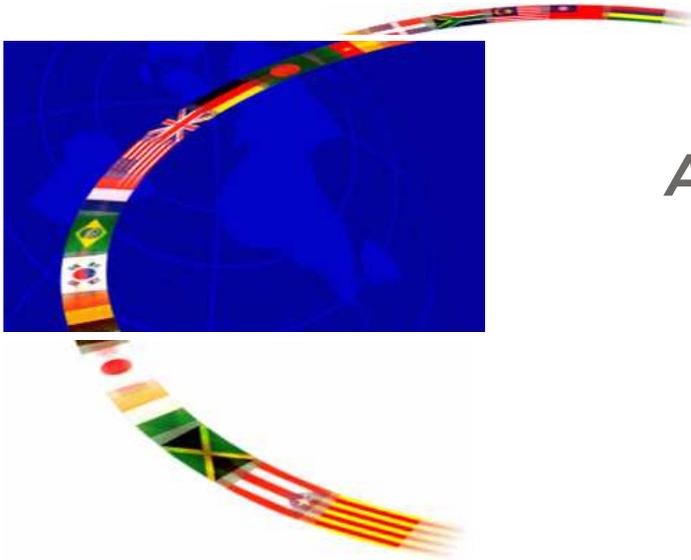




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
Peaceful Public Relations
JCI Japan
Best Local OMOIYARI Project



Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Shigenari Yamamoto
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LOM Information

Local Organization:

President:

President Email: takao_tonouchi@yanasetech.co.jp

Basic Information

- Duration : PR 7/12 to 8/31, Project 9/1, 2016
- Staff : 341 member
- Sponsors : 1) city of government. 2) community organizations. 3) companies. 4) students. 5) volunteer
- Budget : USD5,150.00
- Profit / Loss : 0
- In which UN SDG best fit (if apply) : ?
- Who is benefited ? : Citizen of Yokohama city and visitors who use the Yokohama Station West Entrance
- Objective : To realize permanent world peace, we must identify and understand the needs of community.
 Yokohama Station is one of the busiest station and the numbers of passengers is ranked 5th in the world.
 Around 2,200,000 passengers use the station everyday but the station have only 2 smoking areas. Due to lack of smoking areas, many smokers just litter cigarette butt. The city government spend 3 million every year for the litter disposal.
 We put up flower planters in station vicinity to beautify with flowers and create an atmosphere that smokers just can't litter cigarette butt.
 Our activity may influence the public to keep our town clean, free of litter and to have OMOIYARI spirit. We want people who like the idea and extend support to us will experience OMOIYARI spirit and cause them to change their way of thinking.
 As a community leader, JCI Yokohama proactively take actions for realization of permanent world peace.
- Overview : Littering in station vicinities have been a known issue among the local organizations and they already requested the city government to tackle littering.
 The city government was fully aware of the littering problem but, unfortunately 5 years have passed because the city government and the local organizations could not found any solution.
 Knowing such bitter situation, JCI Yokohama decided to act as a coordinator to bundle communities, city government and private companies. Furthermore, we took action to form a new community so that we create story of problem solving.
 It is necessary for us to have OMOIYARI spirit so that our message is effectively disseminated to the public. Also it is important for us to determine the needs of the community before commencement of the project and recruit supporter as many as possible. Identify and understand the issue can draw interest toward the community.
 Once we get support and understanding from the community members, it can be considered that we transmit friendly OMOIYARI spirit.
- JCI Yokohama opened environment issue promotional page to our Facebook for the purpose of raising concern about littering in Yokohama station vicinity area.
 10 organizations from the media were impressed with our endeavor and they covered littering problem in Yokohama station vicinities and their reports raised concern among the public. As a result, we got 3880 like in 50 days for our Facebook page. Also we explained to the stakeholders regarding the series of events and the same time they acknowledged that we already have supporters who understand the purpose of this program. In view of this, we arrived at the conclusion that littering problem should be handled by our community.
 Moreover, we were able to secure flowers from the sponsor company. Flowers are indispensable factor in this program since they can actually contribute to beautify the subject area.
- Results : 1) 10 media organizations covered littering problem in Yokohama station vicinities and their reports raised concern among the public.
 2) As of August 31, 2016, we got 3880 like for our Facebook page. Sponsor company supplied us 40 flower planters carrying 3880 pieces of flowers, equivalent with the 3880 like we got. All planters are placed near

the smoking area.

3) We discussed with the community organizations as to the care of flower planters. It is agreed that they take responsibility of watering and cleaning together with volunteers.

4) It is also agreed that they get water from a certain restaurant located at site.

5) Putting up 40 flower planters a key to our success for eliminating littering in the Yokohama station vicinity area. We successfully beautified the subject area.

【We availed the service of the following media】

1) Local TV 30 seconds slots

2) newspapers

3) radio (18 slots per day)

4) collaboration with popular You Tuber, website
total of 10 organizations

【Volume of litter BEFORE putting up flower planters】

Cigarette butt 2,500 sticks/day

Can, bottle, pet bottle 100 pcs./day

【Volume of litter AFTER putting up flower planters】 *As of September 10, 2016

Cigarette butt 500 sticks/day

Can, bottle, pet bottle 20 pcs./day

Actions Taken : 【Study】

We interviewed the city government officials, community and nearby company to directly hear from them. All of them answered that they must do something to solve littering problem.

【Idea】

If the certain area is very clean, everyone refrains from littering. Based on this idea, we decided to putting up flower planters in Yokohama station vicinity area.

【Action】

As a first step, we negotiated with the private company regarding the implementation of clean-up project and they expressed their interest and understanding. This company promised to supply flowers and water.
Flower: 40 planters, Water: 60L/day

【Promotion】

Since various media cover this problem and enlighten the issue, people living in the community were urged to think about it and do something to solve the problem.

To back up the media coverage and enhance our activity, we prepared JCI Yokohama promotional video and You Tuber collaborated video to sending out our messages.

Most important things to do when you want someone to be involved in CSR is continue to send out your message to the public. Identify the target and choose media that effectively communicate to your target. For example, You Tuber video is effective for the age group 20s – 30s, daily radio ad for the age of 40s – 60s. We also utilize Facebook, each like count as one flower.

【Use of Facebook】

Since your friends can see what you wrote in your wall, they can share your post on their friend's wall if wish to do so. It helps disseminate your message.

Recommendations : Simple and easy mechanism was a key to gather many supports.

We successfully beautify the subject area with flowers and create an atmosphere that people just can't litter. It has been observed that people started to practice for proper disposal.

【Fulfillment】

1) We beautified Yokohama station vicinity area as a way to solve littering problem.

2) We raised awareness about garbage problem. Those people who litter

habitually in Yokohama station vicinity area now realized that their bad habit is one of the cause of garbage problem.

3) We advanced one step forward to have an answer to unsolved matters pending before the office of the city government and community organization.

4) We set 2-month observation period. We evaluate the effectiveness of our idea to beautify with flower planters, then give feedback to the city government.

After that, we make plan which is fit to the project led by private sector. Moreover, we make system for proper turnover of the project to the city government.

【Unfulfilled areas】

1) We failed to totally eliminate littering in the Yokohama station vicinity area.

2) We did not get enough like to receive flowers needed to cover the whole area.

3) We planned to get 5,000 like but the result was only 3,888

4) We should have more volunteer caretakers so that more people will be allowed to take part in the program.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

- 1) This CSR is a pilot program to determine whether media will show interest in activity led by private sector, evaluate their ability to effectively relay messages to the public.
- 2) First, JCI Yokohama act as a project proponent and have caused the movement, then followed by program evaluation. After that, evaluation result will be forwarded to the city government for proper turnover of the project.
Our ultimate purpose is that the city government will cause drastic environment uplifting movement.
- 3) We can share ideas regarding how to build community among JCI, city government and private organizations with other JCI branches.

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

【Impact】

JCI Yokohama focus attention on the community wide environmental issue. We disseminate information via media so that the public will be aware of the issue we tackle.

【Cooperate】

A company in Yokohama supplies flowers and water. During the first 2-month period, JCI Yokohama and community organization take care of flowers.

【Connect】

In order to improve the environment of Yokohama station vicinity area, JCI Yokohama act as a coordinator to guide communities, city government and private companies. New community was established as we work as a team.

We got support and understanding about environment improvement of Yokohama station vicinity area. While implementing the program, we get connected with the city government, community, private company and organizations

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

This program saves USD30,000.00 of the city's yearly budget for trash collection. And flowers and water require USD 0.00 budget since the sponsor company promised to supply.

Lastly, we allocated USD5,150.00 in payment for the service availed (2 media organizations: popular radio station and You Tuber)

* Our program was effectively disseminated to the public through local TV, newspapers, radio, town magazine and You Tuber.

How does this project advance the JCI Mission and Vision?

【Mission】

The littering problem in Yokohama station vicinity area remains unsolved since there are some circumstances that make things difficult for the city government. Upon implementation of our program, we first image our goal then compose a scenario leading to success. In the course of making plans, project evaluation report must be submitted to the city government and discuss with them about the future of the Yokohama station beautify program.

【Vision】

Commuters who usually use Yokohama station are provided with the opportunity to positively change their mindset.

We put up flower planters in order to prevent people from littering, create an atmosphere that people just can't litter. The project provides a good opportunity for us to think about garbage.



Award Category criteria

2

Cooperation for the Sake of World Peace

How did this project extend the presence of peace in your community?

We let the public know about littering problem in Yokohama station vicinity area.
 We must acknowledge the fact that litter in Yokohama station vicinity area is already become serious environment problem due to the volume of trash generated by 2,200,000 passengers every day.
 We have to do something right now to improve the environmental condition of Yokohama station where welcome gate to the visitors all over the world.
 Implementation of Yokohama station vicinity area beautify program unite the city government, community and private organization to work together for realization of permanent world peace. We implement station beautify project as a new approach for community support.

How was cooperation used to promote peace?

Littering is a problem that will affect whole community. Almost all the hub stations are facing problem just like Yokohama station.
 Our program is designed for the community, having a system that community can implement by themselves regardless of project scale.

 To have a system that require collaboration and coordination among the city government, community and private organization is absolutely important since it works as foundation in solving different problems.
 This system is a foundation of the community and lead them to permanent world peace.



Award Category criteria

3

Community Impact

What was the intended community impact?

We send out message to the public regarding the littering in Yokohama station vicinity area to raise awareness.
This movement lead us to create an atmosphere that people just can't litter. Implementing the beautification program produced an atmosphere that people just can't litter, thus the volume of litter remarkably reduced.

Describe the actual community impact produced by this project.

Littering is a problem that will affect whole community. Almost all the hub stations are facing problem just like Yokohama station.
Our program is designed for the community, having a system that community can implement by themselves regardless of project scale. Every community can apply this system to solve their problem.
We let the public know about littering problem in Yokohama station vicinity area. We must acknowledge the fact that litter in Yokohama station vicinity area is already become serious environment problem due to the volume of trash generated by 2,200,000 passengers every day. We have to do something right now, to improve the environmental condition of Yokohama station where welcome gate to the visitors all over the world.
Implementation of beautification program unite the city government, community and private organization to work together for realization of permanent world peace.
We implement station beautify project as a new approach for community support.



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

This project caused Local Chapter members to know about the littering problem in Yokohama station vicinity area and they got involved in environment improvement of the said area.

In the future, when Local Chapter conduct program with the third parties, especially in relation with garbage program, this program can be used as a good example to help solving the problem. Or this can be another good example as to how to build public-private partnership in addressing the needs of community.

How did the program advance the JCI Mission?

The program cannot succeed without the support and cooperation of the entire organization and the local residents. Thus, as a first step, we start to raise awareness of the Local Chapter members and provide opportunities to think about garbage problem. Our project members actively invite other members to join the program.



Award Category criteria

5

Long-term Impact of the Program

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

When we implement environment improvement program to address the garbage problem, we are required to closely coordinate with the city government, community and private sector.

However, such close relationship can raise our motivation and will become a good example for answering the needs of subject community.

Thus, the project should be sustainable and we must maintain such relationship.

The purpose of our program is to solve the problem in our community caused by littering.

Since this is a problem that directly affect us, our approach can be introduced to every Local Chapter all over the world. They can modify the program as according to their needs for implementation. Also local residents are informed that this is a problem may be happening everywhere and every one of them can relay messages to the others for raising concern about garbage problem.

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

Various media covered littering problem in Yokohama station vicinities.

Their reports raised concern among the public and this movement lead us to gather more sponsor companies, receive more support from the city government and community.

The more people understand, the more people you affect.

