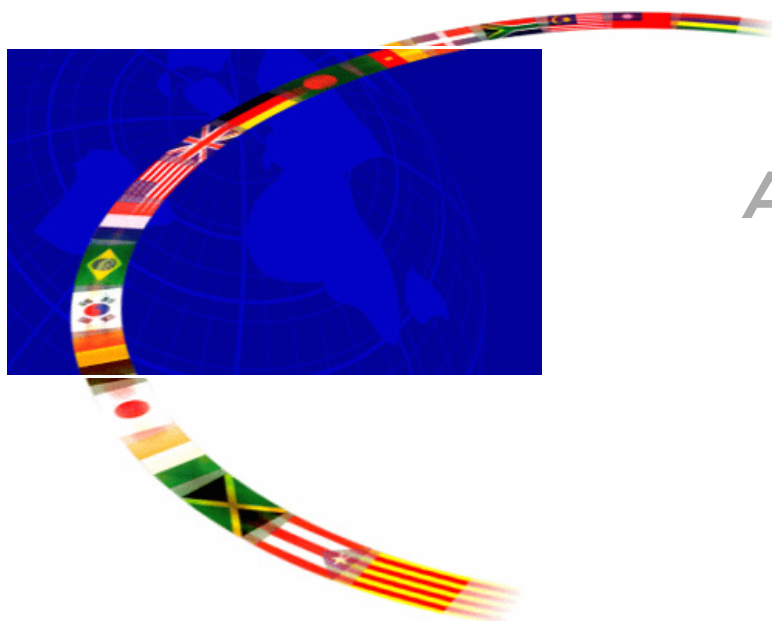




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
The Leadership Training'MAKOTO'  
JCI JAPAN  
Best Local Personal Skill Development Program



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

#### Entry Information

Award Program:

Category:

#### NOM Information

National Organization:

National President:



**Kazuya Suzuki**

E-mail: [japan@jci.cc](mailto:japan@jci.cc)

#### LOM Information

Local Organization:

President:

President Email: [cs@jp21.co.jp](mailto:cs@jp21.co.jp)

### Basic Information

Duration : November 2012 – December 2013

Staff : 16 Mem

Yokohama City Board of Education

Sponsors : Yokohama Digital Arts College  
Yokohama Futaba Junior High Sch

Budget : Twenty six thousand

Profit / Loss : 0

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

Who is benefited?: Parents living in the Yokohama area, which has a population of about 3 million people.

Objective : JCI Yokohama aims to build a compassion-filled society in which all of the people in Yokohama are considerate of one another.

The first step is to implement projects for the purpose of "POSITIVE CHANGE" in order to build up a generation of parents who have a high moral sense.

Humans cannot survive alone.

Morality means \"Acts which are necessary for the peaceful functioning of society, and acts which are necessary for us to take as humans\"

We need a code of ethics to point us to the right road in order to realize a compassionate society in which the individual's ability is richly expressed.

One example of morality is the highest virtue in Bushido, which considers Makoto, or honesty, to be the moral standard for the human heart.

"Having a code of ethics which does not translate into action is no different from knowing no ethics at all. " This is the meaning of the concept of chikou-gouitsu "Knowledge and Actions are One", which we have made our annual theme this year.

The following are our three goals for this training session.

- (1) To foster the moral fiber that can truly act in good faith.
- (2) To facilitate the change to an altruistic mindset from a self-centered way of thinking.
- (3) To develop the ability to play a leading role in various communities.

Overview : Of course everyone has some moral sense, but it is meaningless without action. Therefore we have planned a training session to help people translate their ethics into actions, according to the principle of chikou-goitsu, our annual theme.

The generation of parents in Yokohama, including members of JCI, can develop a deeper sense of ethics through participation in all of the three training sessions.

Each training program has a different point of view, and they are carried out in a mutually complimentary way.

Thus it is in the others that each training session finds its completion.

In order to increase the effectiveness of the training program, the first session was held in a training room, the second session was held in a school, and the third session was held in a Buddhist temple.

Each session was 4 to 6 hours long.

The program consists of using our original self-check sheet at the beginning, instructor lecture, panel discussions and workshops.

The contents of the self-check sheet is focused on common-sense principles for daily life, such as, Do you say \"Thank you\" sincerely? ", "Do you take time to show real appreciation to friends and loved ones? ", "Do you waste food? " and so on.

The topic of the first session was "Learning morals thoroughly" in which we invited a moral teacher to come in and teach us about what morality is. At the workshop, we discussed with each other about the meaning of morality.

The second session's theme was "Providing opportunities to translate

ethics into actions" and we invited guests from the Yokohama City Board of Education and the Association for Promoting Parental Education, and in order to translate ethics into actions through thinking about the roles of parents in the home and teachers in public education, we had a panel discussion about the treatment of ethical education in public schools, and how it should be approached in the home.

The topic of the third session was "What is important to me" and, in order to make good use of the things that we have learned this year in our homes and local and wider communities, and further to learn the power that dreams can give us, and the importance of following things through to completion, and the way that all people are supported by other people, we invited an astronaut to give a talk.

At the workshop, we learned about how to work with the citizenry as one body and also about leadership and harmonious cooperation and consideration for others.

Finally, at the last session we had a reading of an original picture book, intended to instill morals in children.

The reading of picture books has many effects from an educational perspective, including learning new words, improving the sensibilities, increasing expressive and creative abilities, and allowing both the reader and the listener to connect with each other, as has been shown in research, and as such the reading of picture books is often practiced real public education situations.

The picture book we used this time, which has been published in the past as a text book, was "Hitofusa no Budou, A Cluster of Grapes" a short story which is set in Yokohama, written by Takeo Arishima.

Our members rewrote the book, being careful to remove any bias of thought and difficult expressions, while preserving the ethical teaching of the original work.

We were all working with the same short story, but at first there were some differences of moral opinion among the attendees.

However, as we rewrote and rewrote we exchanged ideas and the plural moral senses that possessed as a group gave way to a single coherent moral structure.

This made a big impression on attendees.

To make sure our finished product was the best possible, we sent an ideological manuscript to the Yokohama City Board of Education, and an expression manuscript to Mr. Kageki Shimoda (an author who has won one of the most famous literary prizes in Japan).

The illustration was done by an art student from Yokohama.

Results : ○ The number of JCI Yokohama members who participated in each session was as follows.

The first time 100 members

The second time 87 members

The third time 99 members

○ Through the production of the self-check sheet "MAKOTO Positive Check" , we led to the improvement of the moral consciousness of members.

○ Each time, the results from high ranking members of the " MAKOTO Positive Check " self-check sheet were presented through a radar chart. The point of view of each session was different, but at the end the results of high ranking members made a relatively large clean circle.

On the other hand there was a tendency for the results of lower ranking members to make a small circle clean.

From this, we can see that lower ranking members have a tendency toward deceit and dishonesty, and to be self-righteous and self-serving.

○ We asked whether members have knowledge of moral standards or not before and after the first session.

Before : 57% said they had such knowledge.

After : 73% said that they had gained an understanding of morality.

○ We asked the same question before the second session, 70% of members had moral sophistication.

60% of members did not have moral education at home or in the community.

○ At the end of the project, nearly everyone responded that they were already or were planning to set up opportunities for moral education at home and community.

47% of participants answered that moral education is not taught sufficiently in public education, and through the program, everyone began to believe that to teach "greetings" and "good behavior" as moral education is really important at home and community.

89% of members felt a change in their own sense of morality throughout the year, and the number of members who practice at home the story-telling also rose, clearly indicating the effectiveness of our project.

○ There were also some elementary schools and that actually used the original picture book "Hitofusa no Budou" in their morning warm-up storytelling time and/or in their moral education.

○ A survey given to the teachers and students who used the book indicated several "Positive Change"s, as follow.

**【Teachers】**

• We were able to see in a fresh light what is really important in terms of guiding children.

• It was an opportunity not only to stir the imaginations of the children through story-telling, but also for adults to rethink "what we ought to be".

• Scolding is not the beginning and end of guidance - forgiving is also an important part of shepherding children.

• Teachers saw various opinions from the children, and felt the diversity of children.

• People expressed a desire for continued work like this in the future.

**【Students】**

• Stealing is bad thing.

• Friends are important, it's a good thing when we make up.

• Students also said that they wanted more books to be read to them.

From the above, it was confirmed that our project had a big influence on moral education, and it has affected a lot of morality of children and the parent generation.

Actions Taken : **【How to make Makoto-no-hito Establishment program planning of concept, planning, deliberation】**

○ Nov 2012 Planning of concept,

○ Feb-12th, 2012 approval of the entire concept by JCI Yokohama board meeting

**【First round : Makoto-no-hito Establishment program up to the project implementation planning, and deliberation】**

○ Nov 2012 Planning of concept,

○ Feb-12th, 2012 approval of the entire concept by JCI Yokohama board meeting

○ After approval, Promotion to JCI Yokohama members

○ Mar-2nd 2013: first round program

○ Aim: learn thoroughly the moral sense

○ Venue: Yasuda Life Radio Nippon Building 3rd Floor Seminar Room

○ Time : 12:50~17:30

○ ATTENDANCE: 100MEMBERS (PLAN : 100MEMBERS)

○ Instructor: Kiyoshi Aoki (Human power training Institute NPO moral education President)

○ Technique: Enforcement of "Makoto Positive Check", Lecturer and workshop

**【Second round : Makoto-no-hito Establishment program up to the project implementation planning, and deliberation】**

○ Dec 2012 to Jan 2013 Planning of concept,

○ Mar-12th, 2012 approval of the entire concept by JCI Yokohama board meeting

○ After approval, Promotion to JCI Yokohama members

○ May-18th 2013: second round program

○ Aim: Offer of the opportunity to put moral sense into an action

○ Venue: Yokohama Futaba Junior High School & High School audiovisual room

○ Time : 13:00~17:00

○ ATTENDANCE: 87MEMBERS (PLAN : 100MEMBERS) , Citizen 18

peoples (Plan 60 peoples)

○Instructor: Yokohama City Board of Education, Morishige Fujiyama (Shichida Child Academy co., Ltd CEO), Hiroshi Omori (General Foundation Association for the Advancement of Science parent Executive director)

Technique: Enforcement of "Makoto Positive Check", Panel discussion, Lecturer and workshop

【Third round : Makoto-no-hito Establishment program up to the project implementation planning, and deliberation】

○Mar 2013 to May 2013 Planning of concept,

○July 9th, 2013 approval of the entire concept by JCI Yokohama board meeting

○After approval, Promotion to JCI Yokohama members, also visit to local elementary school and local magazine.

○Sep-14th 2013: Third round program

○Aim: What is important to me

○Venue: Sojiji temple at Thurumi word, Yokohama, 4 Floor, Large Auditorium

○Time :10:00-16:00

○ATTENDANCE: 99MEMBERS (PLAN : 100MEMBERS) , Citizen 218 peoples (Plan 200 peoples)

○Instructor : Naoko Yamazaki (Astronaut ), Hideki Nohara ( MANY ABILITIES co ltd ,.CEO) , Kageki Shimoda (Shimoda Kageki office co., Ltd CEO)

○Technique: Enforcement of "Makoto Positive Check", Lecturer and workshop, Story-telling picture book

【Leads to inspection of Makoto-no-hito Establishment】

○Inspection start from Sep 2013 to Nov 2013

○Dec 10th 2013 to adopt the measures of Makoto-no-hito Establishment at by JCI Yokohama board meeting

Recommendations : 【Achievement】

○Through the repeated use of the self-check sheets, each from a different perspective, we were able to effectively help participants face and understand their own sense of morality, and reinforce their sense of their roles in society as well as their ethics.

○Our original picture book "Hitofusa no budou" received an official letter of appreciation from the City of Yokohama after having its effects evaluated by the Board of Education. Also for 345 Yokohama City public elementary schools (about 180,000 targeted children), the book has been recommended for use in morning storytelling time, and a copy has been placed in Yokohama City hall.

○By listening to many people, it is possible to learn the attitudes and values of many, and this can become a way of learning how to live in the future.

○" Positive change" to verify the role of morality in society, a positive chain of people trying to carry out moral education in families and communities was born.

【Challenge】

That there are few opportunities during participation in our project to apply the knowledge gained, and to the action of positive change it has been left to the individual.

【Improvement Plan】

Because many of our lectures were just participants sitting in seats from the beginning to the end, and since the topic of morality tends to be rather abstract, we should have given people more chances to get up and move around during our project, and we should also have given more concrete elements and chances for output.



## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

<p>What were the objectives of this program?</p>	<p><b>【Objectives】</b>          JCI Yokohama, done to allow all people of Yokohama is to have compassion for each other in a society full of compassion.          The first step is to implement projects for the purpose of "POSITIVE CHANGE" in order to build up a generation of parents who have a high moral sense.</p> <p><b>【Vision】</b>          We aimed at becoming the leader who have a high moral sense., " Makoto no Hito "</p> <p><b>【What's "Makoto no Hito. "?】</b>          Actively pursuing truth in everything, in good faith and self-disciplined as a leader, has a high morality, even if it is placed in any situation, people who act in good faith to achieve their goals.</p> <p><b>【annual theme "Knowledge and Actions are One"】</b>          There was an annual training theme be a man of truth and face the high moral sense of self through training yearly, to be a person can really able to act.</p> <p><b>【first program : "knowledge"】</b>          To know thoroughly what is moral sense, why necessary, we have the theme for better understanding.</p> <p><b>【second program : " action"】</b>          It was the theme that in the home</p>
<p>How does this program align to the JCI Plan of Action?</p>	<p>This project is intended to increase the moral sense sophistication of the individual, in order to realize a society full of compassion, it is trying to act as a leader, therefore</p> <p>○JCI creed / and the service to humanity is the best work of life.</p> <p>○JCI mission / to provide development opportunities that empower young people to create positive change.</p> <p>In addition, this program is one in accordance with the action plan of the JCI, to target the many citizens, including members</p> <p>I . JCI MISSION, VISION, VALUE          II . Recruiting new Member          IV. JCI PROGRAM          V. JCI EVENT          VII. JCI TRAINING</p>
<p>Was the budget an effective guide for the financial management of the project?</p>	<p>It is spending properly on the basis of the budget, without any expenditure of extra-budgetary.</p> <p><b>【Overview of the breakdown of the budget】</b>          (Department of Revenue)          Revenue USD26,700          (Part of the expenditure)          Site management costs USD5,200          Operating costs USD2,500          Lecturer related expenditures USD13,900</p>



Expenses for creating materials USD1,900  
 Hospitality gift bill USD2,800  
 Consumables cost USD200  
 Reserve fund USD200

How does this project advance the JCI Mission and Vision?

**JCI MISSION**

For awareness and provide opportunities for development and growth, and to participate in the business actively, To make new award for this program, It has continued in honor of members of more advanced moral sophistication is attached to the members.

It becomes human resources in a responsible Positive change and be to study deeply the morality through our program for the full year, close to act in good faith be placed in any situation, to be the future of JCI.

**JCI VISION**

By learning with moral citizens, to practice the workshop, to build a network of citizens, we can play a leading role.

This is a self-check sheet, "MAKOTO POSITIVE Check" and a cobweb chart.

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We gave feedback to our participants with this bar-graph which is the result of the "MAKOTO POSITIVE Check".

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These photographs are taken at the first leadership training, "MAKOTO". We created the positive atmosphere by displaying some calligraphy of morals on walls.

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These photographs are also taken at the leadership training, "MAKOTO". The president himself has also participated "MAKOTO POSITIVE CHECK".

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## Award Category criteria

# 2

### Membership Participation

By number, how many members were involved in this program? **16 members**

By percentage, how many members of the Local Organization were involved in this program? **55%**

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

**【The entire total conduct】**  
 Compiling to understand the program as a whole, the instructions to each person **1 leader**

**【Building a program scheme】**

1. Planning drafting current situation, research, and research **3members**
2. Coordination with partner organizations and companies **3members**

**【Preparation tool for program promotion】**

1. Create your own self-check sheet to consider the moral **13members**
2. Creating a distribution **5members**
3. Corresponding to the query **3members**

**【Production of picture book】**

1. Executive Producer of the picture book **1 member**
2. Material selection of picture book **2members**
3. Rewrite of the picture book **13members**
4. Meeting with public entities **3members**
5. Meeting with partner organizations **3members**

**【Roller strategy】**  
 In order to recruit participants, and visited local elementary schools **13members**

**【Management of training programs】**

1. Construction of the venue **13members**
2. Audio-visual **2members**
3. Management of time schedule **2members**
4. Distribution of tool **5members**
5. Distribution of the questionnaire, recovery **6 member**



These photographs are from the first lecture and workshop. This workshop involved some physical activities as shown in the photograph.



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These are scenes from the result announcement of the workshop. We sincerely discussed about morals.



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These photographs are from the second leadership training and panel discussion, and photographed are our lectures.



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Scenes from the second training and panel discussion.



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## Award Category criteria

### 3

#### Skills Developed

What skills were developed in this program?

- We have established the power to see through what the right path as a human being.
- We have established a strong force to push forward with confidence the right way.
- The change in thinking others central idea from self-centered, and established a power caring other as human beings.
- Professional attitude to truth, honesty now has to learn in everything.
- Ability to think of what a shameful act is now sticks to the body.
- Concept of coexistence assistance was sticks to the body. .
- And fully aware of its role as a leader can now take a behavior that can be a model for others.

How were these skills developed? Describe the methods and activities used.

Is evaluated to enhance the content from the Yokohama City Board of Education, original picture book " Hitofusa no budou " is, I had you presented a letter of appreciation from the City of Yokohama. Also 345 schools Yokohama city public elementary school (about 18 million people targeted number of children), is located in Yokohama, such as City Hall, the original picture book " Hitofusa no budou " has been the driving target picture book storytelling in the morning. .

In addition, there was the elementary school that you use as a story telling actually in class morality. As a result of carried out on children and faculty questionnaires Storytelling, was reviewing the response, there was a "POSITIVE CHANGE", such as the following. .

**【Teachers】**

- We also were able to reaffirm the important thing in terms of guiding the child.
- It was an opportunity that not only stir the imagination of the child story-telling, even adults can re-check the "ideal situation".
- It is not that it "scold" that leads all. The "forgive" that also lead to lead.
- We can see the various opinions from the children, I felt the diversity of children.
- I want you to continue to work like this in the future.

**【Students】**

- Do not steal.
- Friends big deal, I was good to be reconciled.
- I'd read the books more. .

From the above, it was confirmed that the exercise of our influence in the education of fact, it has affected a lot of morality of children and parent generation.



We have considered about morals with general public citizens.




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We had many general public citizens at our venue.





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The third training was took place at a temple which has an austere atmosphere.



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We learned and exercised with citizens.  
We also enjoyed a reading session of our picture book.

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## Award Category criteria

# 4

### Impact on Participants

<p>What was the intended impact on the participants?</p>	<p><b>【first round program】</b> In order in society, we continue to live comfortably, to have "to understand the other party, and feeling compassion" and is very important. It was intended to permit you to study what the moral, to grow into further such feelings.</p> <p><b>【second round program】</b> And intended to direct the consciousness that this is that raising children in the community, and aware again that it is a leader of society, and realize what you need to do for the community, can be practiced in everyday life have.</p> <p><b>【third round program】</b> •It was intended that it will change the human to know themselves, to understand the other party, it has a heart of compassion, to continue to act on something hard. •It is not able to live alone, who was intended to re-recognize that that has been enacted is the support</p>
<p>Describe the actual impact on the participants.</p>	<p>As a result of conducted a questionnaire to the participants in reviewing the response followed by each training, there was a positive change, such as the following. .</p> <p><b>【first round program】</b> As a result of learned in order in society, we continue to live comfortably, morality is necessary, people who act out of that tackle such as greeting was born.</p> <p><b>【second round program】</b> Results for consciousness that raising children in the community, and aware again that it is a leader of society, was realize what you need to do for the community, without having to rely on the only public education, future people who work on moral education, such as a greeting at home was born. .</p> <p><b>【third round program】</b> •As a result of studying the need and importance of what will change in the man who know themselves, to understand the other party, it has a heart of compassion, to continue to act hard on something, to understand the power of a dream , may continue striving earnestly to all matters, people that you know to be the truth was born. •People that you know that it is necessary the cooperation of others as well as yourself in order to get anything done was born. •Because it was a chance to not only stir the imagination of children the story-telling, even adults can re-check the "ideal situation", the person carrying out the story-telling was born.</p>



A reading session of the book we created, titled "HITOFUSA NO BUDO" was took place at class rooms.



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Children were drawn and listening to the picture book. We discussed about future reading sessions at an elementary school.



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We expressed our gratitude to the city of Yokohama for their co-operation on creating picture books with us.



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We have received a certificate of appreciation from the city of Yokohama.



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## Award Category criteria

# 5

### Long-term Impact of the Program

- What is the expected long-term impact of this project?
- What we understand as a people, our responsibility as a leader
  - It will be expectations mission is given by the local community be a reader having both a higher morals.
  - It can be freely demonstrated their abilities obtained are the driving force of the development of local communities.
  - In communities, where in your home or office, we live to live by wearing it the power to care about others, may contribute to the realization of a society full of compassion.
- What changes would you make to improve the results of this project?
- We conduct business with an emphasis to learn how the moral, and self-disciplined, and of whether into action.
- Moral is not only at JCI, also not in a moment. Future, in order for us to provide leadership with a strong moral fiber more than now, you need to conduct training similar iteratively on an ongoing basis, promote the penetration of understanding. Spirit of morality as represented by "Makoto" is a thing that has a universal value.
- Must be carried out while changing the method without having to end up in lectures, training business, which is widely understood that this spirituality.