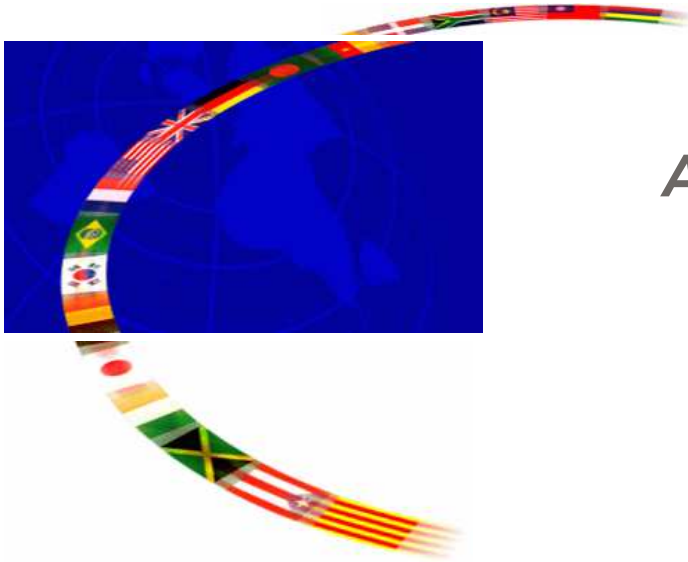




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Jci Congress In Quebec, Canada  
NIIGATA SUPER CONFERENCE  
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](mailto:japan@jci.cc)

### LOM Information

Local Organization:

President:

President Email: [gian.furukawa@gmail.com](mailto:gian.furukawa@gmail.com)

### Basic Information

- Duration : May 14, 2016  
 Staff : 185 member  
 Sponsors : Niigata University, University-Community Relations Igarashi Projects,  
 Niigata Ijyu Corporation., Sel  
 Budget : 310 hundreded dollar  
 Profit / Loss : 0 dollar  
 In which UN SDG best fit (if apply) : ?  
 Who is benefited ? : People in the activity area around Niigata city  
 Objective : **To create the strong relationship between the participants, who live in the activity area around Niigata city, and Niigata JC members, to form a large community possibly changing the future in Niigata through the actions toward a bright and rich future in Niigata.**  
**To promote JCI Mission and VISION well for all the participants in this program in order to know Niigata JC and its activities better and feel closer to us with sympathy.**  
 Overview :  
 • Opening ceremony with video works, sounds, illumination.  
 • 3 types of seminars and talk sessions;  
 1.Of parents' responsibilities and rules.  
 2.Of disaster prevention and rescue operation for revitalization of Niigata city.  
 3.Of the global positions of Japan and Niigata.  
 • Closing ceremony with;  
 1.Music and talk session by a popular music band loving Niigata, "Negicco".  
 2.Video production for looking back the construction of this program.  
 3.Pictures and video on that day of the participants enjoying this program  
 • Talk session among students in Niigata university, other students and Niigata JC members.  
 • Opened play ground for kids.  
 • Self-Produced Film Screening of "Zutto Issho(We will be with you forever)."  
 • Exhibition stand;  
 1.Introduction of Niigata JC' s activities.  
 2.Secondary booth explaining each seminar above more precisely.  
 • Rescue operation for major earthquake in Kumamoto in 2016;  
 1.Pictures of rescue operation by JCI members in Kumamoto, Japan.  
 2.Fund raising activities.  
 Results : **Wide varieties of video works, sounds, illumination made the opening ceremony more sophisticated.**  
**100% of the participants could understand the significance of parents' responsibilities and rules in the seminars 1 above.**  
More than 93% of the participants could understand the significance of disaster prevention and rescue operation for revitalization of Niigata city.  
More than 88% of the participants could understand a multi-polarizing global society and the global positions of Japan and Niigata.  
**Closing ceremony above with the music and talk session by a popular music band loving Niigata, "Negicco", video production for looking back the construction of this program, pictures and video on that day of the participants enjoying this program could create the strong relationship between the participants and niigata JC members. Talk session among students in Niigata university, other students and Niigata JC members could explore the possibility of regional development in Niigata, and also to promote the activities of Niigata JC more.**  
**Opened play ground for kids above provided the opportunities to use the digital contents made by local student entrepreneurs.**  
 Self-produced film screening of "Zutto Issho(We will be with you forever)." above provided the opportunities to success for local young movie directors and those to think of strong relationship among a family for the participants and viewers.  
 By the exhibition stand showing the introduction of Niigata JC' s activities or additional explanation of each seminar above, the **participants could**

**know Niigata JC and its activities better and feel closer to us with sympathy.** In the rescue operation for major earthquake in Kumamoto in 2016, by the pictures of rescue operation by JCI members in Kumamoto, Japan and their fund raising activities, the participants could know Niigata JC and its activities better with sympathy.

The utilization of SNS such as Facebook, and Twitter could helped Niigata JC and this program to be widely known, in which a large number of citizens and participants asked us for the activities opened outside after this program.

Such requests were found widely in the questionnaires, Facebook, and Twitter.

Actions Taken : January to February, 2016 Visiting the coordinators in Niigata university and meeting.

January to April, 2016 Visiting the cooperative bodies outside and meeting.

January to April, 2016 Imaging and Visiting the lecturers and meeting.

January to April, 2016 public relations using several media including TV, radio and SNS etc.

14 May, 2016 Holding

June, 2016 Report

Recommendations : The goal was almost achieved.

This program could create the strong relationship between the participants and Niigata JC members to explore the possibility of regional development in Niigata.

The participants could have fun in the event and they could know Niigata JC and its activities better and feel closer to us with sympathy. Reflection point; We needed more participants.

In future, the public relations should be improved to be broadcasted of the event more effectively toward the people around Niigata.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

<p>What were the objectives of this program?</p>	<p>The purpose is that the citizens in Niigata city and Niigata JC members learn together and spent a whole day with friendship on the campus of the most traditional university in Niigata, Niigata university, <b>to form a large community possibly changing the future in Niigata through the actions toward “Super” bright and rich future in Niigata.</b></p>
<p>How does this program align to the JCI Plan of Action?</p>	<p>The citizens in Niigata could have positive mind in the wide varieties of seminars and functions. The subject matter was <b>to “fantasize” the super bright and rich future in Niigata</b>, which could have long-time and positive effects on the participants and Niigata JC members. On this program, a large number of cooperative bodies including Niigata university, and we, Niigata JC, could cooperate with a good relationship each other. •The seminar by a foreign lecturer improved our understanding of international society, which helped our Niigata, a local area in the world, to be connected with global society.</p>
<p>Was the budget an effective guide for the financial management of the project?</p>	<p>Venue costs 13,290USD Lecture’s fee 4,320USD Documents manufacturing costs 900USD Public relation costs 1,085USD Petty expenses 1,263USD Reserve fund 640USD The program progressed within an original budgeted. We spent more for video works, sounds, illumination to make the seminar rooms more attractive, while we used the existing facilities such as lecture rooms in Niigata university. And also we supply some satellite rooms opened for the families with children to see the seminars easily.</p>
<p>How does this project advance the JCI Mission and Vision?</p>	<p>JCI MISSION: This program could create the strong relationship between the participants and Niigata JC members to explore the possibility of regional development in Niigata. As the participants could have fun in the event and they could know Niigata JC and its activities better and feel closer to us with sympathy, <b>JCI Mission could be promoted well.</b> JCI VISION: This program could create the strong relationship between the participants and Niigata JC members to explore the possibility of regional development in Niigata, which could have long-time and positive effects on the participants and Niigata JC members.</p>

On this program, a large number of cooperative bodies including Niigata university, and we, Niigata JC, could cooperate with a good relationship each other, **which could accelerate to form a large community possibly changing the future in Niigata through the actions toward a bright and rich future in Niigata.**



## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? 17 members

By percentage, how many members of the Local Organization were involved in this program? 79

Describe the main roles of the participating members in this program. All staff members systematically played a many roles, respectively, such as public relations, direction, acceptance, seminar, cooperation. And they could adequately responded to the sudden troubles in that day **because they preferentially tried to cooperate with other members or working groups under the good relationship.** As a result, all members could do their best in each group in such a large-scaled program.



## Award Category criteria

## 3

## Community Impact

How did the Local Organization measure community impact for this program?

By the utilization of the questionnaires in each seminar and in the whole program, and SNS media such as Facebook, and Twitter including the comments form outside.

Describe the actual community impact produced by this project.

This program could create the strong relationship between the participants and Niigata JC members to explore the possibility of regional development in Niigata.

Thus, JCI Mission could be **promoted well as the participants could have fun in the event and they could know Niigata JC and its activities better and feel closer to us with sympathy.** On the other hand, a large number of cooperative bodies including Niigata university, and we, Niigata JC, could cooperate with a good relationship each other on this program, which could accelerate and have long-time and positive effects on the participants and Niigata JC members, to form a large community possibly changing the future in Niigata through the actions toward a bright and rich future in Niigata.



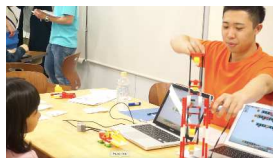


## Award Category criteria

## 4

## Impact on Local Organization

- How did the Local Organization benefit from running this project? There is no monetary profit at all. But Social big impact of this new type program by our Niigata JC and **smiles of all participants** are the very best products of this Project!
- How did the program advance the JCI Mission? JCI MISSION: This program could create the strong relationship between the participants and Niigata JC members to explore the possibility of regional development in Niigata. Thus, JCI Mission could be promoted well as the participants could have fun in the event and they could know Niigata JC and its activities better and feel closer to us with sympathy.
- How did the project advance the JCI Vision? A large number of cooperative bodies including the citizens in Niigata, Niigata university, several corporations and we, Niigata JC, could cooperate with a good relationship each other on this program, which could accelerate and have long-time and positive effects on the participants and Niigata JC members, to form a large community possibly changing the future in Niigata through the actions toward a bright and rich future in Niigata.



## Award Category criteria

## 5

## Long-term Impact of the Program

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

This program could create the strong relationship between the participants and Niigata JC members to explore the possibility of regional development in Niigata.

A large number of cooperative bodies including the citizens in Niigata, Niigata university, several corporations and we, Niigata JC, could **cooperate with a good relationship each other on this program**, which could accelerate to form a large community possibly changing the future in Niigata through the actions toward a bright and rich future in Niigata.

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

Reflection point; We needed more participants. In future, the public relations should be improved to be broadcasted of the event more effectively toward the people around Niigata.

