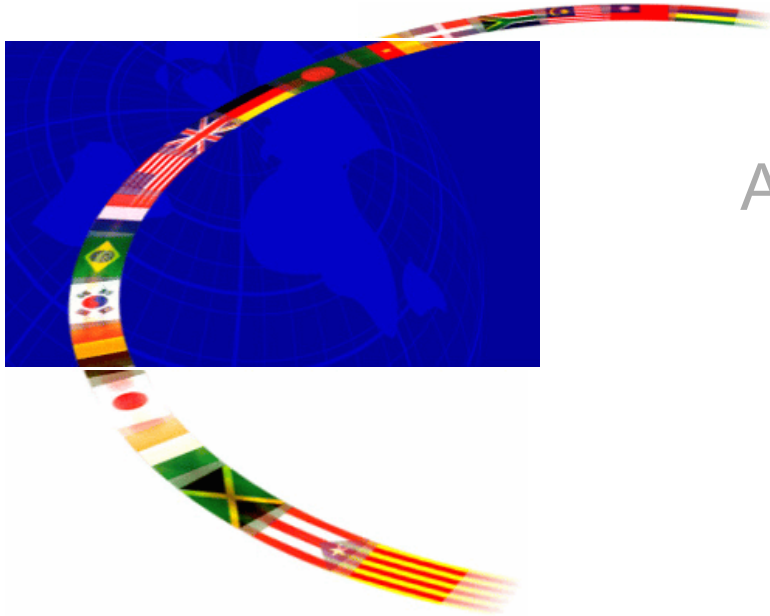




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
Anyone can commit to Nothing But Nets in daily life
JCI JAPAN
Best Local UN MDG Project



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Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program: 2013 JCI World Congress

Category: Best Local UN MDG Project

NOM Information

National Organization: JCI JAPAN

National President:



Kosuke Obata
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LOM Information

Local Organization: JCI Urayasu

President: Kentaro Takanashi

President Email: lxdrv135@yahoo.co.jp

Basic Information

Duration : Jan. 2013 ~ Dec. 2013

Staff : 21 members

Sponsors : Urayasu City Government, Japax Corporation(a plastic bag manufacturer), JCI Japan

Budget : 820 US dollars

Profit / Loss : None

In which UN MDG best fit (if apply) ? : Combat HIV/AIDS, malaria and other diseases

Who is benefited ? : Children threatened by malaria, UN Foundation Nothing But Nets

Objective : The object of this project is ..

- To develop stable and continuous way of fundraising for UN Foundation Nothing But Nets
- To change all citizens in Urayasu to know about malaria and participate in anti-malaria campaign positively
- To change the local government to participate in campaign of UN MDGs positively
- To develop recognition and reputation of JCI and JCI Urayasu

Overview : We , JCI Urayasu , greatly appreciated that after Great East Japan Earthquake foreign inhabitants did not go out from Urayasu and they worked a lot on reconstruction.

We tried to find better way of fundraising for JCI Nothing But Nets (NBN) Campaign to feed forward as requital of the favor. It is not enough to raise money but also to change citizens to participate in NBN Campaign.

In many areas in Japan, only special garbage bags are collected by local government. That garbage bags are taxed to keep garbage collection bureau. Citizens in Urayasu should buy the garbage bags to throw away their trash usually.

We found if the garbage bags have function of charity of NBN, all citizens can participate the fundraising very easily.

We collaborated with a manufacturer of the garbage bags to create garbage bags to have function of charity. 2 US cents will be donated for each bag .

We printed Information about malaria on the bags intended that citizens can know about malaria.

We adopted very attractive design for the bag intended that children pay attention to the bag .

We requested Urayasu City Movement to adopt the charity garbage bag as official garbage bag and they accepted the request.

Now citizens in Urayasu can buy the charity garbage bags in shops.

The citizens become to know the problem of malaria by reading the information on the charity garbage bags.

More and more citizens are buying the charity garbage bags positively.

Results : - We have developed stable and continuous way of fundraising for UN Foundation Nothing But Nets

Every citizens buy garbage bags continuously because it is living necessities. Citizens can easily buy the charity garbage bags because they are now adopted as official garbage bag by Urayasu City Government. In first one month 460 US dollars collected by the charity garbage bags.

- We are changing all citizens in Urayasu to know about malaria and participate in anti-malaria campaign positively The first lot was distributed at August 2013. After only one month, the second lot was ordered. Now explosively sales of the bag are growing.

In only two month total 2300 citizens bought the bags. They have known about the problem of malaria by reading the information on the bags.

In some voice..

=>The garbage bag made an opportunity to talk about malaria with my

children

=>I want to buy again because only a few money saves someone's life.

=>I just bought the bag because it is cute. And the bag taught me about problem of malaria .

- Actions Taken :
- Jan. 2013: The first committee was held. We researched good way for fundraising
 - Feb. : The second committee was held. We discussed about the idea of this project.
 - 25 Mar. : The first discussion on the executive committee of JCI Urayasu was held.
 - 13 May. : The first discussion on the board of directors of JCI Urayasu was held.
 - 10 Jun. : The board of directors of JCI Urayasu decided to do this project.
 - 26 Jun. : Mayer of Urayasu decided to approve the charity garbage bag as official bag.
 - 28 Jun. : The first order of the charity garbage bag was placed. 09 Jul. : - Press release at press club.
 - Press release for local newspapers and local information papers.
 - Promotion on our website
 - 10 Jul. : Briefing at neighborhood associations.
 - Mid. Jul. : Request a local TV station to pick up our project in news.
 - 20 Jul. : Reference exhibition at Summer Conference of JCI Japan at Yokohama to expand this project in Japan.
 - End Jul. : Start to distribute the charity garbage bags. 29 Jul.: Promotion at Urayasu fireworks festival
 - Dec. :Donation to NBN fund.
- Recommendations :
- About 5,250.000 garbage bags are used in Urayasu per year. If every bags are charity , about 52,500 US dollars will be donated to the NBN Foundation. In Japan 110,000 US dollars collected in 2012. When our project will success, total donation will be 1.5 times up.
 - In almost all regions in Japan, taxed garbage bags is sold. If this project will expand all over Japan, enormous money will be raised. And citizens will have more attention to UN MDGs and JCI. It may apply in not only Japan but also any places in the world.
 - At first it seemed very difficult to make the charity garbage bags approved by Urayasu City Government. However, our positive lobbying to Urayasu City Government changed the mind of mayor and officers of Urayasu City Government.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

The object of this project is ..

- To develop stable and continuous way of fundraising for UN Foundation Nothing But Nets
- To change all citizens in Urayasu to know about malaria and participate in anti-malaria campaign positively
- To change the local government to participate in UN MDGs' campaign positively
- To develop recognition and reputation of JCI and JCI Urayasu

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

The goal 1st in 2013 JCI Action Plan.

1. To be recognized as a solution provider to the greatest global challenges of our time as defined by the eight (8) UN Millennium Development Goals (MDGs).

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

Yes. The board of directors of JCI Urayasu decided the budget before execution of the project. The budget was an effective guide for the financial management of the project.

How does this project advance the JCI Mission and Vision?

This project create POSITIVE CHANGE on citizens in Urayasu and Urayasu City Government. They have understand UN MDGs and JCI Nothing But Nets (NBN) Campaign. And they are taking action for the goal.

This project also PROVIDE DEVELOPMENT OPPORTUNITY that members CREATE POSITIVE CHANGE to local community.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **21 members**

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

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

- Project planning
- Budget control
- Communication with manufacturer and shops of garbage bags
- Communication with Urayasu City Government and other organization
- Production and direction to develop the charity garbage bags
- Promotion of this project



Award Category criteria

3

Community Impact

How did the Local Organization measure community impact for this project? **We measure community impact by number of bags, amount of fundraising and survey to citizens. 23,000 bags were sold only the first month. There are 162,877 in Urayasu City. Within one year anyone in Urayasu can buy the bags.**

Describe the actual community impact produced by this project. **Every citizens can participate to NBN Campaign in daily life. Neighborhood associations also take action for UN MDGs through charity garbage bag.**

USED BY CITIZENS



USED BY CITIZENS



USED BY CITIZENS



Award Category criteria

4

Link with UN Agencies or Partnerships

List any UN Agencies that participated in any way. Describe their involvement. (write N/A if none) **N/A**

List any other partners that participated in this program. (write N/A if none) **Urayasu City Government
Manufacturer of the garbage bag
Neighborhood association**

How were partners engaged to participate in the program? **Urayasu City Government approved the charity garbage bag as official bag.
Manufacturer of the garbage bag collaborated with JCI Urayasu to design new charity bag.
Neighborhood association collaborated with JCI Urayasu to promote the charity garbage bag.**

CHILDREN PARTICIPATED TO PROMOTE



PROMOTION AMBASSADOR

MAYER OF URAYASU CITY

PRESS RELEASE



Award Category criteria

5

Long-term Impact of the Program

What is the expected long-term impact of this project? Citizens will participate in NBN campaign forever. More money will be raised to the NBN fund by the bags. Children know about problem of malaria to see the charity garbage bag in daily life. Some of them will take action to improve the world. Urayasu City Government also will take action for problems in the world because this project is in just local but for the world. This project improve the reputation of JCI and JCI Urayasu. It makes expansion of members easier. Many LOMs can easily do the same project in their area. It will expand the NBN campaign very effectively.

What changes would you make to improve the results of this project? It is not easy to take approval from local government to make the bags official because there are many rules about the official garbage bag. We need to teach how to take approval from government.

