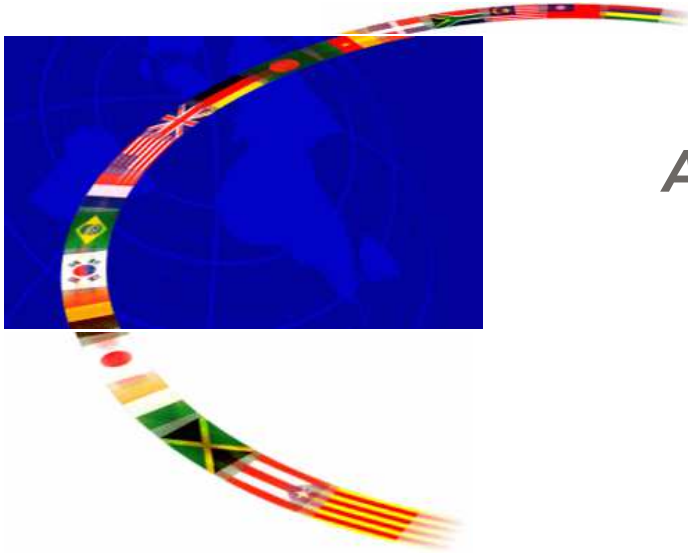




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Jci Congress In Quebec, Canada  
The Virtual District 19 of Yokohama City "Smile –  
Treasure of the Community"  
JCI Japan  
Best Long-term Local Community 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: [takao\\_tonouchi@yanasetech.co.jp](mailto:takao_tonouchi@yanasetech.co.jp)

### Basic Information

Duration : From April 1, 2016 to November 11, 2016

Staff : 313 member

Sponsors : The city of Yokohama government  
Photo Club Groups of Amateur Photographers in Yokohama city

Budget : USD7,300.00

Profit / Loss : 0

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

Who is benefited?: Citizen of Yokohama city and people working in Yokohama city.

Objective : Send out the message to the public to introduce various attractive destinations in Yokohama.

People rediscover the value of attractive places and even leading them to realize that there is still a lot to see in Yokohama. As a result, people will be proud to live in Yokohama.

Overview : 1) The city of Yokohama was once a tiny village but after the port opened to foreign trade in 1860s, the city began to expand together with its port and become Japan's one of the most highly urbanized city with the population of 3,700,000.

Thus, people think that the city of Yokohama is a modern metropolis or bustling port town. However, the city of Yokohama is also rich in green areas and there are families still engaging in farming.

2) Since the beginning of JCI Yokohama in 1950s, we continue to cooperate with the local government.

Furthermore, for the purpose of building a town which has strong bond with its residents, we will coordinate with the private companies and encourage the local residents to be involved with community activities.

3) The city of Yokohama is composed of 18 districts. JCI Yokohama created the 19th virtual district named Smile District on our internet site. Homepage shows information and updates about our town.

The purpose is to help the viewers to discover that there are still a lot of attractive but not known places in Yokohama.

4) JCI Yokohama will conduct a poster making contest.

We will invite public to submit a poster in the motif of smiling face to describe attractive areas and industries in Yokohama.

5) The posters get high evaluation ratings to be placed at Yokohama Station (the busiest station in the city and 2,200,000 passengers use the station everyday) in order for us to step out from the virtual world and let the people know JCI Yokohama's activity in the real world.

Results : 1) From April to July, page viewers count reached more than 19000

2) When we went to the field to take photos to be used in our homepage, we became close with the people and get connected with them.

3) There were some students who got information from our homepage and he shared the information in their facebook.

Actions Taken : April 1, 2016 – Created our homepage and facebook account

May 1, 2016 – Official kick off of our homepage and facebook account

May 10, 2016 – First homepage update.

We update every 10 days.

During this 10-day period, we visit tourist spots in town for photo shooting.

Also we accept information from the viewers.

Recommendations : 1) We visited all the 18 districts in city to provide information about each district.

2) Facebook users, specially students actively shared the information we uploaded. We successfully trained the younger generations who will assume the task of taking care of our town.

3) We provide information about different districts. As a result, local residents or people who just come to our town for work learned about

neighboring districts.

4) We physically visited the sites and witnessed their attractive ambience.  
It enabled us to build community.

5) Our activity become a catalyst for community revitalization and add  
value to activities undertaken by JCI Yokohama.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

1) Encourage the local residents to review their community to find out that their community have a lot to offer to visitors.

2) Encourage the younger generations to review their community so that they will develop an emotional attachment to town.

3) Visit neighboring areas together with family or friends to meet with people there and build a community.

4) Sharing their experience could lead to community revitalization and add value to activities undertaken by JCI Yokohama.

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

The program enables the local residents to rediscover the value of attractive places and even leading them to realize that there is still a lot to see in their community, so called International City・Yokohama In this point of view, this program coincides with JCI plan of action motivate

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

1) We recruited a photographer for our activities and this recruitment brought us whole new supporters (college students and young generations) that we could not have before.

2) College student who witnessed our activity happened to found our facebook account and he/she actually visited the site we uploaded in facebook. This action lead to community revitalization and now the place is gathering more visitors.

How does this project advance the JCI Mission and Vision?

**【Mission】**  
As a community leader, JCI acknowledged the need to provide information for non-local residents that our community have a lot to offer to visitors. We created the virtual district named Smile District on our internet site to introduce famous sightseeing spots, industries and historical places covering all 18 districts. The purpose is to help the next generations to discover that there are still a lot of attractive but not known places to visit in Yokohama.

**【Vision】**  
As a community leader, JCI extended support to volunteer photographer for the purpose of providing attractive information about Yokohama. Our volunteer photographer proactively visited all 18

districts for photo shooting.  
Younger generations who got attracted to community's hidden charm through photo shooting activity actually visited the places and contributed for the community revitalization.  
The aforementioned individual shared his/her experiences for the public.



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

By number, how many members were involved in this program? **19 members**

By percentage, how many members of the Local Organization were involved in this program? **15%**

Describe the main roles of the participating members in this program.

- 1) Management of our virtual district smile district
- 2) Management of smile district facebook account
- 3) Support for a volunteer photographer
- 4) Recruitment of a photographer

## Award Category criteria

## 3

## Community Impact

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

We got more than 19000 page viewers count and these viewers, specially students started to access our facebook account.

Describe the actual community impact produced by this project

1) Yokohama Supporters Solicitation page is created for the purpose of creating opportunities to know about the bottled water Hamakko Doshi-The Water and raising awareness regarding water resources conservation issues that the city of Yokohama is addressing now.

2) Local residents or people who just come to our town for work learned about neighboring districts.





## Award Category criteria

## 4

## Impact on Local Organization

How did the Local Organization benefit from running this project?

- 1) We got whole new supporters such as volunteer photographer.
- 2) Since the program is getting support from the city government, we were able to recognize ourselves as a community transformation organization.
- 3) By sending out messages to the public, many people come to know about JCI Yokohama and our activities.
- 4) We physically visited the sites and witnessed their attractive ambience. It enabled us to build community.
- 5) Contribute for the community revitalization and add value to activities undertaken by JCI Yokohama.

How did the program advance the JCI Mission?

- 1) Each member learned about neighboring districts and found out that there are more attractive places to visit.
- 2) We acknowledged that our responsibility is to pass our learning to our future generations.
- 3) Many members begin to send out message to public as a community leader.



## Award Category criteria

# 5

### Long-term Impact of the Program

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

1) We got detailed information and knowledge about our town for better understanding.

2) Our future generations developed an emotional attachment to the town.

3) People who engaged in this program developed a sense of responsibility to pass our learning about the attractive aspects of Yokohama to our future generations.

4) The places where only known to the limited residents possess chance to turn into the place would gather many visitors. JCI Yokohama must find such places, help the community to be able to receive long term revitalization benefits using a power of mass media.

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

1) There is a need to organize a structure or system that connects elderly people and younger generations so that the elderly people's experiences and knowledge in relation with attractive aspects of Yokohama can be pass on to our future generations.

2) We must have employed analog communications such as posters, not limit to digital communications. We failed to consider the fact that especially elderly people don't have an internet access.

3) Create a system that enable to share posts.

4) Reporter must have disclosed his/her activities at the sites and we should evaluate the report to determine the factor that making the place attractive.

5) To catch more attention of the page viewers, we better to make a ranking list of attractive places.