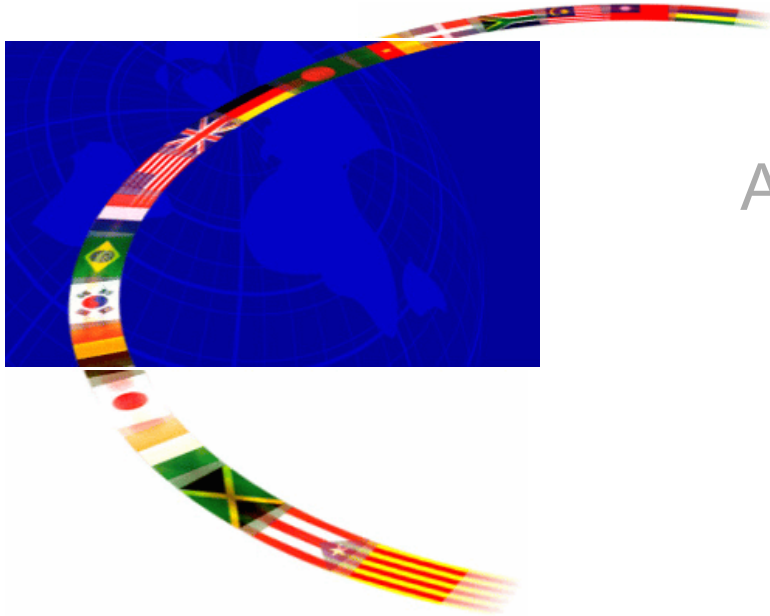




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## Awards Entry

2013 Jci World Congress  
Plant grass for children's 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: [fujimasa0722@gmail.com](mailto:fujimasa0722@gmail.com)

### Basic Information

Duration : 2011/1/1~

Staff : 14Members

Sponsors : NPO Club Plette/KANAZAWA SEIRYO UNIVERSITY/Local businesses  
three companies/Local newspaper

Budget : 6900 US dollar

Profit / Loss : None

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

Who is benefited ? : 460,000 citizens living in Kanazawa city.

Objective : The purposes of this project are  
-To encourage citizens to create positive change.  
-To make sustainable society by increasing the citizen's social contribution.

JCI Kanazawa provides citizens opportunities to increase their social contribution. In conclusion, we can make sustainable society. Citizens need to following positive changes for this object.

1. Citizens notice that their action becomes social contribution.
2. Citizens change to the act actively.

JCI Kanazawa provides citizens opportunities to create positive change. We held the project which planting grass for the children's playground.

1. We increase participants and active citizens.
2. We increase enterprises which address to the CSR activity.

Overview : JCI Kanazawa propelled JCI Mission and JCI Vision.

1. JCI Kanazawa investigated problems that children's play ground.
2. We decided the project which planting grass for the children's playground.
3. We explained to administration, enterprises, university students, NPO parties.
4. We introduced about the project to nursery schools, kindergartens, neighborhood associations.
5. We decided venue of the project, explained to citizens.
6. The citizens of various generations participated to the project.
7. Enterprises, NPO parties, university students participated to the project.
8. Citizens retained grass field during rearing period.
9. Citizens planned and held an event which is play with children on the grass field.
10. JCI Kanazawa succeeded increasing active citizens.
11. JCI Kanazawa succeeded increasing enterprises which address to the CSR activity.

Results : 1. Citizens have changed to the actively.  
2. Cooperative enterprises were made to start positive change.  
- They were not undertaken as a collaborative project with JCI Kanazawa. They were undertaken a project as original CSR activity.  
3. This project was announced positively by local television, newspapers.  
- As a result, the project was dispatched successfully. recognition of the project was increased.  
4. Cooperative NPO parties were made to start positive change.  
-The proposal that they would like to continue to cooperate from them.  
5. Cooperative organizations were made to start positive change.  
- The proposal that they would like to carry out and succeed to the project from them.  
In conclusion, the program ware became independency and self-sustaining possibility.on.

Actions Taken : 2012/10 Consultation with NPO association about division of roles and program succession (12 times)  
 2012/11/2~2013/6/20 Meeting with town (9 times)  
 2012/12/~2013/4 Hearing from the actual sites (16 times)  
 2013/1/28~2013/4/12 Meeting with A local kindergarden (3 times)  
 2013/1/29~2013/6/27 Meeting with B local kindergarden (10 times)  
 2013/2~2013/5 Consultation with Kanazawa city (11 times)  
 2013/3/1~ Meeting with local university about division of roles and event planning (6 times)  
 2013/4/1 Renewed the Facebook page as 2013 version  
 2013/5/13~2013/5/30 Handed out the leaflets of information to 166 kindergardens (Target: 32,000 children)  
 2013/6/20 Conference of program succession (Ishikawa Club Zone)  
 2011/3~2011/4 Explanation to faculty members and parents (5 times, 271 people joined)  
 2011/5~2011/6 Planting young plants (3 places, 488 people joined, total 2,690m<sup>2</sup>)  
 2012/4~2012/6 Explanation to faculty members and parents (4 times, 121 people joined)  
 2012/6 Planting young plants (5 places, 400 people joined, total 1,493m<sup>2</sup>)  
 2012/7/19 Holding an event at local kindergarden A (286 people joined)  
 2012/10/5 Holding an event at local kindergarden B & C (200 people joined)  
 2013/4/20 Explanation to faculty members and parents, and making young plants at local kindergarden A (43 people joined)  
 2013/6/5 Explanation to town (52 people joined)  
 2013/6/8 Planting young plants at local kindergarden A (92 people joined, total 400m<sup>2</sup>)  
 2013/6/13 Planting young plants at local kindergarden C to expand the area (15 people joined, total 300m<sup>2</sup>)  
 2013/6/22 Planting young plants at town (44 people joined, total 300m<sup>2</sup>)  
 2013/6/30 Planting young plants at local kindergarden B (240 people joined, total 3,700m<sup>2</sup>)  
 2013/9/7 Holding an event at local kindergarden A (62 people joined)

Recommendations : JCI Kanazawa got to results by this project.

1. We increased participants and active citizens.
2. We increased enterprises which address to the CSR activity.

Primary factor

1. Anyone can plant the seed of grass simply.
2. Men and women of all ages were able to carry out together.
3. That the improvement of the environment in which children grow up, it was easy to understand content.
4. Before the project, it was able to easily image the changes in the environment after the project.
5. Know-how has been accumulated because this project due to continuing three years.

From the answer of questionnaire in previous year

A participant said "I recognized that planting grass of a playground is effective for children's health."

On the other hand, the answer of "I am not sure" was 19%.

All participants could not understand merit of grass because there was a place that could not grow grass in the heat wave of last year.

In this year, it succeeded in growing of grass because JCI Kanazawa went around and appropriate action to the playgrounds.

A point of the project

Anyone can make environmental improvement for children to grow up.

We want to convey to members of the next year.

1. Regular visiting to the playgrounds after planned grass.  
(For the improvement of the project more effective)
2. Increasing enterprises which address to the CSR activity.  
(Order to positive change to more people and enterprises)

This Program "Green Lawn all over My hometown" won "Award Japan 2011" of 2011 JCI Japan Conference Award program.  
2012 JCI Asia-Pacific Conference Awards  
Best Local CSR Program

The principal of the Taiyo-gaoka nursery school  
A 3,700-square meter vast space was able to be planted grass by everybody's cooperation. I am very glad that to be able to see the many children playing vigorously on the grass.  
From now on, I hope that many playgrounds will be planted grass for children, for the community.

The principal of the Mirai-no-Hiroba  
The Children's playing has changed to running, lying on the ground, not fear a falling, after playground was planted grass. This trend will lead to the improvement of physical fitness. I was good to saw smile of children in a safe and secure environment.

The mayor of neighborhood in a Kigoshi-Danchi  
I am glad to the project of the JCI Kanazawa. The neighbors of various generations participated to the project. They were picking up trash in the playground actively, became a mindful of environmental conservation, accordingly.

NTT-docomo is the biggest telecommunications enterprise in Japan.  
The parson in charge of the NTT-docomo  
I thought it is simply great when I heard about this project. We also have expanded the project of going to leave nature to children, as part of the CSR activities. I think the project of JCI Kanazawa is for many children. Continuing is important for all playgrounds be planted grass in Kanazawa. Moreover, I would like to extend this project to the Hokuriku area.

This project appeared 4 times in a Hokkoku newspaper which was published 310,000 copies of each day.  
This project was shown on a local TV networks, which has average of 700,000 households, in a time.

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the long-term objectives of this program? The purposes of this project are  
 –To encourage citizens to create positive change.  
 –To make sustainable society by increasing the citizen's social contribution.

How does this program align to the JCI Plan of Action? The purpose of this program and the conclusion in the Plan of Action “By working together at local, national and international level this organization can provide development opportunities that empower your people to create positive change” are consistent.  
 1. JCI Kanazawa provides an opportunity that positive change to the citizen.  
 2. We increase participants and active citizens.

Was the budget an effective guide for the financial management of the project? A breakdown of the total expenditure – \$6,900  
 Expenditure for set up the grounds – \$1,000  
 Expenditure for the planning and direction – \$1,260  
 Expenditure for the publicity – \$4,080  
 –Invent of a decreasing expenditure–  
 The Long-term Local Community program gained understanding and support from the Kanazawa Fund for Education.  
 JCI Kanazawa was supported seeds of grass by the Kanazawa Fund for Education.

How does this project advance the JCI Mission and Vision? [The propulsion of JCI Mission]  
 Dare to Act  
 The citizens and enterprises were provided an opportunity of positive change by this program.  
 1. JCI Kanazawa explained about this program to 112 nursery schools, 45 kindergartens, 60 neighborhood associations. Also, enterprises, administration, NPOs, university students.  
 2. The citizens understood that act to the community belongs to CSR and contribution to society.  
 3. The citizens participated to the program, changed positively. They experienced importance of “Dare to Act”.

[The propulsion of JCI Vision]  
 JCI Kanazawa was  
 A. To leading the citizens, NPOs, enterprises.  
 B. To held program cooperate with citizens and enterprises.  
 C. To shared issues with the citizens, NPOs, enterprises, and constructed a network with them.

As a leader in the community, the network construction to the community, we spread the action.



## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? **14Members**

By percentage, how many members of the Local Organization were involved in this program? **51%**

Describe the main roles of the participating members in this program. **PR Team (Chairperson, Vice-chairperson, Secretary: 3)**  
**Presentations on the lawn-planting program at the meetings of the board of directors of the Kanazawa Federation of Neighborhood Associations and the board of directors of Nursery Schools Section, Kanazawa City Social Welfare Council.**  
**Publication of leaflets to publicize the program.**

**Program Development Team (Deputy Director, General Manager, Chairperson: 3)**  
**Discussion with supporting organizations about the succession of the program.**

**CSR Activities Promotion Team (Deputy Director, General Manager, Chairperson, Vice-chairperson: 4)**  
**Promotion of CSR activities through presentations at companies.**

**Site Selection Team (Chairperson, Vice-chairperson, Secretary, Committee members: 14)**  
**Visits to kindergartens, nursery schools and neighborhood associations that applied to participate in the lawn-planting program, for the purpose of explaining the program and investigating the sites, and discussing site selection.**

**Lawn-planting Program Organization Team (Chairperson, Vice-chairperson, Secretary, Committee members: 14)**  
**Examination and implementation of the program to improve citizens' awareness of social contribution and to make them active citizens through participation in the program.**

**Lawn-planting Program Verification Team (Chairperson, Vice-chairperson, Secretary, Committee members: 14)**  
**Collection of questionnaires after completion of the program, and hearings at the relevant organizations to verify the program.**





Commission consultation



Briefing session for LOM members



Preparation



Group photo

Award Category criteria

**3**

Community Impact

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

1.JCI Kanazawa evaluated the citizens' awareness of social contribution according to the number of participants in the program.  
2011: 488, 2012: 505, 2013: 610

2.We evaluated awareness of the importance of CSR activities according to the number of companies that participated in the program.  
First year: 1, Second year: 2, Third year: 3

3.We evaluated the impact of the program according to the number of new organizations that were formed. Two organizations were formed.

4.We evaluated awareness of the program according to the number of times it was covered by the media. Four articles were published in the Hokkoku Shimbun newspaper (circulation: 310,000) and one program was broadcast by a local TV station. (Average number of viewers: 700,000 households).

Describe the actual community impact produced by this project

JCI Kanazawa increased the number of active citizens

- 1,603 citizens participated in the program over three years to create positive change, and became active citizens.
- Six companies supported the program over three years, understood the importance of CSR activities, and increased the number of active citizens. We expanded the program to include regional activities.
- Two nursery schools and one neighborhood association found out about the program through media reports, and asked to participate in the program.
- We visited the organizations, discussed with them and carried out the program.
- The supporting organizations proposed carrying out the program by themselves. We discussed the execution of the program with them.
- The supporting organizations made plans to carry out the program by themselves starting next year.

We were able to contribute to the establishment of a sustainable community.





## Award Category criteria

## 4

## Impact on Local Organization

How did the Local Organization benefit from running this project?

1. Increased awareness in the community  
The program was reported on by various media such as TV programs, newspapers and the websites of supporting companies. JCI Kanazawa has gained recognition in the community as a social-contribution-oriented organization.

2. Improvement of Local Chapter members' ability  
The program improved Local Chapter members' awareness of social contribution, and enhanced their ability to implement social activities. The young businesspersons learned that companies should contribute to society, and not only seek to make a profit. They will make positive changes as community leaders in the future.

3. Financial support from outside  
The long-term local community development program gained understanding and support from the Kanazawa Fund for Education.

4. Improvement in evaluation by external organizations  
JCI Kanazawa was highly evaluated by local governments. In particular, the fact that Ishikawa Prefecture gave us a proposal to support our program improved our evaluation.

How did the program advance the JCI Mission?

The project gave citizens and companies opportunities to create positive change.

- JCI Kanazawa explained to citizens and companies through past examples that planting lawns in schoolyards will contribute to society and result in CSR.
- They understood that lawn-planting activities in schoolyards would contribute to society and result in CSR.
- They participated in the program and created positive change.

They understood that it was important to "Dare to act".

- They acted in a positive manner and increased the number of active citizens, in the hope that the community would develop continuously.





## Award Category criteria

## 5

## Long-term Impact of the Program

<p>What is the expected long-term impact of this project?</p>	<p>The program gave many citizens opportunities to improve awareness of social contribution and act positively. They will become active citizens and realize a society that develops sustainably. In addition, the program gave companies opportunities to discover the importance of CSR. From now on, they will be companies that contribute to society, not just companies that seek to make a profit. The citizens' network will become a model for social contribution in the community, and create many positive changes.</p>
<p>What changes would you make to improve the results of this project?</p>	<p>A total of 1,603 citizens and six companies participated in the program over the three years. We should increase the number of citizens and companies that participate in the program and CSR activities.</p>

## [Measures]

- 1.JCI Kanazawa should continue and promote the program to disseminate its purpose.
- 2.We should increase the number of lawn plantings, and provide citizens with opportunities to create positive change.
- 3.We should publicize the program to inform companies of the importance of CSR activities.
- 4.We should establish a citizens' network as a mediator between local governments, companies and citizens.
- 5.We should publish a project manual to make it easy for citizens to participate in the program.

