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Basic Information / 基本情報

Duration / 開催期間

説明：～年～月 から ～年～月まで

FROM SEPTEMBER 17 2016 TO SEPTEMBER 18 2016

Staff / スタッフ

説明：青年会議所メンバーの参加人数

例：何人 ○○member

102 MEMBERS

Sponsors / 支援者

説明：青年会議所以外のメンバーがいる場合のみ記載してください

例：○○市ボランティア団体等

■ ADMINISTRATION

KAGAWA PREFECTURE • TAKAMATSU CITY • TAKAMATSU CITY BOARD OF EDUCATION

■ ORGANIZATION

(PUBLIC INTEREST INCORPORATED FOUNDATION) TAKAMATSU CONVENTION AND VISITORS BUREAU

LACQUER OF KAGAWA PREFECTURE INDUSTRIAL COOPERATIVE ASSOCIATION

LACQUER ART LABORATORY

KAGAWA PREFECTURE COUNCIL OF DESIGN

■ COMPANY

131 COMPANIES IN KAGAWA PREFECTURE

■ THE MEDIA

17 COMPANIES INSIDE AND OUTSIDE OF KAGAWA PREFECTURE

Budget 予算

説明：ドルで表示してください。

例：1万円なら one hundred dollar

190, 541US \$

Profit / Loss 利益／損失

説明：基金を集めること以外は、0にしてください

706US \$

In Which UN MDG best fit (if Apply)? UN MDGs の該当項目 (もしあれば)
説明 :

Who is benefited? 誰の為に?

説明 : 活動エリアに住み暮らす人々 人

420,000 POPULATION WHO LIVE AND WORK IN TAKAMATSU CITY

Objective 目的

説明 : (例 1) 子ども対象の事業をベースにして、参加者とメンバーの意識を変革を促し、前向きな変化を創り出すため

- ① WE REMIND CITIZENS OF TAKAMATSU ATTRACTIVENESS OF THE REGION AND SHARE THE INFORMATION, SO THAT WE PROMOTE CIVIL CONSCIOUSNESS OF REGIONAL ACTIVATION.
- ② WE PROVIDE AN OPPORTUNITY TO BE ATTACHED TO TAKAMATSU CITY AND BE VOLUNTARILY ACTIVE CITIZENS FOR TAKAMATSU CITIZENS.

Overview 概要

説明 : 必ず結果と合致しているはず

OUTLINE1. To ACHIEVE ① OBJECTIVE

- 1) WE PROVIDE AN OPPORTUNITY TO REALIZE ATTRACTIVENESS OF THE REGION FOR TAKAMATSU CITIZEN THROUGH FOCUS ON LACQUER ART THAT IS TRADITIONAL ART IN KAGAWA BY COOPERATION WITH ECONOMIC ORGANIZATION FOCUSING ON ART AND MUSIC.
- 2) WE PROVIDE AN OPPORTUNITY TO TOUCH ATTRACTIVENESS OF THE REGION TROUGH SETTING UP FOOD BOOTH OF LOCAL COMPANIES AND MARKET BOOTH OF LOCAL DESIGNERS.
- 3) WE LET TADAO ANDO WHO IS AN WORLD-FAMOUS ARCHITECT OF ART AND PROVINCIAL CITY LECTURE TO TAKAMATSU CITIZENS. SO WE URGE THEM TO REALIZE ATTRACTIVENESS OF THE REGION AND

ACT.

OUTLINE 2. To ACHIEVE ② OBJECTIVE

- 1) WE MAKE THEME SONG OF LACQUER ART, INVITE THE NAME OF SONG AND GIVE A CONCERT. SO WE PROVIDE OPPORTUNITIES TO BE ATTACHED TO LACQUER ART.
- 2) WE PROVIDE OPPORTUNITIES TO DEVELOP INTERESTS IN LACQUER THROUGH AUCTION AND WORKSHOP OF LACQUER ART.

Result 結果

説明：複数の短い文章になるように注意してください

目的がどのくらい達成できたか書いてください

上記の結果の想定外の結果を書いてください

上記の結果の確認方法を書いてください

検証結果を簡潔に書いてください

RESULT OF OUTLINE 1.

- 1) WE COULD SEND ATTRACTIVENESS OF TRADITIONAL CULTURE TO 12, 300 PEOPLES WHO ATTENDED.
- 2) ATTENDEE COULD TOUCH PRODUCTS OF LOCAL DESIGNERS AND LOCAL FOOD CULTURE. SO WE PROVIDED PLACES FOR SENDING ATTRACTIVENESS OF THE REGION.
- 3) 900 PEOPLE WHO ATTENDED AT TADAO ANDO LECTURE COULD LEARN ABOUT CONCERN BETWEEN ART AND PROVINCIAL CITY. THEY NOTICED PROBLEM OF REGION AND HAD POSITIVE CONSCIOUSNESS.

RESULT OF OUTLINE 2.

- 1) THERE WERE 52 ENTRIES FROM CITIZENS IN KAGAWA PREFECTURE FOR THE NAME OF SONG.
- 2) PERFORMERS DOING WELL IN JAPAN WHO ARE FROM TAKAMATSU CITY PLAYED THEME SONG. THAT MADE BIG IMPACT ON VISITOR. AFTER THAT, THEME SONG IS PLAYING IN GIFT SHOP THAT SELL LACQUER ART NOW.
- 3) WE DEVELOPED INTERESTS IN LACQUER ART THROUGH AUCTION AND WORKSHOP OF THAT.

Actions Taken 行動

説明：

① WE ANNOUNCED BY TV COMMERCIAL, GOING ON THE RADIO, ANNOUNCEMENT AND SOCIAL MEDIA FOR PUBLIC ACTIVITIES.

- WE ANNOUNCED ON TV SCHEDULE IN NEWSPAPER OF THE SIKOKU ON SEPTEMBER 9 JUST BEFORE THE DAY OF EVENT. WE COULD ANNOUNCE TO PEOPLE IN KAGAWA PREFECTURE WIDELY.
- WE ANNOUNCED BY TV COMMERCIAL ADDITIONALLY THANKS TO CROWDFUNDING FAAVO. WE ANNOUNCED BY SPOT COMMERCIALS OF NISHINIPPON BROADCASTING COMPANY RNC AND SETONAIKAI BROADCASTING COMPANY KSB TWO WEEKS AGO WIDELY. SO WE COULD INCREASE RECOGNITION OF

EVENT.

PERIOD : FROM SEPTEMBER 13 UNTIL SEPTEMBER. 11 TV COMMERCIALS IN SETONAIKAI BROADCASTING COMPANY KSB. 12 TV COMMERCIALS IN NISHINIPPON BROADCASTING COMPANY RNC.

- WE ANNOUNCED THE EVENT BY ASKING THE PUBLICITY TO TV AND RADIO STATION. AND WE ASKED EACH COMPANY TO ANNOUNCE ON HOMEPAGE. SO WE COULD DEVELOP RECOGNITION ON THE INTERNET.
- AUGUST 20 BROADCASTING FM KAGAWA 「WEEKEND SHUTTE」 . . . PRERECORDED
- SEPTEMBER 17 BROADCASTING SETONAIKAI BROADCASTING COMPANY KSB 「SITTERU-VISION」 . . . PRERECORDED
- SEPTEMBER 14 BROADCASTING SANYOU BROADCASTING COMPANY RSK 「EVENNING-GOJI-KIMAIKORAREE」 . . . LIVE BROADCASTING
- SEPTEMBER 14 BROADCASTING NISHINIPPON BROADCASTING COMPANY RNC 「JYOUHOU-ARU」 . . . BROADCASTING BY PRODUCTION VIDEO
- SEPTEMBER 19 ARTICLE OF EVENT WAS REPORTED.

② WE INVITED THE NAME OF SONG OF LACQUER ART FOR DEVELOPING RECOGNITION ABOUT THE EVENT. AND WE ADVERTISED LACQUER ART THAT IS TRADITIONAL CRAFT OBJECT WITH THAT.

③ WE ENTRUSTED THE BUSINESS OF FREE TICKET TO TICKET COMPANY. SO WE COULD ANNOUNCED THE EVENT TO PEOPLE IN JAPAN.

Recommendations 考察や推奨

目的のうちどの部分が達成されたのか？

達成できなかった部分は、何か？

それは、なぜか？その改善策は？

① THERE WERE 12,300 ATTENDEE FOR THE ART AND MUSIC EVENT. AND THEY RECOGNIZED LACQUER ART AND DESIGNER OF KAGAWA PREFECTURE.

② WE MADE TRADITIONAL CULTURE CLOSE TO THEM THROUGH AUCTION AND WORKSHOP OF LACQUER ART.

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部門 Best Local Economic Development Program
Objectives, Planning, Finance and Execution
目的・計画・財務・実施

What were the objectives of this program

このプログラムの目的は？基本情報に詳述して下さい ※200語まで

WE SEND ATTRACTIVENESS OF CITY WIDELY IN COOPERATION WITH ECONOMIC LOCAL CIVIL ORGANIZATION AND KAGAWA PREFECTURE. AND CITIZENS RECOGNIZE THAT AND DEVELOP LOCAL COMMUNITIES.

How does this program align to the JCI Plan of Action

この事業は、どのように J C I の活動計画と合っていますか？

活動計画のどの部分に合致しているのか？合致している部分の詳述してください。

*JCI Action plan のシートを参照 ※200語まで

①IMPACT

- MANY CITIZENS LEARNED ABOUT NEW ATTRACTIVENESS OF UNTAPPED CULTURE THROUGH EXPERIENCES.

②WILL

- WE PROVIDE CITIZENS WITH OPPORTUNITIES TO REMIND ATTRACTIVENESS OF THE REGION, FEEL ATTACHMENT TO REGION AND SEND OUT THAT.

③COOPERATION

- WE SEND ATTRACTIVENESS OF THE REGION IN COOPERATION WITH KAGAWA PREFECTURE, SOME ORGANIZATIONS, LACQUER ART ORGANIZATION AND SUPPORT COMPANIES IN KAGAWA PREFECTURE.

④RELATION

- WE SHARED OBJECTIVES TO SEND ATTRACTIVENESS OF TAKAMATSU CITY AND ACTIVATE THE REGION IN COOPERATION WITH ORGANIZATIONS.

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

予算は事業の財務管理のための効果的なガイドになりましたか？

予算上の工夫と、予算の内訳の概算を記述してください ※150語まで

【INGENUITY OF THE BUDGET】

WE SECURE THE BUDGET THROUGH SUBSIDY, SPONSORSHIP FEE AND CROWDFUNDING FOR THE PURPOSE OF SENDING ATTRACTIVENESS OF TAKAMATSU CITY BY MANY PEOPLE.

【MAIN INCOME】

BUSINESS MONEY TRANSFERRED : 169 US \$

SUBSIDY OF TRADITIONAL INDUSTRY PROMOTION PROJECT OF KAGAWA PREFECTURE : 42735 US \$

SUBSIDY OF CONVENTION BUREAU : 3418 US \$

GOVERNMENT SUBSIDY OF SUNPORT TAKAMATSU : 7165 US \$

SPONSORSHIP FEE OF LOCAL COMPANIES : 116324 US \$

CROWDFUNDING : 6516 US \$

SELLING PRODUCTS : 2256 US \$

EXHIBITOR REGISTRATION FEE : 2051 US \$

【MAIN SPENDING】

VENUE COSTS : 11053 US \$

PLANNING AND PRODUCTION COSTS : 149572 US \$

PUBLIC RELATIONS EXPENSES : 13984 US \$

How does this project advance the JCI Mission and Vision?

どうやってこの事業は、J C Iのミッションと、ヴィジョンを推進しましたか？
ビジョンとミッションに分けて明確に詳述してください ※200語まで

① WE PROVIDE YOUNG PEOPLE WITH OPPORTUNITIES TO REMIND ATTRACTIVENESS OF LACQUER ART OF KAGAWA PREFECTURE.

② WE BECAME LEADING NETWORK OF THE REGION AND SEND ATTRACTIVENESS OF THE REGION IN COOPERATION WITH KAGAWA PREFECTURE, INDUSTRIAL COOPERATIVES OF LACQUER ART, COUNCIL OF INDUSTRIAL ART AND LOCAL COMPANIES.

※画像4つ必要

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Promotion of Free Enterprise 自由企業の普及促進・振興・奨励・助成

How did this program seek to exhibit JCI Values, especially "free enterprise"?

どのように、自由企業の普及促進は事業の間、進められましたか？

※200語まで

SOME COMPANIES TAKEN PART IN THIS EVENT DID NOT REALIZE THAT NEW CUSTOMER HAVE INTERESTS IN THEIR PRODUCTS. WE PROVIDED THEM WITH OPPORTUNITIES TO PROGRESS THEIR PRODUCTS.

How was free enterprise promoted during the project?

どのように、自由企業の普及促進は事業の間、進められましたか？

※200語まで

PARTICIPATING COMPANIES AND ORGANIZATIONS HAD POSITIVE CHANGE TO INNOVATE CITY ACTIVELY THROUGH THIS EVENT.

①WE PROVIDE SOME PARTICIPATING COMPANIES WITH OPPORTUNITIES TO CONTRIBUTE REGIONAL BEYOND THEIR POWER.

②PARTICIPATING COMPANIES NOTICED THAT PEOPLE WHO DON' T KNOW ABOUT THEIR BUSINESS HAVE INTERESTS IN LACQUER ART THROUGH THIS EVENT.

③PARTICIPATING COMPANIES HAD THE CHANCE TO MAKE NEW PRODUCTS FOR THIS EVENT.

※画像4つ必要

ページ5

Impact on Local Economy 地域経済への影響

How was the impact on the local economy measured?

どのように、LOM は、このプログラムのために地域経済への影響を測りましたか？ ※200語

THERE WERE 20, 000 PEOPLE FOR 2 DAYS IN 2015. THRE WERE 12, 300 PEOPLE FOR 1DAY IN 2016. AVERAGE DAILY VISITOR INCREASED 123% AS COMPARED WITH 2015.

What was the intended impact on the local economy? What goals were originally set?

地域経済への意図された影響は、何でしたか？ どんなゴールが、当初決められましたか？ ※200語まで

- ① CITIZENS REMINDING LOCAL TRADITIONAL CULTURE, AND SEND ATTRACTIVENESS OF REGION. SO THAT ACTIVATE THE LOCAL ECONOMY.
- ② NEW ATTRACTIVENESS OF THE REGION IS MADE BY ART AND MUSIC. SO THAT MAKE THE LOCAL ECONOMY ACTIVATE.

What was the actual economic impact produced by this project?

このプロジェクトによって生み出される実際の経済的影響は、何でしたか？

※300語まで

- ①CITIZENS REMINDED LOCAL TRADITIONAL CULTURE, AND WERE ABLE TO SEND ATTRACTIVENESS OF THE REGION. SO THAT HAS ACTIVATED THE LOCAL ECONOMY.
- ②CITIZENS FELT TRADITIONAL CULTURE AND LOCAL ART CLOSE TO THEM THROUGH AUCTION AND WORKSHOP OF LACQUER ART. SO ATTRACTIVENESS OF THE REGION IS LED TO FUTURE.

※画像4つ必要

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Impact on Community and Participants 地域社会と参加者への影響

How was community and participant impact measured for this project?

地域社会と参加者への影響の測定方法は？ ※200語まで

- ①MANY SPONSORS THAT RECOGNIZED AND AGREED CONTENTS OF THE EVENT : 131 COMPANIES
- ②ORGANIZATION THAT RECOGNIZE AND AGREED CONTENTS OF THE EVENT : 38 ORGANIZATIONS
- ③VISITORS : 12,300 PEOPLE

Describe the actual impact on the local community and the participants.
地元のコミュニティと参加者への実際の影響を記述してください。

※300語まで

PARTICIPATING COMPANY MET MANY PEOPLES BEYOND THEIR POWER AND NOTICED THEIR PRODUCTS IS NOT STILL KNOWN AND MANY CLIENT EXIST.

※画像4つ必要

ページ7

Partnerships and Public Relations 協力者・協働者と広報活動

What was the promotional strategy for this program?

このプログラムに対するプロモーションの戦略は、何でしたか？

※500語まで

- ①WE SEND THE PROGRAM WIDELY BY MEDIA AND SNS, AND SO MADE MANY PEOPLE KNOW.
- ②WE SEND TO ABOUT 1000 COMPANIES BY PRESS RELEASE.
- ③WE INVITED FAMOUS ARTIST TO OUR CONCERT IN ORDER TO MAKE CITIZENS INTEREST.
- ④WE ORDERED YOUNG ARTIST TO MAKE NEW THEME SONG OF LACQUER ART IN ORDER TO MAKE CITIZENS INTEREST IN ATTRACTIVENESS OF THE REGION. AND WE ORDERED LOCAL SINGER-SONGWRITER TO MAKE THE WORDS OF SONG. WE SEND THE SONG BEFORE THE EVENT.
- ④WE SEND AS THE EVENT OF NOT ONLY TRADITIONAL CULTURE BUT ALSO CONTEMPORARY ART AND MUSIC.
- ⑤WE RAISED SPONSORSHIP MONEY FROM GENERAL PUBLIC, AND SO MAKE THEM RECOGNIZE THEM ABOUT CONTENTS OF THE EVENT.

How successful was the promotion? Please indicate figures where applicable.
プロモーションは、どれくらい成功しましたか？ 該当する場合、数字を示してください。 ※250語まで

- ①DAILY AVERAGE VIEWS OF FACEBOOK WERE 200. AND THESE INCREASED 500 VIEWS BECAUSE OF TV COMMERCIAL, ADVERTISEMENT AND PUBLICITY 2 WEEKS AGO.
- ②THE EVENT WAS FEATURED ON 46 WEB MEDIAS.
- ③THE EVENT WAS FEATURED ON 10 PUBLICITY.

List the partners that participated in this program. (write N/A if none)
このプログラムに参加したパートナーをリストしてください。（何もない場合はN/Aを書きます） ※100語まで

- ①KAGAWA PREFECTURE
- ②CONVENTION BUREAU
- ③COUNCIL OF INDUSTRIAL DESIGN
- ④LABORATORY OF LACQUER ART

How did partners participate in the program?

どのように、パートナーはプログラムに参加しましたか？ ※250語まで

- ① CARRIED OUT THE EXHIBITION AND SOLD LACQUER ART OF KAGAWA PREFECTURE TOGETHER.
- ② PROVIDED VENUES.
- ③ HELD DESIGNER' S FREE MARKET. THEY HELD ALONE UNTIL THE EVENT.
- ④ PROVIDE EXHIBIT OF LACQUER ART. AND THEY HELD AUCTION AND WORKSHOP OF LACQUER ART TOGETHER.

※画像4つ必要

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Long-term Impact of the Program プログラムの長期的な影響

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

このプロジェクトの期待される長期の影響は、何ですか？ ※200語まで

① COMPANIES CAN NOT ONLY DO THINGS FOR THEIR OWN BENEFIT BUT ALSO GIVE BIG IMPACT TO THE LOCAL ECONOMY ACROSS THE REGION.

② IMPACTED PEOPLE MAKE POSITIVE CHANGE AND SEND ATTRACTIVENESS OF THE REGION VOLUNTARILY.

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

このプロジェクトの結果を改善するために、どんな改善策がありますか？

※300語まで

TO SEND ATTRACTIVENESS OF THE REGION

① IF WE MATCHED THE NEEDS OF COMPANIES, WE SEND MORE REGIONAL ATTRACTIVENESS.

② IN THIS TIME WE FOCUSED ON LACQUER ART, BUT WE HAVE MORE ATTRACTIVENESS OF THE REGION. WE CAN SEND IT THROUGH THE EVENT.

TO INCREASE THE ACTIVE CITIZENS WHO SEND ATTRACTIVENESS OF THE REGION

① WE MAKE THE PROGRAM THAT MORE MANY PEOPLE CAN EXPERIENCE.

② WE MAKE CITIZENS PARTICIPATE AS VOLUNTEERS. SO THEY SEND ATTRACTIVENESS OF THE REGION STRONGLY.

※画像4つ必要