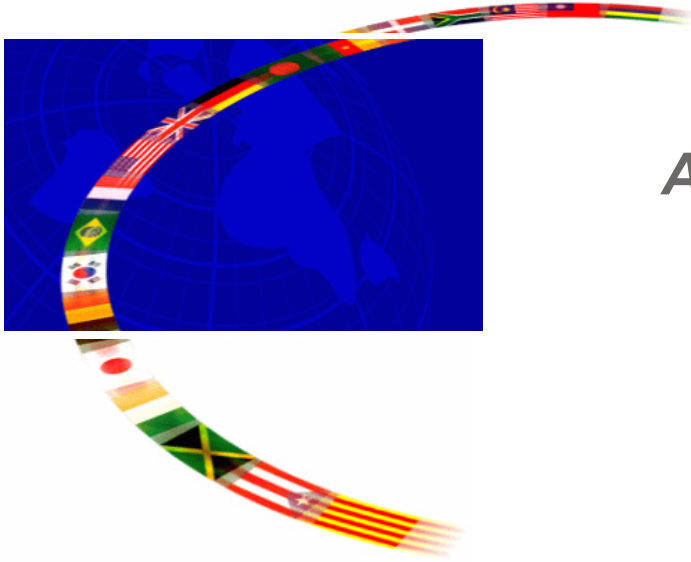




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
Social Design  
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:



**Shigenari Yamamoto**  
E-mail: [japan@jci.cc](mailto:japan@jci.cc)

### LOM Information

Local Organization:

President:

President Email: [s-shirosaka@shoei-group.com](mailto:s-shirosaka@shoei-group.com)

### Basic Information

- Duration : From January 2015 to November 2015
- Staff : 193 member
- Sponsors : Osaka city Policies of the economic Strategy Bureau, Public Interest Incorporated Foundation of Osa
- Budget : 69,160 dollar
- Profit / Loss : 0
- In which UN MDG best fit (if apply)?: Develop a global partnership for development
- Who is benefited?: 2,600,000 people who live in Osaka.
- Objective : The development of economy in community  
In accordance with Active, Citizen, Frame work, we gave people who live in cities the below 5 objectives.
1. To create people who can endure many problems that surround them.
  2. To create people who can vividly imagine their ideal cities.
  3. To create people who can scoop out other people's feelings.
  4. To create people who can make connections with people who have new values.
  5. To create people who can aggressively work with the problems they face in the local community.
- Also, with the members, we have the objectives to create people with spirit of leadership who can comprehensively see the problems in the city, cooperate with others and solve the problems with imagination.
- Overview : In accordance with Active, Citizen and Frame work we have heard from people who live in cities and sorted out the problems. As a result we have come up with the problems such as traffic, stays and cultural gap because of the increase in numbers of foreign people who visit Japan. We also went out to the city to investigate. As a result we have concluded that the traffic jam was created by the sightseeing buses. Also as we investigated further on, we noticed that foreign people who visit Japan give's a big impact to the economy. For the solution of these problems, we positively saw these problems and showed people that this will change the society in a good way. So we needed to positively change their thoughts. In order to do so, we held a Future contest. Also, we economically approached the foreign people who visit Japan and held a Business Fair with companies that already have profits. Above all we gave opportunities to people who live in cities to acknowledge the benefits that the foreign people who visit Japan give to the economy through experts and famous comedians. So we held a festival which held everything in above.
- Results : **【How much was the objective completed】**  
As a result of the questionnaire we retrieves we came up with the conclusion below.
- People in cities realized that many of the problems were created by their conscious.
  - They realized the necessity in need to positive change to become an active citizen.
  - They realized that that not only solve the problem but also connect it to development.
  - People who were involved with this activity came to the conclusion that working with people from the city will improve the economy of Osaka city.
  - All the people positive changed and became a active citizen.
- 【Unexpected results】**  
The government and over 30 organizations co-operated with JCI Osaka even though they had no direct connection.
- 【The way of checking results】**  
The purpose of the questionnaire.
1. The questionnaire result,
  - 1 Recognized the difference 74%

2 Fairly recognized the difference 26%  
 Adds up to the total to 100%

2. The questionnaire result,  
 1 Noticed 82%  
 2 Noticed a little 18%  
 Adds up to the total to 100%

3. The questionnaire result,  
 1 Understood completely 55%  
 2 understood a little 45%  
 Adds up to total to 100%

4. The questionnaire result,  
 1 Recognized the difference 47%  
 2 Fairly recognized the difference 53%  
 Adds up to the total 100%

5. The questionnaire result,  
 1 Brought up the attention 84%  
 2 Brought up a little attention 8%  
 3 Could not understand 8%  
 Adds up to total to 97%

**【The result of the test】**

We did a questionnaire with the people who participated in the activity  
 In the questionnaire we created with 5 questions, we decided that if  
 question 1 and 2, over 80% of people's consciousness had changed we  
 concluded that the questionnaire was a success.  
 As a result, in all the questions 1 and 2 reached over 80% so we  
 achieved the result that we were looking for.

Actions Taken : The plan and practice of future contest

The plan and practice of business fair

The plan and practice of giving the opportunity to let the people hear from  
 experts about the economic impact that foreign people who visit Japan  
 The plan and practice of holding a festival that all the people can  
 participate

Recommendations : From the results of the questionnaire, the aim we had at the beginning  
 was accomplished.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the objectives of this program? The economic development propulsion of community In order to create a new Osaka that has a presence and a view to the whole world, we gathered a team from each sector. The purpose is to create a place where they can join forces and conduce the inbound of Osaka's demand expansion.

Also, in the process of conducting the project, the member that gathered, we made them see the problem of cities in a comprehensive way and co-operate with others and come up with ideas to solve the problem with imagination. And that it leads to creating the spirit of a leader.

To sum up, the aim is to not only achieve the development of the economic propulsion the UN's MDG hold but also create the leadership of individual.

How does this program align to the JCI Plan of Action? To gather a group that wants to change the city of Osaka and hold a place to think about the future of Osaka, it matches the plan of JCI and the main corporate, NPO, government and people in Osaka that encourage the change.

Was the budget an effective guide for the financial management of the project? To send information more effectively with this times activity, we contrived public activities

- we set up an award for the contest that was given from the mayor of Osaka city.
- We handed out 200 posters, 25,000 leaflets to government, corporates and people in Osaka city.
- On weekdays we used vision in Osaka city station where about 150,000 people pass by.

Total budget 69,160 dollars  
 ※The breakdown of the budget  
 The site and other fee 44,485 dollars  
 The lecture fee 12,150 dollars  
 Advertise fee 9,345 dollars  
 Other fee 3,180 dollars

How does this project advance the JCI Mission and Vision? To give chances to the main person, we gave a chance for each member to growth and change. Also, to give a chance to young people who live in cities to send messages on how to solve the problem (Future contest) which leads to JCI mission's propulsion.



**Award Category criteria**

**2**

**Promotion of Free Enterprise**

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

Corporates were not "Free" in the two perspectives given below

- The increase of inbounds were not fully functional to some corporates
- They did not see that the inbound and business chances were the same

In order to clear the misunderstanding we invited experts to hold a talk session and show that the inbound is a business chance.

How was free enterprise promoted during the project?

With this program the participants positively changed

- By participating this event they realized that the inbound is their business chance. (Positive change)
- Corporate, NPO and other groups that were involved in this event, got the idea that inbound can be changed business chance. (Economic development)

These results indicate that not only the corporate that were involved and the groups and it give good influence to the people around, and it motivates groups and citizen and the spreads liberal economic society.



10の飲食企業ブースと20企業・団体ブースの出展  
来て観て大阪FESTA  
～みんな大阪へいっちゃい！～  
大阪インバウンドビジネスフェア



大阪を  
positive change



インバウンドをビジネスチャンスに







Award Category criteria

Impact on Local Economy

3

How was the impact on the local economy measured?

1. See the results form the questionnaire that we handed out to the corporates that participated  
The results from the questionnaire show's that over 80% of the group said that they found a corporate or a group that they want to do work with
2. 3,463 people participated in this event. We were able to make them understand the importance and the effects that it will cause to community correctly. And starting with Osaka city, over 30 groups, corporate co-operated with this event.
3. To know the real economic status with statistics

What was the intended impact on the local economy? What goals were originally set?

1. The increase in consumption by foreign people who visit Japan.
2. Osaka and other prefectures around Kinki-area's impact of consumer economy
3. Osaka's corporate, NPO groups made the citizen's positive change and the increase of foreign people who visit Japan and their consumption

What was the actual economic impact produced by this project?

The actual economic effect that was born from this project was the increase in numbers of foreign people who visit Japan. Also throughout nation Osaka showed the best result.

1. In 2015, inbound from the foreign people who visit Japan, Osaka was essentially on the top.
2. Compared to 3,740,000 people in 2014, in 2015 it was 7,170,000 people. There was increase of 3,430,000 people.
3. In 2015 the use of Kansai airport that the foreign people who visited Japan the economy increased about 43,084,600,000 yen and the gross value added was about 24,925,900,000 yen.

リーマン危機を契機として (2008年9月～2009年3月)

消費支出	総消費支出
100,000,000	100,000,000
200,000,000	200,000,000
300,000,000	300,000,000
400,000,000	400,000,000
500,000,000	500,000,000
600,000,000	600,000,000
700,000,000	700,000,000
800,000,000	800,000,000
900,000,000	900,000,000
1,000,000,000	1,000,000,000
合計	414,000,000

表 48 大阪府における観光を利した訪日外国人の消費増進の消費支出

消費項目	消費金額
宿泊料金	47,183,299
飲食費	68,192,569
交通費	67,764,732
娯楽サービス費	6,855,127
買物代	256,517,299
その他	5,162,883
合計	414,000,000

大阪府における観光を利した訪日外国人の消費増進の消費支出の増加は、前年と比較して、増加の傾向、大阪府における観光を利した訪日外国人の消費増進の消費支出の増加は、約 4.14 億 384 百万円である。

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