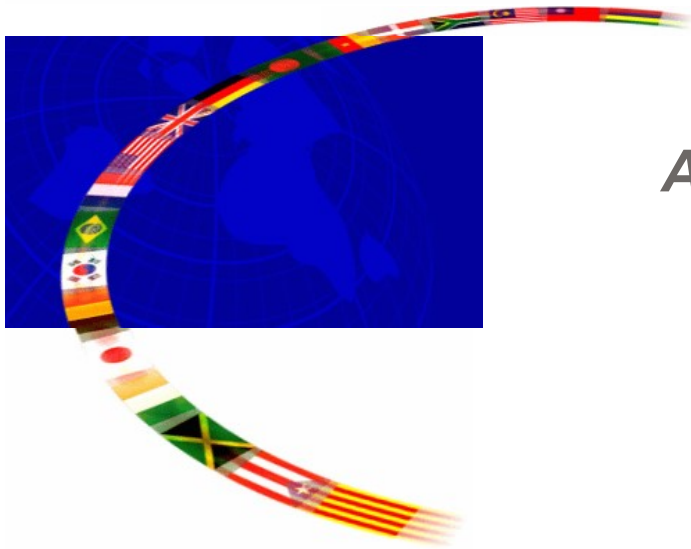




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2015 Asia-pacific Conference
Toyama Machinaka Collection 2014
~Enjoy Toyama with your 5 senses!
Nature · Food · Medicine · ~
JCI JAPAN
Best Inter-organization Collaboration Project



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kosuke Shibata
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: nagaokashingou@nagaokakougyou.com

Basic Information

- Duration : 13 SEP 2014
 Staff : 158 Member
 Sponsors : Toyama City and more
 Budget : 31,500 US DOLLAR
 Profit / Loss : 0
- In which UN MDG best fit (if apply) : ?
- Who is benefited ? : Approximately 420,000 residents of Toyama city
- Objective : [Object]
 To help each resident recognise the city's attractions with his/her subjective point of view.
 [the Background]
 It's important to have more people attracted and tempted to visit or even live in Toyama, to make the city more lively.
 For this achievement, We, the residents of Toyama have to rediscover and spread the attractions of the city, not only to other prefectures but also to the world.
- Overview : Toyama Machinaka Collection 2014
 ~Enjoy Toyama with your 5 senses!
 Nature · Food · Medicine · ~
 The above event was held and it included the following.
- Lecture about Fish By Mr. Sakana Kun
 - keynotes lectures
 - Workshops
- Results : The attendees were able to understand the attraction of Toyama City.
- Proof
- the attendees understood and rediscover the attraction of the city, according to the survey conducted later on
 - Lots of communication arose among those lecturers. This opportunity resulted in the enthusiasm of city planning
- Unexpected Effect
- 2,106 people attended = advance PR was successful
- Actions Taken : APR 2014: Meeting & Discussions with the parties and individuals (Mutual understanding, Request of Cooperation)
 MAY - Jul 2014: 5 - 10 times of meetings conducted
 AUG 2014: Project Explanation (to the whole attendees)
 SEP 2014: Performance Report (to the whole attendees)
- Recommendations : [Achievements] able to improve the understanding of Toyama · Each meeting session in person helped the party/individual take initiative to appeal Toyama's attractions to the residents.
- Lots of communication arose among those lecturers. This opportunity resulted in the enthusiasm of city planning
- [Improvements to be made]
 Brochures that include more information with more organised format might have helped the attendees to enjoy more than 2 workshops.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? To help each resident recognise and rediscover the city's attractions with his/her subjective point of view.

How does this program align to the JCI Plan of Action? JCI Plan of Action 2014 contains the following; [EFFECT][ENTHUSIASM][INVEST][COOPERATE][RELATE]
 This program provide EFFECT and ENTHUSIASM to the attendees so that they rediscover Toyama's attractions.
 This will help the residents appeal the attractions of Toyama to others - in other words, JCI and the residents COOPERATE and RELATE.

Was the budget an effective guide for the financial management of the project? [Breakdown of 31,500 us dollar]
 Cost of Venue Construction 7,651 us dollar
 Cost of Planning Production 4,064 us dollar
 Cost of Headquarter Relation 180 us dollar
 Cost of Lecturers 16,402 us dollar
 Cost of PR 1,124 us dollar
 Cost of Documents 1,227 us dollar
 Cost of Insurance 333 us dollar
 Miscellenious 104 us dollar
 Reserved Cost 374 us dollar
 SETTLEMENT 31,105 us dollar
 The difference between the budget and the actual settlement isn't to huge = the estimation was effective and appropriate

How does this project advance the JCI Mission and Vision? Mission of JCI
 Assisting the workshops gave JCI members the opportunities to actually communicate with the attendees.
 Vision of JCI
 The relationships between toyamajc and the government & other groups were strengthened.



Award Category criteria**2** Cooperation between the Local Organizations

How did the two organizations work together? They worked on the workshops together.

Describe how the tasks and planning of the project were divided between the organizations.

- Meetings in person with each party/individual resulted in Mutual understanding about the aim of the project.
- Effective PR was done with various tools (Bulletins and Facebook)

Award Category criteria**3****Impact on Members and Contribution to the JCI Vision**

How did the
members of the
Local

Organizations
benefit from
running this
project?

Assisting the workshops gave LOM members the opportunities to actually communicate with the attendees.

How did the
program advance
the JCI Vision?

Exposure to other groups/organization develop the wider network among them.

Award Category criteria

4

Community Impact

How did the Local Organizations measure community impact?

LOM members were able to appeal the Toyama's attractions directly to the attendees.

Describe the actual community impact produced by this project.

- The cooperation of parties and individuals will help more residents of Toyama to rediscover the city's attractions.
- The government and those organizations worked together on PR of Toyama in Tokyo, such as playing video of Toyama's sightsee point and the rich fishery.

Award Category criteria**5****Long-term Impact of the Program**

- What is the expected long-term impact of this project? More active communication among organizations will gain the opportunities to appeal Toyama's attraction. At the same time, the residents will be able to discover those attractions.
- What changes would you make to improve the results of this project? Brochures that include more information with more organised format might have helped the attendees to enjoy more than 2 workshops.