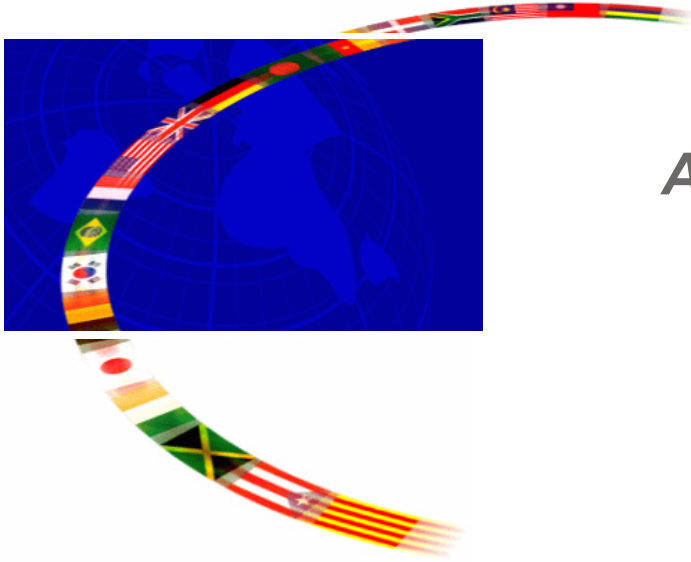




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
Global Design
JCI JAPAN
Best Local OMOIYARI Project



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

LOM Information

Local Organization:

President:

President Email: s-shirosaka@shoei-group.com

Basic Information

Duration : November 8,2015

Staff : 300member

Sponsors : OSAKA CONVENTION&TOURISM BUREAU, OMICHO MARKET
PROMOTION ASSOCIATION, YOKOYASUE SHOPPING STREET
PROM

Budget : 96000dollar

Profit / Loss : 0

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

Who is benefited ? : The young businesspersons who live in Osaka

Objective : To recognize a spirituality peculiar to a person from Osaka some other time, and to notice the possibility, and to increase people to challenge positively towards the world.

Overview : We send charm of Osaka to people visiting domestic and foreign JCI members, Kanazawa by business, the technique that oneself works on widely. We carry out the plan that can experience traditional culture and eating and drinking of Osaka and provide an opportunity to realize that global sensitivity is necessary by interchanging with overseas JCI member through a plan.

Results : The purpose mentioned above was able to be almost accomplished. As a result of being unexpected, it is that it was felt that there is the matter that we can appeal to for charm in Kanazawa and charm of Osaka globally as well as the country by fusing in what we held in a place of Kanazawa. The method to confirm a result depends on the questionnaire that we carried out after business for a person from branch. From answer to questionnaire contents, the person from branch realized the charm that own business had again and felt that there was it in the world at an opportunity of the business and came to think about how you appealed to the world for the charm that own business had seriously or inspected whether consciousness increased in approximately business.

Actions Taken : •Tie-up with JCI world meeting Kanazawa •Dispatch for the branch company •Dispatch to overseas JCI member •Tie-up with the Osaka sightseeing station •Holding in the Omicho market •Live enforcement of attraction "water capital leading" •Stage by the Yoshimoto entertainer •Illuminations event

Recommendations : •Most of people from branch understood a purpose and were able to feel the need of acting in a global viewpoint through business. •It is that there was the example which it was not possible for to getting objective sympathy without arresting you only as a part of the business activities in the person from branch for the part which was not able to be accomplished. •For a reason, it is fried that there was little time for a period to share a purpose of the business briefly for recruitment of people from branch. For a remedy, we perform the recruitment of people from branch early, and it is important to do not spare time to share a purpose for business.

Award Category criteria

1

Objectives, Planning, Finance and Execution

- What were the objectives of this program? To recognize a spirituality peculiar to a person from Osaka some other time, and to notice the possibility, and to increase people to challenge positively towards the world.
- How does this program align to the JCI Plan of Action? There is this business with an activity plan of JCI to act in the viewpoint that is international as JAYCEE at a point to be intended that we send each technique and experience in the relation with the people who had increasing people to challenge positively towards the world, different culture and sense of values mutually.
- Was the budget an effective guide for the financial management of the project? At preparations, a point called the placement of the staff of the equipment necessary for business as for the budget plan for financial management of the business is effective; was guided.
- How does this project advance the JCI Mission and Vision? For young businesspersons of Osaka about traditional culture and eating and drinking of Osaka, we provided an opportunity to publicize culture and eating and drinking of Osaka in the ground of Kanazawa where many domestic travelers and overseas travelers gathered. As a result, own company realized charm to have again and challenged it towards the world and was able to provide an opportunity to become the leading global network, and to grow up by oneself.



Award Category criteria**2****Cooperation for the Sake of World Peace**

How did this project extend the presence of peace
in your community?

How was cooperation used to promote peace?

Award Category criteria

3

Community Impact

What was the intended community impact?

For young businesspersons who you live in Osaka, and lives, realize the charm that traditional culture and eating and drinking of Osaka have again. Having many people know the charm that traditional culture and eating and drinking of Osaka have regardless of the country, a foreign territory. Increase people to send traditional culture and eating and drinking of Osaka by these towards the world, and to challenge positively.

Describe the actual community impact produced by this project.

For young businesspersons who you live in Osaka, and lives, realize the charm that traditional culture and eating and drinking of Osaka have again. Having many people know the charm that traditional culture and eating and drinking of Osaka have regardless of the country, a foreign territory. Increase people to send traditional culture and eating and drinking of Osaka by these towards the world, and to challenge positively.



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

How did the Local Organization benefit from running this project?

How did the program advance the JCI Mission?

For young businesspersons of Osaka about traditional culture and eating and drinking of Osaka, we provided an opportunity to publicize culture and eating and drinking of Osaka in the ground of Kanazawa where many domestic travelers and overseas travelers gathered. As a result, own company realized charm to have again and challenged it towards the world and was able to contribute development, an opportunity to grow up.



Award Category criteria

5

Long-term Impact of the Program

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

We can have you know traditional culture of Osaka, the eating and drinking more widely domestically globally. In addition, by the charm of traditional culture and eating and drinking of Osaka, we can realize young businesspersons of Osaka again. As a result, a domestic tourist and overseas tourists visiting Osaka increase, and traditional culture of Osaka, the economy about eating and drinking develop.

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

•Be concerned with the notice on TV and the radio of Kanazawa positively from Osaka JC
 •Make the guidance to a meeting place plain
 •Perform the recruitment of people from branch early
 •Make the guidance to the orientation site plain
 •Announce it after inspecting the possibility of the guest
 •Place the staff of the cleaning squad enough
 •Make classification of the garbage clear

