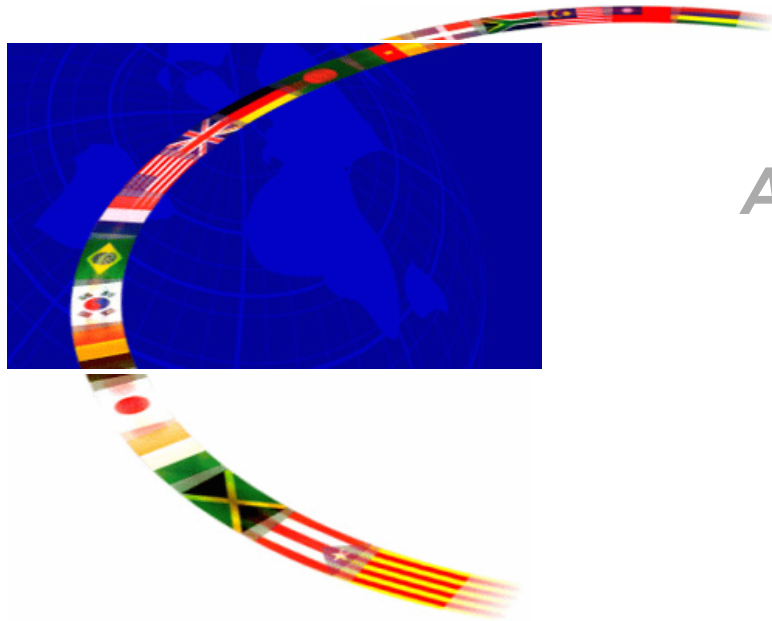




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
okazaki kouta machidukuri ouenkikin senkoukai  
JCI JAPAN  
Best Inter-organization Collaboration Project



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

#### Entry Information

Award Program: 2014 JCI World Congress

Category: Best Inter-organization Collaboration Project

#### NOM Information

National Organization: JCI JAPAN

National President:



**Kazuya Suzuki**

E-mail: [japan@jci.cc](mailto:japan@jci.cc)

#### LOM Information

Local Organization: JCI Okazaki

President: matsuo tsunehiro

President Email: [mkaikei127@yahoo.co.jp](mailto:mkaikei127@yahoo.co.jp)



### Basic Information

Duration : APRIL 25TH 2014 – JUNE 19TH 2014

Staff : 62 Members

Sponsors : NPO G-Net Managing Director Akimoto Shouji (Lecturer)

Budget : \$ 1937

Profit / Loss : 0

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

Who is benefited ? : As the selected organizations actively operating within Okazaki city limits have benefited and continue benefit to from the initiative, so too do the residents of Okazaki city and surrounding environs where these organizations are active.

Objective : 1. By allowing participation in the final funding distribution selection meeting for the Kouta, Okazaki town development support fund, it will serve as a setting for participants and attendees to obtain valuable information about the activities of town development organizations. 2. By participating in the final selection process as members of the funding committee, participants will be able to get a real sense of the contribution to unity and the general good that can be achieved by being an active part of town development. 3. To be a place to allow attendees and participants to experience and appreciate a change of perspective, an increase in knowledge and to learn from the process in which organizations appeal for funding. By participating in the final selection meeting of the Kouta, Okazaki town development support fund, it is possible to obtain information on the different attitudes and motivations of those involved and to look deeply into the, multi-stage process and activities of town planning organizations. 4. Allow participants and general attendees to develop a deeper understanding of the organizations that request funding by engendering interaction opportunities.

Overview : JCI Okazaki launched a town planning support fund in 2011 in order to donate to local town planning organizations a portion of the sales from vending machines in Kouta town and Okazaki. This year marks the fifth consecutive implementation of this scheme. By opening the final selection meeting to the general public, the process is open to clear and fair scrutiny and becomes a valuable learning experience for participants and general attendees. Doing this leads to an all-round better selection process. After learning about the projects and the challenges of town development from the perspectives of various organizations, participants will be able to operate more effectively and empathically in similar endeavors in the future. By gaining knowledge from these examples of regional town development, there is a high probability that participants can introduce innovations and ideas inspired by this project into their own organizations or endeavors. Encouraging the general public to participate. Allowing JCI Okazaki members to get to know the town development activists who play a role in Okazaki city. By engaging in the briefing, screening and selection stages, a deeper interest in town planning is developed.

Results : JCI Okazaki was able to carry out the donation process to the final four selected organizations and, by extension, the regions in which they are active. Four organizations = Total Funding Awarded \$5430 By having the 92 participants and attendees at regular meetings listen to the presentations made by lecturers, instructors and the genuine voices of those seeking help to change aspects of where they live, it was a valuable opportunity for them to experience a broadening of their perspectives and potential. The collaboration with Coca-Cola (Central Japan) Co., Ltd yielded not only access to vending machines, but also their assistance in recommending or contacting speakers or experts that were of the highest value to the meetings of Kouta, Okazaki town development support fund. Spearheading and maintaining this collaborative relationship was one of the key aspects of the success of this project.

Actions Taken : (PLAN) March 19th 2014 Recruitment of participating organizations interested in the fund April 25th 2014 Applicant briefings and recruitment

selection of organizations April 26th 2014 E-mailing of candidate form to potential candidates who had given prior consent April 28th 2014 Deadline for organization recruitment May 2nd 2014 Deadline for returning application forms May 5th 2014 Data was sent in advance to Kouta, Okazaki town development support fund members May 9th 2014 Final screening and selection of participating organizations May 22nd 2014 Planning and appeal brush-up training for the selected organizations May 22nd 2014 Final briefing and brush up training for the selected organizations June 19th 2014 Final selection meeting for the Okazaki Kouta town development support fund

Recommendations : Our purpose was to seize the opportunity to become town planning activists through engagement in this process, both inside and out, but did not feel completely satisfied with the final result. Rather than limiting full participation to only the final selection meeting, full participation should extend back to the applicants briefing. When brush-up training and other prep work was carried out, it was quickly realized that in the future all organizations should be allowed or encouraged to participate in all stages of the process.

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program?

By understanding the town planning activities in Okazaki city and environs through engagement with this process. Also, to expand the appreciation and practice of political autonomy and independence of thought in the activities of town planning organizations.

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

For the purposes of town planning, JCI Okazaki actively encouraged the voluntary participation of citizens of the local area in the process. This effort yielded 92 participants. These 92 JCI Okazaki members and citizens of the area have grown as town planning activists. A deeply developed understanding and awareness of town planning has positively impacted the citizens, participating members and JCI Okazaki as a whole.

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

Budget of this program for well-known efforts of Okazaki, Kouta town development support fund In the interests of fairness, an introduction video was created for each organization and every effort made towards parity. Instructor fee (5 INSTRUCTORS) : 0% Venue fee :15% Organization videos:54% Flyer:32% MISCELLANEOUS:1% Expenditure for implementation of this program was to budget

How does this project advance the JCI Mission and Vision?

<JCI MISSION> JCI Okazaki has provided young citizens from twenty to forty years old interested in the process of town planning and becoming activists in that field an opportunity to acquire first-hand experience and knowledge. <JCI VISION> JCI Okazaki provided members and citizens with an opportunity to experience the merits of the town planning process which can in turn also produce a powerful effect on other citizens who were not directly involved. We can confidently state that this initiative has contributed to the greater good in Okazaki city.





## Award Category criteria

## 2

## Cooperation between the Local Organizations

How did the two organizations work together?

JCI Okazaki and the town planning activists had a healthy and profitable exchange of ideas and opinions throughout the whole process, but this collaborative spirit was especially well developed when conducting the brush-up training. Even after awarding funding to the selected organizations, we are still an active part of Okazaki city's town development activist community, and offer advice or support whenever possible or requested

Describe how the tasks and planning of the project were divided between the organizations.

To engage in the process of town planning from the perspective of the support fund, the content of the project is revised in brush-up training which both JCI Okazaki and the local organizations were actively involved in coordinating and steering ahead. However, the experience and perspective made available by the local organizations was extremely valuable, and may have made all the difference to whatever degree of success we can be said to have achieved.



## Award Category criteria

# 3

## Impact on Members and Contribution to the JCI Vision

How did the members of the Local Organizations benefit from running this project? By promoting effective problem-solving in the area – made possible by JCI Okazaki, the town development organizations and all participants working together towards common goals – the anticipation of participation in the fields associated with urban planning from the 62 members involved rose 30% after the current project was completed.

How did the program advance the JCI Vision? JCI Okazaki members had the opportunity to become active participants in town planning. In this way, there were able to take direct action themselves, or to work to bring the merits of the initiative to the other participants and attendees, and the general public of the area.



## Award Category criteria

## 4

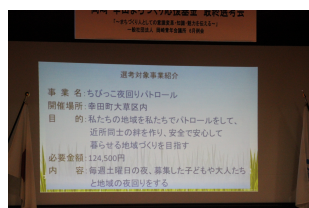
## Community Impact

How did the Local Organizations measure community impact?

Collation of the results of questionnaires distributed to attendees. According to the survey results of 30 attendees, the unanimous feedback that we have received is that they want to be pro-active and undertake endeavors for the betterment of where they live. Clearly, an active community spirit among the attendees – that will most likely lead to valuable outcomes in the future– has been fostered by this scheme.

Describe the actual community impact produced by this project.

To actively encourage the participants in this project to continue to be involved in the town development process after it had ended, JCI Okazaki took steps during this project to try to maximize community impact. JCI Okazaki provided a location and setting conducive to developing an understanding and appreciation of the often complex and emotive issues related to town-planning to allow the citizens to fully utilize the potential of the Kouta, Okazaki town development support fund. By providing and ensuring this kind of environment, participants and attendees were able to become aware of the wide array of tasks involved in urban planning, giving them a solid base for any related future endeavors they may undertake in the future. This level of knowledge was provided by the advanced, yet specially crafted to be easy-to-understand, brush-up training sessions open to all participants and attendees



## Award Category criteria

## 5

## Long-term Impact of the Program

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

Until next year, JCI Okazaki will fulfill the function of a think tank and/or provide funds to town development activists when appropriate. After that, we will shift our efforts to other organizations. It is expected that a significant number of citizens involved in this initiative will continue their participation in town planning actively and positively in various forms. This belief is based on the following. 1. Participants in this project have all experienced a broadening of their perspectives on their town, and on what can be achieved at a grassroots level, JCI Okazaki will be fully involved until such time as it is determined that the Kouta, Okazaki town support fund can become functionally independent from our organization. However, we will still provide support after that time by sending them 2 – 3 JCI Okazaki members to act as advisors.

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

The citizens of the local community need to be aware of the many issues and challenges of urban development that are faced on a regular basis by the activists, organizations and other people in the thick of it. We believe that by providing this program on an ongoing basis, we will be able to increase the knowledge and appreciation for those who are involved in the difficult field of town planning and inspire pro-active engagement at some time in the future by those who are not presently involved. By achieving higher levels of involvement from the general public, the issues of urban development are ready to be met by the fresh and motivated perspectives they will bring.

