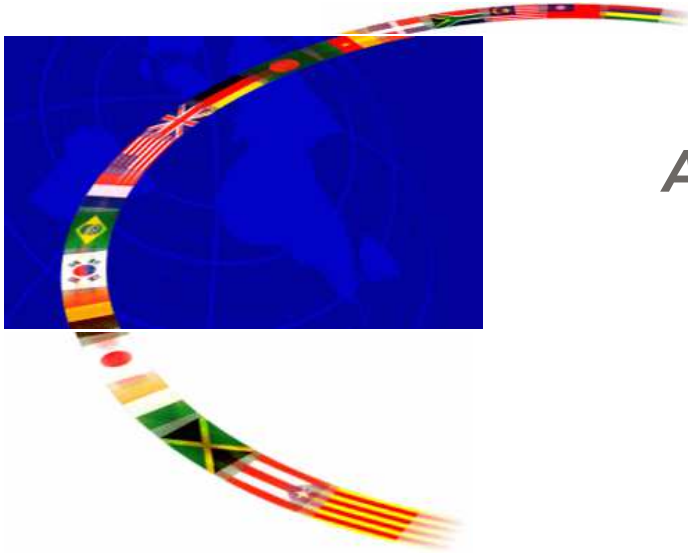




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
Kanazawa city is developed as the next
international city through the UN SDGs movement.
JCI Japan
Best Local Global Goals Project



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: suzukinorihide2000@yahoo.co.jp

Basic Information

Duration : MARCH 1 2016 ~ JULY 31 2016
 Staff : 209
 Sponsors : Public institutions, etc.
 Budget : \$15,000
 Profit / Loss : \$4,000
 In which UN SDG best fit (if apply) : ? : Combat HIV/AIDS, malaria and other diseases
 Who is benefited ? : Kanazawa city citizen
 Objective : JCI Kanazawa Conference will be held by JCI Kanazawa as a supervisor based on "KANAZAWA DECLARATION", which was resolved at JCI World Congress Kanazawa.

Utilizing this opportunity, JCI Kanazawa is able to work on No.6 of UN SDGs, "Ensure availability and sustainable management of water and sanitation for all", as a supervisor Local Organization.

And also awareness of international contribution in the local community is able to be raised.

Understanding and continuous raising awareness of UN SDGs among citizens through implementation of the project will give a big opportunity to develop as an international city cooperating with UN to Kanazawa.

Because JCI Kanazawa, which is able to cooperate with UN, takes initiative and proceed.

Overview : **(1)Holding JCI Kanazawa Conference Citizen Forum**
 We held a forum for citizen inviting persons related to UNDP.

(2)Cooperation with companies

We showed slides concerned at social studies field trip of local elementary schools in corporation with Kanazawa Water & Energy Center, and prepared and distributed enlightening stickers and advertising catalogs of UN SDGs in corporation with local companies dealing with drinking water.

(3)Placing donation boxes and implementation of street donation

We made donation boxes and implemented street donation.

Results : **[1] Number of participants**

JCI Kanazawa Conference Citizen Forum: 431 persons
 Kanazawa Sanctuary Forum: 1,900 persons Kanazawa Water & Energy Center
 Social studies field trip of the fourth grade student of elementary schools: 4,000 persons
 Sue Water Purification Plant General visitors: 750 persons
 Aqua Clara Hokuriku Inc. Water bottle sticker: 6,000 sheets
 Number of companies placing donation boxes: 61 places

[2] Questionnaire result

Lecture of SDGs at February Regular Meeting
 Was your understanding deepened? : yes/deepened to some extent 97%
 Did you feel importance of UN SDGs? : yes 97%
 JCI Kanazawa Conference Citizen Forum
 Was your understanding deepened? : yes 81%
 Did you feel importance of UN SDGs? : yes 85%
 Companies placing donation boxes
 Was your understanding deepened? :yes 94%
 Do you want to communicate importance of UN SDGs to people around one from now? : yes 98%

Citizens and members shared necessity of understanding and communicating the importance of UN SDGs.

Actions Taken : **Feb.,18 th,2016:**

At February Regular Meeting, we implemented internal training course of UN SDGs by Ms. Yumiko Horie of Public Interest Incorporated Association "Save the Children Japan."

Mar., 1st, 2016:

We started placing donation boxes titled " Clear water will save the world."

Apr.,2nd, 2016 :

At JCI Kanazawa Citizen Forum, we had lectures of Ms. Misako Konno, a goodwill ambassador of UNDP, and Mr. Tetsuo Kondo, Representative of UNDP in Japan.

Apr.,2nd,2016 :

We implemented street donation activity in front of the venue of JCI Kanazawa Citizen Forum.

Apr.,1st, 2016:

Aqua Clara Hokuriku Inc. started distributing stickers and advertising catalogs.

June, 17th, 2016:

We explained UN SDGs to general visitors at Kanazawa Sanctuary Forum and implemented street donation activity in front of the venue.

July, 8th, 2016 :

We started showing slides about the situation of water in the world to fourth grade students of social studies field trip of elementary schools in Kanaza city at Kanazawa Water & Energy Center.

Recommendations : **(1)JCI Kanazawa Citizen Forum**

Constant holding increases understanding of UN SDGs themselves and their importance. So we will hold attractive forums the coming year in tie-ups with the media.

(2)Cooperation with companies

We increase number of companies which continue to provide activities related to UN SDGs at social studies field trip, a public place of learning for children, and number of future bearers of the activities. There are several companies which want participation through the activities. We accelerate arranging conditions to participate clearing interests and planning to campaign together.

(3)Placing donation boxes and implementing street donation

Continuity of placing donation boxes and implementing street donation in tie-ups with the media increases the number of stores placing donation boxes and expands social network of the campaign.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

This program helps Local Organization members to understand deeply JCI JAPAN SMILE BY WATER, which JCI Japan works on, and to heighten inner sense of meaning and lead the Local Organization members by themselves.

We attempt to spread the campaign by planning and implementing JCI Kanazawa own activities based on our region in order to reinforce awareness of SDGs and international cooperation for citizens and groups concerned.

We raise the level of the campaign increasing the number of future bearers in order to solve the tasks to be achieved by 2030 through giving elementary students in our area learning places.

Based on these, Kanazawa city will cooperate with the United Nations, it will contribute to the development into an international city.

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

IMPACT

We accelerate the campaign toward achievement of goals by penetration of understanding UN SDGs into citizens.

MOTIVATE

We involved young generation and companies dealing with water in international issues.

INVEST

We reinforced awareness of UN SDGs' importance for citizens by inviting persons related to UN.

COLLABORATE

We were able to continue to campaign with cooperation of the local government and companies.

CONNECT

Donation activity has spread in companies mainly restaurants.

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

We can prepare a large venue, we were able to collect a large number of participants.

Many citizens deepened their knowledge of UN SDGs through the lectures of persons related to UN.

And awareness about UN SDGs was raised dramatically by covering of the media.

How does this project advance the JCI Mission and Vision?

JCI mission

We were the first to give citizens opportunities to deepen knowledge about UN SDGs inviting persons related to UN. And we gave young generation the opportunities through social study field trips.

JCI vision

We provided members UN SDGs training and led citizens through donation activity.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? 209 members

By percentage, how many members of your Local Organization were involved in this program? 100%

Describe the main roles of the participating members in this program. We invited Ms. Yumiko Horie of Public Interest Incorporated Association “Save the Children Japan“ to February regular meeting and attended her lecture about UN SDGs to understand deeply.

Based on this, each member managed the Citizen Forum and implemented donation activity with responsibility.

So importance of the campaign spread in citizens.

(1)JCI Kanazawa Conference Citizen Forum

We invited Ms. Yumiko Horie of Public Interest Incorporated Association “Save the Children Japan” to February regular meeting as a lecturer and had an opportunity to understand UN SDGs deeply. We successfully had the Citizen Forum with high awareness thanks to this opportunity.

(2)Cooperation with companies

Through social studies field trip, preparation of slides for general persons and thinking of sticker design, we understood more about UN SDGs, specially importance of No.6 of them and were able to develop them to continuous projects of future.

(3)Placing donation boxes and implementing street donation

Through explanation of asking placing donation boxes and street donations, members were able to convey UN SDGs, specially importance of No.6 of them and proceed to next continuous campaigns of future.



Award Category criteria

3

Community Impact

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

JCI Kanazawa Conference Citizen Forum got widely local papers and the TV news coverage.

And it was decided that a lot of junior high school students and citizens in Hokuriku region embark on the activities of UN SDGs.

They also cooperated to promote the action with the media by setting donation boxes and that increased awareness.

Describe the actual community impact produced by this project.

(1)JCI Kanazawa Conference Citizen Forum

The forum was held and personalities also attended. A lot of citizens could understand the importance of UN SDGs. The forum was advertised in 290,000 households by three local newspaper companies and two public broadcasting companies. They increased awareness.

(2)Cooperation with companies

On field trips which Kanazawa Water and Energy Center hold for junior high school students and adults, they projected a slide show about clean water and sanitation all over the world, goal 6 of UN SDGs. They also raised awareness of UN SDGs to the users by cooperating with Aquaclara in Hokuriku region with the stickers and the leaflets.

(3)Placing donation boxes and implementation of street donation

The forums which Kanazawa JC held contributed to the promotion of their activities and increased awareness of UN SDGs on radio and local magazines.



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)

The lecturer

(1)Public interested incorporated “Association Save the children Japan” Yumiko Horie

(2)United National Development Program (UNDP) Goodwill Ambassador Misako Konno

(3)United National Development Program (UNDP) Representation office in Japan Director Tetsuo Kondo

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

Partners

(1)Kanazawa Water & Energy Center (Public authorities (Gas and Water))

(2)Aqua Clara Hokuriku Inc. (Water server sales company (Japanese domestic market share top company))

(3)The restaurants in Kanazawa city

How were partners engaged to participate in the program?

(1)Kanazawa Water & Energy Center
Continuously conducting lectures about goal 6 of UN SDGs by field trips to junior high school students and adults.

(2)Aqua Clara Hokuriku Inc.
Continuously raising awareness of the activities by attaching stickers about goal 6 of UN SDGs.

(3)The restaurants in Kanazawa city
Most of the restaurants will get in cooperation continued on the installation of the donation boxes.





Award Category criteria

5

Long-term Impact of the Program

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

(1)JCI Kanazawa Conference Citizen Forum

Continuously holding forums with personalities can increase awareness of UN SDGs since the attendees and many other people can learn it through the media.

(2)Cooperation with companies

A lot of children who go on field trips can learn about water in the world and they tell their families and other people about it. Also, other water server companies have been getting interested in the activities so that increase awareness.

(3)Placing donation boxes and implementing street donation

Having set donation boxes by cooperating with the media, magazines and radio could help increase public understanding about UN SDGs. These continuous activities will raise awareness.

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

(1)JCI Kanazawa Conference Citizen Forum

Continuously holding the forums will help raise public understanding. We will hold a wonderful forum again next year by cooperating with the media.

(2)Cooperation with companies

We will increase companies which tell the public about the activities continuously and increase leaders in the future on schools for children, field trips. Some companies already are hoping to join the activities. We will aim to make a good environment in society.

(3)Placing donation boxes and implementing street donation

Continuously setting donation boxes and doing street fundraising by cooperating with the media will help increase the activities in other places.



