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Basic Information

Duration

explanation : from~year~month to~year~month

From 2016 April to 2016 July

Staff members

explanation : participants from JCI

ex : ○○member

59 members

Sponsors

explanation : Fill in here only when you had sponsors outside from JCI

ex : Volunteer organization from ○○ city, etc.

Osaka prefecture

Osaka Prefectural Election Administration Committee

Osaka City Election Administration Committee

KCE Ltd.

Osaka Mode Gakuen College of Fashion & Design

HAL Osaka College of Technology & Design

Student-run organization "ivote" Kansai, West Japan

17th Koiya festival executive committee

Kansai, West Japan student summit

ModelNAVI

PALETTE Kansai, West Japan

Budget

explanation : describe in dollars

ex : write one hundred dollars if it is 10,000 yen

111,571.33USD (1USD=108YEN)

Profit / Loss

explanation : write 0 except for money from fund-raising

0

In Which UN MDG best fit (if Apply)?

Explanation :

Non

Who is benefited

Explanation,ex : citizens living in the activity area

Young people living in Osaka city. (From age 12-22, junior-high students-college students)

About 250thousand people (As of Oct 1st 2016, based on Osaka city official paper)

Objectives

explanation : (ex.1) By organizing a project for children we aim to promote a positive mindset-change in participants and members.

1. To get young people to be interested in social issues.
2. To get young people to be aware of their responsibility to make influential decisions for the future.
3. To get young people take action based on the knowledge about social issues and about their responsibility for the future.

【Reason why we set above-mentioned objectives】

The 2016 Japan's amendment election law lowered the minimum voting age from 20 to 18 partly in an attempt to reflect young people's opinion to national government. In Japan, voter turnout has been decreasing especially among youth aged 20-29.

< voter turnout in 2014 national election >

70-79 years old 59.46%

60-69 years old 68.28%

50-59 years old 60.07%

40-49 years old 49.98%

30-39 years old 42.09%

20-29 years old 32.58%

Japan's birthrate is declining. It is very important for Japan to reflect young peoples' idea to our society. That's why we set these 1-3 objectives.

Overview

explanation : should be in line with the result.

On July 10th 2016, the national election (the House of Councilors) was scheduled. This would be the first election after the amendment of voting age.

We considered that the following four ideas are important to achieve our objectives:

1. In order to encourage young people to vote, it's effective to show the young people of the same generation engaged in election campaign activities.
2. In order to get young people to take action, we should make sure they identify themselves with people engaged in election. To generate such empathy, we need help from people influential to the youth.
3. We need to get help not only from local government but also from businesses, schools and organizations where young people belong.
4. We need to provide an opportunity where individual young people can connect each other to create a group and inspire other groups of the youth. And these groups are connected by empathy.

We launched "ULTRA VOTE PROJECT" to realize above-mentioned 4 ideas to achieve our objectives.

Concrete actions are as follows:

- We collaborated with businesses and schools to establish relation with young people and get these young people to plan events to connect with other young people.
- We appointed a person who is influential among the youth as a PR ambassador. Created digital contents of the PR ambassador communicating with other young people. Select the effective SNS based on the number of subscribers and other criteria. Distributed the digital contents along with basic knowledge about politics.

Result

explanation : make sure to write in short sentences.

How well you could achieve your objectives.

Write unexpected result, if any.

Write how to confirm the above result.

Write briefly about verification result

All the objectives were achieved.

Evidence;

< SNS, total number of views >

【twitter】

of impression : 1,511,296

of followers : 347

of access to profile : 46,700

【facebook】

of views : 161,421

of Likes : 637

【distribution of the contents via video distribution platform】

of viewers : 4,633

< Events >

【participation】

of participants : 9,642

【questionnaire】

of respondents : 985

- Did this event increase your interest in the election?
- By joining the event, do you feel the potential of the youth to create the future?
- By joining the event, do you want to know more about politics?
- By joining the event, do you feel the necessity for people aged 18-19 to cast a vote?

→In all these 4 questions, more than 80% of people answered “YES”

【distribution of the contents via video distribution platform】

of viewers : 31,004

【flyers on bulletin board】

Schools and affiliated organization of schools : 442 organizations

company : 100 companies

administrative facilities : 1,400 places

< voter turnout for the national election >

Got the highest voter turnout from female voters of age 18.

(our original nationwide survey)

Voter turnout · · · 61.19%

Actions Taken

explanation :

From 2015 December 1st to 2016 April 27th

We made a research about social issues for public documents and other official papers. And made the hypothesis that our issue is “to improve our local community by inspiring the youth to be aware of their responsibility for the future and take proactive action.” We discussed with local administrative office, schools and student-run organizations to prove our hypothesis. We concluded that the hypothesis was correct. The fundamental cause of the issue is that “only a few young people take proactive action to improve/develop local community.”

To solve this situation we made a strategy and named the strategy “ULTRA VOTE PROJECT.” In this project, young people take the lead to develop a movement involving local community. We established connection between the project members and local government, businesses, schools, and student-run organizations. With the help from these organizations, the project members launched various events, study meeting, orientation, etc.

From 2016 May to June 11th

We appointed a young celebrity as the PR ambassador. Made a video of the ambassador talking with project members. Distributed the video to the video distribution platform.

For PR purpose, we posted our flyers on bulletin boards of 1942 locations in schools, businesses and other administrative facilities.

More than once a day, we posted information of our activities on SNS. Information includes introduction of project members, information about election/vote, and information of events.

2016 June 12th

We held an event planned by the young people.

- A student-run organization promoted their activity to make our society better. The discussion theme was “the ideal image of the future youth.” The representatives from 5 organizations talked passionately about the theme for 90 seconds.
- The facilitator of the event was the president of an NPO whose activity is to improve voter turnout. He taught participants basic knowledge about politics and election.

- The facilitator also joined the discussion with PR ambassador and 6 panelists to talk about politics and election. All of them are young people.

We broadcasted the event live on video distribution platform.

From 2016 June 13th to 2016 July 10th

- Posted everyday on SNS a picture of event participants holding the election countdown poster until July 10th election day.
- Visited local administrative office, businesses, schools, and student organizations to report about our activity.

Recommendations

Which parts of objectives were achieved?

What was not achieved?

Reason why it was not achieved.

What is the measure to correct the situation?

< objective 1. To get young people to be interested in social issues >

Our project was broadcasted in TV or other mass media and received wide coverage in SNS, thus we consider our project was effective enough to get the youth to be interested in social issues.

< Objective 2. To get young people to be aware of their responsibility to make influential decisions for the future. >

We did questionnaire survey for event participants and the result suggested the positive change in their mind-set.

1. Degree of interest: Are you interested in election?

(Before event) Yes ---51.7 %

(After event) Yes---78.8%

2. Did this event make you realize the importance of young people to decide the future?

Yes---89.0%

3. Did this event make you think you want to encourage your family members or friends to vote?

Yes---79.8%

<Objective 3. To get young people to take action in line with their changed mindset.

>

We got the highest turnout by 18-year old ladies. (Our original nationwide survey)

Turnout---61.19%

Best Local empowerment program

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Objectives Planning Finance and Execution

What were the objectives of this program? (up to 200 words)

1. To get young people to be interested in social issues.
2. To get young people to be aware of their responsibility to make influential decisions for the future.
3. To get young people take actions based on the knowledge about social issues and about their responsibility for the future.

【Reasons why we set these objectives】

The 2016 Japan's amendment election law lowered the minimum voting age from 20 to 18 partly in an attempt to reflect young people's opinion to national government. In Japan, voter turnout has been decreasing especially among youth aged 20-29.

< voter turnout of 2014 national election >

70-79 years old 59.46%

60-69 years old 68.28%

50-59 years old 60.07%

40-49 years old 49.98%

30-39 years old 42.09%

20-29 years old 32.58%。

In Japan, the birthrate is declining. It is very important for Japan to reflect young peoples' idea to our society. That's why we set these 1-3 objectives.

How does this program align to the JCI Plan of Action

Which part in JCI Plan of Action does this program align to? Describe in detail how they correspond to each other. *Refer to the JCI Action plan sheet. (UP to 200 words)

The initial purpose of the program was to increase interest among young people in politics but we included activities which are seemingly unrelated to politics. Ex. Appointing a popular celebrity among the youth today as a PR ambassador and conducted fashion show, music live performance, collaboration between movie and music, and panel discussion between PR ambassador and young people. By incorporating political element in these activities we could receive wide coverage by media which lead to a bigger impact on our society and people involved. Many young people worked closely to achieve the same objectives and they have higher motivation to form better future together.

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

Describe your idea to use the budget effectively and brief breakdown of the budget. (up to 150 words)

The budget was an effective guide to control the financial status of the program. In order to encourage as many citizens as possible to join the program, we made the participation free of charge. Our supporters planned and executed the program, which lead to the lower operation cost. We used the event space in the shopping complex as the venue of our program, which lead to the lower PR expense and more convenient access for more citizens.

How does this project advance the JCI Mission and Vision?

Describe in detail separating description about Vision and Mission. (up to 200 words)

Mission

Our program members exchanged opinion with various organizations, which became a good opportunity to learn about social issues and wide variety way of thinking.

Vision

In an attempt to inspire other young people to be interested in politics, program members carried out the program together with other young people. Student-run organizations, administrative office, and businesses helped them to establish a good network in the region.

In addition to that, the name and the logo of the program were used universally in the

National Organization and members actively exchanged information among Local Organizations.

※Four pictures required.

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Membership Participation

By number, how many members were involved in this program? (up to two words)

59 members

By percentage how many members of the Local Organization were involved in this program? (one word)

5%

Describe the main roles of the participating members in this program. (up to 300 words)

Research for issues, cause of the issues 15 people

Planning solution 15 people

Finding partners 15 people

Advertisement, PR activity 59 people + administrative office, businesses, students 205 people + event participants

※ We asked the event participants to use their SNS account to post information about the event and how the event went on the day.

Venue preparation 59 people + administrative office, businesses, students 205 people

Event day preparation 59 people + administrative office, businesses, students 205 people

Four pictures required.

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Community Impact

How did the Local Organization measure community impact for this program? (Up to 200 words)

<Participants to the event >

of participants : 9,642 people

<influence of SNS and websites >

【twitter】

of impression : 1,511,296

of followers : 347

of access to profile : 46,700

※On the day of the event, the word broadcasted in the program appeared in the trends list in twitter.

【facebook】

of views : 161,421

of Likes : 637

【Website】

of views : 3,688

【influence of video distribution】

of viewers : 35,637

<influence on media >

【newspapers 新聞】

In total 4 times

Asahi newspaper (2nd largest circulation) : once

Mainichi newspaper (3rd largest circulation) : once

Nikkei newspaper (4th largest circulation): once

Sankei newspaper (5th largest circulation) : once

【TV】

In total 5 times

Nationwide broadcasting service: once

Local broadcasting service: twice

Internet TV : twice

【WEB news】

In total 6 times

【flyers on bulletin board】

Schools and affiliated organization of schools : 442 organizations

company : 100 companies

administrative facilities : 1,400 places

Describe the actual community impact produced by this project (up to 300 words)

We cooperated with staff members in administrative office, schools and businesses to announce our program and posted our flyers on bulletin boards in local government office, companies, and schools. (in total 1,942 locations) These flyers were helpful to promote our program to a wide range of people.

We worked closely with young staff members to make the plan and hold the event, which brought the positive change in their mind-set. These young people started to take proactive action to use their SNS account to inspire their friends and acquaintances to increase the awareness of election. We succeeded in producing “active citizens.”

You can see the evidence of the positive change in the participants from the questionnaire result.

1. Degree of interest: Are you interested in election?

(Before event) Yes ---51.7 %

(After event) Yes---78.8%

2. Did this event make you realize the importance of young people to decide the future?

Yes---89.0%

3. Did this event make you think you want to encourage your family members or friends to vote?

Yes---79.8%

<Objective 3 To get young people to take action in line with their changed mindset.>

We got the highest voter turnout from 18-year old ladies. (Our original nationwide survey)

Turnout---61.19%

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Impact on Local Organization

How did the Local Organization benefit from running this project? (up to 200 words)

Seeing many people became “active citizens,” local government, schools and businesses came to trust us.

TV stations (5 companies) and news agencies (4 companies) carried articles about our event widely and we could promote JCI Osaka to a wide range of region and improve the awareness of our activity.

JCI Osaka suggested that we use our program name, “ULTRA VOTE PROJECT” and program logo as unified name and unified logo in the National Organization. Awareness of JCI Osaka increased within the National Organization.

How did the program advance the JCI Mission? (up to 200 words)

Mission

In the process of creating our event, program members communicated with various people working in the outside organization, companies and administrative office. It was a good opportunity for members to get to know people with a variety sense of value. This opportunity helped them to rethink of their life and grow their humanity.

How did the project advance the JCI Vision? (up to 200 words)

Vision

We had a shared objective, which was to get young people to be interested in politics.

This shared objective created a sense of unity among participants.

And when we create a program we collaborated with various organizations, which helped us to get to know people with various sense of value and grow together in the process.

We established a regional network by creating the program through collaboration of all

units consisted by local government, student-run organization, businesses and the youth.

Four pictures required.

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Long-term Impact of the Program

What is the expected long-term impact of this project? (up to 20 words)

Our project name and logo was used as unified name and logo in the National Organization. This means our activity expanded to nationwide. A lot of media coverage increased the awareness of our project among the youth. We have already established a strong network with student-run organizations. By keeping this connection we can expect more supporters and exponential increase of attention from the youth toward politics.

What changes would you make to improve the results of this project? (up to 300 words)

Through the program, we could get young people to be interested in politics. But to bring it to the next level and to get them to be involved in politics more deeply, further knowledge about society and politics is required. We need to establish an environment where these young people can be engaged in socio-political activity in the long term and hand over the knowledge to the next generation. We regard this is how we can mature the democracy in this country.

Four pictures required.