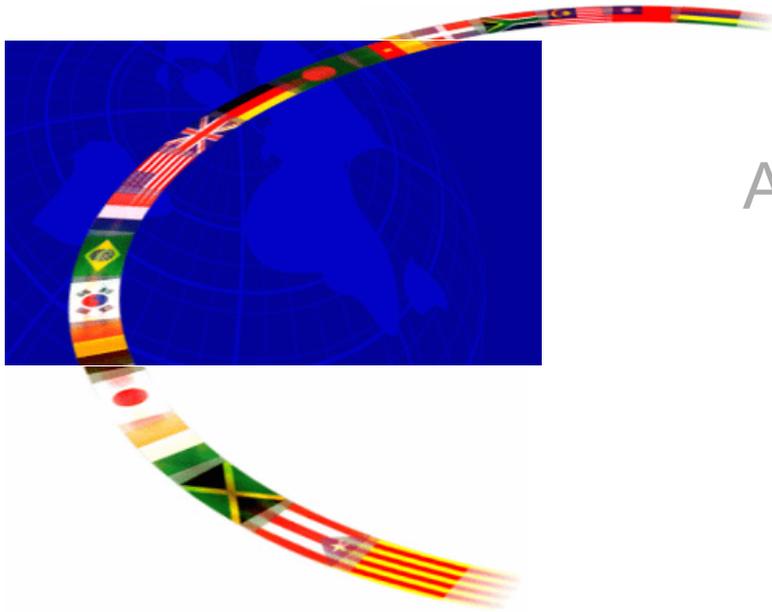




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
“Our dream for the future – TANABATA challenge
with 10,000 people”
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: info@tenri-jc.jp

Basic Information

Duration : 6-july-13

Staff : 43

Sponsors : Tenri City, Board of Education of Tenri City, Isonokami-Jingu Shrine, The Tenrikyo Church Headquater

Budget : US\$19,174

Profit / Loss : None

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

Who is benefited ? : mainly the citizens living in Tenri City about 68,000

Objective : JCI Tenri provides opportunities for growth and development for its citizens for a Positive Change.

We

1) changes its citizens' thought from negative to positive.

2) provides opportunities that give positive person full play.

Overview : 1)

Tenri tend to have negative thoughts and "they tend to leave their issues to others".

2)

We considers providing opportunities of Positive Change regardless of age, gender, race, or nationality.

- Look for the way that citizens can act independently with confidence by working together. (projected to challenge Guinness World Record)

- Because the project was held in July, we planned to associate their program with the season's best-known event.

- "Tanabata" so that many citizens can know about the program.

3)

We carry out a movement to promote the importance of Positive Change.

- Gets the Tenri citizens to write their goals or wishes on strips of paper (called "Tanzaku"), which can trigger a change in their negative thought and behavior. (promotion of changes in the consciousness of positiveness, enhance a sense of participation in the community program)

- We leads its citizens to become the movement collaborators. (Through their awareness-raising movement, citizens would act more independently in their society.)

4)

The negative thought and behavior of the citizens in Tenri would be shifted to be positive.

5)

The citizen influenced by Positive Change will inspire others.

- The number of citizen who share the purpose of the movement will increase through the campaign of collecting "Tanzaku" with us.

- The movement of us leads citizen action.

→ Over 16,000 participants would get the idea of Positive Change.

6)

Together with us, these participants held the event to challenge Guinness World Record with the collected "Tanzaku".

7)

We will be Leading Local Network of active citizens.

Results : 1)

We could change the thoughts of over 16,000 citizens in Tenri city to be positive.

※There are over 16,000 “Tanzaku” with positive wishes.

2)

More self-motivated and independent citizens appeared from the citizens with the idea of Positive Change.

- This “Tanzaku” campaign spread across Japan, France, Brazil, Korea, and Taiwan.

3)

The Positive Change-influenced citizens take part in Guinness World Record event as volunteers. 50 people played a central role in the event management.

The original project of us occurred an unexpected problem.

1)

In the beginning, only our member started to collect Tanzaku.

2)

Since citizens in Tenri didn't understand the project's main point, the staffs had trouble with collecting Tanzaku.

3)

We were driven by a sense of danger that they might not be able to run the movement successfully.

4)

Reviewing the method

- We decided to tell the aim and details of the movement to its citizens.

Moreover they thought that it is important to increase the number of citizens who can share the idea with us.

- We run “KIZUNA Operation” to introduce their project by the bond family members to relatives.

- The movement was spread throughout Japan.

- The movement became widely known in the community.

→ The number of the movement participants increased suddenly.

Actions Taken : 1)

Jun. 6, 2012

We held a regular meeting to think about local charm.

We talked about the local identity and discussed what our advantage is.

2)

Dec. 19, 2012

We discussed what would be necessary to change the situation of the community.

- We looked for a way which gives citizens in Tenri an opportunity for Positive Change.

→ We planned the program “Challenge to Guinness world record” with its citizens

- We set the project in July. We proposed to associate their program with the season's best-known event “Tanabata” so that many citizens can know about the program.

※Tanabata is a Japanese star festival, originating from the Chinese Qixi Festival. It celebrates the meeting of the deities Orihime and Hikoboshi. According to legend, the Milky Way separates these lovers, and they are allowed to meet only once a year on the seventh day of the seventh lunar month of the lunisolar calendar. The date of Tanabata varies by region of the country, but the first festivities begin on July 7 of the Gregorian calendar. The celebration is held at various days between July and August.

- We set the program which makes it easy for any gender and ages to join in to enhance the outgoing power of the program.

- We chose the local Shinto Shrine as a venue to hold the event because it is well known as the public property in that area.

3)

Jan. 8, 2013

We started to search what kind of program they can challenge to world

record related to "Tanabata".

4)

Feb. 27, 2013

We applied to GUINNESS WORLD RECORDS CORPORATE for the new category challenge of world record. "Most tanabata wish cards on a bamboo".

5)

Mar. 28, 2013

GUINNESS WORLD RECORDS CORPORATE accepted JCI TENRI's application.

New World Record Category "Most tanabata wish cards on a bamboo" was born.

6) May 28, 2013

We started the movement to promote the importance of Positive Change to its citizens.

- The staffs asked the citizens in Tenri to put their wishes on Tanzaku for a trigger to the active thought and behaviour.
- We led the participants of the event to be their collaborators.

7)

Jun. 16, 2013

We finished their movement of Positive Change for the citizens in Tenri.

- Over 16,000 citizens became more active.
- The movement made a lot of citizens be more active.

8)

July. 6, 2013

In order to provide the opportunity that gives active person full play, We gave an event for World Record Challenge.

- Together with us, motivated citizens in Tenri held the event to challenge Guinness World Record.
- We and the participants broke the Guinness World Record.

9)

July 7, 2013

Two major newspapers reported about the event.

10)

July 9, 2013

A local TV station broadcasted the event.

11)

July 11, 2013

A local Cable TV station broadcasted the event.

12)

July 16, 2013

We visited the citizens in charge of the movement and had a questionnaire.

Recommendations : As a result of the movement, over 16,000 citizens could have the opportunity of Positive Change.

Those who experienced positive change took positive action for our movement.

The movement changed people's thoughts to positive ones.

↓

In order to provide the opportunity that give active person full play, We gave an event for World Record Challenge.

This made 50 participants have common interests and aspirations.

↓

We conducted JCI Mission in its community.

We got the following feedbacks from the movement participants about the Positive Change.

“Because the movement was related to Tanabata, it was easy to join it.”

“To challenge Guinness World Record motivated me to join the movement.”

“It was good to write my wish on Tanzaku after the detailed explanation about the movement aim.”

“Through the event, I could feel enthusiasm for the movement from the Local chapter member.”

It was not effective to spread the movement by us temselves because of few citizens.

↓

sensed the emergency of the situation

↓

“Kizuna Operation”

By telling the fundamental principle to the relatives, We change the citizen into postiive.

↓

Movement of reforming of sence spreaded gradually.

Understanding people increased explosively lately.

Total number of collecting Tanzaku from May 28 to June 10 is about 5,000.

Total number of collecting Tanzaku from June 11 to June 16 is about 8,000.

Total number of collecting Tanzaku after the deadline from June 17 to June 23 is about 16,000.

(population of Tenri is about 68,000, so 1/4 citizens joined the movement).

Only our member collected Tanzaku at the beginning, but we changed the idea.

We told citizen fundamental principle of the movement and method, and the citizen joined the movement. This is called “KIZUNA Operation”

It was very difficult to collect the strip of paper by only our member at the beginning, but as the citizen joined more and more, a lot of stripe were gathered at tremendous speed.

We took lots of time to explain the aim of their movement to the citizens. We called for cooperation not only to its members, also their families, friends and all the citizens in the city.

Therefore many citizens participated in the movement.

A message for the future.

The actions us can give are limited.

The our movement would be able to expand entirely by making citizens more active and motivated.

This awareness raising activity would be the first step for “permanent peace in the world”.

The comments from the cooperation and participants joined the movement are below.

1)

The head official of department of education in Tenri City “I admire the power of JCI Tenri which made impossible possible.”

2)

Mayor of Tenri “I was amazed to see the power of JCI Tenri and would like to ask for the 60th anniversary of Teri City.”

3)

Executive of the Tenrikyo Church Headquarters “I think that the reason that such a big movement could be succeeded was because of JCI Tenri.”

4)

Storekeeper from a local store “I think JCI Tenri showed us the brave to challenge the new project of the community.”

5)

A vice-principal of a public high school "I want to tell my students that the dream comes true by all means."

6)

A teacher of private high school "Thanks to JCI Tenri that showed the spirit of not giving up."

7)

A person in Tenri City "I am quite interested in JCI Tenri activities."

• July 4, 2013

Two major newspapers run the article of the event.

(Their circulations were 7,640,000 and 1,600,000.)

• July 9, 2013

A local TV station broadcasted the event.

(About 9,000,000 houses are able to watch it.)

• July 11, 2013

A local cable TV station broadcasted the event. (About 7,200,000 houses are able to watch it.)

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? JCI Tenri held a program with citizens in Tenri City for challenging the Guinness World Records. The aim of the program was moving JCI Mission into action with citizens in Tenri and in the world. In the beginning of the program, We focused on changing the citizens more active and motivated, and there were only few citizens who could participate the program of us.

How does this program align to the JCI Plan of Action? We held a program which
 1) changed citizens more active and motivated.
 2) gave more opportunities that citizens who are motivated can be active.

The followings are fit with the concept of us.
 1) We told our concept to our members and to others in order to achieve our goal.
 2) We offered an opportunity that citizens can act spontaneously.
 3) We gave a Positive Change to the society.

Was the budget an effective guide for the financial management of the project? We
 1) offered the participation fees of the program free, which gave many citizens a chance to know Positive Change.
 2) could set up booth in universities, shopping malls and stations in our community.
 3) used recycled paper for "Tanzaku" so that we could keep cost low.
 4) could announce our program to the citizens via a news release.

The cost for Positive Change.
 6,081 US dollar.
 The cost for offering opportunities for citizens.
 13,093 US dollar.

How does this project advance the JCI Mission and Vision? We practiced JCI Vision by
 ·leading the active citizen who actively changed and acted.
 ·promoting the movement which change consciousness.
 ·succeeding in telling a citizen that our network was leading

We practiced JCI Mission by
 1) changing the citizens who are relying on others to independent.
 2) providing the opportunity in which talented person can play an active part.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? 43

By percentage, how many members of the Local Organization were involved in this program? 100

Describe the main roles of the participating members in this program. “KIZUNA Operation”

- 1) Each JCI Tenri members changed 5 citizens around them more active. (There were 43 members) →gave opportunities for Positive Change to 215 citizens in total.
 - ✂Our aim could be understood clearly by distributing the fliers which shows our movement.
 - ✂We explained the aim of our movement to the citizens in Tenri, and asked them to write their wishes on Tanzaku.
 - ✂We showed citizens how to make Tanzaku for their Positive Change, and requested for cooperation.
 - ✂Our members shifted from the movement leaders to the advisers.
- 2) The newly 215 motivated citizens gave other 5 citizens, 1,075 citizens, opportunities for Positive Change. This led more citizens involved in the movement.
- 3) By repeating this action, the movement was spread widely within a short period of time.
 - ✂16,000 citizens learned the movement in 20 days.

The event “Challenge to the Guinness World Records”

- 1) 50 citizens jointed the event voluntary
- 2) The participants put all the “Tanzaku” they collected on a bamboo, and it took about 4 hours. After putting up the bamboo, Guinness World Record Official ADJUDICATOR declared achievement of Guinness World Record.

The citizens living in Tenri were confident about achieving the World Record and regarded us as a leader of active citizens.



Award Category criteria

3

Community Impact

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

1) Tanzaku collected from Participants
16,000 pieces of Tanzaku which JCI Tenri collected from a citizen became the evidence of a citizen having joined a consciousness change campaign.

2) The number of the participants of the event
We distributed information about the event to only 20,000 citizens who filled out the Tanzaku, and 2,000 citizens came to the event. This is the evidence that the event spread through.

3) Hearing Investigation

We got comments as follows

- Superintendent of Education, Tenri City: I admire the capacity for organization that enabled impossibility.
- Executive from The Tenrikyo Church Headquarters: I think that such the consciousness change movement is possible only in JCI Tenri.
- Local store storekeeper: I got courage toward the entry of the new business.
- Public high school vice-principal: I want to tell my students that the dream comes true by all means.
- Private high school teacher: Thank you for your giving a heart not to give up to students.

Describe the actual community impact produced by this project.

After the event by us, there were some changes in the area.

- the citizens tended to think positively, "Who dares wins develop a taste for challenge".
- local festival changed into Cooperative program in which Active citizens and Active students get involved.
- the local government recognized us as a local active citizen's leader.

→ We was asked to cooperate with 60th anniversary of Tenri City.





Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI Tenri got the below results from the program.

1) increased visibility

- The movement increased our visibility in the community.
- The media also enhance the visibility of us.

2) increased its members

- There were many citizens who hope to join us.

3) improved credibility

- We was offered a commission of 60th city anniversary from Tenri city.

4) got a sponsor

- Some local companies volunteered to act as a sponsor for us.
- Citizens in Tenri understood the principle of us. The number of citizens who support us increased.

5) The members could gained a better derstanding of JCI movement

- We experienced the growth of their actions for Positive Change. Through this movement, both we and participants could see the importance of the movement and share its aim.
- JCI Value, Mission and Vision are not only for us. These can be shared with all the citizens in Tenri city. And it is efficient for improvement of everyday life and growth of the community to realize the idea of us.

How did the program advance the JCI Mission?

We promoted JCI Mission in the following way:

1) We offered an opportunity for passive citizens to be more active and motivated, and helped them have their dreams.

2) The citizens who joined the movement wrote their wishes or goals in “Tanzaku” and promised themselves to aim for the realization of them.

3) In order to make people Active citizens, we asked the participants to cooperate them to familiarize the action in the society.

4) As active and motivated citizens are increased, the movement of us was spread widely.

5) We ran the event “Challenge the Guinness World Records” with the citizens living in Tenri for an opportunity in which citizens could participate actively.

How did the project advance the JCI Vision? **We promoted JCI Vision as follows:**

We motivated citizens to act and developed them. This led us become as a leader in the society.



Award Category criteria

5

Long-term Impact of the Program

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

• JCI Tenri program changed many citizens more active.

In the future the community will surely grow if they play an important role in a broad range of fields in the city.

• We will stay as a leader in the community if it keeps offering citizens opportunities that they can enjoy.

• As a result of the development, it can become the cornerstone of world peace.

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

1) Early start gives the chance of more changes to more citizens.

→ It took long time before we carried out the program because some members were against the program. Being conscious of the practice of the JCI Mission and Vision all the time, it enables us to plan, design and carry out the program without flinching.

2) It took long time to make every citizen understand the purpose of the movement.

→ Citizens who didn't know about JCI kept a distance from the movement and took some time to join it. However, we succeeded to earn the trust of the citizens, and became a network leader in the society through the movement. It is important to enhance the visibility of us by offering their movement continuously.

3) find sponsors.

→ There were 32 sponsors for the movement. It couldn't find enough sponsors for the movement. Therefore it is necessary that we get the companies to understand and agree with the organization principle, and not with each movement.

4) It is better to pass the main role of the movement on the participants.

→ From the questionnaires, there was a voice saying "It could succeed because JCI Tenri handled it." It was the result of conflicting as movement that aim in this program. We should guide the citizens to know how to set a movement, and should establish a system to support a movement set by the citizens in the community. This will change "only JCI Tenri did it" to "we can do it". And it will lead the Positive Change and development in the society.

