29 local organizations and companies, and then impact the local community a lot.**
As a result, we successfully improved our visibility.
 In addition, we could implement this program close to a local popular event with the government's understanding and cooperation. **It promoted many citizens' participation in our program and gave participants a huge incentive.**
 It helped us raise funds for vaccination and support to the victims.
 We also enacted citizens' positive changes through their collecting caps of plastic bottles. Our program serves a dual purpose.

Since our program is high commendation from JCI Asia and Pacific area(winning "Best local Economic Development program" in Asia-Pacific Conference 2014), a lot of sponsored company and participant shop become aware of their validity of what they have done.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? [Our flagship objective]
To promote economic development in a community.

In the process of achieving this goal, synergetic effects that local citizens make positive changes are also expected as below:

- 1.They become aware that they can contribute to their community through their business.
- 2.They act proactively with the aim of contributing to the community through their business and consumption activities.

To promote economic development in a community is one of MDGs (Millennium Development Goals) which are a UN initiative. Our objective is to achieve this goal as well as to develop individuals and to promote corporate social responsibility (CSR.)

How does this program align to the JCI Plan of Action? This program recognizes JCI Plan of Action in the point that **active citizens facilitate to form a foundation of community development.** It is necessary for local economy development to create a virtuous circle that the success of business reaches local economy development. For this theory, business has to be based on the local community. It is also important to train continuously social entrepreneurs who take positive action. We provided opportunities for existing local companies to become positive citizens who can contribute to the local community through participating in this program.

Was the budget an effective guide for the financial management of the project? Participation fee was free because we wanted to provide many opportunities for participant companies to make positive changes. Aiming for this, we made a lot of efforts on budgets. A. We have developed trust relationship with Osaka City Office for years. **It enabled us to use the most famous sight-seeing spot at no cost.** B. On the other hand, we prioritized budget allocation to advertising expenses with the aim of enhancing more citizens' interest in our program. As a result of this, more citizens became interested in participants and the number of visitors reached to 38,416. **We successfully obtained many achievements at low cost.**

How does this project advance the JCI Mission Promotions of JCI Mission: Local companies successfully realized the possibility to find out customers' new needs.

and Vision? We provided an opportunity for participant entrepreneurs to notice the necessity to prosper. With the use of this opportunity, we prompted young businesspeople and companies to prosper and positive change.

Promotions of JCI Vision:

We created a local network for a global network.

We supplied opportunity to participate for more local companies centered on young people under the same condition.

By participating, sense of solidarity between local companies and sound competition were created. They supplied environment that they corporate each other to prosper together.



2

Award Category criteria

Promotion of Free Enterprise

How did this program seek to exhibit JCI Values, especially "free enterprise"?

Companies had not been "Free" in two points below: Participants had understanding that their business only peruse economic profit. In addition, they had understanding that their business never contribute to their community.

We provided opportunities for them to change into "Free men" "Free Enterprise" from their understanding.

We encouraged them not only to maintain their profits but to try new things and to build individual wealth.

How was free enterprise promoted during the project?

In this program, participant companies positively changed into active citizens who can reform a community through their business

(1)Through this experience, they noticed that they had the possibility to find out new business regardless of their scale and type of business. (Positive Change)

(2)This program created the starting point for small companies to become larger company with product development and company branding. (Economic Development)

This successful experience impacts other companies and promotes them to challenge a new thing. As a result, free economy will spread out.



Award Category criteria

3

Impact on Local Economy

How was the impact on the local economy measured?

(1) We judged by survey of questionnaires to visitors. **81%** of participants answered that they wanted to settle the issue of local economy. **93%** of participants answered that they wanted to contribute to the local economy and to create a better future. **94%** of participants answered that they wanted to act positively from now on.

(2) As many as **38,416 local citizens** participated in our program.

(3) People obtained a deeper understanding of the significance of our program and its impact to the community. As a result, **Osaka city and 29 organizations and companies cooperated with us.**

What was the intended impact on the local economy?

What goals were originally set?

(1) We aimed to get an opportunity to share the existing program with local citizens with high sensitivity.

They benefited by using our program.

In addition, both of us suggested to local governments spread out this great movement together.

As a result, we co-hosted our event with them.

(2) We promoted JCI Mission and Vision with the aim of economic development.

Through simulating an inclusive business model, participants understood their cooperate responsibility and how to improve service.

• Goal

(1) We selected companies that had not contributed to community. Focusing to let them notice that they can contribute to the local community with their business type and scale.

(2) This program created a starting point for small companies to become larger companies with product development and enhancement of their name value through this program.

(3) Participants aim to be a company that places importance on both gaining economical profit and contributing to the local community.

(4) They improve not only themselves but also value of citizens and the local community.

(5) These successful cases of participants spread out in the local community in chain reaction.

What was the actual economic impact produced by this project?

Examples of participating businesspeople.

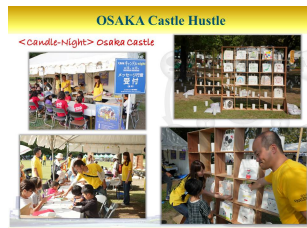
(1) Company A **succeeded in marketing, and developed a new menu** through participating in this program. They sell it as a popular menu now.

(2) Company B **succeeded in obtaining new customers** from visitors, and they **built company brand** through participating in this program.

(3) Company C reviewed their procedure of purchasing, distribution, and selling when they expected their sales proceeds in this program. They succeeded in making a good profit from low sales proceeds.

(4) In addition, Company C had close relationship with other local companies. As a result of this, they increased sales proceeds.

(5) Company D opened a new restaurant, and employed new workers to be a larger company.



Award Category criteria

4

Impact on Community and Participants

How was community and participant impact measured for this project?

(1) We measured by survey of questionnaires to visitors.
81% of participants answered that they wanted to settle the issue of local economy.
93% of participants answered that they wanted to contribute to the local economy and to create a better future.
94% of participants answered that they wanted to act positively from now on.

(2) As many as 38,416 local citizens participated in our program.

(3) People obtained a deeper understanding of the significance of our program and its impact to the community. As a result, Osaka city and 29 organizations and companies cooperated with us.

Describe the actual impact on the local community and the participants.

We measured by survey of questionnaires to local citizens, "Did you change into positive citizens who could contribute to local economic development?"

(1) Participants who had not contributed to local development were given an opportunity to by JCI Osaka.
(2) They realized that they could contribute to local economic development through familiar and easy ways.
(3) As a result of a questionnaire to participants, 81% of participants answered that they wanted to settle the issue of local economy.
93% of participants answered that they wanted to contribute to the local economy and to create a better future.
94% of participants answered that they wanted to act positively from now on.





Award Category criteria

5

Partnerships and Public Relations

What was the promotional strategy for this program?

We built the following strategy in order to publicize the existence of participants and the meaning of this program. (Selection and concentration)

(1)We thought it is efficient to publicize in a short period with many medias.

Then, we started publicity on 20 days prior to the festival.

On the other hand, we distributed **30,000 leaflets** on the festival days.

(2)We thought young family is likely to be interested in participants and this program.

Then, we selected **a local radio station (an audience rating 27.0% in the local area)** popular with young generation.

(3)We also used Osaka City's possession. We advertised this program **in trains of Osaka Municipal Subway**. (Approx. 5 million passengers per day)

We could see advertising effectiveness on both business side and consumer side. We obtained trust from cooperators and cleaned up the site and around it with the aim of long term movement, and then aim to make their cooperation stronger.

(4)We selected a convenience store as a PR site because there are many convenience stores in Osaka city and many citizens use them.

How successful was the promotion? Please indicate figures where applicable.

(1)The number of participants in similar events organized by others is mainly 10~20 companies, but **30 companies and business people participated** in this program through efficient promotion activities.

(2)This event was co-organized by Osaka City and us, which enabled us to target citizens with high sensitivity who were attracted by the governments' call.

More citizens were aware of the existence and the meaning of this program, in addition, the existence and objectives of JCI.

(3)We advertised this program **in trains of Osaka Municipal Subway**. (Approx. 5 million passengers per day)

(4)We advertised this program at **300 convenience stores** in cooperation with them.

List the partners that participated in this program. (write N/A if none)

Osaka City Office 29 organizations and companies

How did partners participate in the program?

The partner was involved in this program as follow:

A. Providing festival site.

They never permit the usage of site, Osaka Castle, with no compensation, but JCI Osaka has long-term good relationship with them.

They relied on us and permitted the usage of the site with no compensation.

B. Supporting for public relations.

1. Advertisement posters hung in trains of the Osaka Municipal Subway.

Osaka City Office offered 27% discount rate for this advertisement.

2. Posting advertisements on web site of Osaka City Office.

3. Posting advertisements on 300 convenience stores.



Award Category criteria

6

Long-term Impact of the Program

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

All companies in the community aim and act for both their economic profit and social contribution.

We gave an opportunity to change into "Free enterprise" from companies that aim only for financial profit. We continue this program because following ideas will be spread out.

1. Local companies became aware of new needs, conduct local economic activities positively, and make positive change.
2. Their successful cases spread in the community in a chain reaction with time.
3. Positively changed companies create a new opportunity, and create a network with local companies.
4. They contribute to the local economy and make a bigger social contribution.
5. On the other hand, this program spreads out not only to the restaurant business but other business and businesspeople.
6. To achieve positive change of all types of businesspeople, they act for both contribution to the local community and pursuit of economic profit.

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

To increase positive change within businesspeople by this program;

1. The program was targeted this year only to food industry, but in the future we expand type of business.
2. To motivate the participant companies to implement their own programs.
3. To provide opportunities for them to exchange their opinions before and after the program.
4. To recruit more local citizens to be involved in running this program.

To increase participants.

1. Let participants of this year to recommend new participants.
2. Let citizens recommend new participants.
3. To increase free enterprise by giving opportunities to other types of industry.
4. To keep increasing people who are interested in this program each year.



