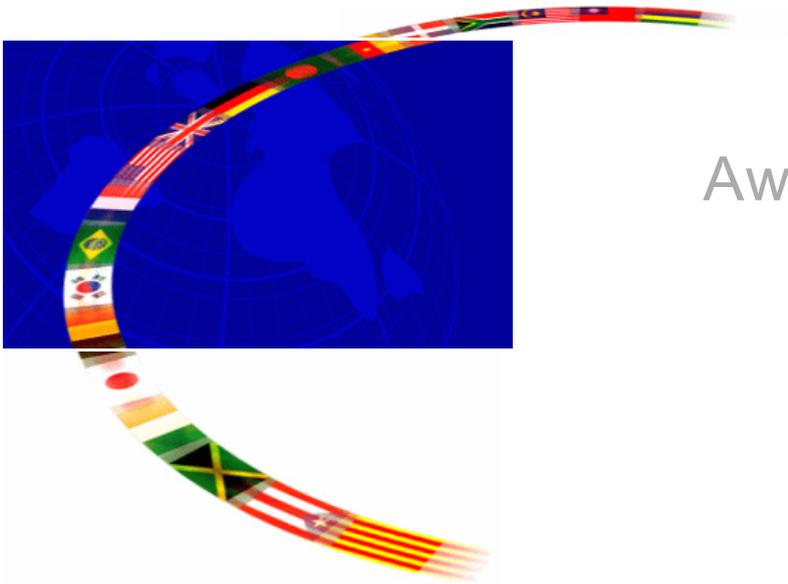




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## Awards Entry

2013 Jci World Congress  
Broken Windows Theory  
JCI JAPAN  
Best Long-term Local Community Program



## Entry Information

Award Program: Category: 

## NOM Information

National Organization: 

National President:



Kosuke Obata

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## LOM Information

Local Organization: President: President Email: [DQG04023@nifty.ne.jp](mailto:DQG04023@nifty.ne.jp)

## Basic Information

Duration : 2013.2.17-2013.10

Staff : 9 Members

Sponsors : Machida City Government, Machida City Police, Paint Industry Association of Tokyo, Tokyo Electric P

Budget : 3,400 US dollar

Profit / Loss : None

In which UN MDG

best fit (if apply):

?:

Who is benefited

?:

2 million people around Machida City

Objective : Mother Teresa said that "The opposite of love is not hate, it's indifference."

All people involved in the community of Machida will be active citizens by changing positively to have positive interest in the local community and love the local society.

<Background>

There are many illegal poster and graffiti in our area.

It is because of lack of love or interest about the local community of the citizens.

It is a big problem that illegal posters and graffiti is the norm.

We , JCI Machida , want that local citizens will have big interest about the problem of illegal posters and graffiti.

We create active citizens who act actively for the community.

We create positive change to the local community with all citizens and local organizations.

We implement a public order improvement project based on "Broken Window Theory" to make a opportunity that cause positive change on citizens.

Through this project , citizens discuss about problems of their area.

JCI Machida will become the leading global network of young active citizens and inspire citizens to act actively to solve problems in local community.

We also promote the expansion of membership of JCI Machida.

The children grow while watching the behavior of adults.

We develop young people who love local community through adult behavior for improving public order.

Overview : Illegal posters and graffiti are ""Broken Window"" in people's mind.

Citizens don't care about them. They don't think it is related to their safety.

We decided to make a opportunity to change their mindset that ""We should keep safety of their own town by ourself"".

We did a campaign to remove illegal posters and graffiti.

Through this project citizens know ""Broken Window Theory"" and think illegal posters and graffiti are their safety problem.

It create positive change and citizens become active citizens.

1. A survey to citizens shows they are anxious about safety.

2. We think that ""Broken Windows Theory"" is its solution because there are a lot of illegal graffiti.

3. We use safety eraser made of orange peel and alcohol to make a chance that children and elder people can join this project and change positively.

4. During this project citizens understand ""Broken Windows Theory"" and remove illegal graffiti and posters with JCI Machida.

5. Citizens have become active citizens by positive change through understanding of ""Broken Windows Theory"".

6. Machida City Government have decided to promote the public-private joint project to remove illegal graffiti and posters.

7. JCI Machida become ""The leading global network of young active citizens"" and promote this project continuously.

Results : From survey results

Citizens who participated to the safety improvement project have interested in the local community and act positively.

They have changed positively and become active citizens. They have interest (= love) to the local community.

We collected the voice of participants of each events.

"I did not aware that graffiti are too many."

It shows indifference to the local community changed positively to interest.

"It is very fun to remove the graffiti in this project."

It shows the participant changed positively to act actively.

"I think that the town cleaned by us should not be stained."

It shows positive change that citizens become to love the local community and they actively take action to keep their town clean.

"Children became to have attention about graffiti"

It shows positive change occurs on youngsters to know graffiti are bad.

"I hope the project will be much bigger movement and the community will be proudful."

It shows citizens have positive change to be active citizens to join good movements widely.

We remove illegal posters and graffiti in 700 sites with 450 citizens. They had a chance of positive change. They have understood ""Broken Windows Theory"". They took action to improve safety in their community.

Machida City Government also had positive change. They have decided to promote public-private anti illegal posters and graffiti project.

When we requested citizens' understanding to remove graffiti on their properties, they objectively removed the graffiti by their own and have participated this project.

More citizens have recognized JCI Machida because of promotion with posters and stickers of this project in local companies and shops.

There are many appreciations from citizens that their town become cleaner. We have many letters of appreciation from neighborhood associations.

Not surprisingly' new graffiti are on removed graffiti in some places like rat race.

Other local chapters and non profit organizations came Machida to lean this project to do the same project in their area.

Keisuke Obata (President of JCI Japan) gave "Good!" on our Facebook Page.

Actions Taken : Oct. 2012 We start to discuss about problems in our community with some local organizations using survey to citizens.

Nov. 2012 We decided to remove illegal posters and graffiti.

Dec. 2012 We decided the name of the project. We start to search collaborators.

Jan. 2013 Machida City Government, Tokyo Electric Power Corporation (The biggest electric power supplier in Japan) and Nippon Telegram and Telecom East (The biggest telecom company in Japan) announced to join the project.

Feb. 2013 We announced the project to the press. We distributed promotion leaflets and posters. The first session was held.

Mar. 2013 The second session was held. Machida City Government gave the project some money. We made a map that shows points of graffiti.

Apr. 2013 The third session was not held because of rain.

May. 2013 The fourth session was held

We produced and distributed 500 labels for promotion.

Jun. 2013 The fifth session was not held because of rain.

Jul. 2013 The sixth session was held

Sep. 2013 The seventh session will be held

Oct. 2013 A reporting session will be held

We survey illegal posters and graffiti and draw in Google Map.

In the session participants can check about graffiti by pictures in Google Map on smartphone.

[https://maps.google.com/maps/ms?](https://maps.google.com/maps/ms?authuser=1&hl=ja&ie=UTF8&oe=UTF8&msa=0&msid=207447237438331188464.0004d83ed746045f29b43)

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Every targets to be removed need to take approval by owner of the buildings or objects.

The local government approved to remove all graffiti on public buildings at once.

If graffiti are on private buildings or objects, we try to take approval for each targets.

In preparation we made organization map from the list of participants to divide working areas. The leader of each working area had income and communicated with headquarters and other leaders.

[Time chart of one session]

08:30 Participants gathers in front of the station.

Remarks, Introduction, A small lecture about ""Broken Windows Theory""

Attention from the last comments.

09:00 Start removing. (About 2 hours)

Participants divided these parts.

- Drawing remover for graffiti.

- Rubbing with a brush

- Wiping with a cloth
- Removing illegal stickers and posters with scraper
- Collecting garbages

10:00 Break time.

11:00 Finish. Answer the questionnaire for improvement

11:15 Introduction of participant organizations. Information of the next session.

It is often said that crimination occurs in blind spot.

Neglected illegal posters and garbages are in blind spot in citizens. The citizens have no attention to them because they think "It is none of my bussiness" and "Someone will remove them".

It is just "Broken Windows Theory".

We provide oppportunity that citizens understand the theory and act to solve the problem.

-Impact for the local community

When we requested the approval to remove graffitis, many citizens and companies removed the graffitis by themselves and participated this project.

We realized citizens can change by our action.

It is very easy project to understand and to act. Citizens also have compassion and act together. This project is easily transfered to other organizations.

-Impact for citizens

Men and women of all age participated the project and communicate through this project.

Childrens felt confidence that "We have removed the graffitis"

Positive change have ocured from indifference to interest to their community.

Citizens have deeper attachment to their community.

We contributed to improve interest for the local community by keeping beauty of streets.

We collaborate many local organizaions. Some media reported this project in paper and video.

We improve the recognition of JCI Machida.

We might develop interest for JCI and JCI Machida.

Recommendations Comments from other organizations,

:

Machida City Government

"Your active effort is very respectrul because it is very difficult for local government to request to remove graffitis on private objects."

Machida Chamber of Commers

"Many projects of JCI Machida run only one time. It is very respectful to do the project continuously."

Neiborhood Association

"Graffitis on the community center was also big problem in our neiborhood association but we did not do any action. We respect JCI Machida's action. However, it is shameful that we did not do for it."

Press

J-com ( TV viewed in 1,840,000 households)

A local page in Yomiuri Shinbun (Newspaper issued 437,500 units)

Buso Shinbun (Local Newspaper issued 100,000 units)

Town News in Machida (Local Newspaper issued 83,600 units)

Machida Keizai Shinbun (Local Economic Newspaper issued 1,000 units)

Koho Machida (Local information paper by the local government issued 144,730 units)

Living Machida-Sagami (Local information paper issued 107,000 units)

Machibito (Local informaion paper issued 92,000 unitis)

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the long-term objectives of this program? To create all citizens concern with the local community.  
And they become "Positive Change" to be "Active Citizen" as the local community-loving.

"The opposite of love is not hate, but indifference." Mother Teresa said.

How does this program align to the JCI Plan of Action? 1) JCI Machida did "Dare to Act" with the citizens so the community problem was solved.  
2) The graffiti is one of the community problem. JCI Machida provided simple opportunity in which the citizens clean the graffiti. It is first opportunity to create positive change as the active citizen.  
3) Through this program, the citizens were concerned with the community. JCI Machida made the citizens create positive change to local active citizens.  
4) JCI Machida built the active citizens and organizations network.  
5) JCI Machida program impacted to local community. Local government were made immediate action by this program.

Was the budget an effective guide for the financial management of the project? The total budget was \$3,400.  
Ad costs are \$1,200.  
Cleaning tool costs are \$2,180.  
Records costs are \$20.  
JCI Machida got subsidy \$2,000 from Machida city office.  
And also approved to use public facilities and supplied drinks for free.

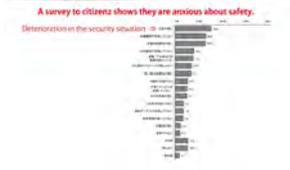
How does this project advance the JCI Mission and Vision? **【The JCI Mission】**  
JCI Machida found by an investigation that the citizens have complaint to security.  
JCI Machida noticed illegal graffiti at the local community.  
JCI Machida took action to provide development opportunity that citizens to create positive change for the "Broken Windows Theory".  
JCI Machida did this program that is cleaning graffiti.  
JCI Machida made the citizens create positive change to local active citizens as the "Dare to Act" for local community.

**【The JCI Vision】**  
Local community problems are the result of your mind and behavior, Not other people's affairs.  
JCI Machida explained with a lot of citizens and organizations. JCI Machida started the ball rolling to make the network.  
JCI Machida made a lot of network by the leading.  
JCI Machida took a lot of citizens and organizations in to the program.  
JCI Machida and local government were working on the cleaning graffiti program together by our impact.

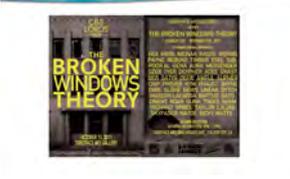
1. The opposite of love is indifference



3. Public awareness survey



2. Broken windows theory



4. Subsidy decision letter of advice



Award Category criteria

# 2

## Membership Participation

By number, how many members were involved in this program? **9Members**

By percentage, how many members of the Local Organization were involved in this program? **49%**

Describe the main roles of the participating members in this program. **Record:1**  
-For verification  
**Tool management:1 to 2**  
-Buy and give citizens and chapter members cleaning tool

**Patrol:6 to 7**  
-Safety management

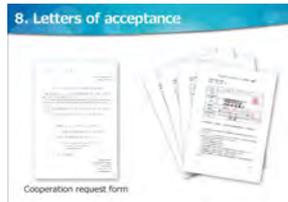
**Treaty and relation:3**  
-Local government and company

**Publicity and contact:9**  
-Advertising campain, communicate citizens and chapter members

**Investigate:9**  
-Find and discover graffiti

**Check the map:1**  
-Mark on the googlemap

**Legal check at possession:9**  
-Get approval to clean the graffiti





Award Category criteria

# 3

## Community Impact

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

1) Analyzed the questionnaire from the citizens and chapter members and evaluated them.

Participants were positive change that is the concerns from indifferent to the local community. Participants were able to dare to act that to create positive change. Participants became positive change as local community-loving, to be better by themselves at their own community.

2) As the result of the number of people  
1st : 33 people  
2nd : 40 people  
3rd : Suspended by the rain  
4th : 105 people  
5th : Suspended by the rain  
6th : 109 people

3) Media  
Local TV station (JCOM) : 1,840,000 Households  
Local Newspapers (Yomiuri) : 437,500 total numbers of copies published  
Community magazine (Ad Machida) : 144,730 total numbers of copies published

4) Carried out similar program after our program  
2 others JCI Local Chapter  
1 NPO

Describe the actual community impact produced by this project

Through this program, citizens and organizations were created positive change to concerned with the community as the active citizen. Their action spread to more local community. Citizen's participants increased every time, as the result the positive change was spread. JCI Machida built the network to sustain development with local community and local government. A chain of activity took place, organization which have same purpose came out by the opportunity JCI Machida provided. JCI Machida became top of local network because of progressed trust, the other programs were able to use this network.

9. The leading local network of active citizens



10. Publication example I



11. Publication example II



12. Questionnaire



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI and local chapter progressed reputation and recognition by the working with people and organizations joined with this program. Through this program, 6 people joined our chapter. JCI Machida got sponcership from local company and got subsidy from Machida city office. JCI Machida got an great evaluation from local government and chamber of commerce and local community organizations. Especially it is amazing, local government decided working on the cleaning graffiti program with the civil organizations.

How did the program advance the JCI Mission?

JCI Machida advanced the JCI Mission as follows. JCI Machida found by an investigation the community problems. JCI Machida dared to act to solve the problems which was not able to solve. JCI Machida made the citizens and organizations realize what "Dare to Act" is important things for the community. JCI Machida provided oppportunity that enthusiasm citizens and organizations to create positive change. Through this program, citizens were created positive change. And then citizens started action voluntarily by this program. JCI Machida aimed to make the network to sustain development at local community.

13. Application form of funding



15. Thank-you letter



14. New members joined JCI Machida to participate this project.



16. Decision to promote this project by public-private collaboration.



## Award Category criteria

## 5

## Long-term Impact of the Program

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

To sustainable development,

- 1) Positive change is not only citizens but also local community.

- 2) Utilize the network, citizens can solve various problems.

- 3) Through this program, local children were attached to their own community. They can do "Dare to Act" in the future.

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

For sustainable development,

- 1) Target more wide area, JCI Machida make more citizens and organizations create positive change to active citizens.

- 2) Through the network built, active citizens and organizations find community problem at themselves then they make immediate action to solve.

- 3) To create positive change with young people who are important part of the future.

17. Young active citizens



19. Action II



18. Action I



20. JCI Machida meets active citizens

