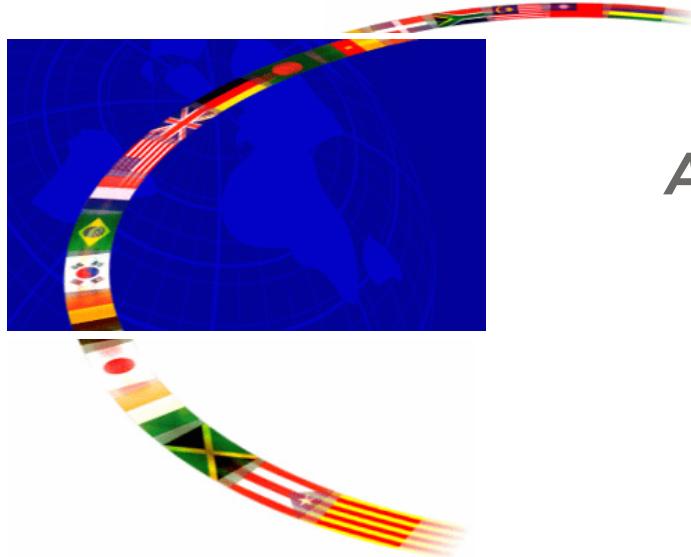




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
WORLD FESTA GIFU  
JCI JAPAN  
Best Local Economic Development Program



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

### Entry Information

Award Program: 2016 Asia-Pacific Conference

Category: Best Local Economic Development Program

### NOM Information

National Organization: JCI JAPAN

National President:



**Shigenari Yamamoto**

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### LOM Information

Local Organization: JCI Gifu

President: Shouo Kiriyama

President Email: [kiriyama@sk-daiichi.co.jp](mailto:kiriyama@sk-daiichi.co.jp)

### Basic Information

Duration : 8.8.2015

Staff : 173 member

Sponsors : 3 of Local governments, 6 of countries of consulate or embassy, 12 of companies, 1 of joint-stock co

Budget : Thirty-two thousand

Profit / Loss : 0

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

Who is benefited ?: Live in Gifu City 400,000 civilians

Objective : Make the citizens be aware that the community they belong to actually has the internationality to connect with the world. Make the citizens be aware that making use of internationality will create opportunity for community development. The citizens themselves changing the way they look and their behavior towards their community and prompt change in awareness to become an active citizen.

Overview : Holding "WORLD FESTA GIFU", in Gifu city, be managed by citizens , Inter National Exchange on the Theme, can be attended by anyone. This event is composed of (1)The experience area,(2)Stage events,(3) The World Food Marche , and programs for connecting on these (1)-(3). (1) The experience area, It is the Area there are booths to experience different cultures. (2)Stage events It is the programs the citizens can show off the foreign songs or dance to visitors on Stage (3) The World Food Marche It is the area where visitors can experience foreign food culture. 1. Community Building Executive Committee meeting held (held 4 times between February-May 2015) In Gifu JC and Gifu city an organization to plan the event was set up and operation commenced. This organization was made up of organizations active in community building and organizations active in international exchange. Gifu JC took on a coordinating role to prompt independent action by the citizens. 2. Community Building Supporter meeting held (held 4 times during June-August 2015) With the cooperation of Gifu JC and "community building supporter", the volunteers who will cooperate in the administration of the project on the day, an organization to discuss the points mentioned below was set up and operation commenced. To prompt independent action by the citizens Gifu JC acted as coordinator and supporter. Community building supporters were proactive in carrying out PR work. 3. Request of participation towards corporations Gifu JC solicited sponsorship and invited corporations located in Gifu and surrounding suburbs to set up booths at this event. 4. WORLD FESTA GIFU held (8th of August, 2015) Preparation and operation of "WORLD FESTA GIFU" was carried out with the cooperation of Gifu JC members and "community building supporters". The operation of experiential booth was mainly handled by the "community building supporters".

Results : Result 1. The local government and international exchange organization of Gifu prior to this project have carried out their own community building activity and international exchange activity. By uniting these groups as one organization and organizing and administering them as a single event we were able to relay a message to our many citizens that the community in which they live actually possesses an international connection and is therefore an attractive community. 89 participating organizations (1,904 people) 32,577 visitors (target mobilized number: 50,000) 20 shops opened at the World Food Marche to sell foreign food. 19 events to introduce music and dance of foreign countries such as Brazilian Samba. 11 indoor booths to experience foreign culture. Result 2. The place we carried out this project was located far away from the city center of Gifu and was not a vibrant place. In such a location we were able to create a new vigor by attracting 32,577 visitors to this event. Result 3. In the "community building supporter" questionnaire we received many responses such as "I want to participate in community building events in the future again. I want to do something to create vigor in our community" and we were able to prompt reform of active awareness in our citizens.

Actions Taken :

1. Community Building Executive Committee meeting held (held 4 times between February-May 2015) In Gifu JC and Gifu city an organization to plan the event was set up and operation commenced. This organization was made up of organizations active in community building and organizations active in international exchange. Gifu JC took on a coordinating role to prompt independent action by the citizens.

2. Community Building Supporter meeting held (held 4 times during June-August 2015) With the cooperation of Gifu JC and "community building supporter", the volunteers who will cooperate in the administration of the project on the day, an organization to discuss the points mentioned below was set up and operation commenced. To prompt independent action by the citizens Gifu JC acted as coordinator and supporter. Community building supporters were proactive in carrying out PR work.

3. Request of participation towards corporations Gifu JC solicited sponsorship and invited corporations located in Gifu and surrounding suburbs to set up booths at this event.

4. WORLD FESTA GIFU held (8th of August, 2015) Preparation and operation of "WORLD FESTA GIFU" was carried out with the cooperation of Gifu JC members and "community building supporters". The operation of experiential booth was mainly handled by the "community building supporters".

Recommendations : We were able to let the 32,577 visitors and the citizens who participated in the operation of this event (community building supporters, booth exhibitors and stage event participants totaling 1,904 staff) know of the internationality that Gifu possesses. We held an event gathered by many participants in a region far away from the city center and created a new vigor in the community. We were able to show to the citizens that there is value in their community not closely looked at previously. The citizens operated the booths and many citizens performed songs and dances at the stage events. The citizens who participated experienced success of having many visitors come to an event, by the citizens, for the citizens. This experience of success made the citizens want to actively participate in their own community even more.

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

What were the objectives of this program?

Make the citizens become aware that the community they belong to actually has the internationality to connect with the world. Make the citizens become aware that making use of this internationality will create opportunity to develop the community. Prompt reform in awareness in order to become an active citizen by changing the viewpoint and behavior towards the community in which they belong.

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

This conforms to the 2015 JCI Plan of Action-Connect in the following way. We were able to invite Gifu citizens and many outside participants to an international exchange event organized by Gifu JC and run mainly by Gifu citizens. Not only were we able to create regional connections but also we were able to have the Gifu citizens recognize the international connection which the community possesses.

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

In order to appeal to the citizen, budget was mainly allocated to the stage events and to the set-up of experiential booths. The reason for this is that if we create appealing stage events and interesting booths visitor numbers will increase and if the visitors increase participants wanting to open booths will increase and the event will be even more appealing and in the end we will be able to achieve our goal. Budget 3,221,000 yen Costs related to setting up of stage events and experiential booths 2,629,897 yen (81%)

How does this project advance the JCI Mission and Vision?

JCI Vision Offered advice and human/material support to the volunteers who participated actively in event operation in relation to planning and setting up of booths to experience different cultures. JCI Mission Provided opportunity to the volunteers to plan and operate booths to experience foreign cultures on their own. In addition, by attracting many visitors, the volunteers themselves experienced potential value which a community of internationality possesses and hence this led to further positive action.





**Award Category criteria****Promotion of Free Enterprise****2**

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

In the outskirts of Gifu we solicited opening up of stalls mainly to foreigners running restaurants and had them set up stalls. In addition, to corporations doing business in the outskirts of Gifu, we explained the purpose of this event and requested cooperation. The cooperation by corporations was varied. Some provided goods and others showcased their services and products at stage events. This event had the characteristic of having various contents and hence the method of cooperation by corporations were wide and varied and the corporations were able to select a method of cooperation rather freely that would be advantageous to their economic activity.

How was free enterprise promoted during the project?

At the World Food Marche, 20 stores handling foreign food opened shop. For the store owners this was an opportunity to learn about preference and sense of economy of Japanese people and assisted them in doing business in Japan from hereon in.



**Award Category criteria****Impact on Local Economy****3**

How was the impact on the local economy measured?

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

What was the actual economic impact produced by this project?

Visitors 32,577 people Participant on this project : 1,904 people The stores opened at the world food Marche: 20 sotores.

Created a project which gathered 50,000 people to a place with no vigor. Created a place to directly carry out economic activity to these 50,000 people. In addition, the event itself became an advertising medium and a place to promote corporations in the region.

The event gathered people to more than 32,000 people, stores appealed to their business directly, and they were able to carry out the sales activities. in addition, cooperated corporations enterprises could do promotional and advertising activities.



**Award Category criteria****Impact on Community and Participants****4**

How was community and participant impact measured for this project?

A questionnaire was handed out to visitors to find out the following points. • Whether they experienced the city of Gifu as a city which possessed high internationality. • Whether they were able to feel the difference in culture with other countries. • Whether they felt the urge to actively participate in community building. The results showed that over 75% of people thought that the city of Gifu was rich in internationality and that they were able to feel the cultures of other countries. On the other hand, people who were keen to participate in community building remained at 46%.

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

Towards the local community In an event with a theme of living in a multicultural society which has never been carried out before, a new community value was discovered due to the participation of many citizens. Towards participants Discovered a new side of your own community actually connecting to the world and hence lead to becoming more interested about the community.



**Award Category criteria****Partnerships and Public Relations****5**

What was the promotional strategy for this program?

It led to the change in awareness to be actively involved in the community. We carried out promotion not explaining about the details of the contents of the event on purpose but by emphasizing the event date together with an image of “international”, “fun”, “active” and “delicious”. Especially this was our first promotion using SNS. (we had a friend send by SNS an image of a person introducing this event holding a poster and the friend who received this in turn sent it to another friend and so on (poster relay) and advertising on Facebook) Others • PR using newspaper, TV and radio • Information dissemination by the event cooperator “community building supporter” • Handing out leaflets and PR activity at international events and where people gather • Insert ads in the Gifu newspaper (71,850)

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

The results of the questionnaire regarding the reason for the visit was: Hand outs 22% Poster 4% Homepage 3% SNS 5% Newspaper 3% Introduction by a friend 36% Performers and related parties 14% Other information magazine, radio, by coincidence

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

Gifu city Japan-Brazil Association Gifu Branch Japan-Brazil Association Gifu Branch G x Door (circle of student for International Exchange) 21 of kindergartens in Gifu city FC Gifu(professional foot ball club) Community Building Executive Committee Community Building Supporter And more

How did partners participate in the program?

Gifu city Provison of the event venue Japan-Brazil Association Gifu Branch, Japan-Brazil Association Gifu Branch, G x Door (circle of student for International Exchange) Exhibition of booths to experience cross-culture 21 of kindergartens in Gifu city Exhibition of pupil's paintings on theme of the world FC Gifu(professional foot ball club) The toast with everyone at the stadium and the event venue at the same time. Situation of the toast has been televised in both venue. Community Building Executive Committee,Community Building Supporter Participating on planning of the event





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

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

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

Through our event over 32,000 citizens experienced the rich international flavor of Gifu city. In the future utilizing its internationality, it will be a foundation for creating a continuous appeal by combining it with the hidden appeal of Gifu city.

This event made a big contribution as a place to have the citizens know that the city of Gifu is rich in internationality. On the other hand, from the questionnaire results, for approximately half of the people the event did not lead to increase in desire towards active civil activity such as searching about other countries and participating in community building activities. Therefore, in order to prompt the citizens to take an active part in community building we need to prepare contents in which the citizens can participate as part of the event and have them feel that they are a human resource who can carry out community building and have them understand that they too can do it. In doing so, it will lead to positive activity. In addition, every year at this time there are many days of hot weather and it is imperative that we set up a lot of free watering stations when the main venue is outside and take appropriate heatstroke measures.