

開催期間:

Duration

スタッフ:

Staff
13 members

支援者:

Sponsors

Coordinator: Kiyoshi Hirao

Mr. Hirao is a university professor who also serves as the director of a consulting firm. In addition to providing consulting services to companies and public bodies, he offers a wide range of solutions including assistance with community revitalization and development

予算:

Budget:

利益／損失:

Profit / Loss
NONE

誰の為に？

Who is benefited ?
The 250,000 citizens of Yamagata city

目的:

Objective

- (1) Citizens with a strong interest in and affection for their local community
- (2) Citizens who clearly envision an ideal future for their local community
- (3) Citizens who understand problem areas in the local community, and who actively take the initiative to resolve these issues.

In order to bring about positive change in the local community, JCI Yamagata aims to foster the development of these types of citizens

概要:

Overview

JCI Yamagata reached out to local citizens interested in bettering their community by calling on like-minded individuals to assemble together through a Facebook page. With the citizens who responded to our invitation, we held an off-site meeting that helped us to gain a shared understanding of the problems facing the local community and explore ways of actively working towards positive change

全部で 400字以上

- (1) JCI Yamagata gathered participants for an off-site meeting by reaching out to citizens with an interest in "identifying problem areas in the local community", "exploring ways of bringing about positive change in the local community", and "finding like-minded individuals interested in thinking about the local community".
- (2) We used Facebook groups and "like" boards to encourage the entire group of participants to discuss problem areas in the local community along with ideas for improvement. The participants learned about and participated in community and city development efforts, and were introduced to methods of utilizing social networks to widely promote such efforts.
- (3) Participating citizens shared information with each other, which enabled them to gain a deeper understanding of their community.
- (4) JCI Yamagata provided local citizens with an opportunity to gain a new awareness that will allow them to take the lead in working for the benefit of their local community.

結果：

Results

- (1) By becoming more interested in and knowledgeable about their community, local citizens were able to gain a new awareness that will enable them to make an active effort on behalf of the local community.
- (2) A "Yamagata City Development Seminar" was organized as the result of a proposal by citizens who wished to continue the effort to learn about and promote positive change in their community.

Our Facebook page received an additional 200 "likes" after the off-site meeting, showing an increase in interested citizens. In addition, a plan for a "Yamagata City Development Seminar" was proposed for the benefit of citizens who wished to continue to learn about their community.

The information meeting for this seminar attracted even more local citizens than the original off-site meeting.

Subsequent to the off-site meeting, our Facebook page had received a total of over 400 "likes" and over 40 "shares". The information meeting for the "Yamagata City Development Seminar" proposed after the off-site meeting was originally expected to attract about 100 attendees, but in fact drew registrations from 130 individuals.

We were able to foster the development of citizens capable of actively and positively working for the benefit of their community by enabling a transition from a situation in which citizens considered their community on an individual basis to one in which citizens gained a common awareness and learned how they themselves could point out problem areas and promote revitalization.

行動:

Actions Taken:

(January-March, 2012) Discussions are held with local government, civic groups, and volunteer organizations to verify the current state of the local community and problem areas in need of addressing.

(May 21, 2012) A meeting is held to determine the project, draw up a plan, and suggest prospective speakers.

(May 24, 2012) A meeting is held to determine the event venue and draft a Facebook page.

(May 27, 2012) A meeting is held to discuss the project content and methods of publicizing the project.

(June 1, 2012) A Facebook page is set up for the project.

(June 4, 2012) A Facebook username is created.

(June 15, 2012) A meeting is held to discuss the project content.

(July 15, 2012) A meeting is held to discuss the project content and make the final determination of the speaker.

(August 20, 2012) A meeting is held with the speaker to discuss the lecture content and schedule.

(September 1, 2012) The application period for the off-site meeting begins.

(September 9, 2012) A meeting is held to discuss the project member roles and event schedule.

(September 21, 2012) A meeting is held to confirm details regarding the event schedule, project member roles, supplies and other details, and the number of applicants.

(September 22, 2012) A Facebook event is created by the speaker. / A Facebook event notification regarding the upcoming lecture is created.

(October 3, 2012) A meeting is held with the speaker to confirm the event schedule.

(October 11, 2012) A meeting is held to finalize details.

(October 19, 2012) The off-site meeting is held, with regular updates on Facebook

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2000 字以内程度

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