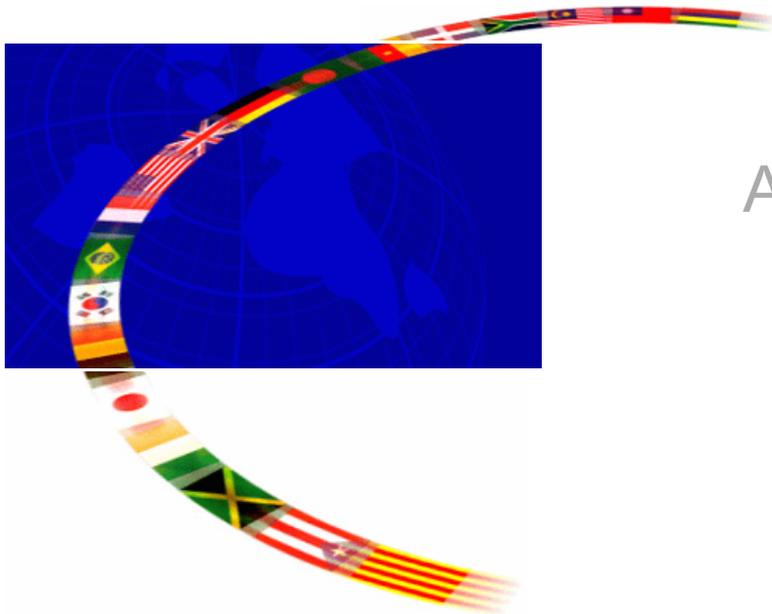




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
made in heaven
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:



Kosuke Obata

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LOM Information

Local Organization:

President:

President Email:

Basic Information

Duration : \\\\'May 2013, 25

Staff : 45 members

Sponsors : Representative of Shinshu Pro-Wrestling Mr. Great Mucha Zenkoji Temple
Secretary Mr. Toshitaka Wak

Budget : US\$11,940

Profit / Loss : None

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

Who is benefited ? : For the 390 000 citizens of Nagano city For the people who work for
Nagano city

Objective : JCI Nagano focuses on the citizens who work actively or take important roles in the local community, and introduces them to the community in order to create more active citizens. There are many citizens and social groups in Nagano city who are working in a variety of fields, such as sports, art, environment issues, volunteer works and sports for the disabled. JCI Nagano focuses on such people and introduces them to the community to lead positive change in local people. It helps them to grow and develop.

Overview : Our project was to highlight the youth that have unlimited yet concealed possibilities. JCI Nagano assisted these people and their activities to ensure their future, and thus develop local patriotism in citizens. Furthermore, we aimed for such active citizens to leap beyond the local community and spread their influence beyond . Before the project In our community we are seeing a long-term economic recession and also an atmosphere of individualism nowadays. The unique cultures and customs of local communities are being lost. However, there are people who work for local communities with a pride in their hometown. There are also young people who work to uplift people in Nagano city. JCI Nagano set an objective to assist such people. This leads to create treasurable manpower with future dreams in local communities. The project JCI Nagano provided an opportunity to highlight the people who work for Nagano city. We gave prize money for their future activities in three categories. This supports the people or groups in making forward leaps. After the project We succeeded in discovering people who actively work for Nagano city. We promoted the project not only at the site, but through Facebook and the media. It produced opportunities for them to introduce and influence each other, and establish relationships of support or collaboration. JCI Nagano provided such great opportunities to bring about further movement.

Results : JCI Nagano succeeded in introducing people who actively work and take important roles in the community. They were exposed by our project. The project and the people involved in this project obtained interest from several parties. 1) Three local news companies ran special feature articles in their newspapers. 2) A local TV company made a documentary program about a person who was solely involved in the project. 3) Local TV companies covered the project. 4) The number of visitors on the Face book page: 2416 Page view: 23882 The number of \\\\'Likes\\\\\\': 22234 The number of comments: 1441 The number of views on the finalist introduction page: 396 to 1419 The applicants who won a prize in this project expanded their work fields afterwards, by becoming involved in other activities by JCI Nagano, or were requested to collaborate with a group of active citizens. 1) An artist who appeals for world peace by live painting won a prize in this project. After the event, she was invited to several events and received work offers from some companies. She has more chances to perform for world peace by art. 2) One of the active citizens who won a prize was on a TV program, showing her activity of appealing to her town in foreign languages through her tourism business. 3) Two active groups involved in this project will take part in another project

by JCI Nagano to interact with other groups. 1) Persons who had never been under the spot light received attention and offers from the media, event organizers, and companies. They will have more opportunities to receive exposure, and we expect they will make positive changes in their activities. 2) Because this is a project conducted for the first time, the areas where people/groups could apply for this project were limited. So this needs to be widened to highlight more active citizens/groups.

Actions Taken : Early Jan. JCI Nagano decided to conduct a project to highlight the people who actively work for the community. The project was planned to contribute to the understanding of local citizens and children of our attractive hometown, and bounce back from a long term economic recession and an atmosphere of individualism. Late January Selection of collaborating groups and the jury Middle of Feb. Review and discussion on the project contents with the collaborating groups. Late Feb. Discussion in the committee meeting / Meetings with the jury and supporters Early March Review of the project contents in the committee meeting / Posters and flyers were designed Middle of Mar. Discussion with Board of Education in Nagano city Guidance held at schools/ Applications started Middle April Press release / PR started / Flyers were sent out Late April Applicants were arranged and finalized Late April Discussion in the committee meeting / Meetings with the jury and supporters Rehearsal Middle May Final meeting with the jury and supporters/ Rehearsals Before the event Final meeting at the site / Preparation / Final rehearsal May 25th Regular meeting May to Dec. Opinions / information exchanges with other project organizers of JCI Nagano Cooperation in their events Aug. 10 The first prize giving in the JCI Nagano 60th anniversary ceremony Future support for the prize winners JCI Nagano supports the prize winners and finalists as follows. - Prize giving and introduction in the 60th anniversary ceremony - Awarding prize money for winning activities - Providing opportunities to introduce their activities in opinion exchange meetings etc. - Collaboration in the project planned by JCI Nagano - Coverage by the newsletter of the Nagano Chamber of Commerce and Industry - Offering to participate in school visit project as instructors - Introduction on the website and Face book page

Recommendations : 1) Through this project, the finalists became widely known and it enabled them to expand their working field, eventually leading to accomplish JCI's objectives. 2) This project provided the finalists with opportunities to understand each other. Also, the success of the project brought about involvement of the finalists and others in other projects by JCI Nagano. 3) It is important to exploit the relationship generated from the project in future. It helps JCI Nagano's projects and activities become more meaningful and influential. We need to consider how we can make positive changes utilizing these relationships and experiences. Feedback from cooperation groups - Nagano city is inclined to be closed and conservative to art. It should be more open. - Art exhibitions at art museums in Nagano city are usually of artist who have already died and we don't have many chances to encounter art from the artists in person. The museums should be more flexible. - Art and music classes at schools in Nagano city have decreased. Art and music are essential for children to grow up as a person with a rich and creative mind. Creation gives children joy and hope in life, and leads to peace in society. The reaction by the community against the impact of this project. 1) Three local news companies ran special feature articles in their newspapers. 2) A local TV company made a documentary program about a person who was solely involved in the project. 3) Local TV companies covered the project. 4) The number of the visitors on the Face book page. 2416 Page view 23882 The number of "Likes" 22234 The number of comments 1441 The number of views on the finalist introduction page 396 to 1419

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? JCI Nagano focuses on citizens who work actively or take important roles in the community, and introduces them to the community in order to create more active citizens.

How does this program align to the JCI Plan of Action? ¥” JCI Nagano makes positive changes on more citizens. ¥” This objective meets JCI¥’s action plan for community improvement through citizen¥’s initiatives. JCI Nagano introduced active citizens to the community with an aim to create more active citizens.

Was the budget an effective guide for the financial management of the project? To promote this project effectively, we devised new ways of PR. – Promoted this project to the local media. – Succeeded in promoting this project through the media. Budget details Total budget: US\$11,940 – Venue/stage effect US\$ 4,000 – PR expense US\$ 2.0000 – Lecturer fee US\$4,000 – Miscellaneous cost US\$1,940

How does this project advance the JCI Mission and Vision? To advance the JCI vision; There are many citizens and social groups in Nagano city who are working in a variety of fields, such as sports, art, environment issues, volunteer work and sports for the disabled. JCI Nagano held a ceremony to award these people prizes with PR activities and raising fund by finding sponsors, in order to focus on such people. To advance the JCI mission; JCI Nagano organizes meetings to introduce them to the people in the community to share their abilities, leading to positive change.



JCI NAGANO
60th ANNIVERSARY

Objectives, Planning, Promotion and Execution



1. JCI Nagano held a press conference to announce the project. We also approached the mass media to publicize the event. This helped with cost saving.
2. We focused on promoting the event through free media reporting such as newspapers, TV news and SNS. This reduced costs.

Through our positive promotion as outlined above, we received a large amount of donations from citizens. As a result the event was well within budget.

JCI NAGANO
60th ANNIVERSARY

Objectives, Planning, Finance and Execution



We gave a presentation on the fact that JCI Nagano provided the know-how to the executive committee to revitalize an event which had faded. This brought about a positive change, and activated citizens into action.

Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **45 members**

By percentage, how many members of the Local Organization were involved in this program? **92%**

Describe the main roles of the participating members in this program. **Before the event** The project leader: 1 member (Conducted the project.) Preparation and attendance in the meetings: 10 members (Investigation to search out groups and individuals that work actively in a variety of fields in the community, and invited guests as judges). Finalists selection: 13 members (selected 10 finalists with the judges from 50 groups/individuals). Inquiries and reception: 4 members (They responded to inquiries from citizens, and received applications). PR: 2 members (After the finalists were selected until the day of the event they updated the SNS site daily, introducing the project and each finalist). Arrangement of the site and equipment: 10 members (Arranged the site and necessary equipment with other members, and worked on site setup). General assistance: 2 members (Assisted other members flexibly). **On the day of the event** The project leader: 1 member (Conducted the project.) MC of the ceremony: 2 members (Worked as emcees in the ceremony for smooth proceedings). Assistance for finalists: 3 members (Assisted finalists mainly by preparing equipment and packing up after the ceremony). PC operations etc. : 3 members (PC, projector and sound system operation and management) General assistance: 2 members (Flexibly assisted other members that needed help).





Award Category criteria

3

Community Impact

How did the Local Organization measure community impact for this program? We received inquiries about the applicants focused on by this project. 1) Three local news companies ran special feature articles in their newspapers. 2) A local TV company made a documentary program about a person who was involved in the project. 3) Local TV companies covered the project. 4) The number of the visitors on the Facebook page. 2416 Page view 23882 The number of “Likes!” 22234 The number of comments 1441 The number of views on the finalist introduction page 396 to 1419

Describe the actual community impact produced by this project. The active citizens were recognized by the community. – One received an offer to collaborate with a company. – Some were invited to events. – One was covered in a documentary by a local TV company. – Many of them had chances to join in JCI Nagano’s project.



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project? – Citizens had little interest in people who work actively in the community, however their understanding of such people has deepened. – JCI Nagano received understanding and cooperation from citizens for our activities through the program. – JCI Nagano strengthened its relationship with local government and the Board of Education. – We established relationships with active citizens and improved the recognition of JCI. – We acquired partners to work in solving local issues together.

How did the program advance the JCI Mission? – JCI Nagano conducted a project to highlight the people who work for Nagano city. – They made presentations about their activities for each category in the project. – We awarded prize money for their future activities after selection by the judges. – JCI Nagano supports these people or groups.

How did the project advance the JCI Vision? – JCI Nagano succeeded in discovering people who actively work for Nagano city. – We promoted the project through Facebook and the media. – Also we promoted the winning active citizens through Facebook and the media. We will continue to do this in the future. – We made opportunities for them to introduce and influence each other, and establish relationships of support or collaboration, and furthermore to spawn a movement.



Award Category criteria

5

Long-term Impact of the Program

What is the expected long-term impact of this project? Persons who had never been under the spot light received attention and offers from the media, event organizers, and companies. They will have more opportunities to receive exposure, and we expect they will make positive changes in their activities.

What changes would you make to improve the results of this project? 1) The areas where people/groups could apply for this project were limited. So this needs to be widened to highlight more active citizens/groups. 2) It is important to exploit the relationships generated from the project in future. This helps JCI Nagano's projects and activities become more meaningful and influential. We need to consider how we can make positive changes utilizing these relationships and experiences. We should start acting earlier next year. We also need to look at results showing how the collaboration among the active citizens is working, as well as how the relationships continue.

