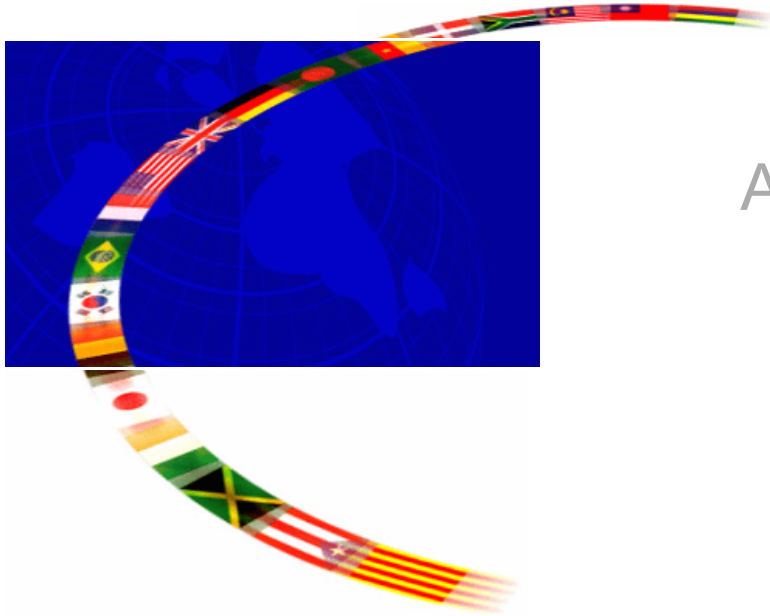




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
dream of high school student
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

E-mail: yu-ai2@oregano.ocn.ne.jp;
secjic@mrh.biglobe.ne.jp

LOM Information

Local Organization:

President:

President Email: y-mune@orion.ocn.ne.jp

Basic Information

Duration : from May 13 2012

Staff : 16members

Sponsors : Miyagi prefecture office,Sendai city office,local TV station,local radio station,local newspaper,dom

Budget : 11,000 US Dollar

Profit / Loss : **NONE**

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

Who is benefited ? : 1.05people living in Sendai community

Objective : I .JCI Sendai gives opputunity high school students to be PositiveChange that be concerned future community,and act positively. II .JCI Sendai let continuously development community that High school students to be leader of creating future community. The purpose of JCI Sendai is community creation in which self-sustaining development is possible. Therefore, high school students needs to be ACTIVE CITIZEN. I . JCI Sendai supports high school students of independence and growth. II . We support oputunity that high school students will involed community positively. III . We support opputunity that high school students construct program in cooperation with the organs concerned. IV . We gives high school students oppotunity that discussing the problem of community, and to make action for problem solving. V . JCI Sendai provide optunity that high school students do Positive Change. These actions make high school students be Active Citizens. The purpose of JCI Sendai is community creation in which self-sustaining development is possible. Therefore, high school students needs to be ACTIVE CITIZEN. I . JCI Sendai supports high school students of independence and growth. II . We support oputunity that high school students will involed community positively. III . We support opputunity that high school students construct program in cooperation with the organs concerned. IV . We gives high school students oppotunity that discussing the problem of community, and to make action for problem solving. V . JCI Sendai provide optunity that high school students do Positive Change. These actions make high school students be Active Citizens.

Overview : JCI Sendai promoted JCI missions and a vision by this program implementation. I .JCI Sendai held the debate which gathered high school students in May. II .High school student increased about relation by the community, and the future of the community in the debate. III .JCI Sendai supported high school students build the project actively. IV .High school student impletmented the project actively,and positive changed to the active citizen who acts on his own initiative. V .As the resul,thigh school students handed Sendai city the proposal document of problem solving of the comminuty. VI .High school student started the high school student liaison council, in order to continue activity. VII .This project participant was 580 people.

Results : The high school students positively changed to be active citizens who contributes to community . The high school students launched the high school student liaison council for actively solve community problem. The high school students cooperated with the organs concerned and began activity for development of their community, and problem solving of their community. They start increasing memberr for the problem solution to community voluntarily. High school students submitted Sendai city office the proposal document which is problem solving of community to through the activity of a high school student liaison. The contents are as follows. I .Cooperation of high school and community. II .Importance of volunteer activity. III .Establishment of community, and strengthening of communication. The high school student liaison council has participated in the charity work of community positively. It participates in the support service to the disaster victim by the Great East Japan Earthquake every

month. I .Support of disaster victims exchange II .Communication is periodically taken with disaster victim and elderly people. III.Support of community's activity. The high school student liaison council participates victim of the Great East Japan Earthquake . I .they recover from deseaster with victims. II .They raise more victims communication.

Actions Taken : Jan.9 ~Feb.10 Resarching high school student of community awareness. Mar.23~Apr.27 Recruiting participants for high school debating in May. May.13 JCI Sendai held the debating of high school student. May.23 Meeting electing board of member and planinng. June.2 Meeting selecting problem solving community. June.16 Meeting reasarching problem solving community. July.1 Meeting Reasarching cause of problem solving community. July.14,28 Meeting method for problem solving community. Aug.4 Reasarching the community problem. Aug.18 Study meeting Sep.8 Meeting method for problem solving community. Sep.15 Meeting the project is suited to problem solving. Sep11~18 Opened a web site and facebook page. Sep.22 Meeting the project. Oct.10 JCI Sendai and high school student held the project. Oct.11~Dec.4 preparing make the proposal document and orgnaizing high school student liaison council. Dec.14 Submitted the proposal document of problem solving of community to Sendai city. Mar.1 The high school students launched the high school student liaison council.

Recommendations : As before JCI Sendai youth development programs used be just participant. But this program is cooperation type.The participant students take a action that reasarch problem and solve. The following results were obtained. I .High school students have got cooperative relation themselves. II .High school students have got relation with organizations. III.High school students have got relation with local community people. IV.High school students launched the high school student liaison council. V .The high school student liaison council take continuously action for development of the community, and problem solving. The result more than expectation High school students launched the high school student liaison council. I .High school students launched the high school student liaison council for contributed development of the community continuously, by high school student who became an active citizens. II .Backup of the Sendai Municipal Board of Education was obtained in inauguration of "high school student liaison council. III.They started having comminication with The Great East Japan Earthquake victims. IV.They have increased member for continue the organization. V .They cooperate JCI Sendai for solve comminity problems. A factor and a device I .JCI Sendai changed project which citizen is involved planning ,researching and solving actively. II .This project is for high school student's independency and ability to take action.they actively built project. I .The organization which aims at fusion of school, and a home and a community (organization to whom the Ministry of Education, an all-prefectures cities, towns and villages person in charge, the teacher of primary schools and junior and senior high school s, and a student council officer belong.300 membership) It was invited the report of the activity of a high school student liaison council was requested, and it announced. Visitor: About 300 persons II .High school requested the activity report of a high school student liaison council The cultural festival of each of high school announces the activity of a high school student liaison council. The special feature of this project I .The high school students made themseleves to be independent by consciousness change, launched the high school student liaison council. Something to tell to the member after the following fiscal year . I .The necessity for the backup of a high school student liaison council. II .Importance of the consciousness change to a continuous citizen. This program impact community. It was on media. This program was on local TV station.(890000houses,2200000Viewership) This program was on local newspaper(Circulation 490000,subscriber 15000000)

Award Category criteria

1

Objectives, Planning, Finance and Execution

<p>What were the long-term objectives of this program?</p>	<p>The purpose of JCI Sendai is creation of the sustained community which can develop by young leaders. Therefore we aim at the following purpose</p> <p>I .JCI Sendai provide opportunity that empower high school students and a young citizens to create Positive Change. II .Positive Changed high school students and young citizens become Active citizens ,they will provide oppotunity that other high school student and young citizens to be Positive Change . III.JCI Sendai create high school students and young citizens involve long-term community development actively. IV.They are create eternal cooperation with community,take action with community. V.They launched high school liason council, share direction, they work on task that solving community problem as organization.</p>
<p>How does this program align to the JCI Plan of Action?</p>	<p>JCI Sendai create Positive Change for many young citizens and high school students. that effect community align to the JCI Plan of Action that Active citizens postively be better in community. In community development ,it is necessary young citizens involve community. JCI Sedani are concerned young citizens gathering and discuss about community problem for comminuty development. We provide opputunity and support young citizens taking a action about community problem. We supported organization to be establishment that will develop community and human resources development. We provideto be Active citizens contribute community .</p>
<p>Was the budget an effective guide for the financial management of the project?</p>	<p>JCI sendai devised it about public relation to send this project more effectively. •JCI Sendai had publicity campaign of the project positively for the local media. •JCI Sendai was able to perform part of project publicity campaign free in a local radio station, the TV station which approved of project. • As a result, Sendai city approved of this project and offered a project holding place free. budget total 11,000US Dollar •Meeting place construction costs 4,000US Dollar •Insurance costs 1,000US Dollar • ublicity campaign costs 2,000US Dollar • Transportation expenses 3,000US Dollar •Sundry expenses 1,000US Dollar</p>
<p>How does this project advance the JCI Mission and Vision?</p>	<p>advance JCI Mission •JCI Sendai provided oppotunity high school students to be Postive Change through activity that contribute to the community. •The citizens who was able to share sense of values affected other citizens more. advance JCI Vision •JCI Sendai involved the start of high school student liaison council. •JCI Sendai provide Active high school students let other high school students Positive Changed. •JCI Sendai</p>

arranged the environment where high school student liaison council could apply relations with the cooperant in to the maximum,and they have partnership with Sendai city board of education. • High school student liaison council take action with JCI Sendai,cause of subscribe JCI activity. JCI Sendai,high school student liaison council and Sendai city office have local network is established.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **16members**

By percentage, how many members of the Local Organization were involved in this program? **153**

Describe the main roles of the participating members in this program. **Reasarch high school student`s community awareness.(170people) We rearsched local high school student`s community awareness with board of education`s cooperation. Questions are Do you like your town? Yes 52% No 7% Unknown 41% Do you want to continue living in this town in the future? Yes 37% No 12% unknown 51% Can you describe the good your town? Yes 22% No 14% Unknown 64% As you see the result ,we need awareness of local high school student must be better.JCI Sendai take program that awareness of high school students change for better. Program overview JCI Sendai taught high school students our activity. High school students who agree with JCI Sendai had a program independetly.They organized debating,and submitted the proposal document of problem solving of community to Sendai city office. About a program Debating participant recruitment(50people) Questionnaire cooperation high schools chose few students by cooperation of Sendai board of education. the debating for high school (30people) the purpose of this debating is high school students and citinzens must notic importance of community and involving community. Meeting Sendai-shi Board of Education (7people) In the Board of Education cooperation,we perform the inspection that our program`s plan suitable in the debating. Meeting Neighborhood association (5people) Representative of Neighborhood association and JCI Sendai had consultation. Asking billboard(12people) Not participate only high school students,even if elemetary school students are participate. Opened a web site and facebook page. 3people publicity for citizens. Setting up the event venue 7people JCI Sendai and high school student held the project. Preparing make the proposal document and orgnaizing high school student liaison council 5people We need cooperate with high school student for community development,We launched high school ilaison council because they take action in future. Submitted the proposal**



Award Category criteria

3

Community Impact

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

• JCI Sendai regarded a questionnaire as the high school students who participated in project to citizens and planned the need of the project. (350 number of the questionnaire collection) questions are I .Is it necessary that high school student liaison council that started will continue in future and are active? Answer is Yes is 307 people, No is 22 people, Unknown is 21 people II .Is it necessary that high school student liaison council submitted the proposal document Answer is Yes is 288 people, No is 37 people, Unknown is 25 people each media reported importance of the project, an evaluation for it was got objectively •It was taken up by the news of the local television station and transmitted importance of project. (a seeing and hearing household is 890,000) •An article of the project was placed in the local newspaper publisher and transmitted importance of the project. (a circulation:) The number of 490,000 copies of estimate subscribers: 1,500,000)

Describe the actual community impact produced by this project

•High school students turned into an active citizen (ActiveCitizen) who contributed to the community. • High school students started in high school student liaison council by oneself. (47 high school students participate) •Sendai city Board of Education established the place of talks of a high school student liaison council and the local development. • High school student liaison council and Sendai city Board of Education held a meeting regularly, The opportunity of the local solution to the problem was obtained. •High school student liaison council have relationship with the graet east Japan earthquake victims. •They are increasing member for keep the organizationcountiuosly. •the organization member is increasing from 20 to 60 people. •They participate JCI Sendai activities,that means taking a action for solve community problem.





Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

1.JCI Sendai`s public relations campaign in promoting the program helped to gain for us. High school student`s community interest was light, they turned into ActiveCitizen through this project. • Through cooperation of this project with highschool students,JCI Sendai got citizens who understood activity of JC,and cooperated. •A collaborative relationship with Sendai-city officei was strengthened. •JCI Sendai got recognition of JCI by being able to build relations with a person concerned with education. •JCI Sendai have got a partner that solve community problem. II JCI Sendai succeeded JCI reputation.JCI Sendai promote our reliability I had comment following than the Mayor of Sendai •I was impressed with a drafting power of JCI Sendai, acting power. •I would like to deepen a collaborative relationship in future.

How did the program advance the JCI Mission?

JCI Sendai promoted JCI mission as follows •JCI Sendai let highschool students to be POSITIVE CHANGE for the problem that community had through this project. •POSITIVE CHANGE high school student oneself whom I worked as began activity for community affair solution. •Because the high school student who acted for a solution to the problem let a new high school student have POSITIVE CHANGE, more young ACTIVE CITIZENS aimed at birth, the solution of the further community affair.





Award Category criteria

5

Long-term Impact of the Program

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

JCI Sendai can hope that community create a local solution to the problem and continuous development through this program. I High school student liaison council is active continuously,increasing member, a high school students continues raising PositiveChange. II High school student liaison council makes use of a network and performs bigger local contribution. III High school student liaison council improves civic consciousness as well as the consciousness of own. IV They are taking action that solve community problem with the great east Japan earthquake victims.

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

the refinements in this project of JCI Sendai are as follows I JCI Sendai limited a target person to a high school student, it was limited to spread our project. As a remedy, a junior high school, a university should make a target person wide. II JCI Sendai was able to announce the project, but there was not the dispatch for the later citizen. As a remedy, we perform the dispatch for the citizen as well as Sendai-shi and should create much ActiveCitizen. III. We invited the administrative person concerned and media on the project day, and it was necessary to transmit project widely. As a remedy, we set a project operation day at the stage that is earlier than an average year and should invite more people concerned with administration and media.



