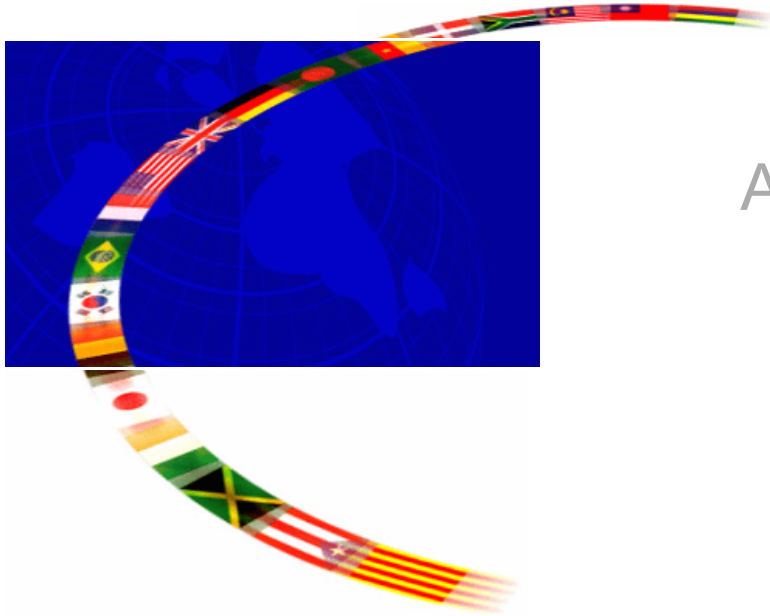




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
Coooo!! Share
JCI JAPAN
Best Local Community Empowerment Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kosuke Obata

E-mail: yu-ai2@oregano.ocn.ne.jp;
secjic@mrh.biglobe.ne.jp

LOM Information

Local Organization:

President:

President Email: taka6arai@gmail.com

Basic Information

Duration : 2012,4,1~2013,9,30

Staff : 60Members

Sponsors : The Kumagaya City Hall and 14 organizations, 161Support companies, Coca-Cola East Japan Co.,Ltd.

Budget : 19000US Dollar

Profit / Loss : None

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

Who is benefited ? : 200,000 people living in Kumagaya community

Objective : The goal of this project was to cause a positive change in the conduct of the citizens of our city for the sake of establishing a sustainable community.

In recent years, due to both the worsening environmental problems we face and the need to effectively utilize our limited resources, developing environmentally friendly communities and lifestyles grounded in sustainability is of paramount importance.

However, according to the estimates of the Agency of Natural Resources and Energy, approximately 58% of total household electricity consumption in the summer is from use of air conditioning. This shows a lack of awareness of these issues among the citizens.

Under these circumstances, the Great East Japan Earthquake disaster occurred in Japan in 2011, and there was great concern that the summer of 2012 would be marked by a serious electricity shortage.

At this time, JCI Kumagaya, active in Kumagaya community, which is known as the hottest city in all of Japan, used its reputation to take action.

The group implemented this project, which took the negative image of patience and bearing a burden which citizens and companies associated with electricity conservation, and put a positive spin on it focusing on regional togetherness and enjoyment, with the goal of inspiring the citizens to voluntarily take part in the conservation movement.

Overview : We thought of reinvigorating the community in order to deepen the connections within it. These ideas were grounded on the idea of social capital, which says that to increase interaction between people and organizations results in a more efficient community.

We also proposed the concept of " Cool Share " to reduce electricity consumption of the entire community.

This project conducted activities to educate the citizens about efficient ways to use electricity.

One of the methods we suggested was gathering in stores or public spaces which are cool and comfortable.

Based on these ideas, we implemented the following programs.

1. JCI Kumagaya organized an executive committee to carry out activities.
2. JCI Kumagaya constructed the following project schemes in order to inspire the community to voluntarily conserve electricity.
 - I. Established spaces, focusing especially on shops and restaurants, for citizens to cool off in the area stores and companies through public appeals.
 - II. Set up incentives to motivate citizens to join the conservation efforts.

This consisted of a system of various special offers from participating restaurants for customers who announced that they turned off the air conditioning in their homes before coming.

We asked the participating stores to cooperate on the following

- points.
- i. Provide special offers for customers (from June 1 – September 30).
 - ii. Allow customers to stay in their stores for long periods of time.
3. JCI Kumagaya developed campaign merchandise to promote the project, and provided these goods to participating stores and companies free of charge.
 4. To increase public awareness of the project, JCI Kumagaya created a map showing all the participating locations in the city, and distributed it to all households within the city limits.
 5. JCI Kumagaya carried out a door-to-door campaign to expand the pool of participating stores and companies for Cool Share.
 6. JCI Kumagaya held 10 PR events to expand the Cool Share initiative.
 7. JCI Kumagaya shared its activities nationwide through the use of mass media.
 8. JCI Kumagaya visited participating stores and companies to conduct a survey regarding the increase or decrease in customers and their perceived response to the program.
 9. JCI Kumagaya orchestrated a meeting for exchanging ideas involving participating stores and companies, the executive committee, and the citizen.
 10. According to opinions of the meeting, JCI Kumagaya created and distributed the much demanded " implement to promote the project " .
 11. JCI Kumagaya has set up a terrace over the water channel located in the central part of the city to encourage the citizens to participate in Cool Share.
 12. JCI Kumagaya made a promotional campaign for Cool Share in collaboration with our supporting company, " Coca-Cola East Japan " .

Results : Through our project, we have succeeded in causing a positive change in the conduct of the citizens, and taking a step toward the creation of a sustainable community.

In order to achieve this goal, we required the cooperation of partners working toward the same objective.

1. Through this project, we have acquired the support of a number of endorsers and partners.
 - I. As a result of JCI Kumagaya appeals, the executive committee was formed by members from a total of 15 different organizations.
 - II. Finally, there were 60 public facilities and 161 private stores and companies that participated in the program and became Cool Share spots.
 - III. The project schemes we developed received the support of various related organizations. As a result, the costs involved in producing flyers, campaign merchandise, and the maps of Cool Share spots were completely covered by contributions from these organizations. (Breakdown of contributions: \$11500 in aid from Kumagaya City Hall, \$9111 in support funding from the Kumagaya Chamber of Commerce and Industry. Total contributions: \$20611.)
 - IV. We made a promotional campaign with the company supporting the idea of this project. (Joint project with " Coca-Cola East Japan Co.,Ltd. " , one of the leading bottler groups among Coca-Cola in Japan)
2. We caused a positive change in the conduct of the citizen through our PR events.

The accumulated results of the questionnaires implemented at the events showed the following changes in people ' s awareness. (The 1st PR event → The 10th PR event)

Q1. How would you describe your efforts for electricity conservation?

I proactively conserve. 16.3% → 20.1%

I do what I can to conserve. 68.4% → 70.1%

I don't do much to conserve. 13.8% → 9.4%

I don't do anything to conserve. 1.5% → 0.4%

Q2. Compared to last year, has your attitude toward electricity conservation changed?

I'm more aware of it than I was last year. 42.2% → 51.1%

It hasn't changed since last year. 52.2% → 46.0%

I'm less aware of it than I was last year. 5.6% → 2.9%

Q3. Do you feel stressed out about electricity conservation?

Yes, I feel very stressed out about it. 5.3% → 3.8%

I feel a little bit stressed out about it. 30.2% → 27.2%

I don't feel much stress out about it. 55.7% → 54.7%

I don't feel stressed out about it at all. 8.8% → 14.3%

Q4. Do you know about the "Cool Share Kumagaya"?

I know all about it. 0% → 46.9%

I've heard of it. 7.2% → 53.1%

I don't know about it. 92.8% → 0%

Q5. Have you ever been to a Cool Share spot?

I frequently go. 0% → 27.6%

I've been to one. 5.7% → 72.4%

I've never been to one. 41.0% → 0%

I don't know. 53.3% → 0%

Q6. Do you think it's important to continue working to conserve electricity in the future?

Yes, I think so. 28.9% → 59.3%

If I had to choose, I'd say yes. 40.9% → 30.2%

I'm not sure one way or the other. 25.9% → 10.5%

If I had to choose, I'd say no. 2.6% → 0%

I don't think so. 1.7% → 0%

3. This project successfully increased the number of citizens who voluntarily work to conserve electricity.

I. At the busiest of the Cool Share spots, the number of visitors exceeded 1000 per day.

Also, the combined results of public and private establishments showed an increase in visitors as compared to before joining the program in 61.5% of participating spots.

II. In the promotion for Cool Share, carried out jointly with "Coca-Cola East Japan", we have obtained the following results:

i. All of 5,000 stamp cards we had prepared were distributed to citizens, through cooperation with the participating restaurants. (This means that totally 5,000 citizens visited the participating restaurants for the purpose of Cool Share.)

ii. All of 5,000 paper fans we had prepared as a special gift for their third visit were distributed to the citizens, through cooperation with the participating restaurants. (This means that totally 5,000 citizens took part in Cool Share 15,000 times in total.)

III. It has become a daily scene that citizens are relaxing on the terrace we set up.

Also, sometimes a citizen group gave a concert or an NPO held an event, using this terrace as the stage. In total, more than 1,000 citizens have attended such events that were planned and organized by citizens themselves.

4. This program had a positive effect on the participating stores and companies.

The results of the surveys conducted when visiting participating stores and companies were as follows.

i. 49.1% of the stores and companies said that they had seen an increase in customers since joining the program.

ii. 25.0% of the stores and companies said that their sales had improved.

iii. 50.8% said that their name recognition had improved.

iv. 57.1% of the stores and companies said that Cool Share had contributed to improving the image of their establishment.

v. 87.7% of the stores and companies said that they would like to

participate in future Cool Share programs.

Actions Taken : In 2012,

- 4/3 Drafting the name and concept for the project.
 - 5/14 First Executive committee (to discuss the framework of the program.)
 - 5/19 Set up a PR booth at the Eco-Life Fair. Announced the concept and distributed flyers to recruit stores to participate in the program.
 - 6/11 2nd Executive committee(to discuss the PR Event)
 - 6/17 First PR Event : Implemented a program for sharing the electricity conservation method of turning off lights at night and passing the time with candles, together with citizens.
 - 6/25 3rd Executive committee(to discuss the methods for expanding participation of stores.)
 - 7/17 4th Executive committee(to confirm the contents of the map.)
 - 7/22 2nd PR Event : Set up a booth at the largest regional festival in the area (gave suggestions to the citizens for ways to keep cool without using electricity).
 - 7/28 3rd PR Event : Set up a booth at sporting events (set up a small pool for visitors to cool their legs in and called for electricity conservation from city residents).
 - 8/1 Distributed the Cool Share map to all houses within Kumagaya city.
 - 8/5 4th PR Event : Implemented a tour of 6 locations around town, such as the train station, where citizens could join and be sprinkled with refreshing cool water.
 - 8/22 5th Executive committee(Confirmed the progress of the project.)
 - 9/15 5th PR Event : Set up a booth at a local gourmet event (sold original foods that can only be eaten in Kumagaya, with the theme " eat up and cool down! ").
 - 10/23 6th Executive committee(to discuss electricity conservation efforts for the winter.)
 - 11/1 Started interviews with participating stores and companies to confirm the effects of the program.
 - 11/22 Presented the results of the Cool Share program at the Social Networking Service national forum.
- In 2013,
- 2/28 7th Executive committee(Examined the projects carried out in 2012.)
 - 3/15 Engaged in the sharing of opinions with Cool Share participant storefronts and city residents.
 - 4/26 First General meeting (to discuss activities for 2013.)
 - 5/18 Set up a PR booth at the Eco-Life Fair. The result announcement in 2012 and distributed flyers to recruit stores to participate in the program.
 - 5/28 8th Executive committee(to discuss the PR Event for 2013.)
 - 6/22 6th PR Event :Set up a terrace, around the water channel in the central part of the city, to give a first-hand experience of Cool Share.
 - 6/24 9th Executive committee(to discuss the PR Event for July.)
 - 7/22 7th PR Event : Set up a booth at the largest regional festival in the area (gave suggestions to the citizens for ways to keep cool without using electricity and sold original foods that can only be eaten in Kumagaya).
 - 7/26 10th Executive committee(to discuss the PR Event for August.)
 - 7/28 8th PR Event : Made a fieldwork to appeal various attractions of Cool Share spots, aimed at elementary school pupils in the community.
 - 8/4 9th PR Event : Implemented a tour of 6 locations around town, such as the train station, where citizens could join and be sprinkled with refreshing cool water.
 - 8/25 10th PR Event :Carried out a program in which, via Cool Share, citizens become aware of the attractions of the community and master the way " to save on electricity happily. "
 - 8/28 11th Executive committee(Examined the projects carried out in the summer of 2013.)

Recommendations : **【 " not depend on goodwill alone " 】**

There have been various calls and efforts made for electricity conservation within Japan, but for most parts, those initiatives tended to have negative images of forcing citizens and companies to endure inconvenience and

extra burdens. And whether one took part in electricity conservation or not depended on each citizen's individual goodwill.

However, initiatives that depend on citizens' goodwill alone have limitations.

In order to establish a sustainable community, it is necessary to have a positive change on its citizens' actions, which can be brought about by fundamentally changing the image of electricity conservation, and also by providing a new social system in the community.

Therefore we have proposed to the community a solution that does "not depend on goodwill alone" through the scheme of this project.

" Not depend on goodwill alone " means people involved with the project can receive benefit in some way.

In this project, various entities would receive benefits as follows;

Citizens

Economical benefit from electricity conservation (reduction in electricity cost)

Perks offered by participating stores (such as discounts on menus or free drinks)

Participating stores

Advertisement effects from being reported in mass media

Improved image by being an " actively socially responsible company "

Electric utility companies

Resolution of electricity shortage issue

Avoiding new capital investments because of negawatt effects (lowered management risk)

In order for this scheme to work, below factors are essential.

1. Project purposes based on the common good
2. Project concept to create the shared value with companies and community
3. Partners who share a common goal
4. A conductor who would gather the partners and push the project forward
5. Public relations strategy to heighten the interest of community
6. Social network connected by trust and integrity

By implementing above scheme of this project, below results have been achieved.

1. We gained many supporters and partners through this project.
 - JCI Vision could be put into practice.
 - Total number of the partner companies amounted to 161 eventually.

The factors that enabled this project to gain so many partners are below.

- i .We had gained trust from community through various initiatives carried out in the past.
- ii .We have communicated the concept of this project clearly from the start, and shared the goal with other groups and companies.
2. We have changed the consciousness of citizens in a positive way and produced active citizens in the community.
 - On the terrace that was set up by us to encourage citizen's participation into this project, the citizens actively planed and organized the events of Cool Share and they have gathered more than 1,000 citizens.
 - Number of visitors to cool share spots has increased in 61.5% of the locations compared to before the implementation of this project.

The followings are the factors that enabled this project to produce many active citizens in the community:

- i. The concept of the project was communicated to citizens in a simple image that was understandable to everybody instinctively.
- ii. By highlighting " the attractions of the community " and " pleasure of coming into contact with others " , we changed the negative image associated with conventional " power saving. "

3. We have brought about positive results to participating stores through this project.
 - i. In roughly half of the stores, number of visiting customer has increased.
 - ii. In roughly quarter of the stores, the store sales had gone up.
 - iii. Close to 90% of the stores responded that they wish to participate in the cool share in the coming years.
 None of the stores replied that they do not wish to participate.
 - The factors that this project could have a positive impact on the participating stores include the followings:
 - i. Special offers of the space or gift to customers were favorably received by consumers.
 - ii. There was a growing tendency in a number of shops to entertain the customers with unique services via this project. And this tendency raised the interest on the part of consumers.

[Better-than-expected results]

1. Cross-regional expansion of the movement
 This project received many inquiries from businesses outside of Kumagaya.
 We received proposals to participate in this project from a group of restaurant owners in Ikeda city of Osaka prefecture, as well as from town managed hot-spring in Ichikawamisatocho of Yamanashi prefecture.
 We gave various advices to these businesses. As a result, the movement spread to these communities as well.
2. Sustainable expansion of this movement
 The effectiveness of this project was acknowledged by the city administration and the project managed to obtain funding of 8,333 US dollars from Kumagaya City's budget for future implementations.
 Also, this has been adopted as policy of Kumagaya City, so this movement has gained the possibility of sustainability.
3. Acclaim as progressive initiative
 This project had been interviewed by administrative organizations such as ministries, agencies and regional governments.
 The project was acclaimed as progressive initiative for conservation of electricity from those organizations. This project was interviewed by administrative organizations below.
 Interviews: Ministry of Environment, National Institute for Educational Policy Research
 Visitations: Deputy Minister of Environment, members of Town Council of Inamachi, Saitama Prefecture

【Primary Factors and Innovations】

Since just after this program was launched, it was repeatedly picked up by the mass media as " the unique approach to electricity conservation of the hottest town in Japan, " and concern for conserving electricity was amplified all over Japan.

This was a large factor in the results of the program, which exceeded all expectations.

We took these reports as ideal opportunities to spread the message of our project, and put the uniqueness of our efforts at the forefront.

【Unexpected effects】

This project gave new business opportunities to participating stores. One barber shop participating in this project offered " cool shampoo " service as part of cool share perks to its customers.

This store deployed extensive campaign through cool share and gained many new customers.

This technique is applicable in other businesses. By applying such campaign to the community, it is possible to create even greater business opportunities.

【Parts that did not work out and improvement plans】

It is difficult to assess the electricity conservation effect quantitatively. In order to assess in detail how much electricity had actually been conserved, a new measurement system need to be provided, and wider cooperation by citizens are also required. This issue can be improved upon be below methods.

- Appeal to the citizens to gain consensus in wider area of community
- Gain participation of companies such as electric power providers

【The characteristics of this project and its points】

This project has two remarkable features:

1. Applicable to the solution of worldwide problems such as the climate change or energy issue on a global scale.
2. Practicable anywhere in the world because of high versatility of this project's system.

The key points in this project were two approaches below:

1. Organizational theory approach
 - I. Project concept (creation of shared values) to acquire a large number of partners.
By creating the shared values with all the players involved in this project, a lot of partners can be acquired, across organizational boundaries like a company or group.
 - II. Open innovation and flat management with minimum hierarchy
Open innovation and flat management with minimum hierarchy was adopted so that value creation takes place spontaneously at each level of the organization or its network.
And we sought to rally knowledge widely, across the boundaries of companies or organizations.
2. Resource theory approach
 - I. Project concept focused on the features of the community
By incorporating, into the concept, the features of the community such as its climate or local culture and industries, the project assumes the character of story line.
 - II. Mobilization utilizing social capital
Focused on personal connections of the local organizations like a community association or shopping street, we deployed the movement through these networks. Also, as this movement expanded, a virtuous cycle was generated to enlarge, strengthen, and deepen the community networks.

【Things to be shared with future period members】

Our mission is to act on problems happening in the world, and show solutions with our actions. And even more importantly, to make the initiative established in the community as something that can help in creating a better world, rather than letting it die away as one-off policy. New social systems can generate technological innovation in various areas and could create new markets. This is the only way to develop the world on sustainable basis, and this is nothing other than a force that can create positive change for the better.

From this point of view, we strongly recommend continuous implementation of this project.

【The award of this project】

JCI-Japan AWARDS JAPAN THE ENVIRONMENTAL DEPARTMENT PRIZE

JCI-Japan AWARDS JAPAN 2012 Grand Prix

【Comments from participants】

Kiyoshi Tomioka, Mayor of Kumagaya city

The summer of 2012 was hit by a record-breaking heat wave.

The Cool Share Kumagaya that has started by JCI Kumagaya had been taken up extensively and repeatedly by TVs and newspapers, making Kumagaya known nationally as the " city at cutting edge of battling the

heat " and our citizen known for their enthusiasm.

I would like to express my gratitude and respect for the members of JCI Kumagaya that had managed to achieve the project, overcoming numerous difficulties.

Kazuya Kijima, the president of Kumagaya Chamber of Commerce and Industry

Currently, small and medium sized enterprise operators are swamped under the long standing economic stagnation and are continuing down the path of exhaustion.

However, especially because we are in such an era, we the business persons must not be caught up with past ideas, but instead work together and create new values within the community.

In that sense, this Cool Share had been a project that made one feel new possibilities in the community. Also, I believe the fact that young people like JCI Kumagaya had taken the lead and started the action was very significant.

【Assessment from participating stores and companies】

- It had increased our communication with customers, and gave them a positive image of our store. So we were happy to have participated. Also, this has given an opportunity for us to talk among our staffs regarding services provided to customers and have led to further improvement in the store operation awareness.
- Neighboring people have come often for tea, and sometimes that had led to new businesses.
- The summer in Kumagaya is really hot, so I think such initiative is good from the perspective of community rejuvenation, and since it makes customers happy as well, I hope this will be continued.

【Assessment from participating citizens】

- I hope this initiative will be continued on, so that cool share will take root in the culture of Kumagaya.
- I have lived in Kumagaya for over 30 years, but had not known until now that this region had so many attractive places and stores. Cool share had been a good opportunity for me to learn new things about attractions of the region.
- We are citizens of Kumagaya and we too, wish to help the community. This initiative has given us an opportunity to show that so it was good.

【Broadcasted Within Japan】

TV broadcasts

- Broadcasted 6 times in total by NHK TV networks (comparably to the BBC in the UK, the highest value network in Japan with more than 100 million viewers), featured as a ground-breaking electricity conservation method.
- Broadcasted 14 times in total by 5 commercial TV networks (JNN, ANN, FNS, NNS, and TXN TV, all of which have a nationwide broadcast network in Japan and have more than 100 million viewers), featured as a social contribution activity started by youth or as a new business opportunity taking advantage of summer heat.
- Broadcasted 6 times in total by JCN TV (a cable TV network, available to 200,000 households) broadcasted the scene of the event.

Radio broadcasts

- NHK Radio (comparably to the BBC in the UK, the highest value network in Japan with more than 80 million listeners): 1 broadcasts. Broadcast as a new effort to conserve electricity.
- TBS Radio (commercial Radio network covering all areas of Japan, more than 68 million total listeners) : 1 broadcasts. Broadcast as the unique electricity conservation initiative of the hottest community in Japan.

Newspaper Publication

- Covered by 4 national newspapers (with a circulation ranging from 1,960,000 to 9,920,000) 5 times in total, as a groundbreaking power-saving method etc.
- Covered by 2 local newspapers (with a circulation of 165,000 and

180,000), as a unique activity of the community etc.

Magazine Publication

- Weekly Japan Medical Journal(Circulation of 54,000), Described as a way to both save electricity and prevent heatstroke at the same time.
- Covered by Monthly Saitama Graph (a local magazine with a circulation of 50,000), as " Japan ' number one countermeasure to heat " in public-private partnership.

【 Outside of Japan 】

- Korea YTN TV (the largest news network in Korea) : 1 broadcasts. Broadcast as the epoch-making electricity conservation method which started in Japan.
- The Dong-a Libo (one of the three biggest newspapers in Korea : Circulation of 2,000,000) appear 1 times. Described as a ground-breaking electricity conservation method.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

JCI Kumagaya has conducted this project to positively change citizens' conduct with a goal of establishing sustainable community. Aggravated environmental problems, ongoing on a global basis, or effective utilization of limited resources in recent years. From these viewpoints, it has been imperative to establish an eco-friendly community and sustainable lifestyle. However, approximately 58% of total household electricity consumption in the summer is from use of air conditioning. This shows a lack of awareness of these issues among the people. Under these circumstances, the Great East Japan Earthquake disaster occurred in Japan in 2011, and there was great concern that the summer of 2012 would be marked by a serious electricity shortage. At this time, JCI Kumagaya, active in Kumagaya city, which is known as the hottest city in all of Japan, used its reputation to take action. The group implemented this project, which took the negative image of patience and bearing a burden which people and companies associated with electricity conservation, and put a positive spin on it focusing on regional togetherness and enjoyment, with the goal of inspiring the citizen to voluntarily take part in the conservation movement.

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

[Advance of citizen's positive participation in community development]
It accords with JCI Plan of Action.

1. Opportunity provision to citizens to participate in community development.
2. Advance of problem resolution by activating citizens who take actions.
3. Activities performed based on a strong partnership with regional companies and organizations.

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

No expenditure other than the budget.
[Approximate calculation of budget breakdown]
Site management cost: \$10355
Document/material cost: \$8590
Incidental cost: \$55
[Ingenuity on budget]
Sharing the objective of the project with partners from early on, JCI Kumagaya has drastically reduced the budget by covering all costs for preparing distributions with donations from the partners.
(Breakdown of contributions: \$11500 in aid from

Kumagaya City Hall, \$9111 in support funding from the Kumagaya Chamber of Commerce and Industry. Total contributions: \$20611.)

How does this project advance the JCI Mission and Vision?

[Advance of JCI mission]

JCI Kumagaya has advanced JCI mission as follows:

1. We have provided citizens with opportunities to positively change based on the scheme set up in this project.
2. We have provided citizens with opportunities to positively change through an effect created by the enlightenment activity performed as a part of this project.

[Advance of JCI vision]

JCI Kumagaya has promoted JCI vision as follows:

1. We have increased active citizens in the community through the enlightenment activity and the scheme set up in the project.
2. We have expanded a local network as a foundation for global network by making the relationship with partners stronger through the project



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **60Members**

By percentage, how many members of the Local Organization were involved in this program? **90%**

Describe the main roles of the participating members in this program.

[General direction for the whole project]
 Coordination of the whole project as well as direction to each person in charge :One member
 [Setting up of project scheme]
 Current situation survey of the community and preparation of project draft. : 3 members
 Preparation and distribution of the application information. : 3 members
 Liaison and coordination between organizations and companies. :One member
 [Tool preparation for project promotion]
 Preparation of contents to be described in distributions: 6 members
 Response to tool distribution and inquiries: 6 members
 [Door-to-door campaign for expanding participant stores]
 Thorough circuit of regional stores for recruiting participant stores: 10 members
 [Management of event]
 Setting up of the venue: 10 members
 Management of attractions: 6 members
 Distribution and collection of questionnaire sheets: 4 members
 [Hearing survey for participant stores]
 Survey of increase or decrease in visitors and their responses by visiting participant stores: 12 members
 [Administration of meeting for exchange of opinions]
 Setting up of the venue: 6 members
 Preparation of presentation materials: 4 members
 Facilitator for group discussion: 9 members



Award Category criteria

3

Community Impact

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

We measured the community impact by the following methods;

1. The results of the questionnaire survey performed at the PR events.
We have performed the survey at the PR events held 10 times to comprehend the consciousness change of the citizen.
2. The results of the field survey to the participated stores in the project.
We performed the field survey to the participated stores in the project to confirm the increase and/or decrease, and the reactions of the visitors there.
3. The reactions by the citizen expressed at the public meeting.
We organized the meeting for the opinions exchange among the participated stores, the members of the executive committee and the citizen to examine the effects of the project as a whole.
4. The number of times mass media focused on our movement.
We measured the indirect effects of this project from the view point of how many times mass media focused on our movement.

Describe the actual community impact produced by this project.

We considered the community impact as follows.

1. This project gave the positive change in the consciousness of the citizens.
The result of the survey showed a significant difference in the awareness of citizens for the electric power saving before and after this project.
This can be said our endeavor to establish the sustainable community made the positive change in the consciousness of the citizens as a result.
2. This project made active citizens increase to community.
The number of the visitors has increased at the 61.5% sites out of the Cool Share Spots compared with that before the project. This can be said the number of the active citizens who voluntarily saves electric energy became increased in the course of this project.
3. This project rewarded to the participated stores with the positive impact.
 - i .The number of the visitors to the stores increased at about a half of the total stores participated in the project.
 - ii . About a quarter of the stores saw the

sales increase.

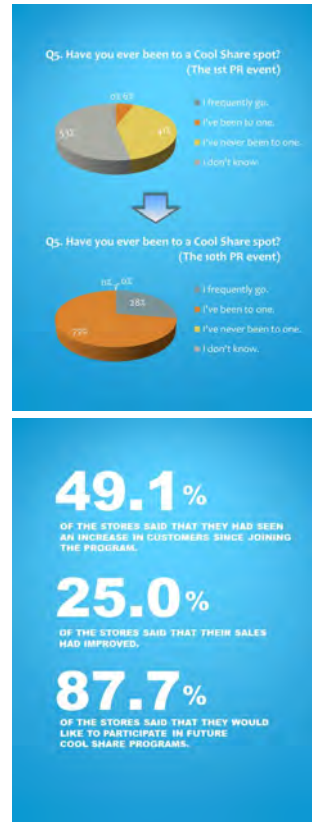
iii. More than 90% of the participated stores answered to participate in this project again next year.

This result of the survey could be summarized the project had a positive impact on the participating stores and the community.

4. This project brought about a new tendency for community vitalization.

There were many comments from the citizens at the public meeting saying that through this project, ' I was made known about the attractions of our community that I didn ' t know about before.'

The citizens rediscovered the attractions of the community through PR events and brought about a new tendency towards vitalization of the community.



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

1. Increase in the number of supporters
We increased the number of supporters who aid our activities and partners who share our purpose.
This is because the project scheme we designed produces a win-win situation for all the parties involved and received a great amount of endorsement.
2. Improvement of the qualities of the members
Through this program, the members of the local organization became proud of being a member of JCI by themselves.
In one of the contexts of the undertaking of this program, the real problem of 'anxiety towards the power shortage stemming from the Great East Japan Earthquake' existed. In regards to this problem, us taking action was especially nothing other than, 'showing a way to solve a problem occurring in community through action', and became an opportunity for the development of the local organization members to deeply understand the JCI mission.
3. Increasing the recognition to the community and nation
By our movement being brought up repeatedly by the national mass media, the recognition of the JCI Kumagaya increased remarkably in the community.

How did the program advance the JCI Mission?

We advanced the JCI mission as follows below.

1. We integrated the community's unknown attractions and uniqueness into the program. By making a concept where the community's young people are able to take part in the program without holding a negative preconceived notion regarding energy conservation, this program became an opportunity to create a positive reform for the young people of the community.
2. In order to lead the youth in the community to take the first active step to change we have introduced a win-win situation of sustained community development.
We built a problem solving method of "not depend on goodwill alone" as a project scheme.

How did the project advance the JCI

Vision?

On the terrace that was set up by us to encourage citizens' participation into this project, the citizens actively planned and organized the events of Cool Share and they have gathered more than 1,000 citizens.

With PR Events: KUMAGAYA COOL-KURU KAN Carried out a program in which, via Cool Share, citizens become aware of the attractions of the community and master the way "to save on electricity happily."

8/4 2013 9th PR Event : Implemented a tour of 6 locations around town, such as the train station, where citizens could join and be sprinkled with refreshing cool water.

The national media reported on the project 20 times through television and 28 times in a media (brochure). Central newspapers also carried stories 5 times, for a total of 27 different reports.

2012.6.1 TBS TV	2012.6.1 NHK TV	2012.6.1 ANN TV
2012.6.2 FBS TV	2012.6.20 RHK TV	2012.7.3 NNS TV
2012.7.4 NNS TV	2012.7.16 ANN TV	2012.7.30 FNS TV
2012.8.1 TBS TV	2013.6.1 TBS TV	2013.8.20 TSTV

Award Category criteria

5

Long-term Impact of the Program

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

1. With the citizen who changed positively they will expand actively the community development movement and hence further create active citizens.
2. The image of power saving is changing from a negative to a positive image and establishing as a community ideal.
3. As the effect of this project is recognized widely, more companies will enter and capital is thrown in towards more extensive problem solving.
4. Amongst the this scheme that we have built new business chances are created.
5. As the network that we have built with our partner expands it will lead to the growth of the global network.
6. With the expansion of the project through global network, an environmentally friendly sustainable society is born all over the world and lead to a problem solving of a world scale such as climate change.

Also with Local Chapter we can expect the following influence.

1. With the expansion of our movement, the recognition of JCI Kumagaya will further increase.
2. With the recognition of our project increasing, the membership of JCI Kumagaya will increase.
3. As the members get involved in the development and continuation of this project the quality will improve.

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

1. To develop a program exclusive to kids and expand our project to the schools and increase the number of active citizens in the future.
2. There was a discrepancy in the special privileges offered to certain stores so we need to increase the meeting with the stores so that all stores operate with the sharing of one ideal.
3. To joint develop new services and products with our partners and accentuate the originality of the community.
4. In order to expand the project overseas there is a need to research the movement of every country such as culture and custom and supply/demand situation of energy.
5. To disseminate information in a timely manner

we need to effectively utilize social media such as Facebook.

6. Not to limit the enforcement period of this project to the summer and to carry out increasing active citizens to other seasons.
7. To find out how much power saving was done due to this project by building a system of measuring numerically the result of the whole project.

