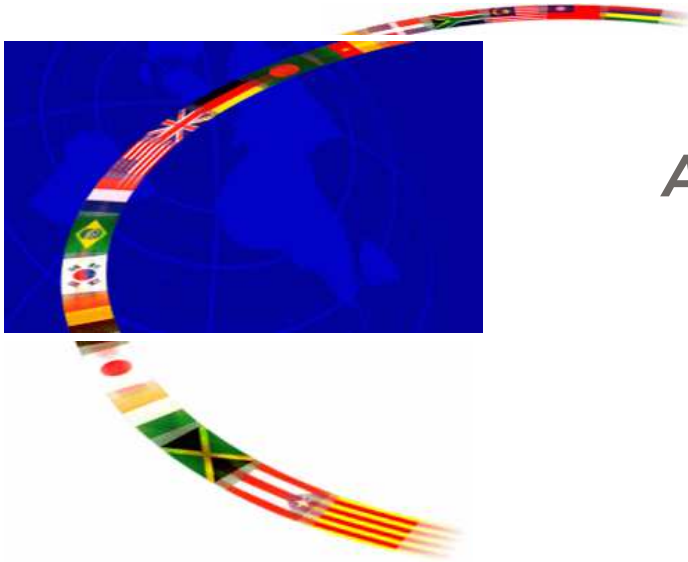




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Jci Congress In Quebec, Canada  
Village revitalization  
JCI Japan  
Best Local Community Empowerment Program



### 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: [shuizaojiao@hotmail.com](mailto:shuizaojiao@hotmail.com)

### Basic Information

Duration : May 2015 to August 2016

Staff : 77 members

Sponsors : Regional Activities Support Section of Civic Life Department, Nagano City Office (Official).Populati

Budget : Total cost: 56,308.3

Profit / Loss : 0

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

Who is benefited ? : The 380,000 citizens of Nagano city

Objective : 1. To provide an opportunity to make positive changes by implementing the mountain area activation project that promotes the transformation of awareness of citizens. 2. To support active citizens by providing the opportunity to positively act on the activation of the region 3. To establish the foundation of independent actions for community activation by implementing mountain area activation project with sharing problems and concerns the region faces, with the cooperation and collaboration with local residents.

Overview : 1. JCI Nagano opened and ran the Shinshu rural life experience facility "Young Blue Village" with the cooperation of citizens. The purpose of this facility is to promote mountainous areas by effectively taking advantage of the attractive local resources, and to attract people from inside and outside the prefecture, resulting in fostering independent mindset for the activation of the area. - Shinshu rural life experience facility, Young Blue Village In the two years since 2014, JCI Nagano took the initiative and the "Young Blue Village" where people experience life of the mountainous areas for free was opened in cooperation with citizens and the local government. This facility was opened to attract people from inside and outside the prefecture to the rural mountain areas, and to increase immigration seekers, resulting in activation of the area. 2. JCI Nagano opened a camp school that utilizes the Shinshu rural life experience facility, Young Blue Village, where children in the city learn lure of their hometown from vivacious play and the nature of the woodlands that they are unable to experience in modern city life. This program is designed to foster regionalism and healthy growth of children responsible for the future of the city. 3. JCI Nagano promoted immigration by holding an event called "You-will-know-everything-about-life-in-rural-mountain-areas fair in Nagano", in order to activate the mountainous region with the collaboration and cooperation of the Nagano City government and local residents. 4. JC members held a study session in order to share the problems and concerns the communities in mountainous areas face.

Results : · As a result of conducting the project with the cooperation of citizens; We asked for responses to the following questions from the representatives of the citizens. "Have you noticed any changes in yourself after taking part in the Young Blue Village management"? "We citizens began considering proactive regional activation." The minds of citizens changed, leading to positive changes. - Outcome of the study session On the question whether he or she understood the mountainous regional problems, 84 percent of JCI members that participated in study sessions answered "yes". This shows JCI members shared and understood the decline and problems of the mountainous areas that Nagano is facing. - Unexpected results The local company understood the importance of the mountain area activation project and decided to carry out its own program using an old house in the mountain area referring to ours. This shows that it resulted in changing the minds of citizens and expanding JCI activities.. · Local government, citizens, companies, and NPO that agree with the spirit of JCI Nagano participated actively in the project. The number of active citizens increased.

Actions Taken : Second year of Young Blue Village in 2015 May to Nov. 2015 Receiving participants in the country life experience program May 16/17, 2015 A booth was run for "You-will-know-everything-about-life-in-rural-mountain-areas fair in Nagano" in cooperation with Nagano city held during Zenkouji temple Gokaicho event. June 5, 2015 Hokuriku Shin-etsu region council board meeting was held July 25, 2015 A camp school was held

August 2, 2015 Weeding in Tatara district August 22, 2015 Regular meeting (Study session) October 19, 2015 Mayor's office's on-site Green class was held. December 11, 2015 2015 Project report meeting Third year of Young Blue Village in 2016 January 10, 2016 New year's gathering in Tatara district January 17, 2016 Participated in JOIN Mountain area immigration, interaction and activation Fair (Seminar about immigration in the Big Sight) Feb. 27, 2016 Nagano city immigration seminar (at Kotsu Kaikan hall 5th floor) May 2, 2016 Opening ceremony From April Started receiving participants May 31, 2016 Coverage by medias

Recommendations : 1. Citizens began to act with independence as their minds changed positively. 2. We succeeded in activating community revitalizing activities to solve the local problems with the cooperation of local community along with the local government and companies which understood the importance of local community activation through this project. 3. JCI Nagano supported to foster initiatives of local community to solve the problems that the local community had. And also we received appreciations as a good example of effective usage of local resources.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

<p>What were the objectives of this program?</p>	<p>To communicate benefits and useful information of the mountain area to visit and live for the people inside and outside the prefecture and gain more fans through the real experience of the attractive life of the mountain area at Young Blue Village where people feel benefits in their bones. Also since this project has been for two years, JCI Nagano positively supports local residents to run activation project with their own initiatives and establish the foundation of independent actions for community activation.</p>
<p>How does this program align to the JCI Plan of Action?</p>	<p>We actively supported and participated in regional activation projects by local residents in cooperation with local residents as well as the Nagano city government. This led to local residents carrying out local activation by making positive changes in their minds.</p>
<p>Was the budget an effective guide for the financial management of the project?</p>	<p>Project budget in 2015 The rural life experience facility, Young Blue Village offered accommodation free of charge, therefore it provided opportunities to a greater number of people. Maintenance costs and operating costs of the facility are as follows: Total cost: 18,667.50 dollars The program for children to foster regionalism through learning from vivacious play and nature of woodlands in the camp school Total cost: 860.87 dollars JCI Nagano promoted immigration by holding an event called “You-will-know- everything-about-life-in-rural-mountain-areas” fair in Nagano” in order to activate the mountainous region in collaboration and cooperation with the Nagano City government and local residents. We received a subsidy from Nagano city so that the total cost of 22,680 dollars was covered. Total cost for the projects in 2015: 42,208.37 dollars Project budget in 2016 Total cost 56,308.37 dollars</p>
<p>How does this project advance the JCI Mission and Vision?</p>	<p>JCI Mission JCI Nagano provided an opportunity to act towards the local community improvement for Nagano City government and local residents by aggressively proposing immigration to Nagano City to people inside and outside the prefecture through these projects. JCI vision JCI Nagano supported the active citizens by raising the awareness of local residents through projects that built a local network involving Nagano City government and local residents.</p>



**Award Category criteria****2****Membership Participation**

By number, how many members were involved in this program? 29

By percentage, how many members of the Local Organization were involved in this program? 29

Describe the main roles of the participating members in this program. Renovation staff: All members Experience Program staff: All members Public Relations: 3 members Management of the facility: All members Accounting: 1 member



## Award Category criteria

## 3

## Community Impact

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

We measured impact as follows. 1. A website was created and a SNS account was set up to promote the project, so that we were able to analyze influence by checking the access number. 2. We conducted a questionnaire on citizens.

Describe the actual community impact produced by this project.

1. Website hits numbering 3,796, and 2,800 hits on the SNS have been confirmed. This shows the project we conducted attracted attention, and recognition has certainly improved in the local community. 2. As for the question on \"whether the project promoted changes in your minds\" to local residents in the questionnaire, we received answers saying he or she began to think about the local activation on his or her own initiative. It suggests this project influenced a change in the minds of residents.





## Award Category criteria

## 4

## Impact on Local Organization

- How did the Local Organization benefit from running this project? Through conducting this project; 1. JCI Nagano interacted and shared information with the local government, citizens and other organizations, and it brought about a strong relationship through cooperation on various occasions during the project. 2. JCI Nagano recognized the issues in the mountainous areas through the project and promoted our activities to the local government and citizens. 3. By promoting JCI activities in the project, JCI Nagano succeeded in improving its driving power as we became aware of the potential of project development.
- How did the program advance the JCI Mission? JCI Mission JCI Nagano provided an opportunity to act towards local community improvement for Nagano City government and local residents by aggressively proposing immigration to Nagano City to the people inside and outside the prefecture through these projects.
- How did the project advance the JCI Vision? JCI Nagano supported active citizens by raising awareness of local residents through the projects that built a local network involving Nagano City government and local residents.



Award Category criteria

5

Long-term Impact of the Program

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

The participants in the experience program at the facility are expected to immigrate to Nagano city in future. Also the project helped to understand measures for declining the number of visitors to Nagano and to extract problems that we should work for by knowing the attractions and benefit of the mountain area and real needs from migrants outside the prefecture.

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

We need to transfer initiatives for the project to the citizens, therefore we have to promote further changes in their minds and increase the number of active citizens. It is necessary to increase the immigration seekers in cooperation with local government and citizens.

