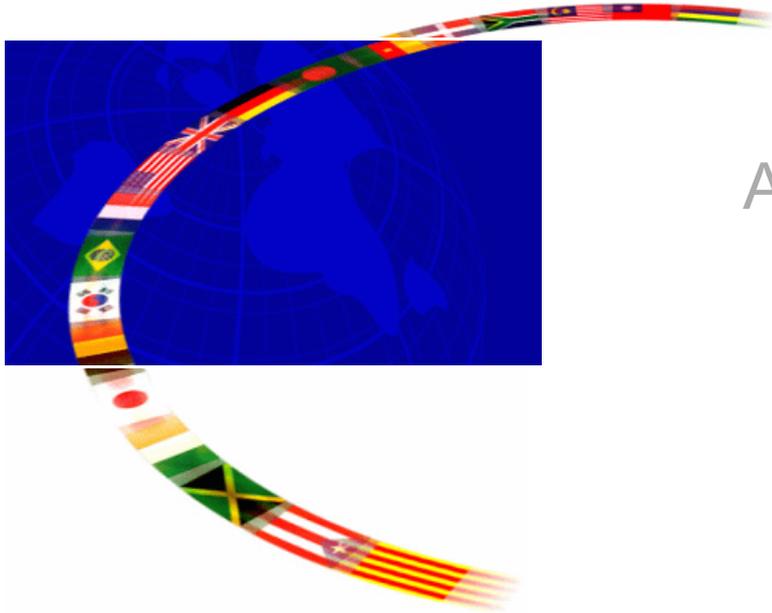




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
Shinjuku Smile
JCI JAPAN
Best Long-term Local Community Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kosuke Obata

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LOM Information

Local Organization:

President:

President Email: sasajima@sasajima-j.jp

Basic Information

Duration : 2012,8,17~2013,8,11

Staff : 64 members

Sponsors : Merry Project

Budget : 40,000 US dollar

Profit / Loss : None

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

Who is benefited ? : 3.6 million people using Shinjuku Station (No. 1 in the world)

Objective : Make positive change to Shinjuku, which ranks No. 1 in terms of daily passengers in the world, a comfortable and safe street where everybody shows his smile.

Based on this, Shinjuku shows her smile to the world and make positive change to the world.

JCI Tokyo has realized that the following points are necessary if the megacity Shinjuku needs to be made positive change to show her smile to the world.

- Mutual understanding of diversified culture and tie-up of communities.
- Enhance the communication between people who tend to lack communication when living in the megacity and re-structure the bond between communities.
- Build the community where local residents can help each other in the case of emergencies.
- Make Shinjuku a exemplary model to the world on how to address problems faced by a great number of big cities.

Overview : In order to make Shinjuku a smiling place, the Program was carried out on the weekends which can see a great number of visitors with the following contents.

- On August 18 and 19, the Shinjuku Station front was made a conference site where a variety of performance was staged such as arts, music and fashion show which can symbolize Shinjuku with Smile as the theme.
- Presentation and workshop themed on crimes, HIV and disaster prevention awareness for the purpose of addressing problems faced by Shinjuku.
- Exhibition showing the glamour of the place by tying up the administration, companies, associations and local residents related to Shinjuku.
- Messages about "Shinkuku Smile" Project by well-known world class communication artists, TV stars and comedians.
- Brought smile to children living in the area stricken by East Japan Earthquake by donating athletic equipment from Shinjuku

Before the event

- Set up the Project Team with associations related to Shinjuku in order to make the Project involve all the communities.
- Provided the opportunities to tie up with the administration, companies and associations related to Shinjuku.
- Created the home page for this event, and solicited support in kinds and money from the citizens and companies in favor of the event.
[Facebook https://www.facebook.com/shinjukusmile](https://www.facebook.com/shinjukusmile)
[HP http://shinjuku-smile.com/](http://shinjuku-smile.com/)
- Visited Fukushima-gen before the event by joining hands with Playground of Hope, an overseas northeast Japan supporting

association, in order to bring smile from Shinjuku to the disaster stricken northeast Japan. Discussed about the plan to support the northeast Japan via the Project.

During the event

- At the Shinjuku Station front which receives 3.6 million people on the daily basis, the two day event presented the performance themed on smile mainly created by the communities.
- Provided the opportunities to further understand the community specific problems and stimulate new actions to solve those problems via presentations and workshop themed on crimes, HIV and disaster prevention awareness.
- Installed a playground at the Shinkuku Station front to seek donation in order to provide athletic equipment to kids in the disaster stricken area as part of the campaign to support the northeast Japan in its recovery efforts. In addition, the home page was created in order to accept donation continuously. Mayor of Minami-Soumashi participated in the event and delivered a speech on the current status of the disaster stricken area.
- A questionnaire was carried out among the event participants.

After the event

- On 9/7, discussed with other Project related associations to share ideas and achievements and talked about future actions.
- Athletic equipment purchased with the money donated during the event were handed over to Minami-Soumashi, Fukushima-gen.

Results : 1) Smile was seen in Shinjuku. (Questionnaire survey results 1-a, 2)
2) Opportunity to form new bond between communities. (Questionnaire survey results 1-b, 3)

The participants were surveyed with following questions.

- 1) What changes were seen due to the event?
 1. Shinjuku was filled with smile. (67%)
 2. New bonds were formed with other groups and associations (64%)
- 2) What kind of smile was felt?
 1. The playing kids on the playground showed the biggest smile.
 2. Both performers and audience showed smile.
 3. It's great to see happy families with kids.
- 3) Were new bonds formed?
 1. Mutual support thanks to the event.
 2. As the event had very good promotion effects, one merit was to form bonds.
 3. The event's impact and possibilities were felt based on the judgment by the sponsoring and supporting companies.
 4. The event was made happen due to joint efforts by performers, companies and supporting associations.

According to the above mentioned questionnaire survey results, it can be seen as a starting point to bring smile to Shinjuku and form new bonds between communities.

Actions Taken : 2012/1 Formed the Project Team and the Executive Committee held a meeting every other week.
2012/2 Requested for support and sponsoring to the event.
2012/3 Acquired permit to use the Shinjuku Station front as the event site via negotiations with the related administration and associations.
2012/4 Refined the plan. Determined the event schedule.
2012/5 Started the PR for the event via home page・facebook pages and media publicity)
2012/6 Visited Minami-somashi, Fukushima-Gen, the disaster stricken

area. Carried out discussion with the mayor.

2012/7 Prepared the opening manual and carried out rehearsal according to the plan.

2012/8 Event day. The event was live broadcast via USTREAM. The Facebook pages were updated with cartoon contribution real time.

2012/9 The Project Team held a workshop based on the questionnaire survey results.

2013/2 Visited Minami-Somashi, Fukushima-gen, assembled and installed the athletic equipment.

- Recommendations :
- According to the response and questionnaire survey from the participants, the kids smile and performance has gained sympathy and aroused emotion, related to enhancement of community images.
 - In order to further enhance the newly born connections between communities, it is not sufficient to hold this kind of event once a year.
 - As JCI has won the trust of the Japanese society, we can use the Shinjuku Station front, which is the mostly populated place in the world, as the event site. As a result, we have achieved synergy with other associations thanks to their active efforts.

Well done parts

- As the event's theme was SMILE, a simple and easy-to-understand word, it helped to gain sympathy of the people. → Event site (photos, cartoon: facebook page <https://www.facebook.com/shinjukusmile>)
- As the event was reported by a well known newspaper, the impact was not only on the participants but also on the society at large. (Asahi News, Aug 19 2012, with 7,640,000 subscriptions)
- Kept the public record as the event operation was uploaded to YOUTUBE, so that the event system could be continued afterwards to further affect the society. (In total 35,000 view)
- Established connection with JC Haramachi from Minami-Somashi, Fukushima-gen to keep communicating among LOM.

Reasons and efforts

- The community associations were deeply involved in the event with the connections built from the event proposal stage to establishment of the Executive Committee involving the community associations. (20 associations)

Simple performance was staged at the Shinjuku Station front, the most densely populated place in the world, with SMILE as the theme. As a result, new communications were created between Shinjuku related people, a new opportunity to enhance the community connections. The event aims at re-building the bonds between people in the current world where personal relationship has become remote and accepting diversified values, which can be duplicated in other cities. Asahi News covered the event organization (August 19 2012 with 7,640,000 subscriptions).

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

JCI Tokyo aims at addressing the following issues by bringing smile to the people in Shinjuku.

- Enhance the communication between people who tend to lack communication when living in the megacity and re-structure the bond between communities.
- Mutual understanding of diversified culture and tie-up of communities.
- Build the community where local residents can help each other in the case of emergencies
- Enhance awareness about reduction of crime rate and sexually transmitted diseases such as HIV.

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

The following points comply with JCI's Action Plan.

- Enhance the awareness of members and citizens to realize UN MDGs (prevention of contagious diseases such as HIV/AIDS and malaria).
- The members should re-activate the local communities. Based on this, a system should be built that the local residents can help with their own power to address the problems faced by Shinjuku.
- Shinkuku should make a model to address problems by other megacities in the world. The process can be shared by the members of the world.

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

A big budget as high as **40000 USD** was spent in order to impact Shinjuku Station which is used by about **3.7 million people** every day. JCI Tokyo spent 3000 USD, below 10% of the total budget while the remaining funds were sponsored by local companies and residents. Therefore, transparency and soundness were necessary when it came to the budget spending. In fact, a lot of sponsors showed up at the event, bringing us not only money, but also labor and physical support to the Program. We succeeded in producing impact on **7.4 million people** to contribute to the local community.

How does this project advance the JCI Mission and Vision?

To JCI Mission The Project was successfully implemented not only by the members only, but also thanks to the support of people in Shinjuku and Tokyo at large. They provided a lot of performance, workshop and presentations about problems specific to their communities. This is also the opportunity to bring the community

issues to the attention of involved youngsters (including students).

After the event, JCI Tokyo will continue the cooperation with them.

To JCI Vision

Brought positive change to Shinjuku, a megacity mainly for youngsters.

We JCI Tokyo took the lead but the implementing parties are youngsters.

Our messages and effects were reported by TV, Newspaper and Internet News, successful in spreading the impact on the whole country.

The impact on the community and method of the Project can be shared by the world at large.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **About 200**

By percentage, how many members of the Local Organization were involved in this program? **33%**

Describe the main roles of the participating members in this program. **The Project took about six months for planning and it was started by a 10-member Project Team. The Project planning involved a lot of workload, but the proposal was made by the whole team who also took the final decision. Afterwards, all the team members took their respective responsibility to push forward the Project. The success of the Project depended on the efforts of every team member. And all the committee members took part in the Program on the event day.**



Award Category criteria

3

Community Impact

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

The following methods were used for measurement.

- Questionnaire survey on site
- Comments and sharing on Facebook page
- Exchanged ideas with local associations via Project Report Meeting
- Visited the disaster stricken area and spent time with the kids there. Their smile was the evidence.

Describe the actual community impact produced by this project

The local communities showed interests in the Project carried out for the second year.

We have smoothly gained a growing number of supporters. So we made this big Project succeed with less budget than that for the first time.

With the Project as the starting point, the shopping streets of Shinkuku have started to tie-up for the purpose of preventing natural disasters and crimes.





Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI Tokyo were made to be known by more and more people.

They include those people who experienced the Project on site, provided support to the Project planning, and those who got to know the Project through media.

It does help us implement future projects more smoothly in the metropolitan Shinjuku where we are not very well known to the neighborhood.

And other JCI Tokyo members were impressed by the fact that big projects may not necessarily need to be completed by a lot of people.

How did the program advance the JCI Mission?

In contrast to the scale of the Project, only about 8% of the budget were earmarked by JCI Tokyo

And it is far from enough to implement such a big project with huge impacts at the Shinjuku Station front used by over 7 million people in two days with only the Shinjuku Commission members.

Therefore, it's necessary to acquire support in terms of funds and manpower from external supporters who did put their enthusiasm into the planning and implementation.

Consequently, the Project was big and successful by involving a great number of people. .



Award Category criteria

5

Long-term Impact of the Program

What is the expected long-term impact of this project? The local problems should be addressed by the local residents themselves. We as JCI Tokyo should help bring that up. Specifically, the Project will be transferred from JCI Tokyo to local associations in three years' time. For the second year, external associations actively participated in the meeting and played an important role on the event day. Moreover, it is important to involve the local communities throughout the year rather than on the event day only at the Shinjuku Station front. JCI Tokyo is willing to act as the lubricant for the local communities. JCI Tokyo hopes that in the future the local communities in megacities like Shinjuku are more active to build a sound neighborhood of their own.

What changes would you make to improve the results of this project? Make the Project known to more community associations so that they can participate in it. The Project should be implemented by all the people related to Shinjuku. The Project should be run with less budget. Therefore, it is necessary to gain support from the administration and other organizations in order to reduce the Project cost. It is necessary for the local organizations to carry out active communication throughout the year. It is necessary for the local organizations to exchange ideas on the regular basis rather than on the event day at the Shinjuku Station front.

