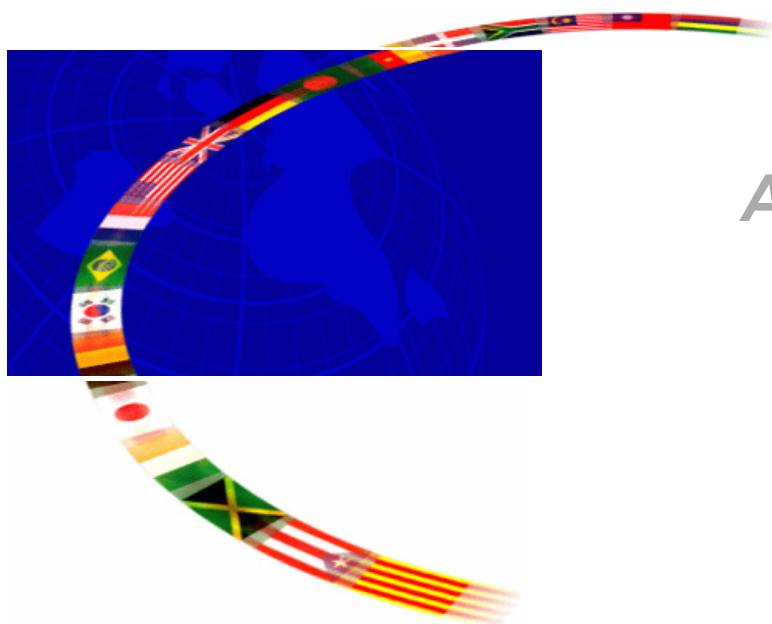




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
Arakawa Food Festival  
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**

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#### LOM Information

Local Organization: JCI Tokyo

President: Keisuke Sugawara

President Email: [office@tokyo-jc.or.jp](mailto:office@tokyo-jc.or.jp)

### Basic Information

Duration : JUL-2013 TO DEC-2013 (EVENT: 08-SEP-2013)

Staff : 38 MEMBERS

Sponsors : Executive Committee of Arakawa Food Festival Private Volunteer Group of Arakawa District Arakawa Dis

Budget : 100 HUNDRED DOLLAR

Profit / Loss : 0

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

Who is benefited?: People who live and serve in Arakawa District (APPROX. 250,000 PEOPLE)

Objective : Those who live and serve in Arakawa District recognize the featured food culture of the area again and become proud of it as affection to Arakawa District. With the affection, they learn to pass the culture inside and outside of the area.

Overview : We held an event focused on its marvelous local food culture '*monja*' which is familiar with the district residents. This event captured many organizations' attentions such as Arakawa District, Tokyo Chamber of Commerce and Industry, and restaurants of the district. Thanks to the fantastic and proud culture, many organizations and influential men was to consider they made '*monja*' as the district's tourism factor even if people thought Arakawa District had nothing special about it's feature and that it could not become a sightseeing spot.

Results : We held '*monja*' experience booth, and 180 sets 380 people came there. According to the questionnaire survey, 70 percent of the participants recognized there was the food culture '*monja-yaki*' as the feature of Arakawa District. Besides JCI 10 organizations agreed with transmitting the food as the attractive food culture of the district, and we were able to organize an executive committee.

Actions Taken : In July 2013, we organized the Executive Committee of Arakawa Food Festival, and established executive committee four times with 10 organizations moving in Arakawa District. For getting corporative funds, we sought the cooperation from other organizations in the area. On 8th September 2013 when our event was held, Many restaurants in the district that we asked participated in the event for showing the various food culture in Arakawa District. At the booth of *Arakawa Monja* Experience, we prepared approximately 50 cooking stoves with iron plates and let participants make *monja* by themselves and enjoy it. We gave them '*Arakawa Monja Map*' which introduced about 60 '*monja*' restaurants in the district and promoted visually that there are really many '*monja*' restaurants there. After the festival, we led them to enjoy the '*monja*' culture. To pass the feature of Arakawa District on participants, we also had many of them come and gave added grace on the stage. We created our original character related to '*monja*' and set up about 40 original banners with treating the character and writing the phrase '*Monja no Furusato Arakawa*'. In this way, we promoted '*monja*' culture to the participants with the phrase written on the banners.

Recommendations : In the festival, we had many meetings from the planning stage with local volunteer organization. As it joined very positively including operation on that day, cooperation from every staff seems to lead to the success safely. We could achieve many of the objects: we could involve the government of Arakawa District and no less than 10 organizations and set up 40 banners with the phrase '*Monja no Furusato Arakawa*' there. After this, we will have evaluation meetings and executive committee and make our business better on and after next year. We think we could involve only 10 organizations nevertheless there are still many organizations in Arakawa District. The causes of it are the shortage of announcement and too many purposes for the festival, so we will involve more organizations and accomplish our objects by focusing on only main purposes and adding a clear explanation.



## Award Category criteria

# 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program?

Those who live and serve in Arakawa District recognize the featured food culture of the area again and become proud of it as affection to Arakawa District. With the affection, they learn to pass the culture inside and outside of the area. The administration and various organizations of the district also realized the possibility of 'monja' as the tourism factor on the food culture of Arakawa, and they make Arakawa really attractive by enhancing the value of Arakawa as 'monja' city with the residents and the government cooperating with one another.

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

As the way to improve economic environment of Arakawa District, we focused on its food culture as tourism resource and involved the residents and the powerful organizations, which agrees with JCI Active Citizen Framework.

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

We paid no less than 70 hundred dollars for the event management from our budget. And, it cost us 30 hundred dollars for the advertising expenses and the festival brochure. 75 percent of our budget was cooperative funds from the local enterprises and the organizations and the government. To get the funds from them, we explained the necessity of the business to them, which led to tell the principle of the business as a result.

How does this project advance the JCI Mission and Vision?

**Vision:** Under the big cooperation from JCI members out of the district, we held the hugest event of all the events that the youth organizations in the district have. As a result, we could show the district administration and organizations that we are Leading Global Network of Young Active Citizens.

**Mission:** By giving roles to many JCI members and young potential members and leading our business to succeed, we gave all of them development opportunities.





## Award Category criteria

## 2

## Promotion of Free Enterprise

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

As everybody thought there was nothing special about features in Arakawa District, enterprises in the area believed that they couldn't increase its benefits by making the district sightseeing spot in corporate activities, which is disadvantageous for us. Our business is the program for realizing that everybody in the district think their food culture as tourism resource. They recognized it was helpful for developing the society that they focus on the same way and promote their business on enterprises' free intention.

How was free enterprise promoted during the project?

Through the business, the participated enterprises and cooperative organizations were given chances to contribute to the society by economic development. They recognized that it was possible for monja to be tourism resource by providing people with the food culture. It was a chance for the residents to be proud of Arakawa district again that everyone reassessed its soul food 'monja'. We provided over 60 'monja' restaurants there with 'Arakawa Monja Map' and the banners.



## Award Category criteria

## 3

## Impact on Local Economy

How was the impact on the local economy measured?

We conducted the questionnaire survey about if you know Arakawa District has “monja”, as its tourism resource before and after the festival. Before: Yes, I know there are many ‘monja’ restaurants in Arakawa. 10% No. 90% After: I recognized there are many ‘monja’ restaurants in Arakawa. 81% I couldn’t. 19%

What was the intended impact on the local economy? What goals were originally set?

We make the administration and economic organization in Arakawa District recognize that there is ‘monja’ as tourism resource in the area where such resource is not particularly plentiful. We asked them to promote ‘monja’ as the most important business for Arakawa Branch of Tokyo Chamber of Commerce and Industry, which over half of small and medium enterprises in the district join. In this way, we decided our purposes that they do the business ‘Arakawa monja Map’ and that it is appeared in some public newspaper.

What was the actual economic impact produced by this project?

We could set up the same banners at over 60 ‘monja’ restaurants in Arakawa District. ‘Arakawa monja Map’ was also distributed at many places. As a result, the business was appeared also in many medias. And, according to the feedback of each ‘monja’ restaurant over half of them increased their proceeds. Our business was quite effective for the economy of Arakawa District.

Japanese newspaper The Mainichi Newspapers (2014/4/22)



Japanese newspaper Tokyo Shimbun (2013/12/12)  
[The special Arakawa Monja]



Japanese newspaper  
Asahi shimbun  
(2013/11/1)



2013年11月08日  
日経新聞掲載記事

(Japanese news paper  
NIKKEI ASIAN REVIEW)





## Award Category criteria

## 4

## Impact on Community and Participants

How was community and participant impact measured for this project?

In the community, we surveyed feedback of various cooperative organizations and 'monja' restaurants, and we conducted questionnaire survey to the participants. I recognized there are many 'monja' restaurants in Arakawa. 81% I couldn't. 19%

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

The event participants were the following: merchants, people who joined our event on the stage, all the people of local volunteer groups who cooperated with us in management, and general public participants. Most of them were glad to join the event, and they recognized the food culture of 'monja' as tourism resource of Arakawa District. With promoting 'monja' as its tourism factor, it was a really big value that we could collaborate with local volunteer organizations which should cooperate with us again after this.



## Award Category criteria

## 5

## Partnerships and Public Relations

What was the promotional strategy for this program?

With involving the administration, powerful economic groups and local volunteer organizations, we conducted word of mouth and creating brochure, poster and website in parallel. Utilizing personal relationships cultivated until now during JCI movement, we explained many times for people who are active in Arakawa District to participate in the Executive Committee of Arakawa Food Festival. At the same time we applied to cooperative funds of local development through Tokyo Chamber of Commerce and Industry in Tokyo. Also, we planned various trials for developing the culture of 'monja' in Arakawa District and organized that we livened up our food festival the best.

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

The administration and 10 influential organizations of Arakawa District cooperated with us. On these media, our business was appeared as 'Arakawa monja': Arakawa Cable TV (diffusion rate is 48%), Asahi newspaper (subscription rate is 30%), and Nippori Walker< (circulation is 50,000 copies). 'Arakawa Monja Map', which we started to distribute in the festival, caught much attention from the press, so the various media reported not only the festival but the 'monja' map as well. It was appeared with photos in many newspapers such as Asahi newspaper, Nikkei newspaper and Yomiuri newspaper. And, it was reported in terms of local efforts in the corner of 'Genba ni Attack', which is in 'Morimoto Takero Standby!' of TBS radio, which is the top-rated radio program. Also, on the TV program 'Dokomo dankai club' of Nippon Cultural Broadcasting, Inc., the program focused on the 'monja' culture of Arakawa District as well as 'Arakawa Monja Map'. Considering these incidents, the district's 'monja' culture must be penetrated steadily.

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

Executive Committee of Arakawa Food Festival  
Private Volunteer Group of Arakawa District  
Arakawa District Arakawa Branch of Tokyo Chamber of Commerce and Industry  
Arakawa City Art Culture Promotion Foundation  
The casts on the stage

How did partners participate in the program?

The Executive Committee of Arakawa Food Festival was organized by 11 people who are representatives from 7 organizations in Arakawa District, and they decided the chairman of the executive committee from themselves. The executive committee took a leading part and managed the Arakawa 'monja' Experience booth, where they communicated with many participants over 'monja's. Many restaurants in the district that we asked participated in the event for showing the various food culture in Arakawa District. To pass the feature of Arakawa

District on participants, we also had many of them come and gave added grace on the stage.



## Award Category criteria

## 6

## Long-term Impact of the Program

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

The festival is to be known to all the people as successful example of cultural promotion by local organizations, and it is accepted as a model case for many areas which is lack of tourism factors to be able to transmit their new features. As a result, in the many areas their own cultures are in the limelight. And then, their residents love their area and learn to pass their marvelous cultures with having pride. If the stated things happen, it will be motive force for all areas of Japan to be fantastic and attractive. In 2020 when Tokyo Olympic is held, people will learn to have pride in their hometown's culture not only in Tokyo but in every area of Japan as well, and each of area will transmit Japanese features to foreigners coming to Japan. In the way, Japan will be recognized as 'Golden Cultural Country' from abroad. Next, when the recognition from foreigners is transmitted to Japan, the Japanese will be able to pass Japanese culture with having more pride, which will make Japan more attractive.

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

We concentrate on making public in advance to the residents about the business and create the environment that the residents become united and cooperate much more to the business with us. It is necessary for each organization to recognize various problems such as pecuniary problems, hands problems and the problem that how we can involve others. If we state continuously the produced results this time in the district, we think it will be effective continuously.

