

### Basic Information

#### Duration

Description : From \_\_\_\_\_ to \_\_\_\_\_

Public Relations period : From July 12, 2016 to August 31, 2016  
Project duration: September 1, 2016 to October 31, 2016  
Changes: December 1, 2016

#### Staff

Description: Numbers of JCI member participants

Example: Nos. of participants OO member

Committee Members of JCI Yokohama – 20 members

#### Sponsors

Description: This item is applicable when your sponsors are Non-JCI member

Example: OO city Volunteers

##### Private Companies

- Sakata Seed Corporation (Sponsorship for the flowers)
- Soba Restaurant Suzuichi (Sponsorship for the water)

##### Volunteer

- Citizens in Yokohama City
- Collage Students in Yokohama City

##### Local Government Unit

- City Government of Yokohama

##### Community Based Organizations

- City of Yokohama West Entrance Development and Promotion Council

#### Budget

Description: Presented in U.S. dollars

Example: 10,000.00 Japanese yen should be presented as one hundred U.S. dollars

USD 0.00 for the flowers and water since all expenses are charged to the CSR account.

USD 5,150.00 for the public relations activities to recruit project participants.

#### Profit/Loss

Description: If other than soliciting funds, state zero (0)

0

In which UN MDG best fit (if apply)?

UN MDGs applicable item (if, any)

Description:

No

Who is benefited?

Description: Residents in the project area. \_\_\_\_\_

Residents in the area.

Citizens of Yokohama city and visitors who use the Yokohama Station West Entrance

Objective

Description: (example#1) The participants and members are encouraged to change their mindset and seek constructive and positive outcomes through the program designed for children.

[SOCIAL DEVELOPMENT]

This is a community problem-solving program which enable to solve social problems through CSR efforts. To address littering at Yokohama station vicinity area, citizens are encouraged to get involved with the CSR efforts. The community beautification program requires clean-up, planting and maintaining of flowerbeds in the said area.

[INDIVIDUAL DEVELOPMENT]

To raise the collective awareness of the community to achieve clean public space and maintain thereof.

[GOAL]

- At the end of the program, we shall propose our city government a certain implementing policies.
- To ensure a smooth transition and transformation of the program into the government based program so that the budget needed to sustain the program will be allocated.
- JCI shall form a basic program ideas, collaborate with the CSR, encourage residents to get involved with the program and conduct a program evaluation. The city government will be implementing a policy.

[PUBLIC RELATIONS]

1. We coordinated with the media agencies to recruit CSR participants. The catchphrase is "like us JCI Yokohama on Facebook, then your "like" cause a one stem of flower". Our Facebook page also indirectly plays an important role in our community based activities.
2. We asked cooperation from the influential YouTubers to deliver the information on unsightly environment and urge his/her viewers to join the beautification program.

[AREA OF CONCERN]

- Yokohama Station is world's 5th busiest station.
- Around 2,200,000 people per day.
- Our city government spend 3 million yearly to deal with litter.

Overview

Description: Should be coinciding with the results.

Littering in station vicinities have been a known issue among the local organizations and they have urged our city government to address littering problems. The city government acknowledged the littering problem but, unfortunately 5 years have passed because they could not find any solution. Knowing such nail biting situation, JCI Yokohama decided to take actions. First, JCI forms open innovation program ideas which enable us to solve social problems through CSR efforts and got cooperation from the private companies, communities and the city government. Then, we undertook the social and individual development.

To enumerate:

1. Propose a seedling company our litter problem-solving program and get consensus on the matter. Then both parties have reached an agreement that the company shall supply flowers for the program.
2. Propose a soba restaurant located in front of the station our litter problem-solving program and get consensus on the matter. Then both parties have reached an agreement that the restaurant shall supply water for the program.
3. Open our Facebook page to deliver the information about our litter problem-solving program, as well as let all our neighbors know that we are having unsightly community environment.
4. Make a good use of media as an effective communication tool.
5. Conduct a clean-up drive. Procure flowers, water and participants.
6. To establish self-sustained society. For this purpose, the city government must succeed our vision and take responsibility to sustain thereof.
7. The city government recognize the problems, then take actions to change the community.

Two month after the launching of our information drive, 10 media agencies showed their interest in our program and our objectives were disseminated more efficiently, resulting more people to join in our effort. Furthermore, in 2-month period, we got 4000 Facebook like in our page. It tells us that we need a community-based approach to address littering. Then it took another 2 months for the implementation of actual clean-up and beautification activities, planting flowers for our community and eliminating litter. JCI Yokohama developed basic program ideas which apply open innovation principles to change the

community. Our approach to CSR was to incorporate the CSR strategy directly into the community based activities.

## Result

Description:      Keep the sentences short, bulleted paragraph format  
                          State the level of achievement against the original goal  
                          State the unexpected consequence of the result obtained in the immediately preceding paragraph  
                          State the confirmation method of the result obtained in the immediately preceding paragraph

1. We proposed a seedling company our litter problem-solving program and the company agreed to sponsor the flowers. The flowers worth ¥1,500,000.00
2. We proposed a soba restaurant located in front of the station and the restaurant agreed to sponsor water for 2 month, 60 liters of water daily.
3. Opened a Facebook page to recruit program participants as well as let all our neighbors know that we are having unsightly community environment. In 2-month time, we got 4000 Facebook like.
4. We effectively availed ourselves of the service of 10 media agencies such as websites, newspapers, magazines, radio and TV stations and YouTubers.
5. Last September 1, 2016, we conducted an experimental trial (operation clean-up) in the presence of our sponsor companies. All flowers and water were prepared by the above-mentioned sponsor company. The purpose of this experimental trial was to test whether people's mindsets can be changed if their community recognizes and appreciates the value of beautification and then actually implements it.

The result was successful, resulted in a 90 percent reduction in littering. Also, many people volunteered to water the flowers every day.

After the end of the trial, we talked with our city government and explained them that this activity will become a sustainable project if they allocate a budget.

6. Last March 2017, our city government issued a statement that ¥60,000,000.00 budget to be released. At the same time, they renovated the existing facilities, build a spacious smoking lounge, put-up flower beds and illuminating streets with trees that glow at night. Such improvements changed unsightly environment to nice environment.

## Mass media

Local TV ad - 30 seconds' slots, radio ad (18 slots per day), promotional activities with Japanese YouTuber, newspapers, magazines, websites – total of 10 agencies

#### Program impact on litter reduction

- Cigarette butt - before 2,500 sticks/day ⇒ now 500 sticks/day
- Can, bottle, pet bottle - before 100 pcs. /day ⇒ now 10 pcs./day

#### Action taken

##### Description:

###### [Study]

We asked our city government and some companies about environment issues. All of them answered that littering is a community problem which they want to solve.

###### [Idea]

To change the unsightly surrounding of the station site, there is a need to beautify the area with flowers. Based on this idea, we came up with the program which collaborate with the CSR activities.

###### [Action]

JCI Yokohama shall not act alone. We introduce open innovation principles which enable us to solve social problems through CSR efforts and got cooperation from them. We tie-up with the CSR efforts to implement clean-up program. Moreover, massive information campaign helped encourage residents to participate the project and continue to maintain litter-free environment.

###### Breakdown of Resources

Flower: 40 planters, Water: 60L /day, Participants:4000 people

Mass media: 10 different agencies

###### [Promotion]

Since various mass media cover the litter problems and enlightened the issues, people living in the community were urged to think about it and do something to solve the problem. To boost our information drive and let people know more about this program, we prepared 2 videos, that are JCI Yokohama promotional video and YouTuber collaborated video to sending out our messages.

Sending public messages is very critical when you want someone to be involved with the program. We availed ourselves of the influence of YouTuber to deliver message to the people from 20 to 30 years old. on the other hand, we use the service of daily radio and newspaper ad for the people aged 40 to 60 years old.

Our Facebook page is a good tool to send public message. Program catchphrase is "like us JCI Yokohama on Facebook, then your "like" cause a one stem of flower"  
As a result, we got 4000 Facebook like.

### Student participation

It was observed that many students have joined our program. These students took over our spirits and did not stop their voices to be heard even after the end of the program.

### Using Facebook

Since your friends can see what you wrote in your wall, they can share your post on their friend's wall if wish to do so. Facebook helps delivery of messages.

### Recommendations

If the objective were achieved? Which area?

Failed to achieve some desired object?

What is the reason of failure? Any improvement plan?

Simple and easy mechanism was a key to get mutual understandings and interest. In the past, far too many people think nothing about littering but now, people are hesitated to litter because the site is nice and litter-free environment. People have learned to practice for proper disposal.

#### [Fulfillment]

1. One way to mitigate littering problem at Yokohama station vicinity area. We successfully beautify the said site.
2. Typical litters are realized that their bad habit is a cause of litter problem.
3. CSR activities positively contributed for solving litter problems both the community and the local government should have been addressed.
4. We evaluated 2-month long experimental trial. Upon knowing the result, City Government expressed their willingness to allocate ¥60,000,000.00 budget.

#### [Unfulfilled areas]

1. We failed to eliminate littering in the Yokohama station vicinity area.
2. Facebook like count did not reach 5000 as planned.
3. We should have recruited more volunteer caretakers so that more people would get interested in environmental issues.

Objectives, Planning, Finance and Execution

What were the objectives of this program?

❖ Maximum of 200 words.

1. Solve community problems with the help of CSR efforts, generate positive result without government support.
2. Using media to send public messages.
3. Recruit as many participants as possible.
4. Conducted a 2-months long experimental trial to verify the effectiveness of community flower beautification program.
5. JCI Yokohama shall develop a policy that will promote to improve community environments and implement the same. Furthermore, the evaluation result of our experimental trial to be submitted to the city government for them to transform the program into the government policy.
6. Make progress towards achieving sustainability.
7. Share this JCI & PRIVATE COMPANY community system with other JCI in other areas so that they can apply our system to help solving their environmental problems.

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

❖ Maximum of 200 words.

- Impact
1. JCI Yokohama develop ideas as to how to solve the environmental problems with the cooperation extended by the private company. Use the power of media to draw attention to the littering issues and recruit program participants.
  2. After completion of the program, our city government expressed to allocate a budget so that this activity become a sustainable project. There have been many changes taking place in our community.
- Cooperate  
Cooperation from CSR efforts and citizens
- Connect
1. To mitigate the litter at Yokohama station vicinity area, JCI Yokohama act as a leader to incorporate the CSR efforts and residents. All of us worked together as a new team.
  2. We have successfully developed a society that can influence the community, uplift the company engaging CSR efforts so that the city government urged to implement environment sustaining policies.

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

❖ Maximum of 150 words.

This program saves USD3,000.00 of the city's yearly budget for trash collection.

The flowers and water cost USD0.00 since all expenses shall be shouldered by CSR. We allocated USD5,150.00 in payment for the media services to effective delivery of public messages.

\*Activities of JCI Yokohama were well delivered to the public since local TV and radio stations, newspapers, town magazines and YouTuber took up our program.

How does this program advance the JCI Mission and Vision?

❖ Maximum of 200 words

[MISSION]

Social Development:

To establish a relationship between private company and citizens, devise development goal and implementation of proposed plan based on the concept of open innovation. The city government was having difficulty to mitigate the litter issues at Yokohama station vicinity area at a time when we introduced our program.

Human Resources Development:

Draft a story of successful anti-litter initiative, encourage residents to join the program. Residents and station passengers are provided with an opportunity to make positive changes.

[VISION]

Social Vision:

To create a litter-free culture under the litter prevention project.

To attest that CSR efforts have the influence needed to change the community.

Turn over the program evaluation data to the city government.

To hold a meeting to discuss about Yokohama station beautification and produce proposed plans to secure a budget.

Human Vision:

To make our neighborhood look great and more pleasant place to live.

To provide opportunity to think about waste disposal issues.

To take actions to solve environmental issues.

To introduce this open innovation system to other areas.

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

❖ Maximum of 200 words

CSR have been proven to possess strong influence to change the community. Effective public relations campaign can play a role in recruiting participants.

Once JCI Yokohama was invited to attend GREEN FAIR - environmental learning program conducted by a group addressing the environmental challenges by way of tree planting. In the ceremonial speech, the organizer expressed their appreciation and he fully recognized our efforts against the litter problems saying: JCI Yokohama is a proactive community leader, took an initiative to conduct anti-litter program and have successfully worked with private company. We found that the eye images significantly reduced littering rates or improved proper disposal among the residents.

The city of Yokohama is highly urbanized with the population of 3,700,000. Littering has been a constant bother for the station area stakeholders. Our program and system could be mitigating measures.

We value to think about the things we want to accomplish. JCI Yokohama acts as a leader and motivate private company to take actions because we are willing to move toward that vision in order to realize. Then let the city government know what we have accomplished without their support. It is also our strong wish that JCI effort may increase the corporate value of the cooperating company and both of us can contribute toward community change.

Describe the actual community impact produced by this project.

❖ Maximum of 300 words

Littering continues to be a problem on busy and vital train stations. Our approach is simple and easy to implement, what you need is a good relationship with the community and private company. In fact, a certain organization asked us if they could apply our program to their area.

After the completion of the program, the city government allocated ¥60,000,000 for the CSR and as a first step, structural or other physical modifications to existing facilities have been made. Now smokers can use spacious smoking shelters and the newly installed flowerbeds are preventing littering. Moreover, the city government use trees to light out streets at night for the beautification purposes. Such improvements changed unsightly environment to nice environment.

We have learned that the public must be realized the fact that littering in Yokohama station vicinity area is already become serious environment problem due to the volume of trash generated by 2,200,000 passengers every day. We should do something right now, not only to cover the garbage disposal cost but also to improve the environmental condition of Yokohama station where welcome gate to the visitors all over the world.

Which of the ten principles of CSR did this project target?

❖ Maximum of 200 words

[Environment]

8. Undertake initiatives to promote greater environmental responsibility.

We need to deliver public messages to raise the collective awareness, especially for those using Yokohama station vicinity area so that every one of them will develop a sense of responsibility for their actions. Let them get involved in the program by encourage them to pick up litter and support garbage collection activity (CSR #8)

How did this project contribute to the promotion or implementation of the ten principles of CSR?

❖ Maximum of 200 words

First, we have raised concerns about the littering problems in Yokohama station so they would know the size of the problem. Once People are aware of and understand issues, they become more self-conscious and careful about their behavior, become more conscious of the presence of litter in less obvious locations. Such behavior change gradually minimize littering in Yokohama station.

\* Require 4 images

Which objectives did this program achieve?

❖ Maximum of 200 words

Around 2,200,000 passengers use Yokohama station everyday but the numbers of smoking shelters are not enough to accommodate smokers. The city government spend 3 million each year on waste disposal.

- Community problems that CSR successfully solved.
- Many residents jointed the program.
- The city government took actions to move towards the goal of sustainable society.
- Establish JCI & PRIVATE COMPANY community system and share with other JCI in different areas so that they can apply our system to help solving their environmental problems.

What were the concrete results of the project?

❖ Maximum of 200 words

- Various media covered littering problems in Yokohama station vicinities and their reports raised collective concern of the public.
- Clean-up drive contribute to litter problems mitigation in Yokohama station.
- Our program resulted in installation of flowerbed, newly renovated spacious smoking shelters and trees and twigs light up at night.
- JCI effort may increase the corporate value of the cooperating company and CSR efforts have the influence needed to change the community.
- The private companies and residents acknowledge and appreciate the efforts of JCI Yokohama.

Impact on Local Organization

How did the Local Organization benefit from running this project?

❖ Maximum of 200 words

We raise collective awareness of Local Chapter Members to get connected with the littering problem in Yokohama station vicinity area because we wanted more people to know the amount of litter around, so they would know the size of the problem. And the best way to do this was to get as many people as possible to go out and do something to reduce litter.

From now on, Local Chapter will continue to adopt mitigation measures needed to tackle the problems to set a new precedent and to answer to the community needs. In order to achieve our goals, we would rather conduct open innovation programs instead of proposing social businesses or conducting solo programs since open innovation programs are expected to form collaborative environment between government and industry.

How did the program advance the JCI Mission?

❖ Maximum of 200 words

We could not have fulfilled the JCI Mission if no one support us. We have fulfilled our mission because we got empathy. As a first step, we proactively talked to Local Chapter members about our program to raise collective awareness of them.

\*Require 4 images

Long-term impact of the Program

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

❖ Maximum of 200 words

Since littering can affect government, community and industry, each stakeholder must work together to solve the issues. This is the reason why litter problem-solving programs are considered as an excellent example when you talk about collaborative problem solving.

This is a program to address littering problems happening around us in our own community. The program can be introduced to any other Local Chapter all over the world. It can be modified if Local Chapter wish to do so to reasonably address their issues and concerns, Furthermore, the program participants can tell the rest what they should know, let them understand that uplifting their efforts will be good for themselves and the community. They will realize that their efforts will achieve much or have a lasting impact if the rest of the population move to do their part to stop littering.

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

❖ Maximum of 300 words

Various media covered littering problems in Yokohama station vicinities. Media successfully delivered our messages and we have got empathy. More people get emotionally connected with the issues, more private companies offer to help our program. Such movement caused our city government and community to take actions. The best way to give significant impact is have mutual understanding toward the program, people show empathy toward the program, get people emotionally connected with the issues.