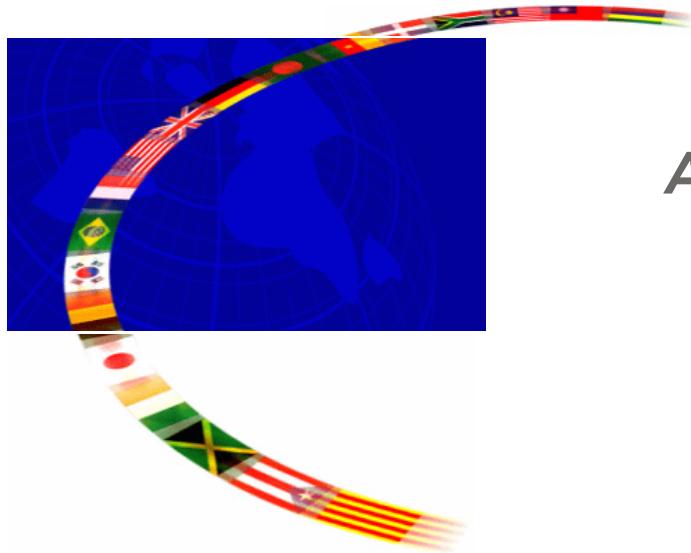




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
Garbage resolution projects (crowdfunding)
JCI JAPAN
Best Local Corporate Social Responsibility (CSR)
Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program: 2016 Asia-Pacific Conference

Category: Best Local Corporate Social Responsibility (CSR) Program

NOM Information

National Organization: JCI JAPAN

National President:



Shigenari Yamamoto

E-mail: japan@jci.cc

LOM Information

Local Organization: JCI Yokohama

President: Takao Tonouchi

President Email: takao_tonouchi@yanasetech.co.jp

Basic Information

Duration : From May 11, 2015 to May 27, 2015

Staff : 318 member

Sponsors : Crowd funding participants 172

Budget : 24,400 U.S. dollars

Profit / Loss : 0

In which UN MDG best

fit (if apply) : ?

Who is benefited : The 34th Yokohama Port Festival has achieved a remarkable result by attracting 750,000 event goers to the area.

Objective : The special event generates a large amount of waste.

Littering continues to be a major problem. Moreover, we have issues with the visitors who lack of environmental awareness and the burden of high waste disposal costs.

We availed the service of crowd funding platform to prompt event goers to:

1. No litter;
2. If you see a piece of litter, pick it up;
3. Take your litter home for proper disposal;
4. Comply proper waste disposal policy.

Also event goers are encouraged to throw their trash into ECO STATION provided by JCI YOKOHAMA.

As to the contribution level, we set the minimum amounts at 5 U.S. dollars, relatively low monetary values so that the contribution would not be a burden to donors.

In addition, glow bracelets were given to donors so that they would know that the waste management advocate also took part in this program.

The above program was able to achieve a good level of waste problem awareness among individuals who were unaware of it. Awareness brought positive changes to our support activities and waste issues. (Glow bracelets were given to donors as a token of appreciation and members actively expressed our deep appreciation to individuals who wear it.)

Overview : As a backgrounder, yearly held Yokohama Port Festival generates more than 100 tons of waste and the volume is increasing by 10% every year, causing the community to spend 5 million yen for this event-generated waste.

The concept of crowd funding was to tackle the problem and we aimed to raise 3 million yen to cover the cost of waste disposal. Our effort was introduced via 13 social media including local newspaper, radio, and magazine. As a result, the concept was widely disseminated and accepted.

The previous year's festival was held from May 11 to May 27, 2015 and thanks to event goers who are committed and extended support to the activities, the donation reached 3 million yen in 16 days' period.

Results : 1.) As a result of information dissemination, we were able to raise awareness about waste problem associated with the 34th Yokohama Port Festival.

Now, more individuals are concerned with waste problem and they actually show support to our activities by picking up litter or taking their litter home for proper disposal. It was observed that their participation worked as a deterrent to littering and prompted the local residents to make a constructive change in attitudes towards waste issues.

2.) We obtained the following physical outcome as a quadratic action.

Budget 0

Fund-raising target 24,000 U.S. dollars

Actual fund raised 24,400 U.S. dollars

Achievement 100.4%

Note: Bank charges will be a 20% of the deposited amounts.

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(Crowd funding platform will collect 20% of the fund raised as admin fee)

Actions Taken : What is crowd funding?

Crowd funding is asking a crowd of people to donate a defined amount of money for a specific cause. The presentation will have a huge impact on the success of a program. We took advantage of social media clout to help spread information across multiple networks:

We attracted supporters through SNS and/or other media to propel our crowdfunding program and navigated individuals to the crowd funding webpage with the method described below.

1.) Impact in prioritize media appearance

Since internet is a very effective way in disseminating information, crowd funding program organizer may not consider availing the service of print media. However, our first media appearance was the print media since they can cover the wide range of people than internet.

1. Press release for the newspapers

2. Interview with the web service provider (e.g. Yahoo News)

3. TV station JCOM

4. FM Radio Yokohama, 3 other radio stations

2.) SNS such as Facebook and LINE can offer the ability to spread positive word of mouth for the purposes of raising public awareness in environmental issues, leading SNS users to crowdfunding webpage.

Recommendations : The special events generate a tremendous amount of waste and the event-generated waste volumes are increasing every year. Littering and high waste disposal costs are becoming a major concern.

We engaged the service of crowdfunding to prompt visitors to:

1. No litter;

2. If you see a piece of litter, pick it up;

3. Take your litter home for proper disposal;

4. Comply proper waste disposal policy.

Also the visitors are encouraged to throw their trash into ECO STATION provided by JCI YOKOHAMA.

As to the contribution level, we set the minimum amounts at 5 U.S. dollars, relatively low monetary values so that the contribution would not be a burden to them. In addition, glow bracelets were given to the donors so that they would know that the waste management advocate also took part in this program.

The program was able to achieve a good level of public awareness of environmental issues and problems. It brought positive changes to our support activities and the waste issues.

(Glow bracelets were given to the donors as a token of appreciation and the members actively expressed our deep appreciation to individuals who wear it.)

I could say that the crowd funding is the most appropriate method to spread the information about your program. Also it does not require any system costs.

[Fulfillment]

1. More individuals are now concerned with the Yokohama Port Festival generated waste problem.

2. 1,000 individuals showed their understanding and cooperation toward our program. We raised 3 million yen.

[Unfulfilled areas]

1. Information drive on our crowdfunding program should be widely disseminated.

2. Though we achieved our fundraising target, we should attempt to expand the program.

[What to do? Advices to successor]

1. Engage with media. Spread your message via media.

2. Offer more contribution package options so that we can attract more potential donors, resulting in higher donations.

Our project is recognized as successful test case for the following

reasons: create ways to impact and encouraging people; the project will not be influenced by the manpower of Local Chapter which would help us to widely disseminate information and the value of our activities. Any project working with a third party surely face waste problem. We consider that our activities can be an example of problem solving program.

Award Category criteria**Objectives, Planning, Finance and Execution****1**

What were the objectives of this program?

Our objective is to avail the service of crowdfunding as a way to create public awareness in waste issues, educate individuals who litter not to do so, encourage public if they see a piece of litter pick it up, to take their litter home for proper disposal and to dispose waste properly in bins or designated areas.

Also, we set the minimum contribution amounts at 5 U.S. dollars, relatively low monetary values so that the contribution would not be a burden to donors. This strategy will enable your program to build a new way of cultivating participants as well as creating a good opportunity to think about waste issues.

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

Impact....Local residents are already aware that special events generate tremendous amount of waste and high waste disposal costs becoming a serious concern. One of the most critical issues today is waste management. Our program is one of a successful crowd funding efforts that can be applied to other similar events.

Cooperate....Our media exposure helped us to widely disseminate event-generated waste problems, on top of the information drive effort made by Yokohama Port Festival Executive Committee. As a result, more individuals have come to understand and extend their cooperation on waste problem.

Connect....Crowd funding can connect us and people who visit website and decided to support our program. Thanks to their commitment and support, we reached our fundraising target.

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

Reward-based platforms serving entrepreneurs do not charge an upfront or posting fee, allow you to raise your funds for only a small percentage of the money you collect.

As a record number of local resident are expected to attend Yokohama Port Festival, existing problem with event-generated waste should not be ignored.

Yearly held Yokohama Port Festival generates more than 100 tons of waste and the volume is increasing by 10% Every year, causing the community to spend 5 million yen for the waste management, and expenses for event-generated waste disposal reach 2.2 million yen.

We set fundraising amounts is at 3 million yen; the

amount is inclusive of 0.8 million yen budget for glow bracelet to be given to donors.

How does this project advance the JCI Mission and Vision?

[Mission]
Yokohama Port Festival used to be heavily dependent on corporate and member sponsorship to run the event but recently situation became tough and encountered challenges. Under pressure to find an alternative way to sustain the event, we found out that the event-generated waste becoming a major problem that should be addressed accordingly.

So we began thinking about implementing crowdfunding, seeing it as a way for us to solve this problem. Crowdfunding actually worked as an effective tool to raise the money needed to realize our solution as well as became more than just an interesting exercise or learning experience and teams' solutions could actually be exercised and have real effects. [Vision]

Program participants were provided with the opportunity for addressing waste problem and they were motivated to make positive changes in attitude toward waste problem.



Award Category criteria**Community Impact****2**

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

We let the local residents know about the event-generated waste problem in connection with Yokohama Port Festival.

Our project aims to raise funds to cover waste disposal costs.

We can no longer ignore the fact that Yokohama Port Festival, which is held on port anniversary date generates tremendous amount of wastes every year and waste become one of the most prominent environmental impacts. Thus, there must be a solution to sustain Yokohama Port Festival and we implement crowdfunding as a new way to influence our community.

Describe the actual community impact produced by this project.

Event-generated waste is not a particular problem with Yokohama Port Festival but also a problem of our community.

Other community events and festivals also generate wastes. I could say that our approach is a solution to waste problem rather than fundraising.



Award Category criteria**3****Alignment to One or More of the Ten Principles through Concrete Measures**

Which of the ten principles of CSR did this project target?

[Environment]

Principle 8. Undertake initiatives to promote greater environmental responsibility.

As one of the JC activities, there is a need to motivate, educate and advocate community about waste problem, encourage individuals to participate waste management activities.
(CSR 8.)

How did this project contribute to the promotion or implementation of the ten principles of CSR?

We take up waste problem that Yokohama Port Festival is currently experiencing in order to raise public awareness in waste disposal issues.

In effect, more individuals are committed to waste management, tend to produce less waste and prevent littering. Contrary to previous years, no nearby Yokohama Port Festival residents complain about littering during and after the event period.

06 ACTION 3

Award Category criteria**Results Achieved****4**

Which objectives did this program achieve?

The special event generates a tremendous amount of waste. Littering continues to be a major problem. Also we have issues with event-goers who lack of environmental awareness. Moreover, high waste disposal cost is becoming a heavy financial burden.

We engaged the service of crowd funding to prompt visitors.

Also the visitors are encouraged to throw their trash into the ECO STATION provided by JCI YOKOHAMA.

As to the contribution level, we set the minimum amounts at 5 U.S. dollars, relatively low monetary values so that the contribution would not be a burden to them.

In addition, glow bracelets were given to the donors so that they would know that the waste management advocate also took part in this program.

The above program was able to achieve a good level of public awareness of environmental issues and problems.

It brought positive changes to our support activities and the waste issues.

(Glow bracelets were given to donors as a token of appreciation and the members actively expressed our deep appreciation to the local residents who wear it.)

What were the concrete results of the project?

1.) As a result of information dissemination, we were able to raise awareness about waste problem associated with the 34th Yokohama Port Festival.

Now, more individuals are concerned with waste problem and they actually show support to our activities by picking up litter or taking their litter home for proper disposal. It was observed that their participation worked as a deterrent to littering and prompted the local residents to make a constructive change in attitudes towards waste issues.

2.) We obtained the following physical outcome as a quadratic action.

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09 Result 1

1. There was a collection of garage-converted drama and stage lighting from the neighborhood. It was the claim from the poor.

2. People who pick up the people to go with the train was glad to increase.



THANKS TO THE PORT 2013 10

10 Result 2

1. Garage was cleaned with everyone.

2. It helped sort the garbage.



THANKS TO THE PORT 2013 11

Award Category criteria**5****Impact on Local Organization**

How did the Local Organization benefit from running this project?

In the effort of information dissemination on crowd funding program, we brought up our concerns about waste disposal in connection with the 34th Yokohama Port Festival to Local Chapter Members.

Members proactively extended support to us, took part in the clean-up drive during and after the event period. Also they learned the disposal cost of large quantities of waste is often unexpectedly expensive.

It may be expected that our project become a solution to waste problem and Local Chapter will implement crowd funding based program.

How did the program advance the JCI Mission?

Since our program cannot be completed alone, help and support from many colleagues and individuals are indispensable for achievement.

As a program starter, our staff personally approached other members to let them know about our program.



Award Category criteria**6****Long-term Impact of the Program**

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

There is no doubt that large scale events generate tremendous amount of waste. We should care about reducing waste because taking a leadership role in environmental program; we can raise public awareness in waste problem. We should continue to implement this waste problem solving program and make it more effective since the program will enable us to raise waste disposal expenses.

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

I believe our program can be introduced to Local Chapters around the world because it does not require any initial costs. They can create their own customized program based on our program which will fit the needs of their areas of concerns. Furthermore, be sure to let the public know that event-generated waste is a major problem now so that they can talk about it. Sharing their ideas for a greener event will bring long-term impact on individual's attitude toward environmental awareness.

Keys for successful crowd funding are attracting more donor and increase donations. Use media effectively to widely disseminate crowd funding program and provide more contribution package options, allow participants to choose from among options.

11 Result 3

It reflected a lot of experiences for garbage disposal costs, and succeeded in also collect that money.

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The total amount of money 3,013,000 Yen



Reduce waste and it's to earn the shiny band

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