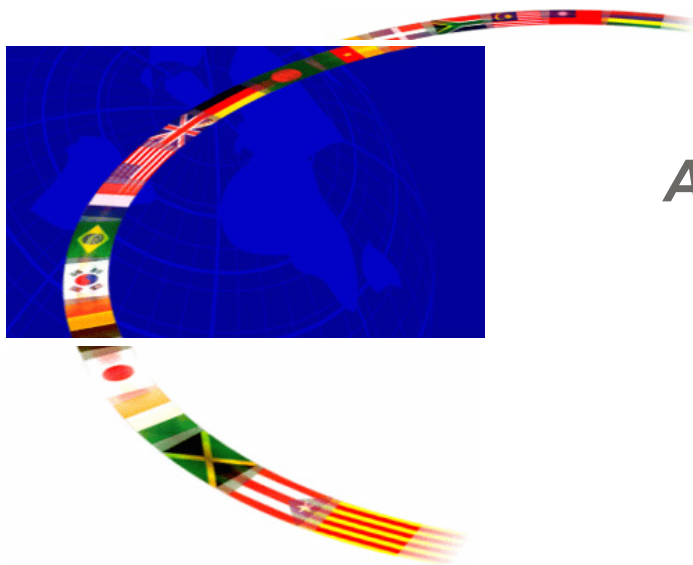




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
Find Out The Allure Of Toyota-City
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
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LOM Information

Local Organization:

President:

President Email: a-sangyo@hm9.aitai.ne.jp

Basic Information

- Duration : September 10th ~ November 20th,2015
 Staff : 11 Members
 Obara Junior High School of Toyota City
 Sponsors : Fujioka Junior High School of Toyota City
 Ishino Junio
 Budget : 6,450 US dollar
 Profit / Loss : 0
- In which UN MDG best fit (if apply): ?:
- Who is benefited ? : 13,100 Junior High School Students of Toyota City
- Objective : To discover and to know the wonderful things in "Toyota City"and how taking care of each other being supportive in the community will make Toyota City a place children want to live for a lifetime, or be a place you want to come back.
- Overview : 1 Conduct a contest to show and tell the wonderful things there are in your hometown, Toyota City for the junior high school students. This will make each children re-recognize that the place you live in is a place you want to be proud of.
 2 At the same time, establish a Supporters in the junior high school students that live in Toyota City.
 3 Members of the Supporters will be able to experience the amazing things that won the contest.
- Results : We sent out questionnaire to each students in the member of the support group and was able to get results that by experiencing and knowing the wonderful things in your hometown made a time to think what each people should do to protect the community.
 As being a supporter made them see the different places in each community in Toyota City. It made them re-notice that there are lots of breath-taking places and things that even though you live in the community, you would not notice.
- Actions Taken : October 1st ,2015~February28th ,2016 Sent out questionnaire to 500 adult citizens and 500 elementary and junior high school citizens in Toyota City.
 September10th,2015~September30th,2015 To invite students to apply for the"What is Great About Toyota City Contest"(aimed at 13,100 junior high school students and got 98 application forms)
 September10th,2015~October30th,2015 Recruit supporting members from junior high school students.
 October7th,2015 Trial meeting for the contest.
 October10th,2015~October20th,2015 Investigate the places of the winning places(4field survey working with The Society for the Protection of Obara Four-Season Cherry)
 October20th,2015~October30th,2015 Inviting the supporting members who wants to experience pruning the Four-Season Cherry in Obara town,Toyota City.
 November5th,2015 Under the guidance of "The Society for the Protection of Obara Four-Season Cherry",members in the supporting group experienced the pruning.
 November20th,2015 Summarized the activities and had a panel discussion in the monthly meeting.
- Recommendations : A having a contest, it accomplished goal to re-knowing the greatness of Toyota city,but it was difficult to rank the difference and seemed to have no effect so as a result it would be better to change the contest into a presentation.
 As for the supporting group,experiencing the community culture makes the young generations to be interested in their hometown and having these situation repeatedly will make them fond of their hometown and will want to live in it for a lifetime.We are confident about making them love their hometown,but the most important is to do continuously and it is necessary to make a structure.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? To know the community will build civic pride to younger generation and by communicating and to support each other in the community will create Toyota City a place where younger generation want to live or to come back for a lifetime.

How does this program align to the JCI Plan of Action? Assist citizens to build relationship and to be tied to the community and the communities be connected to other communities.

Was the budget an effective guide for the financial management of the project? By using the system to pass advertisements to all the junior high school students, we invited members to the support group.

Budgets

Monthly-Meeting Venue costs 718US dollar

Project planning costs 1,818US dallar

Lecture primage 1,818US dallar

Advertising cost 1,818US dallar

How does this project advance the JCI Mission and Vision? JCI Promotion of Vision
We got together with the school,city hall,and the community and made a proposal of the support group system and announced that in the monthly meeting,inviting the staffs of the city hall.

JCI Promotion of the mission

We had a conference with the city hall staffs.We also conferenced with the ex-mayor and the prolocutor and got some advice and verified the practical activities and modified the direction and announced in the monthly meeting.



Award Category criteria**2 Membership Participation**

By number, how many members were involved in this program? **11 Members**

By percentage, how many members of the Local Organization were involved in this program? **87%**

Describe the main roles of the participating members in this program.
Project Leader: Committee Chairman
Field Leader: Vice Committee Chairman
Set-up Supervisor: Manager
Set-up Staff: Members Of The Committee



Award Category criteria

3

Community Impact

- How did the Local Organization measure community impact for this program?
- Marketing Research
Questionnaire Survey to 500 citizen in Toyota City
"Find the great things about Toyota City contest"
Questionnaire Survey to 300 junior high school students and hearing investigation to 3 principals.
About the support group
Hearing questionnaire survey to principals.
- Describe the actual community impact produced by this project.
- Recognizing the importance of having civic mind.
Made opportunity to think who will protect this greatness of Toyota City.
Building relationship assisting citizens to be tied to the community and the communities be connected to other communities.



Award Category criteria**4****Impact on Local Organization**

- How did the Local Organization benefit from running this project? Before the action was taken, we went to 25 elementary and junior high school and spoke to the principals and was able to get lots of valuable advises. Also it encouraged us more with the results of the questionnaire that a great deal of children likes where they live, but does not think living for a change their opinions thinking to moving to other places.
- How did the program advance the JCI Mission? We exchanged views with the people who are the top ranked administration and were able to create an active support group system and made a proposal to various quarters of the city hall. therefore, we think that it lead us to collaborating with the young members of the city hall and materialized to announce the system with them in the monthly meeting.
- How did the project advance the JCI Vision? We got together with the school, city hall, and the community and a proposal of the support group system and announced that in the monthly meeting, inviting the staffs of the city hall.



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

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

Although the children who live in Toyota City now leave Toyota City for other schools or job, we want to make a place where they want to come back. If the support group system become widely known by everyone, it is possible to think that people in the community bond together and make a good relationship and help each other in the community.

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

First of all, Toyota City citizen should have civic pride and we need to think about how we can make the support group work continuously. In order to do that, we need to share the advantages of the support group to each other.