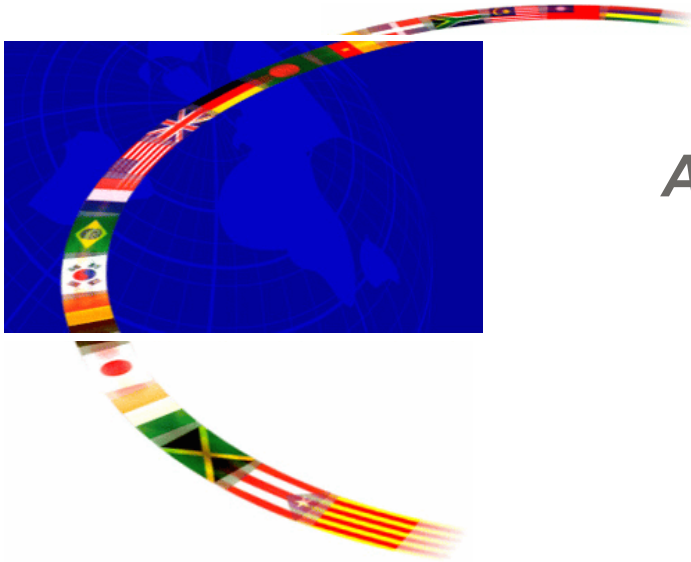




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
a new challenging for young residents of future
JCI JAPAN
Best Local Personal Skill Development 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: y.nakamura@nakamura-syouten.jp

Basic Information

Duration : 1 Oct 2014 – 31 Dec 2015

Staff : 18 members

268 residents of Sapporo

Sponsors : Sapporo City
The board of education of Sapporo
1 company

Budget : US\$9,090

Profit / Loss : 0

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

Who is benefited ? : 1.9million residents of Sapporo

Objective : 1. JCI Sapporo provides the opportunities to let the residents of Sapporo realize again the history and culture of Sapporo.

2. JCI Sapporo produces active citizens with holding positive concern to the community.

3. JCI Sapporo raises active citizens using the resources in Sapporo.

Overview : 1. JCI Sapporo conducted a survey to find out whether young active citizens have been raised or not in Sapporo.

According to the survey, it has turned out that 80.1% of residents have never joined stimulating Sapporo. Otherwise, 67.3% of residents have an intention of stimulating Sapporo.

As a result of the survey, it has turned out that many residents have an intention of stimulating Sapporo but have never joined it.

2. JCI Sapporo conducted a survey to find out the degree of satisfaction of the life as it is for university students living in Sapporo.

As a result of the survey, it has turned out that 70% of university students in Sapporo are satisfying their living.

It seemed that young residents of future were being lost their motivation to a new challenging since many of them were satisfying their present situations.

JCI Sapporo carried out an initiative to take back the motivation to a new challenging for young residents of future.

JCI Sapporo held "Mind Map Seminar" subject to university students so as to clear and enrich their thinking and ideas. "Mind Map" means to clear their thinking in writing the very concise words and being visible mutual relationships of the words.

The students participating in the seminar:

1. recognized the rich resources such as "Food" and "Life Style" in Sapporo and made a plan to add a new value to resources in Sapporo using the method of "Mind Map".

2. collected their study results using the method of "Mind Map" since they noticed the importance to study the history and culture of Sapporo.

3. studied the importance to become active citizens with holding positive concern to the community.

JCI Sapporo held the monthly meeting on August 2015.

The students participating in the meeting:

1. published their ideas about new products using the rich resources such as “Food” and “Life Style”.
2. published their study results about the history of Sapporo.

Residents of Sapporo realized again the history of Sapporo and confirmed the importance to hold the strong will.

After the meeting, the students participating in it:

1. worked in close cooperation with a company following development and production of foods to achieve to commercialize merchandise referring to the opinions of residents of Sapporo.

As a result, they succeeded to develop a new dressing using corns as resource of “Food”.

2. worked in close cooperation with a company following development of applications software of smartphones to achieve to commercialize merchandise.

They were considering whether it was possible to develop a new applications software to adapt the demand and supply between the farmers and the customers.

The students grew up to be active citizens with holding positive concern to the community thanks to “Mind Map Seminar” and the monthly meeting.

Results : JCI Sapporo was able to let the residents of Sapporo realize again the importance to hold the strong will by providing the opportunities to publish their study results about the history and the culture of Sapporo.

JCI Sapporo was able to let the residents of Sapporo become active citizens with holding positive concern to the community by discovering the history and the resources in Sapporo.

The students grew up to be active citizens. That is why they succeeded to develop and commercialize a new dressing using corns as resource of “Food” as a joint development between the students and a company.

JCI Sapporo was not able to implement the development of a new applications software to connect the farmers with the customers because of cost.

Actions Taken : March 2015

A plan was made to the residents of Sapporo to raise community concern by working in cooperation with them and a company.

May 2015

Participants were advertised for the program of stimulating Sapporo subject to the students living in Sapporo.

June 2015

A briefing session was held to develop advisers to counsel the students to let them think to stimulate Sapporo.

June 2015

The first meeting of fostering human path finders – “Mind Map seminar” was held and organized the teams of the students.

June 2015

The students participating in the seminar discussed about the history and resources in Sapporo to stimulate Sapporo.

July 2015

The second meeting of fostering human path finders – the students published their study results about the history and resources in Sapporo.

July 2015

The students participating in the seminar prepared to publish their study results and to make their proposals about new products using the rich resources.

June 2015

The students participating in the seminar presented their proposals to a company by discussing with the company one after another.

August 2015

The students participating in the seminar published their proposal for residents of Sapporo.

December 2015

A new dressing was on a commercial basis as a joint development between the students and the company.

Recommendations :

JCI Sapporo achieved the following objectives by working in close cooperation with the students, residents of Sapporo and the company.

1. Residents of Sapporo was able to realize again the importance of the history and culture of Sapporo. That is why participants up to 50 percent answered that it is needed to hold the strong will to carve out the future.
2. Residents of Sapporo became active citizens with holding positive concern to the community by studying the history and the resources in Sapporo. That is why almost all of the participants in the monthly meeting filled out a questionnaire that they wanted to use the products made by surrounding resources.
3. Provided the opportunity that the students grew up to be active citizens. That is why they made their proposals about new products using the resources in Sapporo and succeeded to commercialize one.

Unachievable contents are as follows:

1. It did not realize to commercialize a new applications software to connect the farmers with the customers in spite of much approval from many residents.
2. That is why it was needed abundant funds and professional skills to commercialize. To realize it, it is needed to build a system to overcome them.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

- 1.JCI Sapporo provides the opportunities to let the residents of Sapporo realize again the history and culture of Sapporo.
- 2.JCI Sapporo produces active citizens with holding positive concern to the community.
- 3.JCI Sapporo raises active citizens using the resources in Sapporo.

How does this program align to the JCI Plan of Action?

1. Influence: JCI Sapporo held the program about stimulating Sapporo using the resources in Sapporo. It influenced the residents of Sapporo to become active citizens with holding positive concern to the community.
2. Motivation: JCI Sapporo motivated the residents of Sapporo to stimulate Sapporo using the resources in Sapporo.
3. Investment: JCI Sapporo played a role as prior investment and raised active citizens so as to stimulate Sapporo of future by working in cooperation with young residents of future.
4. Cooperation: JCI Sapporo cooperated with the students and the company to realize stimulating Sapporo based on wealthy ideas.
5. Connection: JCI Sapporo was able to build a relationship with each local residents together as the residents became active citizens with holding positive concern to the community.

Was the budget an effective guide for the financial management of the project?

JCI Sapporo committed the following budgetary efforts to maximize the financial effectiveness.

JCI Sapporo advertised the project on homepage and Facebook.

JCI Sapporo put up the posters at 18 schools in Sapporo.

Budget total in 2015

Hall set up cost JPY67,196

Advertisement printing cost JPY142,279

How does this project advance the JCI Mission and Vision?

JCI Sapporo provides the opportunities to let the students of future study the history, education and spirit of Sapporo.

JCI Sapporo let the residents know that young residents of future rediscovered the hidden treasures in Sapporo through the network between the company and the residents of Sapporo.



2 Award Category criteria

Membership Participation

By number, how many members were involved in this program? 18 members

By percentage, how many members of the Local Organization were involved in this program? 60%

Describe the main roles of the participating members in this program. 11 students
6 advisers for helping the students to commercialize their ideas.

18 members to set up the hall

1 Professor



Award Category criteria

3

Skills Developed

What skills were developed in this program? To realized again the history and the culture of Sapporo and confirmed the importance to hold the strong will to stimulate Sapporo.

Ability to stimulate Sapporo using rich resources in Sapporo.

How were these skills developed? Describe the methods and activities used. The students were able to realize that Sapporo has been developed thanks to their predecessors having strong will, by publishing their study results about the history and the culture of Sapporo.

The students learned the ability to stimulate Sapporo using rich resources in Sapporo, by publishing their proposal about the products which were made with the company and the residents.



Award Category criteria

4

Impact on Participants

What was the intended impact on the participants? The participants realize again the history and the culture of Sapporo and confirm the importance to hold the strong will to stimulate Sapporo.

The participants become active citizens with holding positive concern to the community.

The participants become active citizens to stimulate Sapporo using the resources in Sapporo.

Describe the actual impact on the participants. The residents of Sapporo became active citizens with holding positive concern to the community.

The students of future grew up to be active citizens to stimulate Sapporo, by realizing again the resources in Sapporo and

commercializing their ideas using them.



the contents of a business operation



the contents of a business operation



the contents of a business operation



the contents of a business operation

Award Category criteria

5

Long-term Impact of the Program

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

As embodying the resident's ideas, it is possible to create active citizens who is able to propose any ideas using the resources in Sapporo.

As residents of Sapporo hold positive concern to the community, they become to be more active for community development.

As residents of Sapporo hold positive concern and become to be more active for community development, they can involve each local residents and build a relationship with them.

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

It is needed to build the system that the residents joint the project to produce contributory people for community development.

That is why the local region can be growth by producing young active citizens having great dreams.

