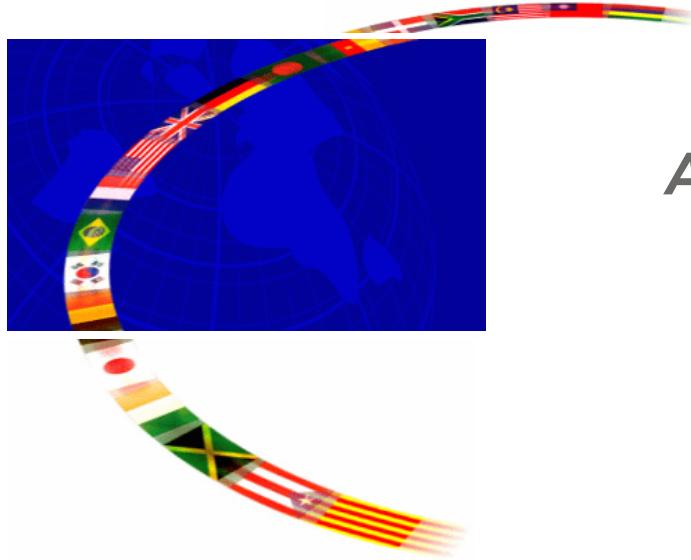




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
Niigata Transportation Project  
JCI JAPAN  
Best Local Economic Development Program



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

#### Entry Information

Award Program:

Category:

#### NOM Information

National Organization:

National President:



**Shigenari Yamamoto**

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

#### LOM Information

Local Organization:

President:

President Email: [gian.furukawa@gmail.com](mailto:gian.furukawa@gmail.com)

### Basic Information

Duration : July 26, 2015

Staff : 42members

Sponsors : Niigata city, Niigata Airport Building Corporation, Niigata Aviation ServiceCo.

Budget : 14 hundred dollar

Profit / Loss : None

In which UN MDG best fit (if apply): Develop a global partnership for development

Who is benefited ?: People living or working in Niigata

Objective : To help them to consider the development of Niigata, they see the infrastructure in Niigata by bus, to have interests in, and to consider the benefits and problems of the infrastructure in Niigata.

Overview : They go to Niigata Airport and Niigata Harbor to listen to the workers and officers there.

The participants also talk each other about the future of them after 10 years.

About the infrastructure except above, they are encouraged by a quiz program to have interests in and to learn it.

Results : 88 people took part in this activity.

**98% of them knew the infrastructure in Niigata more.**

100% of them wanted to tell their neighbors about the infrastructure in Niigata more.

They wanted to take part in the events like this.

The participants thought that the infrastructure in Niigata should be informed more both the inside and outside.

The questionnaire survey we have done for the the verification told above.

Actions Taken : January to Fbruary , 2015 Imaging

March to May, 2015 Building

May to July, 2015 Announcement

July 26, 2015 Holding

September, 2015 Report

Recommendations : The goal was achieved.

Participants sufferd from long activity time, **which sould be got shorter.**

Such way of announcement as only a piece of flyer should be verified.

Wide variety of age group of participants should be considered in the activity contents.

The members in this construction party also grew up themselves because they had studied more to instruct the participants.

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

What were the objectives of this program?

The first purpose is **to help people living or working in Niigata to consider the development of Niigata through a field trip to the infrastructure in Niigata by bus**. The second purpose is **to have interests in the infrastructure in Niigata, and to consider the benefits and problems of it**. The third purpose is **to consider the possibility of the development in Niigata**. The forth purpose is for the members in this construction party **to grow up themselves through their studying the infrastructure in Niigata to instruct the participants**.

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

Success of the activity will bring below;

- The local economy is revitalized.
- One sustainable activity is constructed.

A shared awareness of success in a purpose. The purposes above are consist of the activity guidelines of JCI.

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

We got the cooperation from the facilities for the field trip and administration office in Niigata.

The lecture fee didn't occur.

Cost of tour bus, the handbill and poster charge for an announcement, the insurance fee for participants, the rental charge of the waiting room in Niigata Airport didn't occur.

How does this project advance the JCI Mission and Vision?

We work **together with Administrative organization in Niigata and the concerned organization bodies**. We saw **the current status and future in the infrastructure in Niigata to make a opportunity to consider what are needed in Niigata and for the development of Niigata**.



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

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

How was free enterprise promoted during the project?

The participation itself in this activity supervised by Junior Chamber International Niigata, can be an effective way of announcement of Junior Chamber International Niigata to the people living and working in Niigata.

- Handbill and flyer
- Announcements inside Junior Chamber International Niigata
- Junior Chamber International Niigata HP
- Public relations
- Member recruitment
- Face Book, Twitter etc.



**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?

From the questionnaire survey we have done for the verification of the effectiveness of the activity.

The first goal is **to find out the contribution of the infrastructure like the airport and the harbor** to the local economy in Niigata and its possibility for business.

This activity helped the people living or working in Niigata to consider the development of Niigata through **a field trip to the infrastructure in Niigata by bus, and encouraged them to have interests in the infrastructure in Niigata**, and to consider the benefits and problems of it.



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

How was  
community and  
participant impact  
measured for this  
project?

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

By the questionnaire survey from general citizens.

This activity helped people living or working in Niigata  
to have interests in the infrastructure in Niigata.  
And it also helped them to consider **the development  
of Niigata through a field trip to the infrastructure  
in Niigata by bus.**

The members in this construction party also grew up  
themselves because they had studied more to instruct  
the participants.



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

What was the promotional strategy for this program?

- Handbill and flyer
- Announcements inside Junior Chamber International Niigata
- Junior Chamber International Niigata HP
- Public relations
- Member recruitment
- Face Book, Twitter etc.

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

Public relation using newspapers could invite three groups of participants to the activity. Public relation using SNS succeeded in the announcement of Junioir Chamber International Niigata

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

Niigata city, Niigata Airport Building Corporation, Niigata Aviation ServiceCo., Niigata World Trade Terminal Co.,LTD.,

How did partners participate in the program?

The officers of Niigata city gave lectures to the participants in Niigata Airport.  
Niigata city, Niigata Airport Building Corporation, and Niigata Aviation Service Co., gave great helps in the field trip to the infrastructure in Niigata by bus.  
The workers of Niigata World Trade Terminal Co.,LTD.,gave lectures.



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

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

There is no quick solution to traffic infrastructure covering long and wide regions of Niigata, while this activity focuses on the traffic matters in Niigata in this time could become a large mile stone for the holding at regular intervals because a large number of participants wanted to take part in the events like this one.

This event also helped the participants to talk about the future of them after 10 years each other.

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

The participants suffered from long activity time, which should be got shorter.

Such way of announcement as just a simple piece of flyer should be verified.

Wide variety of age group of participants should be considered in thinking of difficulty in the activity contents.

They should be **encouraged by other tools except a quiz program to have interests in and to learn the traffic infrastructure in Niigata.**

