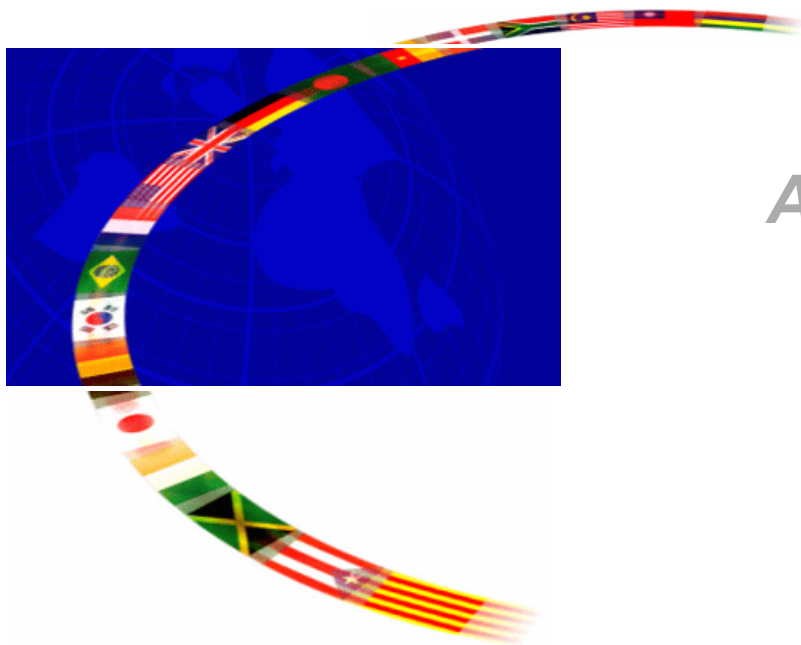




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
The diversity management for advanced company
JCI JAPAN



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

LOM Information

Local Organization:

President:

President Email: ikejun@p-hokkoh.co.jp

Basic Information

Duration : From 26 February to 22 November 2013

Staff : 18

Sponsors : Sapporo city office, Sapporo chamber of commerce, and 15 companies

Budget : 20000USD

Profit / Loss : NONE

In which UN MDG best

fit (if apply): ?:

Who is benefited ?:

Objective : Objective 1

JCI Sapporo reduce the difference of work environment for male-female divide and handicapped, advance the improvement of working conditions.

Objective 2

Companies and individuals change their attitudes to act the lead to improve their values.

Overview : #1 The research of economic statement of Sapporo

- Gross Product is marginal change.

- The population will decrease after 2015.

#2 The research of company statement of Sapporo

- 95% companies employ only under 50 members

- 66% women left work for pregnant

#3 The research of LOM members

- 161 members answered questioners

#4 The research of Sapporo women

- 100 women answered questioners

#5 Holding a seminar on the issues and guideline of companies

#6 Broadcasting on internet TV

- 2000 people watched for 3 months

#7 Holding a forum on the diversity of employers and their issues and guideline

#8 The research on companies to practice the diversity of employers

- We interviewed 7 companies in Hokkaido.

#9 Balance Check Sheet

- We made the sheet to check for the work and motivation of employers and work conditions by own.

Results : For objective 1

We reported economic statements of Sapporo that we researched statistics and questionnaire results for participants.

As result of questionnaire after seminar, we could change attitude of citizens.

We reported our Future Company Project by internet TV including our seminar, forum and researches.

These programs watched 2000 people for 4 months, and were able to

change attitude of Sapporo citizens and managers.

Participants tried the Balance Check Sheet produced by JCI Sapporo. As the questionnaire results, many Sapporo citizens could understand own balance of work - private and about work condition of company.

For objective 2

At the forum, we hold the discussion by professionals and introduced case studies that the companies increase profit by employing the diversity of labors.

Managers got the momentum to practice diversity management for company and improve work condition.

We reported the focusses of diversity management for company, the participants understood the issues of individual and own company by using the Balance Check Sheet. Further, Sapporo will activate to be a company worked the diversity of labors.

By a questionnaire results, 90% participants understood diversity management, including 30% participants already practiced diversity management, and 60% participants have willing to practice it.

Actions Taken : 26th February: planning decision
 15th March: meeting for seminar
 23rd April: seminar for male-female divide on work condition
 20th August: 1st press release
 27th August: 2nd press release
 3rd September: Forum on diversity management
 28th October: account settlement and evaluation
 30th October: Starting broadcasting our movies at internet TV

Check it out now

Future Company Project on Internet TV

URL: http://j-leaders.tv/mk_project/

Recommendations : About objective 1

#1 Citizens noted that they work to care own life and work balance.

#2 Company managers noted that they service to Sapporo economy by using new labor force of women and handicapper.

#3 Company managers noted that work condition is strong inequality. But we could not follow up the improvement of work condition.

#4 Decreasing Our labor force, we create the environment that women who has not work will work hard. Therefore, Sapporo will activate and grow up. About objective 2 #1 We made the Balance Check Sheet. But we could not make the system of using it with regularity. To make such system, we needed to order the association of accountants

1

Award Category criteria

Objective 1

JCI Sapporo reduce the difference of work environment for male-female divide and handicapped, advance the improvement of working conditions.

Objective 2

Companies and individuals change their attitudes to act the lead to improve their values.

Background

- Gross Product is marginal change.
- The population will decrease after 2015
- 95% companies employ only under 50 members
- 66% women left work for pregnant

#1 Application of Active Citizen Framework

To survey the issues of Sapporo by statistics and interview for Sapporo city officer.

To promote global compact and CSR, to provide opportunities to change positive by holding a seminar and a forum.

To broadcast our project by internet TV, and measure to count the number of audiences.

#2 Service to our community as solution provider To apply Active Citizen Framework, we filled a role of solution provider to promote improvement of the work condition for male-female divide and diversity management for company.

JCI Sapporo spent 2000USD for this project. We spent 1000USD for public relation by facebook, advertisement on newspaper and 10000 leaflets.

We needed incentives to promote our program to join a lot of citizens.

And we got commercial goods from a few national companies, and we gave them to participants.

Supported Company

Otsuka Pharmaceutical Co., Ltd,

Naris Cosmetics Co., LTD.

Sapporo Beer Co., Ltd,

To give commercial goods, many women who do not join such event would change positive and joined our forum.

JCI MISSION

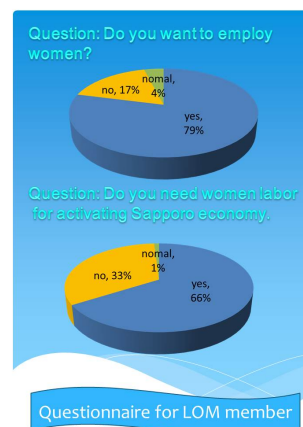
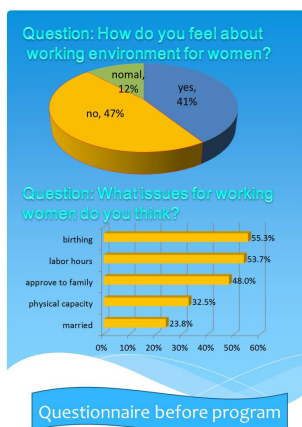
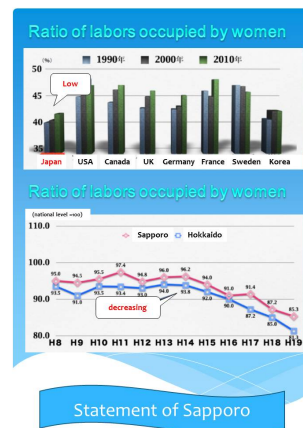
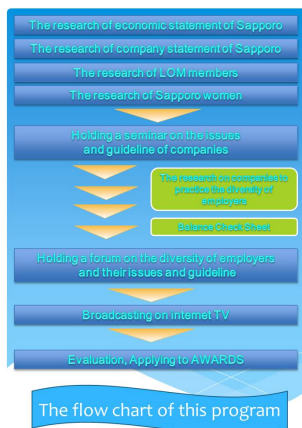
All member changed positive to make better economy by understanding concrete numeric of economic statement.

Through preparing seminar and forum, many member changed positive to make understood our movement for citizens.

JCI VISION

Sapporo is the capital of Hokkaido, we cultivated young leaders.

Young leaders create a global network by visiting many companies and discuss their managers.



2

Award Category criteria

Objective 1

Questionnaire with holding seminar and forum.

Objective 2

Broadcasting our project by internet TV, and measurement of number of audiences.

Objective 1

Citizens understood male - female divide on work condition

Awareness of work - life balance is 30% before seminar, after seminar was 100%.

70% participants will practice work - life balance.

Objective 2

As result of broadcasting on internet TV, 2000citizens watched for 4 months and understand importance of increase own values.

As general overview

For the future, Sapporo will be population and labor force population decrease, we created the fundamentals using underlying labor force.



http://j-leaders.tv/mk_project/

Broadcasting on internet TV

Balance Check Sheet

<p>個人用 (個人)</p> <p>Skills</p> <p>Minds</p> <p>Environment</p> <p>Point</p> <p>For Personal</p>	<p>会社用 (会社)</p> <p>System</p> <p>Education</p> <p>Culture</p> <p>Point</p> <p>For Company</p>
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Use of term

- ✓ Check of your triangle (balance? Decrepit?)
- ✓ You look to your missing item.
- ✓ You have to improve the balanced triangle.

Broadcasting on internet TV

3

Award Category criteria

PRINCIPLE 4: THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR;

PRINCIPLE 6: THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION.

PRINCIPLE 4: THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR;

Holding a seminar on the issues and guideline of companies

Broadcasting on internet TV
- 2000 people watched for 4 months

PRINCIPLE 6: THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION.

Holding a forum on the diversity of employers and their issues and guideline

The research on companies to practice the diversity of employers
- We interviewed 7 companies in Hokkaido.

Balance Check Sheet
- We made the sheet to check for the work and motivation of employers and work conditions by own.

4

Award Category criteria

Objective 1

We reported economic statements of Sapporo researched statistics and questionnaire results for participants. As result of questionnaire after seminar, we could change attitude of citizens.

We reported our Future Company Project by internet TV including our seminar, forum and researches. These programs watched 2000 people for 4 months, and were able to change attitude of Sapporo citizens and managers.

As the questionnaire results, many Sapporo citizens could understand own balance of work - private and about work condition of company to use the Balance Check Sheet.

Objective 2

At the forum, we hold the discussion by professionals and introduced case studies that the companies increase profit by employing the diversity of labors. Managers got the momentum to practice diversity management for company and improve work condition.

We reported the focusses of diversity management for company, the participants understood the issues of individual and own company by using the Balance Check Sheet. Further, Sapporo will activate to be a company worked the diversity of labors. By a questionnaire results, 90% participants understood diversity management, including 30% participants already practiced diversity management, and 60% participants have willing to practice it.

About objective 1

#1 Citizens noted that they work to care own life and work balance.

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strong inequality. But we could not follow up the improvement of work condition.

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About objective 2

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5

Award Category criteria

Members of JCI Sapporo changed positive to make better economy by understanding concrete numeric of economic statement.

The company managed our members will grow up to service for Sapporo citizens as corporate social responsibility.

Sapporo city office and we corroborated not only community development, but also economic development.

#Members are promoting to improve the work condition of their company for analyze by using the Balance Check Sheet.

All member changed positive to make better economy by understanding concrete numeric of economic statement.

Through preparing seminar and forum, many member changed positive to make understood our movement for citizens.

6

Award Category criteria

In Sapporo, decreasing labor force population and economy is flat, this project will be able to make a breakthrough.

Gross product will be increase to improve the work condition for mothers and to be increase household income.

Labor who has psychiatric disease will decrease to balance own work and private life.

The budget of Sapporo city will restore fiscal health to decrease cost of social security.

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