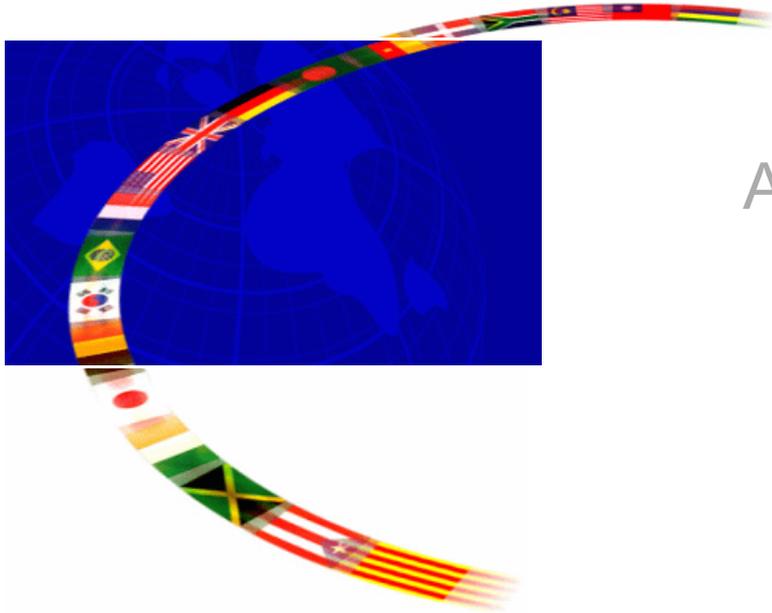




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



# Awards Entry

2013 Jci World Congress  
Treasure Dream Shikoku  
JCI JAPAN  
Best Local Economic Development 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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[secjic@mrh.biglobe.ne.jp](mailto:secjic@mrh.biglobe.ne.jp)

#### LOM Information

Local Organization:

President:

President Email: [kamada+tsuji@altpaper.net](mailto:kamada+tsuji@altpaper.net)

### Basic Information

Duration : Feb. - Jul. 2013

Staff : 10 members

Sponsors : KAGAWA Prefectural Government, Takamatsu City  
Government, Takamatsu Convention and Visitors Bureau,

Budget : US \$ 66,100

Profit / Loss : **NONE**

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

Who is benefited ? : 391 million citizens of local community

Objective : 1. JCI Takamatsu provides the local citizens opportunities to realize, study, find out the local treasures in their community.  
2. JCI Takamatsu creates self-development to have an interests of their communities and make them Active Citizens.  
3. JCI Takamatsu makes local citizens to be independence and act proactively.

4. JCI Takamatsu believes that Active Citizens leads the local sustainable development to our community.

JCI Takamatsu discovers he local unknown treasures, and expand those treasures to all over the japan.

JCI Takamatsu builds up the strong relationship among with local organizations for cooperation the events

Overview : First of all, JCI Takamatsu members surveyed the local food culture and local products in our local area, and find out those sponsors and booth applicants for the event.

We planned the event which gave the chances for local citizens "Positive Change".

JCI Takamatsu created the impact on the passive local companies by sharing the opportunities of Positive Change and this leads to give them to have a chance for social contribution aggressively.

JCI Takamatsu produced the remarkable structure through the event which the participants can charge the points by purchasing the local products, and having local foods. And then, they can exchange local treasures which local companies donated and sponsored. This system can managed companies which didn't apply for the event booth, can contribute the local society through this event.

Results : With active participation by the citizens, participants, supporters, and sponsors,

JCI Takamatsu succeeded to provide opportunities to create Positive Change and had concrete understanding of JCI Mission & Vision by experiencing this event.

1. Local citizens realized their local originally and potential values through this event

2. JCI Takamatsu provided opportunities for citizens to have interests for local treasures.

3. JCI Takamatsu provided valuable opportunities for citizens to get to know unknown local treasures.

4. JCI Takamatsu succeeded to make local citizens and JCI Takamatsu members to have the interests for our community and love the community with strong ties. This made us to be the Active Citizens for sustainable development for our future.

JCI Takamatsu promoted the JCI Mission and Vision to the participants, and related organizations by holding this event.

As the result of questionnaires from the participants as follows

JCI Takamatsu produced the opportunities to get to know the local areas, local treasures by producing the event booths which sell the local food, local products, and local traditional attraction cooperated with local citizens and local organizations together.

From the young to old generation can participate on this event, thus they

can hand down the local treasures from the parent generation to child generation.

JCI Takamatsu had promoted event PR aggressively to all prefecture and cities in SHIKOKU region Junior Chamber International. This brought many participants to the event and made them to be interested in local treasures than ever.

Actions Taken : February to June,2013 project meetings by attending 29 LOMs monthly meeting in SHIKOKU region Junior Chamber International  
 March to May, 2013 Survey the local valuable products and goods for the event and ask the local companies to apply for the event booths within the JCI SHIKOKU region Junior Chamber International  
 April, 2013 Planning the venue, and apply for the cooperation to the Takamatsu Convention & Visitors Bureau, Kagawa prefecture, and Takamatsu City government.  
 June, 2013 Distributed the event PR pamphlets to 43 elementary school  
 July, 2013 Shikoku Takara –ichi event was held  
 July,2013 Hand out the event report to the supporters, sponsors, booth applicants.

Impact on the local community as follows

3 local broadcasting at the event broadcasted through the evening news both KAGAWA and OKAYAMA prefecture where 200 million are audience TV.

2 local newspaper interviewed at the event and reported on the local newspaper which 100 million people are subscriber at the local area.

Recommendations : JCI Takamatsu succeeded as follows,  
 To continue for JCI members to discover local treasures  
 Made local citizens to be interested in local treasures  
 The reasons why JCI Takamatsu can succeed this event as follows,  
 Anyone can participate in this event  
 Had a better relationship between local broadcasting companies and JCI Takamatsu to promote this event smoothly and successfully.  
 Increased the number of participants at every booths by taking the point exchange system.  
 We found out that we need to explore more local foods and potential products in our local community.  
 To solve the difficulty to select the booths in terms of the numbers of booth, we brought the point system to experience every booth for participants.  
 We could all the participants to exchange point system by announcing a fixed term on MC and asked applicants of booths to be active players.  
 JCI Takamatsu has striven to take an important role to inspire community, and build the relationship with many supporters and sponsor to have many participants through this event.

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program? The objective is to develop local economy. To achieve the goal, we found out that we need the process of local citizen's self-development and positive change as follows.  
 (1) Not only to elevate our interests for our unknown local precious values, but also to deepen our interests to be proud of.  
 (2) To spread those local precious values to our citizens through JC events, succeeded made them to be proud of local community  
 (3) To contribute to success the development of local economy by producing the positive change for local citizens.

How does this program align to the JCI Plan of Action? Performing positive change and being active citizen for both JCI members and local citizens is as good as giving the opportunities for positive change and producing the Active citizens.  
 To achieve the goal, the first must thing is to have the interests of not only local treasure but also unknown local treasure.  
 Positive thinking with the deep interests of local treasure stimulated the development of local economy and positive change for local citizens.

Was the budget an effective guide for the financial management of the project? Budget : US\$ 66,100  
 Advertisement expenses : US\$44,440  
 Booth set up and the grounds expenses : US\$21,660  
 Most of the expenses of the budget were expensed for the advertisement to join the program.  
 Every booths expense are Free/no charge for the applicants.  
 We made some cost cuts and succeeded within this budget as follows,  
 1. Local support companies and organization donated goods at the exchange booth for participants  
 2. Got many registered supporter to promote the program  
 3. Appeared on local cable TV for the promotion of publicity work  
 4. Appeared on local TV and newspaper for the promotion of publicity work  
 5. Distributed the program promotion handbill to every elementary school children through the elementary principal's permission.

How does this project advance the JCI Mission and Vision? ( Promotion of Mission of JCI )  
 Provide opportunities to create Positive Change for local young generation by promoting unknown local treasures.  
 Also, succeeded to make the parents of children who are the members of dance groups to create Positive

Change by participating this event.  
We could be able to make local children who are not interested in local to get involved with local events by participating.  
( Promotion of JCI Vision )  
JCI Takamatsu considered the importance of being local network leader is the role key to be the global network leader.  
JCI Takamatsu offered the development opportunities for local young people, other organizations to create a positive change for leading the global network leaders not only the active organizations but also other unknown local organizations through the promotion.



Award Category criteria

# 2

## Promotion of Free Enterprise

How did this program seek to exhibit JCI Values, especially "free enterprise"?

It is very important that not only the aggressive companies but also the passive companies consider that social contribution to the society should be under the only vector where the mutual understanding and human exchanges are held to be the Active Citizen who has the Positive change mind for being the free enterprise.

How was free enterprise promoted during the project?

Applicant organizations had the great opportunities to have mutual understanding through the event as follows,

1. Created impact on the mutual understanding at joint meeting
2. Created impact on the exchange through the many participants, local citizens, and JCI members.
3. Created impact on the booth exchange by exchanging point system

JCI Takamatsu contributed the great impact on participants and local citizens to have closer relationship by participating this event. Also, gave an opportunity to be the free Enterprise.



## Award Category criteria

## 3

## Impact on Local Economy

<p>How was the impact on the local economy measured?</p>	<p>We carried out the hearing from all applicants of booths</p> <p>As the result of hearing, With active participation by the citizens, participants, supporters, and sponsors, JCI Takamatsu succeeded to provide opportunities to create Positive Change and had concrete understanding of JCI Mission &amp; Vision by experiencing this event.</p> <ol style="list-style-type: none"> <li>1. Local citizens realized their local originally and potential values through this event.</li> <li>2. JCI Takamatsu provided opportunities for citizens to have interests for local treasures.</li> <li>3. JCI Takamatsu provided valuable opportunities for citizens to get to know unknown local treasures.</li> <li>4. JCI Takamatsu succeeded to make local citizens and JCI Takamatsu members to have the interests for our community and love the community with strong ties. This made us to be the Active Citizens for sustainable development for our future.</li> </ol>
<p>What was the intended impact on the local economy? What goals were originally set?</p>	<p>(Results)</p> <p>Many local groups, supports, sponsors and local organizations joined this program.</p> <p>By discovering the local unknown valuable treasures, made the local citizens to be Active Citizens and Positive Change.</p> <p>By visiting many local organizations, companies, government organizations, JCI Takamatsu has contributed to the success of this event, promoting to or local community.</p> <p>3 local corporate groups participated for the public announcement</p> <p>10 local organizations participated for the public announcement</p> <p>7 local government organizations for the promotion activities</p> <p>15 local organizations at booths for this event</p> <p>By aggressive and excel promotion activities with the co-operations with local organization to our local community gave great opportunities for local citizens to be Active Citizens and bring the local sustainable development.</p> <p>After this event, in terms of hearing from participants, we need to strength our relationship through this event.</p>
<p>What was the actual economic impact produced by this project?</p>	<p>As the result of this event (program), Distributed 8,000 travel promotion pamphlet from the prefectural office to the participants, in addition to the every booth of local treasure promotion.</p> <p>As the result of questionnaires as follows,</p> <ol style="list-style-type: none"> <li>1. Made participants to buy the local treasures by</li> </ol>

promoting the unknown local treasures like local foods, and to visit local cultural & historical places.  
2. Elevate the interests of unknown local treasures.

Stage attraction



Award Category criteria

4

Impact on Community and Participants

How was community and participant impact measured for this project?

Collected 8,000 evaluation forms of 110,581 participants. As the result of questionnaires, JCI Takamatsu succeeded to bring many opportunities to have the interests of the local through the attraction and every booth of local culture& foods for participants. Every generation could have enjoyed and experienced the program JCI Takamatsu succeeded the promotion of this programs not only the local but also the outside of local. By discovered the local treasures, JCI Takamatsu got elevate intention and stimulation for citizens to be the Active citizen & Positive Change.

Describe the actual impact on the local community and the participants.

7,400 participants of 8,000 from the positive hearing as follows, This made participants to buy local products which the booth applicants offer Made participants to visit and travel to our prefecture, and our community JCI Takamatsu found out the importance of the excursion systems by experiencing each booth at this event. We made this new excursion system with points by exchanging local products, and experiences, having local foods with funs. Also, this gives chances for the companies which didn't apply for this event to get involved with social contribution indirectly. After the event, from the hearing of applicants, JCI Takamatsu made many applicants to join JCI programs next time and made them as Active citizen.





## Award Category criteria

## 5

## Partnerships and Public Relations

What was the promotional strategy for this program? Concentrated on the promotion of this event on the biggest local newspaper which shares 60% of Kagawa prefecture. With the active members enforcement, the advertisement movement of this event spread locally by free radio station, Takamatsu cable TV and on local newspapers. Visited 4 prefectures of SHIKOKU (consists of 4 prefectures) to expand each prefecture's local treasures. JCI Takamatsu members visited 4 prefectures to promote this event enthusiastically. Also, promoted the events to LOMs in SHIKOKU Regional Junior Chamber. JCI Takamatsu asked the Takamatsu city government and other local organization for support on various thing through the event. JCI Takamatsu sent out the Press Release and asked local media for coverage of the event site. 8,000 pamphlets of each prefectures distributed to every participants at the exchange booth.

How successful was the promotion? Please indicate figures where applicable. Over 10,000 citizens participated this project as regards 42million citizens Collected 8,000 participant's evaluation form through this program, and answered that over 90% of participants had interests of our local history, food, and our community 'SHIKOKU' treasure. Through this program, we succeeded to made local citizens Positive change who has express our local treasure to many people with positive thinking for the development local future.

List the partners that participated in this program. (write N/A if none) N/A

How did partners participate in the program?

## Award Category criteria

## 6

## Long-term Impact of the Program

<p>What is the expected long-term impact of this project?</p>	<p>JCI Takamatsu succeeded the public promotion with cooperation with other local organization through this event. Also, this made participants to purchase from the supporters, to be interested in local treasures and made them into Positive Change. JCI Takamatsu provided the opportunities to create Positive change to do support activities with not only supporters but also participants. JCI Takamatsu succeeded to provide Active Citizens opportunities and Sustainable Development through from the young to all generation. Also, this gave them to recognize "Service to humanity is the best work of life"</p> <p>JCI Takamatsu created the importance of interchange of personal between citizens and local organizations through the cooperation on this event.</p> <p>JCI Takamatsu shares the values with active citizens and creates citizens who can do sustainable and active locally with cooperation with local organization for the sustainable development.</p>
<p>What changes would you make to improve the results of this project?</p>	<p>We found out that we need to explore more local foods and potential products in our local community. To solve the difficulty to select the booths in terms of the numbers of booth, we brought the point system to experience every booth for participants. We could all the participants to exchange point system by announcing a fixed term on MC and asked applicants of booths to be active players. JCI Takamatsu has striven to take an important role to inspire community, and build the relationship with many supporters and sponsor to have many participants through this event.</p>