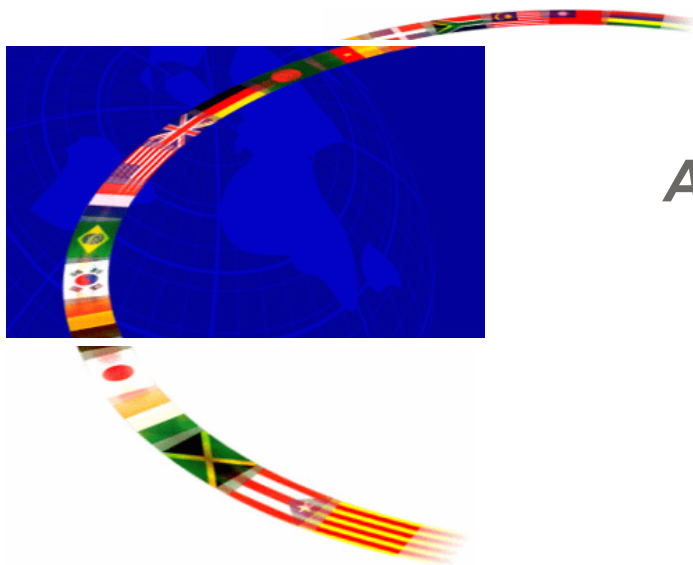




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
The Sapporo Vision for 2030  
JCI JAPAN  
Best Local Community Empowerment 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: [y.nakamura@nakamura-syouten.jp](mailto:y.nakamura@nakamura-syouten.jp)

### Basic Information

Duration : October 1, 2014 – December 31, 2015

Staff : 19 members

Sponsors : Sapporo City and universities located in Sapporo

Budget : 965,499 yen \* Calcul

Profit / Loss : 0

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

Who is benefited ? : About 1.95 million citizens in Sapporo

Objective : JCI Sapporo develops a region prepared for future super-aging society. JCI Sapporo educates citizens to have them actively engaged in Community Development.

Overview : JCI Sapporo established the “Sapporo Vision” for an ideal Sapporo in order to build a city capable of addressing population decrease, decrease in labor force and regional potential and fiscal deterioration, all of which will likely occur in the future of Sapporo where the number of super-aged people increase.

The “Sapporo Vision” is: a road map for an ideal Sapporo towards 2030; and a concrete image of a livable city where citizens feel they live in an affluent society.

JCI Sapporo advocated CCRC for Sapporo as a means of realizing the “Sapporo Vision”.

CCRC is a community where elderly people can move in while they are still healthy and can spend their time for life.

This system adopted in Japan is for elderly people who live in urban areas and plays a role in regional revitalization by prompting people to move to non-urban areas.

CCRC for Sapporo adapts Sapporo’s environment to CCRC. CCRC for Sapporo has a function to actively engage in development of the region by: promoting creation of communities centering on residents; and working together with other communities in the region.

This will not make the region a closed place only for elderly people, but can build a system for developing the region by multigenerational cooperation.

JCI Sapporo publicized the “Sapporo Vision” in a regular meeting held for citizens. In the meeting, a seminar was held for understanding the role of CCRC and a panel discussion was held. Katsuhiro Akimoto, the mayor of Sapporo, announced the effectiveness and potentiality of the “Sapporo Vision”. Business entities and university professors supporting welfare and women’s participation in society pointed out issues that Sapporo face based on their expertise in their field, and exchanged opinions for the achievement of the “Sapporo Vision”.

After the regular meeting, JCI Sapporo distributed a total of 670 “Sapporo Vision” booklets to related people and associations, such as citizens, administrative organizations and universities, with whom cooperation will be necessary to achieve the philosophy of the Sapporo Vision.

JCI Sapporo conducted an opinion hearing on the “Sapporo Vision” for related people and associations.

Results : JCI Sapporo provided an opportunity for citizens to reconfirm the value of Community Development.

By holding the regular meeting, JCI Sapporo increased its awareness of social issues Sapporo will face in the future and deeply recognized the need to address it. It also made the citizens active.

JCI Sapporo distributed “Sapporo Vision” booklets and received responses from related people and associations, such as citizens, administrative organizations, universities and care facilities, stating that they will voluntarily address the issues faced. The citizens thus became active.

JCI Nanao in Ishikawa prefecture has conducted a hearing investigation for JCI Sapporo on the idea and realization process of CCRC for Sapporo. JCI Sapporo received a report to the effect that JCI Nanao was influenced by the “Sapporo Vision” and that it went into action for realization of CCRC for Nanao. The “Sapporo Vision” publicized by JCI Sapporo also influenced areas outside Sapporo.

Actions Taken : October 1, 2014 Started investigation and research for establishment of the “Sapporo Vision”  
 April and May, 2015 Conducted two previous surveys of citizens in order to find out concerns they have about the future of Sapporo  
 July 22, 2015 Lecturer meeting  
 August 5, 2015 Lecturer meeting  
 August 7, 2015 Panelist meeting  
 August 27, 2015 Meeting held for exchanging opinions with related people and associations  
 September 7, 2015 Panelist meeting  
 September 17, 2015 Panelist meeting  
 September 24, 2015 Panelist meeting  
 September 28, 2015 Panelist meeting  
 September 29, 2015 Panelist meeting  
 October 1, 2015 Panelist meeting  
 October 7, 2015  
 Regular meeting held with 211 citizen participants Explanation of the “Sapporo Vision” was given Panel discussion by experts was held  
 October 23, 2015 Posted the Sapporo Vision on the JCI Sapporo website.  
 October 24, 2015 Started distribution of “Sapporo Vision” booklets  
 October 27, 2015 Opinion hearing on the “Sapporo Vision” for related people and associations

Recommendations : JCI Sapporo achieved the objectives as follows.

JCI Sapporo provided 211 citizens with an opportunity to learn about Community Development. The survey results showed that 91% of them “understood” the idea of the “Sapporo Vision”. JCI Sapporo distributed

“Sapporo Vision” booklets to related people and associations. In response, they presented specific measures and supplementary opinions for realization of the Sapporo Vision in their respective capacities and expand mutual impact in the future regional development

The following objectives could not be achieved.

JCI Sapporo could not present clearly the possibility of realizing CCRC for Sapporo, because in the questionnaire filled out at the regular meeting, only a small number of participants answered yes to the question of “Do you feel you want to live in CCRC for Sapporo in the future?”

One way to improve this is to build a realistic and concrete plan by sharing awareness through, for example, establishment of a committee by respective administrative organizations, business entities, universities, groups supporting women, etc. JCI Sapporo will need to play a leading role in the sharing of awareness among respective organizations on a continuing basis.

**Award Category criteria**

**1**

**Objectives, Planning, Finance and Execution**

What were the objectives of this program?

JCI Sapporo develops a region prepared for future super-aging society.

JCI Sapporo educates citizens to have them actively engage in Community Development.

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

By advocating the “Sapporo Vision”, JCI Sapporo makes issues Sapporo will face in the near future realistic and continues to impact future regional development.

By distributing “Sapporo Vision” booklets to citizens and related associations, JCI Sapporo unites partners having the same objectives to expand mutual impact.

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

JCI Sapporo has done the following to publicize this project more effectively.

JCI Sapporo posted an announcement of the project to citizens on its website and facebook page.

How does this project advance the JCI Mission and Vision?

JCI Sapporo used a conference room at Sapporo center for gender equality, which provides support for re-employment of women, contributing to the achievement of this project and holding down cost

FY 2014 Cost for site management 261,360 yen

FY 2015 Cost for site management 40,300 yen



Regular meeting Preparation



Regular meeting Appearance



Presentation Video



## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? 19 members

By percentage, how many members of the Local Organization were involved in this program? 62%

Describe the main roles of the participating members in this program.

- Planning (5 members)
- Meeting with lecturers (2 members)
- Meeting with panelists (2 members)
- Meeting for exchanging opinions with associations (6 members)
- Site management (19 members)
- Distribution of “Sapporo Vision” booklets (19 members)



**Award Category criteria**

**3**

**Community Impact**

How did the Local Organization measure community impact for this program? JCI Sapporo carried out a questionnaire survey targeting visitors.  
 JCI Sapporo heard the opinions of associations and organizations about the “Sapporo Vision” and implementation of CCRC for Sapporo to realize the vision.

Describe the actual community impact produced by this project. Citizens recognized that issues arising from super-aging society will undoubtedly occur.  
 JCI Sapporo played a leading role in building a network among administrative organizations, universities, care facilities, etc., to resolve issues arising from super-aging society.



**Award Category criteria**

**4**

**Impact on Local Organization**

How did the Local Organization benefit from running this project?

JCI Sapporo expanded its network of administrative organizations, universities and business entities supporting welfare and women’s participation in society.

The members of JCI Sapporo came together to lead the community in resolving regional issues.

How did the program advance the JCI Mission?

The members of JCI Sapporo take an active interest in the issue of super-aging society. They have positively changed themselves by taking actions for realization of the “Sapporo Vision”.

How did the project advance the JCI Vision?

The members of JCI Sapporo built a network by sharing awareness with associations and organizations with different objectives.





**Award Category criteria**

**5**

**Long-term Impact of the Program**

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

By distributing “Sapporo Vision” booklets to citizens and related associations, JCI Sapporo continues to unite partners having the same objectives to further expand mutual impact.

By advocating CCRC for Sapporo and sharing the idea with citizens, JCI Sapporo citizens are motivated toward positive change

This project expands the network of active citizens who consider regional issues as their own.

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

JCI Sapporo will communicate the “Sapporo Vision” to more citizens. By communicating the “Sapporo Vision” to education-related institutions and associations, JCI Sapporo will instill a sense of ownership in the mind of bearers of Sapporo’s future for resolving likely issues.

