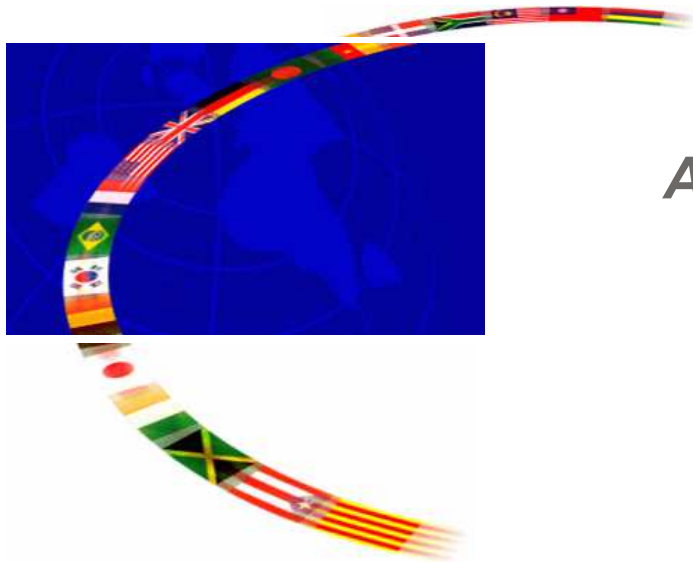




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
The Sapporo Vision for 2030
JCI Japan
Best Local Community Empowerment Program



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: y.nakamura@nakamura-syouten.jp

Basic Information

Duration : October 1, 2014 – December 31, 2015

Staff : 19 members

Sponsors : Sapporo City and universities located in Sapporo

Budget : 965,499 yen * Calcul

Profit / Loss : 0

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

Who is benefited?: About 1.95 million citizens in Sapporo

Objective : JCI Sapporo develops a region prepared for future super-aging
Sapporo educates citizens to have them actively engage in Community
Development.

Overview : JCI Sapporo established the “Sapporo Vision” for an ideal Sapporo in
order to build a city capable of addressing population decrease, decrease
in labor force and regional potential and fiscal deterioration, all of which
will likely occur in the future of Sapporo where the number of super-aged
people increase

.The “Sapporo Vision”is:

a road map for an ideal Sapporo towards 2030; and a concrete image of
a livable city where citizens feel they live in an affluent

Sapporo advocated CCRC for Sapporo as a means of realizing the
“Sapporo Vision”.

CCRC is a community where elderly people can move in while they are
still healthy and can spend their time for life.

This system adopted in Japan is for elderly people who live in urban
areas and plays a role in regional revitalization by prompting people to
move to non-urban

for Sapporo adapts Sapporo’s environment to CCRC.C

CRC for Sapporo has a function to actively engage in development of the
region by

:promoting creation of communities centering on residents; and
working together with other communities in the region.

This will not make the region a closed place only for elderly people, but
can build a system for developing the region by multigenerational
Sapporo publicized the “Sapporo Vision” in a regular meeting held for
citizens.

In the meeting, a seminar was held for understanding the role of CCRC
and a panel discussion was

Akimoto, the mayor of Sapporo, announced the effectiveness and
potentiality of the “Sapporo Vision”.

Business entities and university professors supporting welfare and
women’s participation in society pointed out issues that Sapporo face
based on their expertise in their field, and exchanged opinions for the
achievement of the “Sapporo Vision”.

After the regular meeting, JCI Sapporo distributed a total of 670 “Sapporo
Vision” booklets to related people and associations, such as citizens,
administrative organizations and universities, with whom cooperation will
be necessary to achieve the philosophy of the Sapporo Vision.

JCI Sapporo conducted an opinion hearing on the “Sapporo Vision” for
related people and associations.

Results : JCI Sapporo provided an opportunity for citizens to reconfirm the value of
Community Development.

By holding the regular meeting, JCI Sapporo increased its awareness of
social issues Sapporo will face in the future and deeply recognized the
need to address it. It also made the citizens

Sapporo distributed “Sapporo Vision” booklets and received responses
from related people and associations, such as citizens, administrative
organizations, universities and care facilities, stating that they will
voluntarily address the issues faced. The citizens thus became

Nanao in Ishikawa prefecture has conducted a hearing investigation for
JCI Sapporo on the idea and realization process of CCRC for Sapporo.

JCI Sapporo received a report to the effect that JCI Nanao was
influenced by the “Sapporo Vision” and that it went into action for

realization of CCRC for Nanao. The “Sapporo Vision” publicized by JCI Sapporo also influenced areas outside Sapporo.

Actions Taken : October 1, 2014

Started investigation and research for establishment of the “Sapporo Vision”

April and May, 2015

Conducted two previous surveys of citizens in order to find out concerns they have about the future of Sapporo

July 22, 2015 Lecturer meeting

August 5, 2015 Lecturer meeting

August 7, 2015 Panelist meeting

August 27, 2015 Meeting held for exchanging opinions with related people and associations

September 7, 2015 Panelist meeting

September 17, 2015 Panelist meeting

September 24, 2015 Panelist meeting

September 28, 2015 Panelist meeting

September 29, 2015 Panelist meeting

October 1, 2015 Panelist meeting

October 7, 2015 Regular meeting held with 211 citizen

participants Explanation of the “Sapporo Vision” was given Panel discussion by experts was held

October 23, 2015

Posted the Sapporo Vision on the JCI Sapporo website.

October 24, 2015

Started distribution of “Sapporo Vision” booklets

October 27, 2015

Opinion hearing on the “Sapporo Vision” for related people and associations

Recommendations : JCI Sapporo achieved the objectives as

Sapporo provided 211 citizens with an opportunity to learn about Community Development. The survey results showed that 91% of them “understood” the idea of the “Sapporo Vision”.

JCI Sapporo distributed “Sapporo Vision” booklets to related people and associations. In response, they presented specific measures and supplementary opinions for realization of the Sapporo Vision in their respective capacities and expand mutual impact in the future regional development

The following objectives could not be

Sapporo could not present clearly the possibility of realizing CCRC for Sapporo, because in the questionnaire filled out at the regular meeting, only a small number of participants answered yes to the question of “Do you feel you want to live in CCRC for Sapporo in the future?”

One way to improve this is to build a realistic and concrete plan by sharing awareness through, for example, establishment of a committee by respective administrative organizations, business entities, universities, groups supporting women, etc. JCI Sapporo will need to play a leading role in the sharing of awareness among respective organizations on a continuing basis.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? JCI Sapporo develops a region prepared for future super-aging society. JCI Sapporo educates citizens to have them actively engage in Community Development.

How does this program align to the JCI Plan of Action? By advocating the “Sapporo Vision”, JCI Sapporo makes issues Sapporo will face in the near future realistic and continues to impact future regional development. By distributing “Sapporo Vision” booklets to citizens and related associations, JCI Sapporo unites partners having the same objectives to expand mutual impact.

Was the budget an effective guide for the financial management of the project? JCI Sapporo has done the following to publicize this project more effectively. JCI Sapporo posted an announcement of the project to citizens on its website and facebook page. JCI Sapporo used a conference room at Sapporo center for gender equality, which provides support for re-employment of women, contributing to the achievement of this project and holding down cost. FY 2014 Cost for site management 261,360 yen FY 2015 Cost for site management 40,300 yen

How does this project advance the JCI Mission and Vision? Mission JCI Sapporo communicates the “Sapporo Vision” widely to Sapporo citizens to change their way of thinking. Vision JCI Sapporo builds a network by penetrating the philosophy of the “Sapporo Vision” into associations and organizations with different objectives and sharing awareness with them.



Regular meeting Preparation



Regular meeting Appearance



Presentation Video



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **19 members**

By percentage, how many members of the Local Organization were involved in this program? **62%**

Describe the main roles of the participating members in this program.
Planning (5 members)
Meeting with lecturers (2 members)
Meeting with panelists (2 members) Meeting for exchanging opinions with associations (6 members)
Site management (19 members)
)Distribution of “Sapporo Vision” booklets (19 members)



Award Category criteria

3

Community Impact

How did the Local Organization measure community impact for this program? JCI Sapporo carried out a questionnaire survey targeting Sapporo heard the opinions of associations and organizations about the “Sapporo Vision” and implementation of CCRC for Sapporo to realize the vision.

Describe the actual community impact produced by this project. Citizens recognized that issues arising from super-aging society will undoubtedly Sapporo played a leading role in building a network among administrative organizations, universities, care facilities, etc., to resolve issues arising from super-aging society.



Regular meeting Appearance



Regular meeting Appearance



Newspaper article



Award Category criteria

4

Impact on Local Organization

- How did the Local Organization benefit from running this project? JCI Sapporo expanded its network of administrative organizations, universities and business entities supporting welfare and women's participation in society.
The members of JCI Sapporo came together to lead the community in resolving regional issues.
- How did the program advance the JCI Mission? The members of JCI Sapporo take an active interest in the issue of super-aging society. They have positively changed themselves by taking actions for realization of the "Sapporo Vision".
- How did the project advance the JCI Vision? The members of JCI Sapporo built a network by sharing awareness with associations and organizations with different objectives.



Award Category criteria

5

Long-term Impact of the Program

What is the expected long-term impact of this project?
 By distributing “Sapporo Vision” booklets to citizens and related associations, JCI Sapporo continues to unite partners having the same objectives to further expand mutual impact.
 By advocating CCRC for Sapporo and sharing the idea with citizens, JCI Sapporo citizens are motivated toward positive change T
 his project expands the network of active citizens who consider regional issues as their own.

What changes would you make to improve the results of this project?
 JCI Sapporo will communicate the “Sapporo Vision” to more citizens.
 By communicating the “Sapporo Vision” to education-related institutions and associations, JCI Sapporo will instill a sense of ownership in the mind of bearers of Sapporo’s future for resolving likely issues.

