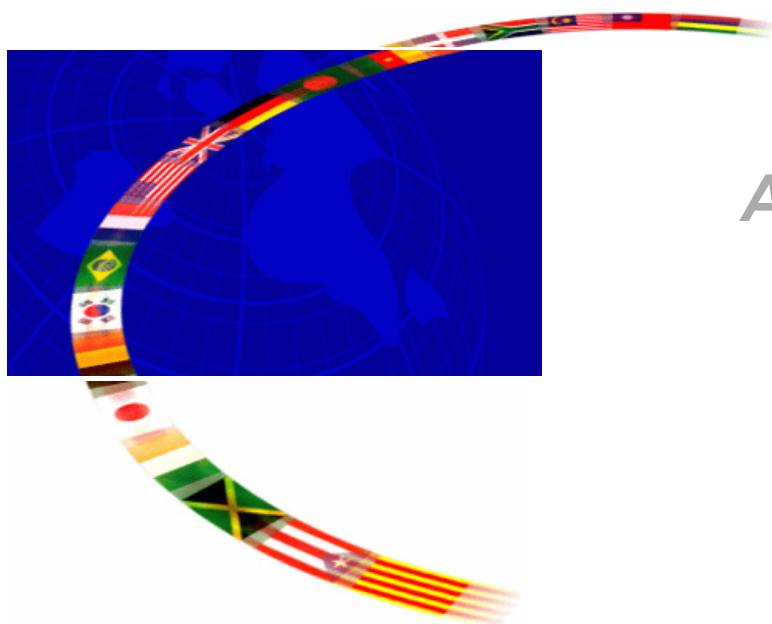




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
Hiroshima Big PRIDE
JCI JAPAN
Best Local OMOIYARI Project



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award
Program: 2014 JCI World Congress

Category: Best Local OMOIYARI Project

NOM Information

National Organization: JCI JAPAN

National President:



Kazuya Suzuki

E-mail: japan@jci.cc

LOM Information

Local Organization: JCI Hiroshima

President: Kenichi Sasaki

President Email: merlot@dolphin.ocn.ne.jp

Basic Information

Duration : From May 2013 To September 2013

Staff : 44 members

Sponsors : Local Elementary School Students, Their Parents and Teachers, Local College Student Volunteers

Budget : USD\$16,000

Profit / Loss : None

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

Who is benefited ? : 7 Billion People Around the World

Objective : **JCI Hiroshima** Achieves ever **Lasting World Peace**.

For the purpose, **JCI Hiroshima** Intended For People Around the World to Act Assertively towards the **World Peace**.

1) In order to achieve the world peace, **JCI Hiroshima** changes attendees' mind that it is important for each one to act.
(Opportunities for positive change.)

2) The People who changed their mind start acting toward **world peace**.
(Active Citizen who aims for world Peace)

3) The Act will impact the world peace.
(The Active Citizens create positive change to the whole world.)

JCI Hiroshima played active role in terms outlined above.

Overview : **JCI Hiroshima** got actively involved on terms outlined above.
In order for the people around the world to act assertively toward the **world peace**, **JCI Hiroshima** worked on teams outlined below.

1) **JCI Hiroshima** conducted a project to make **the world's largest ORIGAMI lei** and **ORIGAMI Tower** by using **ORIGAMI Cranes** which is known as peace symbol.

An **ORIGAMI Lei** is like a wreath which is made by connecting many **ORIGAMI Cranes** together and shaped of a circle.
300 Local Citizens got together and made the world's largest ORIGAMI Lei by connecting, 7,000 meters-long, 288,000 ORIGAMI Cranes Together.

2) In order to disseminate the **World Peace** to the world, **JCI Hiroshima** displayed large monument (**ORIGAMI Tower**) in several locations where many people gather. Citizens play a central role to make impact towards the **world peace** on local society and then to the world.

• **ORIGAMI Tower** is a 7 meters-high shape of circular cone which was decorated with ORIGAMI Cranes.
It was made because the World's Largest ORIGAMI Lei is too big to display in other place we decorate a 7 meters-high circular cone by using a part of the World's Largest ORIGAMI Lei.

Later on, it was displayed in 6 different locations in Hiroshima City, in order to show to the local citizens.

An ORIGAMI Crane is a symbol of peace.

- It is shaped of crane using small paper (15 centimeters x 15 centimeters).
- It is folded with a prayerful of lasting peace.
- Every year, 10 tons of ORIGAMI Cranes are delivered to Hiroshima Peace Memorial Park for the purpose of wishing for the world peace.

Results : **JCI Hiroshima** Provided opportunities for citizens to act towards **world peace**.

As a result, the number of **ACTIVE CITIZEN** who acts toward the **world peace** was increased.

1) **JCI Hiroshima** carried out a project to make a large monument (**the World's Largest ORIGAMI Lei** and **ORIGAMI Tower**) by using **ORIGAMI Crane** which symbolizing the peace.

In this project, 300 citizens joined. All participants made the monuments with feeling the wish for the **peace**

Participants recognized the volume of the prayerful thought along with **ORIGAMI Crane**, and realized that it is important for everyone to act towards the world **peace**.

As a result of making **7,000 meters-long ORIGAMI Lei** by connecting **288,000 ORIGAMI Cranes** together, it was officially recognized in the Guinness Book of World Records for **the World's Largest ORIGAMI Lei**.

Comments by Participants

a) IF everyone acts together, we got the confident that we can accomplish the almost Impossible.

b) We are proud to be a citizen of **Hiroshima**, a city of Peace and Culture.

• Every year, **10 tons of ORIGAMI Cranes** are delivered to Hiroshima Peace Memorial Park for the purpose of wishing for the world peace.

2) **JCI Hiroshima** displayed the large Monument (**ORIGAMI Tower**) in **6 different locations** in Hiroshima City. We disseminated movement towards the world peace to the world.

1. Hiroshima Special School **150 visitors**

2. Hiroshima Peace Memorial Park **3,843 visitors**

3. Former Bank of Japan Hiroshima Branch (an Atomic-bombed building) **316 visitors**

4. Hiroshima University of Economics **500 visitors**

5. Local Professional Baseball game **21,787 visitors**

6. Local Professional Football game **16,196 visitors**

During this project, **42,000 people** in total including Citizens and Tourists visited and saw Hiroshima's commitment to lasting peace.

ACTIVE CITIZENS, who aims world peace, created **POSITIVE CHANGE** for the local society towards the world peace.

Comments by Participants

c) I realized that so many prayerful thought are delivered to our city as **ORIGAMI Cranes**.

d) I thought that we must act what we can do towards the **world peace**.

Actions Taken : In year 2013,

March: **JCI Hiroshima** began to look into feasibility of this project.

May: the project was accepted in local chapter board meeting.

May: **JCI Hiroshima** received **ORIGAMI Crane** from City of Hiroshima. Started to separate **ORIGAMI Crane** by color.

June: **JCI Hiroshima** asked Professional / Corporate Sports Team members to connect ORIGAMI Cranes together.

July: In Hiroshima Special School, Citizens got together, separated the **ORIGAMI Crane** by color and connect them together.

July & August: **JCI Hiroshima** take central role to put **ORIGAMI Crane** together by color.

August: In Hiroshima Special School, participants put all **ORIGAMI Crane** together and made a **7,000 meters-long ORIGAMI Lei**. Then officially recognized in the **Guinness Book of Worlds Record for the World's Largest ORIGAMI Lei**. In Hiroshima Special School, Participants made a **7 meter-high ORIGAMI Tower** by using a part of **the world's Largest ORIGAMI Lei**.

September: We displayed the ORIGAMI Tower in 6 different place in Hiroshima.

1. Hiroshima Special School
2. Hiroshima Peace Memorial Park.
3. Former Bank of Japan Hiroshima Branch (an Atomic-bombed building)
4. Hiroshima University of Economics.
5. Local Professional Baseball game.
6. Local Professional Football game.

Recommendations : **JCI Hiroshima** Provided opportunities for citizens to act towards **world peace**. In total 300 citizens joined the project and felt the wish for the peace with **ORIGAMI Cranes**. As a result, the number of **ACTIVE CITIZENS** who act toward the world peace was increased.

Citizens play a central role to put the wish for peace together and disseminated our commitment to aspire **lasting peace** to the world by connecting **ORIGAMI Cranes** and made a large **ORIGAMI Lei**. Participants recognized the volume of the prayerful thought along with **ORIGAMI Crane**, and realized that it is important for everyone to act towards the **worlds peace**. Because we received comments from participants as below.

Comments by Participants:

- IF everyone acts together, we got the confident that we can accomplish the almost Impossible.
- We are proud to be a citizen of Hiroshima, a city of Peace and Culture.
- I realized that so many prayerful thought are delivered to our city as **ORIGAMI Cranes**.
- I thought that we must act what we can do towards the world peace.

In order to achieve the lasting peace, **JCI Hiroshima** re-realized that that it is important to change citizen's mind.

Among **JCI Hiroshima** members, Positive Change has happened to act towards the world peace.

Comments by JCI Hiroshima members:

- We changed many local citizens' mind in positive way and it led to the successful result.
- We hope that it leads to a big movement for world to act towards the lasting peace.
- We would like to commit to our JC with confidence and pride gained in this project.

JCI Hiroshima will take an initiative and act towards world lasting peace on behalf of Hiroshima, a city of peace and cultural.

JCI Hiroshima put out a call for volunteers, **68 students from local 6 universities and colleges** were gathered. And they also accepted to participate JCI Hiroshima's project this year.

Recycling of ORIGAMI Crane is a part of job for challenged people. Many students form special school and community workshop participated the project. Thereby, it led to create more **ACTIVE CITIZENS**.

JCI Hiroshima displayed the large Monument (**ORIGAMI Tower**) in 6 different locations in Hiroshima City. We disseminated movement towards the world peace to the world. During this project, JCI Hiroshima called for local professional / corporate sports team to participate the project, all of 10 teams accepted the purpose and joined. Especially, baseball team (Hiroshima Carp) and football team (Sanfrcce Hiroshima) allowed to display the monument on a game day.

42,000 people in total including Citizens and Tourists visited and saw the monument.

1. Hiroshima Special School [150 visitors](#)
2. Hiroshima Peace Memorial Park [3,843 visitors](#)
3. Former Bank of Japan Hiroshima Branch (an Atomic-bombed building) [316 visitors](#)
4. Hiroshima University of Economics 500 visitors
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This project was acclaimed by media, and then disseminated locally, domestically and internationally.

- An article was appeared in local news paper, CHUGOKU SHIMBUN. ([Circulation of 630,000](#))
- Making of ORIGAMI Lei and ORIGAMI Tower was live-broadcasted in local TV station. ([Audience Share: 17.1%, 480,000 People watched](#) the program.)
- ORIGAMI Lei was officially recognized in the Guinness Book of World Records for the World's Largest ORIGAMI Lei, and became to catch the attention of people all over the world.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

JCI Hiroshima achieves ever Lasting World Peace. For the reason, JCI Hiroshima makes a movement towards the world peace by making people around the world to act assertively towards the World Peace, JCI Hiroshima was actively involved on terms outlined below.

1) In order to achieve the world peace, JCI Hiroshima changes attendees' mind that it is important for each one to act.

(Opportunities for positive change.)

2) The People who changed their mind start acting toward world peace.

(Active Citizen who aims for world Peace)

3) The Act will impact the world peace.

(The Active Citizens create positive change to the whole world.)

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

JCI Hiroshima provided a chance to act towards world peace.

As a result, number of ACTIVE CITIZEN was increased.

It can be referred from 2013 JCI Action Plan.

"To further the understanding of the JCI Mission, Vision, and Values not only by existing JCI members but also potential members, partners and stakeholders likely to be impacted by the activities of the organization both locally and global."

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

There was no spending going over budget.

The budget is 16,000 USD and here is the breakdown.

Venue Costs 808 USD

Production Costs 4,278 USD

Public Relation Costs 10,558 USD

Documentation Costs 53 USD

Insurance 168 USD

Fundraising

JCI Hiroshima gathered funding of 4,000 USD from 40 local companies which agreed with the purpose of this project.

The funding was spent to the cost of Guinness World Records administration Fee.

How does this project advance the JCI Mission and Vision?

Promotion of JCI Mission

JCI Hiroshima Promotes JCI Mission.

1) JCI Hiroshima provide the opportunity of positive change with new resolve for lasting peace by letting citizen to feel the prayerful thought delivered all over the world.

Promotion of JCI Vision

JCI Hiroshima Promoted JCI Mission.

1) JCI Hiroshima increased the number of Active Citizen among local society who aspire world peace.

It expanded local network which is a base of global network.

2) JCI Hiroshima, as a leader in the local society, let citizen to recognize that everyone must act towards the world peace.

JCI Hiroshima took initiative and act for citizen to act towards the world peace.



Award Category criteria

2

Cooperation for the Sake of World Peace

How did this project extend the presence of peace in your community?

JCI Hiroshima spread the peace in local society by working on terms outlined below.

1) Local citizen spread the prayerful thought in local society by touching the ORIGAMI Cranes, symbol of peace.

2) JCI Hiroshima made big monuments (**ORIGAMI Lei** and **ORIGAMI Tower**) with participants and displayed in several locations in the City.

How was cooperation used to promote peace?

Each participant connected ORIGAMI Cranes piece by piece, and finally it became the world's largest ORIGAMI Lei. Single person can only make a small change, but they can make some difference, a big movement can be generated by working together.



Award Category criteria

3

Community Impact

What was the intended community impact?

- Participants understand the prayerful thought along with ORIGAMI Cranes, and renew one's resolve to the world peace by disseminating to the world.
- Local citizens recognize Hiroshima as a city of peace and culture, renew one's resolve to contribute world peace.

Describe the actual community impact produced by this project.

JCI Hiroshima made some impact to the community as outline below.

- Partnership between local administration and JCI Hiroshima was strengthened Local administration has awareness of the issue about storage location of 10t ORIGAMI Cranes which they receive all over the world every year, and seeking for a solution to sublimate them. JCI Hiroshima used these paper cranes for peaceful way. This project helped to solve one of the problems and promote trust with local administration.

- Awareness for JCI Hiroshima was increased. This project was on TV program call "24hours TV, -Love saves the earth-" and also the monuments were displayed at the local professional sports game. JCI Hiroshima increased the awareness to local citizens who usually have no connection with JCI.

Local citizen's consciousness to the lasting peace was enhanced.

Comment by Participant:

I could feel lots of prayers for peace from all over the world by touching these paper cranes. I hope this peaceful everyday life shall be lasting peace and spread peace all over the world.

Local citizens felt proud of living in Hiroshima, a city of peace and culture.

Comment by Participant:

Hiroshima is constantly being required to act for world peace. I think this project clearly showed Hiroshima's peace action.

Local citizens gained their confidence that anything is possible by working on step by step.

Comment by Participant:

It would be impossible to connect 288,000 ORIGAMI Cranes, 7,000 meters-long, by one person, but if everyone acts together, we got the confident that we can accomplish the almost impossible.



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

The ORIGAMI Lei made through this project was officially recognized in the Guinness Book of World Records for the World's Largest ORIGAMI Lei. It generates a big impact, which reminds lasting world peace, to the local society and all over the world. It disseminated the movement of JCI Hiroshima to the local society and the world. These make the evaluation of JCI Hiroshima in the local society to rise. Therefore, many new members who understand and agree with the movement would be expected to join with us. Moreover, the movement of JCI Hiroshima would grow.

How did the program advance the JCI Mission?

JCI Hiroshima promotes the JCI Mission as below.

- JCI Hiroshima provides the opportunity for citizens, that they fell wish for peace from all over the world. It causes citizens to experience Positive Change and increases more Active Citizens to act for world peace.
- It generates more Active Citizens that these Active Citizens begin a movement for world peace in the local area where they live. Therefore, more Positive Change is brought in our local area.



Award Category criteria

5

Long-term Impact of the Program

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

▪ If people happen to know our Guinness World Record, they are expected to know this project. If they understand the purpose behind the project, they are expected to start acting towards the world peace.

▪ Even if it is a small thing that each person can do, a movement towards world peace would be expected to be started by many people getting together and act.

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

▪ JCI Hiroshima maintains the relations with the mass media more thickly and can have more citizens to know this project.

▪ By extending a period of the project, JCI Hiroshima can get more agreement, cooperation and participants.

▪ JCI Hiroshima cooperates with a local administration more closely, and involves more citizens, then continuously disseminates the world peace to the world.

