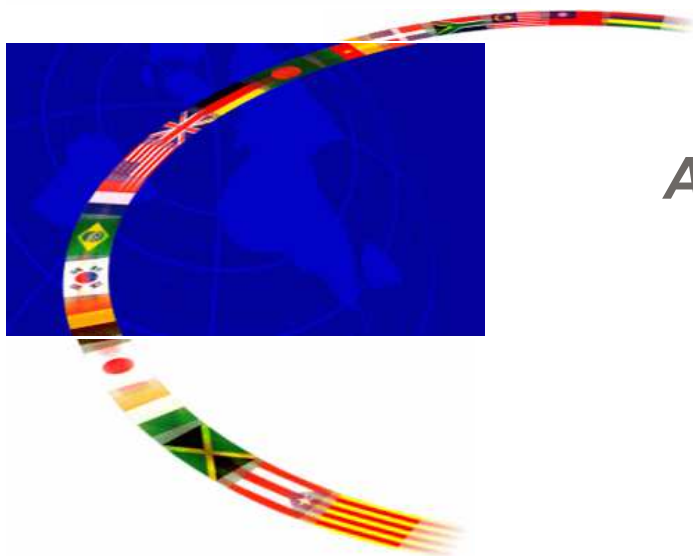




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
For the better future of TOYOTA; Tell our children
about the history of the city
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: a.matsumoto@m-sangyo.com

Basic Information

- Duration : October 17,2015
 Staff : 121 Member
 Sponsors : TOYOTA CITY(Local administration),Comedian,The announcer of CBC
 (Local TV station)
 Budget : Eight hundred sevent
 Profit / Loss : 0
 In which UN SDG best
 fit (if apply) : ?
 Who is benefited ? : Citizens of TOYOTA CITY(elementaary school students and their
 parents)
 Objective : AS a project for elementary-school students and parents,Creating
 positive change to particpants including the members of JCI TOYOTA
 order to love our hometown.
 Overview : We sent to the participants about the history and pride of TOYOTA
 CITY,Screening the video of past and now about TOYOTA CITY. A play
 whose there is based upon the ghistory of TOYOTA CITY. Learn the
 history of TOYOTA CITY in the picture book.
 Understandthe local speciality in TOYOTA CITY.
 Results : We veried by survey which we took after the project from the
 participants.
 Qcloud you taik to your children or friends in school
 about the history and pride of TOYOTA CITY now ?
 A, YES→85%
 of the participants.
 Q,Do you lov e the TOYOTA CITY now more
 than ever ?
 A, YES→80% of the participants.
 Actions Taken : JUNE,2016 ON-site inspection asking for support to various organization

 July,2016 hold A meeting with the project lecturer

 AUGUST, 2016 hold A meeting the japanese sweets company.
 Recommendations : Results
 Morethan 80% of the participants became more interested
 in TOYTOTA CITY after the project. We built A method of telling the
 history of TOYOTA CITY from parent to child.
 issue
 During
 the play,children behaved well and had fun watching,but could not stay in
 there seats when the time of reading A picture book begun.

 Solution
 We should have separated the time of a play and
 reading A picture book for parents and children,so that children do not get
 tired.

Award Category criteria

1

Objectives, Planning, Finance and Execution

- What were the objectives of this program? Even while becoming the world leading company of the automobile industry, a plenty of nature environment still remains in the TOYOTA CITY. To understand keep on telling the history and pride of this TOYOTA CITY to the next generation has major impact on creating bright and affluent town for the future.
- How does this program align to the JCI Plan of Action? CONNECT Parents and child communicate well through the conversion of history and the pride of TOYOTA CITY. Enjoy throughout the project. Composed by 4 programs, Verifying the survey.
- Was the budget an effective guide for the financial management of the project? No payment except for the budget. Breakdown Costs of venue and set up 166,260yen Setting up both inside and outside of the venue in case of rain. Costs of planning and direction 216,344yen Telling the local specialty by making and eating sweets. Costs of lecturer 348,000yen Getting the professional to read a picture book were told more clearly to the participants. Costs of making document 58,050yen Costs total 788,654yen.
- How does this project advance the JCI Mission and Vision? JCI MISSION Young man like us tells the history, tradition, and culture to the next generation which was passed down from the senior citizens of TOYOTA CITY. Also, creating a system to continue to tell actively by using this picture book. JCI VISION The participants became a talented person who tells the history, tradition, culture, considering the senior citizen thoughts.



Award Category criteria

2

Membership Participation

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

By percentage, how many members of the Local Organization were involved in this program? 75%

Describe the main roles of the participating members in this program. Staff of arranging venue 12People Staff of managing venue 12People MC(the master of ceremonies) 1Person Receptionist 1Person A play 4People Announcer 2People



Award Category criteria**3****Community Impact**

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

The Project created the citizens love their living city by learning history and pride of TOYOTA CITY. Then, We were able to provide opportunity to learn about the history of TOYOTA CITY by distributing our picture book to Elementaly school, Community center, and library.

Describe the actual community impact produced by this project.

We developed a method of telling the history of TOYOTA CITY effectively. → From now on, It can be utilized in the field of education. There is a topic that can be shared with parent and children by participating together. → Establish the communication opportunity between parent and child.



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

- How did the Local Organization benefit from running this project? By using media. We spread our JCI activities widely. By making the picture book and circulating it in the field of education, We can expect the diversion which is a new method of telling children for the next future project of JCI TOYOTA
- How did the program advance the JCI Mission? For TOYOTA CITY's permanent development and prosperity, we promoted the importance of understanding the past and pass it down to the next generation.
- How did the project advance the JCI Vision? We promoted by using our picture book to tell the of this project actively and continuously.



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

What is the expected long-term impact of this project?	Building children personality of loving their hometown,who had no knowledge about the history and pride of TOYOTA CITY.
What changes would you make to improve the results of this project?	The children get bored when they have to listen to for a long time in the project.→Need additional program that children use their body. The effort of gathering participants can make this project well-known to the citizens of TOYOTA CITY.