

開催期間:

Duration

スタッフ:

Staff

支援者:

予算:

Budget:

利益／損失:

Profit / Loss

誰の為に？

目的:

- The goal of JCI Yokohama is to raise awareness of community development amongst citizens.
- JCI Yokohama offered a chance to for citizens to confirm the merit of community development.
- JCI Yokohama took initiative in setting up a chance for people to learn about community development.

3 行程度 400 字以内

【Background】

- A survey of the citizens of the city reported 63.7% desired community development (2012 Yokohama City Citizen's Opinion Survey)
- The desire was held more by women in their 20's and men in their 30's than by men in their 50's
- We found that the survey outlined the high desire for community development
- JCI Yokohama felt the citizen's need for community development must be addressed immediately
- We took initiative in setting up a way for people to learn about community development

概要:

- Education, Discovery of Region's Appeal Points, Fine Arts, Water Resources. JCI Yokohama offered a place for citizens to learn about these four themes.
- JCI Yokohama gathered 2050 citizens to survey and research these four themes.
- Through the surveying and research, the participating citizens became aware of certain problems in their community regarding these four themes.
- We consulted with professionals, and solved the found problems.
- JCI Yokohama took initiative in setting up a way for people to learn about community development.

結果:

- After the project's completion, 1050 participants were surveyed.
- The results were that approximately 800 people wanted us to put together a project for community development.
- Each project kept a repeater percentage of 15%. This really confirmed the participants concern about community development

- Total number of participants: 2050
- Homepage access: 365,759 hits (April 1st 2012 – October 6th 2012)

- JCI Yokohama managed to raise 2050 participants' concern over community development through this project.
- Since starting the project, a collaborative project on Water Resources was planned between the government and citizens.
- With the total number of participants coming to 2050 people, we surpassed our predictions by over 1000 people.

行動:

- September 20th 2011
- Meeting between citizens and related organizations held
- October 31st 2011
- Citizen University establishment draft drawn
- November 1st 2011
- Meeting between citizens and related organizations held
- April 1st 2012
- Citizen University establishment and pre event held
- June 10th 2012
- 1st meeting of the project committee establishment
- June 13th 2012
- 2nd meeting of the project committee establishment
- June 13th 2012
- 3rd meeting of the project committee establishment
- June 26th 2012
- 4th meeting of the project committee establishment
- July 15th and August 4th 2012
- The first project event held. Themed "Regional Education"
- September 16th 2012
- The second project event held. Themed "Fine Arts"
- September 29th 2012
- The third project event held. Themed "Discovery of Region's Appeal Points"
- September 29th 2012
- The fourth project event held. Themed "Water Resources"
- October 20th 2012
- Project recap report distribution

考察や推奨

・Following the project completion, JCI Yokohama did a Hearing Survey on 1000 participants.

The main responses:

1. Request for holding of another event
2. Request for leading a study meet based on the project
3. Cooperation in creating a networking web site

The result was a high desire for JCI Yokohama to spread the goal of this project by continuing to hold events.

・Interaction was encouraged between participation government, organizations and citizens.

・Synergy was produced between participation government, organizations and citizens.

【Main Cause】

・Following the completion of the project, an exchange meeting was held in attempt to further promote community development

・During the project we were mindful of:

1. Increasing the participants motivation
2. Being the driving force behind project dispat

From the interaction between participating government, organizations and citizens, a new project was born

Main Cause

-Following the completion of the project, an exchange meeting was held in attempt to further promote community development

-JCI Yokohama's creating the chance to become a supporting organization

- This project's key characteristic was that it put participants into practice.
- Size was increased by both repeater and new participants.
- By creating a participant registry we were able to share information through email etc., and get participants to help construct the project.
- JCI Yokohama supported the movement towards community development.
- JCI Yokohama was the driving force in the motion while cooperating with government, organizations, and citizens.

(Comment) –From elementary school principal:

“A four themed project that even children could participate in was started. Through this project, we were able to learn about regional problems. We were also able to interact with local residents. We would love for you to expand and spread the goal of this project. Please continue with this project.

TV

-Kanagawa Television (Regional Television – Number of Household Views: Approx. 5650,000) 1 televising

Newspaper

-Yomiuri Shinbun (National Paper - Number of Printed Copies: Approx. 5470,000) 2 articles

-Kanagawa Shinbun (Regional Paper – Number of Printed Copies: Approx. 230,000) 2 articles

Homepage

-Yokohama City (April 1st 2012 – Present)

-JCI YOKOHAMA (April 1st 2012 – Present)