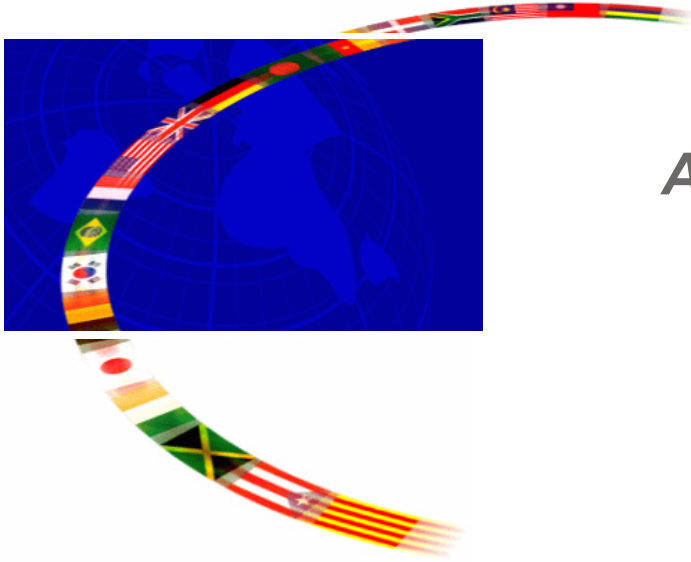




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
The 2015 Nagano International Festa
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:



Shigenari Yamamoto
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: shuizaojiao@hotmail.com

Basic Information

Duration : September 6, 2015

Staff : 183members

Sponsors : Internationalization Promotion Team of the International Affairs Section,
Nagano

Budget : 55,046.10 dollars

Profit / Loss : 0

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

Who is benefited ? : The 380,000 citizens and foreign residents of Nagano city.

Objective : JCI Nagano acts with the following purposes; 1. We form a leading global network of active citizens. 2. We encourage the transformation of awareness of cross-cultural exchange of citizens and positive changes in their minds.

Overview : JCI Nagano held "The 2015 Nagano International Festa" targeted at foreign residents and Japanese citizens of the city. The event aimed to make a step in establishing an international city where multiple cultures coexist by providing opportunities to achieve proactive communication. - International interaction with Omotenashi (hospitality) forum This program was to lead to mutual understanding on multiple culture coexistence through a panel discussion. It focused on the mindset of Omotenashi towards foreigners who found it difficult to overcome differences of language, culture, and customs. - Intercultural Exchange promotion program This program is intended to encourage active communication for international interactions in multiple cultures. Participants that have trouble to get to know each other because of language barriers enjoy interactions in a party through various activities and deepen their understanding of other cultures.

Results : JCI Nagano has achieved the following objectives. - Number of participants in Nagano International Festa Total participants: 240 foreign residents and citizens (77 foreign residents and 163 citizens) Because many foreign residents participated in this event, we were also able to promote JCI activities widely to non-Japanese people. We succeeded in making positive changes in awareness of cross-cultural exchange of foreign residents as well as Japanese citizens. - Understanding of the mind of Japanese Omotenashi. The questionnaire showed that 80 percent of Japanese participants understood the importance of acting with the mind of Omotenashi towards foreigners. As for foreign residents, 65 percent understood the meaning of Omotenashi and deepened mutual understanding on multiculturalism. Verification on encouraging positive exchanges through this project According to the questionnaire, 70 percent of the Japanese participants answered they had positive interactions with foreigners, and 80 percent of foreigners answered that they interacted positively with multiple cultures. We received feedback that they wished this kind of event would continue to be held in the future.

Actions Taken : - May 2015 Survey of foreign residents and research - May 2015 Opinion exchanges with local government and other organizations - 2015 June Selection of and offers to foreigners who participate in the panel discussion - 2015 July-August Distribution of posters and tickets (TV, SNS) - August 2015 Last minute rehearsal - September 6, 2015 "2015 Nagano international Festa" held

Recommendations : 1. JCI Nagano planned and conducted a cross-cultural exchange project, which brought about awareness of the leading global network. 2. We provided Japanese and foreign residents with the opportunity to actively interact, which brought about a positive change on awareness of cross-cultural exchange.

Award Category criteria

1

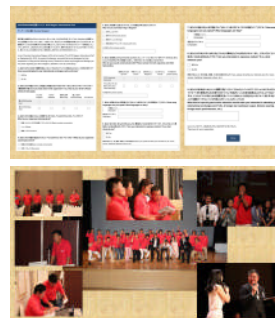
Objectives, Planning, Finance and Execution

What were the long-term objectives of this program? 1. JCI Nagano plans and conducts a cross-cultural exchange program with the aim of forming a leading global network of young active citizens. 2. JCI Nagano encourages the transformation of awareness of cross-cultural exchange of citizens in order to make positive changes in their minds.

How does this program align to the JCI Plan of Action? As a solution provider, JCI Nagano built a network between citizens of different nationalities, and provided opportunities to make positive changes in their minds.

Was the budget an effective guide for the financial management of the project? **【Budget management】** More people (Japanese and foreigners) visited the site than expected, but the number of JCI members was lower. This reduced revenue although the budget was on target. **【Revenue】** Registration fee income: 34,946.10 dollars Money transferred: 20,100 dollars Revenue total: 55,046.10 dollars **【Expenses】** Venue fee: 2,868.06 dollars Entertainment costs: 44,843.04 dollars Material expenses: 400 dollars Public relations expenses: 6490 dollars Insurance fee: 300 dollars Communications expenses: 145 dollars Expenditure total: 55,046.10 dollars

How does this project advance the JCI Mission and Vision? JCI Mission: JCI Nagano promoted the JCI Mission by providing the opportunity for citizens to interact with different nationalities, making positive changes in the minds of citizens. JCI Vision: JCI Nagano encouraged cooperation between active citizens of different cultures through the opportunity to build a network of active citizens of different nationalities by planning and conducting the cross-cultural exchange programs.



Award Category criteria**2 Membership Participation**

By number, how many members were involved in this program? 14

By percentage, how many members of the Local Organization were involved in this program? 87

Describe the main roles of the participating members in this program. Chairman (1 person): Chief Supervisor for this project who is in charge of meeting with various related organizations and speakers/performers Vice-Chairman (3 people): Public relations, making plans, budget management Committee (10 people): Conducting the event on the day



Award Category criteria

3

Community Impact

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

JCI Nagano conducted a questionnaire with 240 participants and measured the impact by analyzing the results.

Describe the actual community impact produced by this project

Seventy percent of the participating citizens responded that they actively communicated. This project created active citizens in the community.



Award Category criteria

4

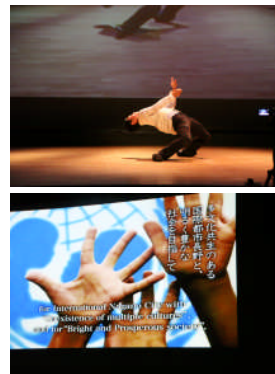
Impact on Local Organization

How did the Local Organization benefit from running this project?

1. JCI Nagano succeeded in spreading the movement of JCI Nagano to not only Japanese citizens, but also to foreign residents. 2. JCI Nagano fostered a firm relationship through cooperation with various related organizations.

How did the program advance the JCI Mission?

JCI Nagano provided citizens of different nationalities with the opportunity to interact actively and succeeded in making positive changes in their minds to be more active. Citizens of different nationalities actively interact through games and activities.



Award Category criteria**5****Long-term Impact of the Program**

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

As citizens of different nationalities have made positive changes, they cohered as active citizens. This will enable Nagano city to develop into an international city.

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

We need effective public relation activities to attract more people of a wide range of nationalities to participate in the project.

