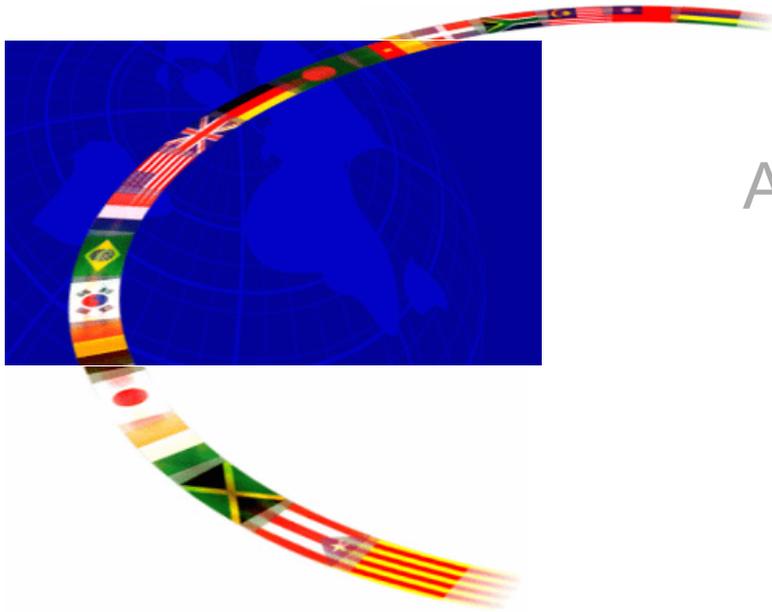




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
Illuminating the UNESCO World Heritage site
'Temples and Shrines of Nikko
JCI JAPAN
Best Long-term Local Community Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kosuke Obata

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LOM Information

Local Organization:

President:

President Email: k_takamori1975@ybb.ne.jp

Basic Information

Duration : 2012 Nov 1st ~2012 Nov 3rd

Staff : 12 members

Sponsors :

Budget : •The local temples

Profit / Loss : \$41,667

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

Who is benefited ? : Citizens of the city of Nikko and its visitors.

Objective : We of JCI Nikko aim to develop the following kind of area and people :
 • Citizens who deeply understand the area's meaning and attraction - developing citizens who love their local society. • Along with those people, we aim to develop a local society that places importance on peace and universal values. • To develop people who desire world peace and work positively towards it.

Overview : Through our work, we of JCI Nikko have aimed to achieve the following. We have worked at local development creating a 'new value' to add to the 'old value' which any area has. We of JCI Nikko have, through our groundbreaking work, shown that this is not something special but something that anyone can do. We have shown that in order to do this groundbreaking work you do not need to be someone special and that anyone can become a person who dares to act. In our area there are many famous temples and shrines which have been a local resource for many, many years. These are known as 'The Temples and Shrines of Nikko' which are registered as a UNESCO World Heritage site. 'The Temples and Shrines of Nikko' were registered as a UNESCO World Heritage site in 1999 as a symbol of peace with 'outstanding universal value'. Many people visit the area to see the site. However, it is impossible to see anything at nighttime. Other resources are few, and there are not many other attractions that make our area easily accessible. And as for the local citizens, even if they know of 'The Temples and Shrines of Nikko' there are few opportunities to think deeply about them. And because this is an 'old value' nobody notices that there is the possibility for this value to change. And that is why we want to take the existing merits of 'The Temples and Shrines of Nikko', add value to them by lighting them up and transform them into something even more attractive. As a local leader and through our groundbreaking work, we of JCI Nikko have striven to get this message to the local citizens. Through our work we have communicated to the citizens the importance of daring to act. Also we have encouraged the local people to act positively for the area. We of JCI Nikko have carried out our work thinking that within our locality what is done now and in the future is of great importance.

Results : Pre-event • JCI Nikko created an organisation (executive committee) to propose the plan. • We offered capital and raised funds so this organisation (executive committee) could propose the plan. • We became the executive committee and have conducted all the planning and evaluations. Work In order to show we are at the forefront of our work, the members of JCI Nikko have conducted their work relentlessly. • We of JCI Nikko performed a nighttime illumination of the temples and shrines to show to the citizens that adding new value to something old can be achieved by anyone. Post-event • We surveyed the local people in order to check the program. • In order to continue the program in the future, we held a public meeting with the local people. We of JCI Nikko carried out the above as a local leader.

Actions Taken : Through the method of illumination we of JCI Nikko have added a 'new value' to the 'old value' of 'The Temples and Shrine of Nikko'. This 'new value' was being to allow people to visit 'The Temples and Shrines of Nikko' at nighttime, which has never been possible previously. Despite knowing that if you do nothing the area will not improve, most people only think without actually acting. As we dared to act a new value has been

established in the local society. We of JCI Nikko are at the forefront as a local leader who has created a 'new value' that nobody has tried to do before. As a result we have managed to get the local people to notice the importance of acting positively for the area. And so we have created citizens who will work positively for the local area.

Recommendations : We came to this conclusion by analyzing the survey and public meeting.

- 192 participants answered our survey which asked them to write their impressions and thoughts about the work.
- After completion of the work, a public meeting was held with the members of JCI Nikko and the executive committee. Any objections, points arising from the work, and any future proposals were freely discussed.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the long-term objectives of this program? We of JCI Nikko performed our work with the aim to develop the following people and area. •Citizens who deeply understand the meaning and attraction of the area – citizens who love their local society. •With these people we will build a local society that places importance on peace and universal values. •We will develop people who will act positively and desire world peace. We of JCI Nikko, in aiming to achieve the above goals, carried out area development by means of creating a ¥¥¥'new value¥¥¥' to add to the ¥¥¥'old value¥¥¥' that any area may have. That is to say, by illuminating the UNESCO World Heritage site ¥¥¥'Temples and Shrines of Nikko¥¥¥' (the old value), we have created a ¥¥¥'new value¥¥¥' and changed them into something more attractive. This is nothing special and through our groundbreaking work we have shown that anybody can do this. We have also shown that it isn't a special person who does groundbreaking work, but anyone can become a person who can dare to act. We of JCI Nikko have tried to communicate this to the citizens through our groundbreaking work as a local leader.

How does this program align to the JCI Plan of Action? Our work conforms to the JCI plan of action as follows: •To develop the area in a desirable way, we of JCI Nikko acted at the forefront as a local leader. We showed the importance of action to the local people. •Through this, we could offer an opportunity where the local people could get involved and demand positive change in area development. •It was not just JCI Nikko, but we worked in close partnership with other groups and especially the younger citizens from the area.

Was the budget an effective guide for the financial management of the project? <Ways of restraining the budget> •The members of JCI Nikko carried out a large part of setting up the event so fees for contracting out were cut. •By getting the cooperation of the companies that JCI Nikko members work for, expenses for buying equipment and the like were cut. <Breakdown of the budget> Illumination fees \$18,091 Publicity costs \$3,590 Chorus event costs \$13,333 Other expenses \$6,653 Total \$41,667

How does this project advance the JCI Mission and Vision? <Mission> We of JCI Nikko promoted the JCI Mission in the following ways: •JCI Nikko offered to the citizens (especially the younger citizens) an opportunity and the possibility to bring about a positive change to the area by means of creating a ¥'new value¥' on top of the ¥'old value¥'. •JCI Nikko have shown to the citizens (especially the younger citizens) that it is possible to bring about a positive change to the area by daring to act. <Vision> We of JCI Nikko promoted the JCI Vision in the following

ways: ▪ JCI Nikko carried out this work by taking the central role and organising the citizens and groups. ▪ Through daring to act, JCI Nikko has increased the number of citizens (especially the younger citizens) who will act positively for the area, and in cooperation with the citizens we have built up a global network.

Object is anyone enjoy stay Nikko night !!



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? 12

By percentage, how many members of the Local Organization were involved in this program? 70%

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

Pre-event General Manager 1 (Understands the whole project fully and directs the other members)
 Negotiators who organize the citizens and groups 2 (In charge of consulting with all staff and groups.)
 Administrator 1 (In charge of getting permits and doing other necessary procedures.)
 Publicity staff 2 (In charge of all PR posters, leaflets etc and negotiating with media.)
 Accounting and clerical 2 (In charge of accounting and clerical matters involved in the work.)
 Equipment Organisers 4 (In charge of organising the preparation of all equipment etc used in the work.)
 On the day General Leader 1 (Understands the whole project fully and directs the other members)
 Negotiators who organize the citizens and groups 5 (In charge of consulting with all staff and groups.)
 Event staff 6 (In charge of setting up the lights etc, getting the location prepared and cleaned up.)
 Post-event Collating the survey and creating a project report 12 (Made conclusions to the work and created a report.)
 Holding a public meeting 12 (Held a public meeting where JCI Nikko and the staff of the executive committee looked back over the project.)

Candle event preparations.



The event preparations are not over until 10,000 candles are made!!



We prepare with smile!!





Award Category criteria

3

Community Impact

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

We of JCI Nikko measured the impact on the local society through a survey and a public meeting. (Survey) •We surveyed the participants about the work. •192 participants answered our survey which asked them to write their impressions and thoughts about the work. (Public Meeting) •After completion of the work, a public meeting was held with the members of JCI Nikko and the executive committee. Any objections, points arising from the work, and any future proposals were freely discussed.

Describe the actual community impact produced by this project

According to the above results, we of JCI Nikko consider the impact of the work on the local society to be as follows: •Results of the survey. 93% of people said they 'value the work'. Some of the main points of view were: 'I knew about the temples and shrines of Nikko (old value) but it's great to discover the attraction of the temples and shrines at nighttime (new value) which I never knew about.' 'I want to praise the positive way the JCI Nikko members have tackled this.' •From this we can see that we of JCI Nikko developed a 'new value' on top of the 'old value' in our area. •JCI Nikko has dared to act to do something that anyone could do but nobody has tried previously. Through daring to act we have shown the citizens the fact that anybody can do it. •As a result of the public meeting, points of view were: 'If JCI Nikko had not positively dared to act this work would not have taken place. I want JCI Nikko to become the leader and continue this work in the future.' 'In the future it will be necessary for not just JCI Nikko, but for the local people and groups, local shops and the like to positively act.' •From this we can conclude that JCI Nikko is recognised as a local leader. •We have shown the citizens that in order for local development to happen, the cooperation between JCI Nikko and the citizens and various groups is necessary.

Anyone can enjoy it !!



Anyone can use candles freely !



Many people enjoy illumination .



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI Nikko has been recognized as a local leader. • We of JCI Nikko developed a ¥'new value¥' on top of the ¥'old value¥' in our area. • This is something that anyone could do but nobody has tried previously. This was made possible because JCI Nikko dared to act. • As a result the recognition of us as a local leader in area development has improved. The consideration for local development of the JCI Nikko members has improved. • The members of JCI Nikko have, through this work, recognised the value of local resources that has remained unnoticed until now. • And, we discovered that there are many methods and resources for local development. • Also, we recognised the importance of daring to act. • As a result, this has led to an increase in understanding about the further promotion of local development, and has strengthened our love for the area.

How did the program advance the JCI Mission?

• JCI Nikko offered to the citizens (especially the younger citizens) an opportunity and the possibility to bring about a positive change to the area by means of creating a ¥'new value¥' (increasing the attraction of the ¥'Temples and Shrines of Nikko¥' by nighttime illumination) on top of the ¥'old value¥' (UNESCO World Heritage site ¥'The Temples and Shrines of Nikko¥'). • JCI Nikko have shown to the citizens (especially the younger citizens) that it is possible to bring about a positive change to the area by daring to act.

Start point !!



Welcome!Nikko! JCI Nikko



The administration headquarters.



The President of 2010 and Cooperator!!



Award Category criteria

5

Long-term Impact of the Program

What is the expected long-term impact of this project? Having carried out this work, the longterm impact in the area is as follows: •The citizens who participated in the work are starting to understand that developing a ¥'new value¥' for the area is not about creating something from zero, but can be achieved by developing an additional value on top of the ¥'old value¥'. •The citizens who participated in the work are maturing to become citizens who will dare to act and will develop positive change. •These maturing citizens will get other citizens involved and mature further, and the local area will also grow. • Through this work, the citizens who knew about JCI Nikko¥'s activities have participated in JCI Nikko¥'s programs, and JCI Nikko¥'s activities will become even more widespread in the area.

What changes would you make to improve the results of this project? Points to improve are as below. •This work was not a one-off event It was itself a JCI Nikko campaign. If possible, we should have been able to ask all the citizens of Nikko and all the visitors to participate in the project. In order for that to happen, the methods used for dispersing information need to be reviewed and improved. •The ¥'old value¥' in the area is not just limited to the ¥'Temples and Shrines of Nikko¥'. It is necessary to bring attention to other ¥'old values¥' and develop ¥'new values¥' for them. •Methods for developing the ¥'new values¥' is not just limited to illumination. It is necessary to consider other methods in order to bring about an even greater value.

Illuminating the UNESCO World Heritage site
"Temples !! 2003



Illuminating the UNESCO World Heritage site
"Temples !! 2007



Illuminating the UNESCO World Heritage site
"Temples !! 2009



The President of 2010 and Cooperator!!

