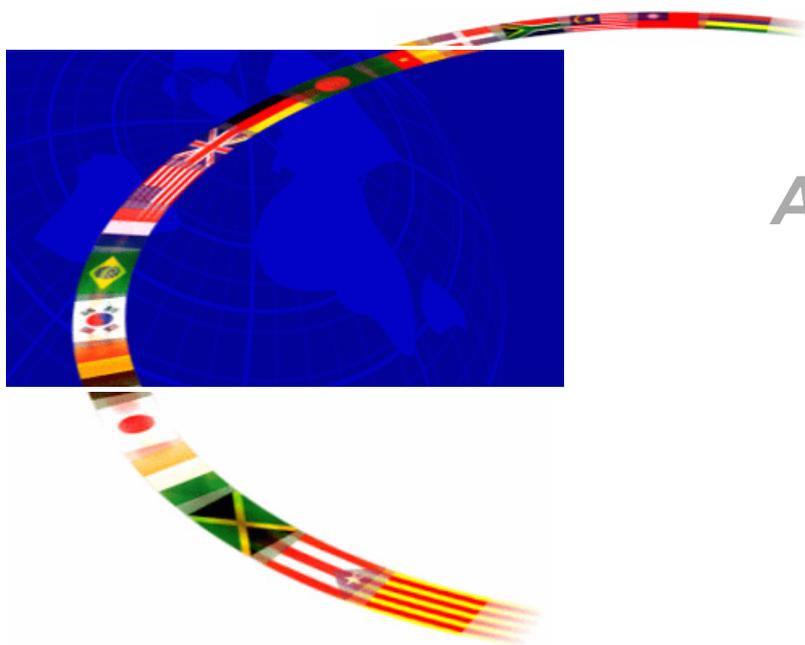




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
osakajc TOYP
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: nori72nori72wanokokoro@gmail.com

Basic Information

Duration : From Sep. 5th to 10th, 2013

Staff : 52 members

Sponsors : Imperial Household Agency, Board of the Crown Prince's Household, JETRO, NGOs, Ministry of Economy

Budget : US \$ 56,747

Profit / Loss : None

In which UN MDG best fit (if apply) : ? : Develop a global partnership for development

Who is benefited ? : 2.67 million people living in Osaka

Objective : [Flagship objective of this year]

(1) To help companies understand the importance of not only pursuing their profit but also contributing to a community.

(2) To help citizens understand companies conducting a program for a community and motivate them to support them.

[Objective of this program]

(1) To provide opportunities for people to have international exchange with young business people who will take an important role in the coming future.

(2) To carry out private diplomacy by inviting TOYP members.

(3) To provide opportunities for Osaka citizens to pay attention to various problems in the world.

(4) To invite 5 TOYP members from foreign countries. To have them understand Japan deeply and become a fan of Japan.

Overview : [At a forum]

We invite 5 foreign young business people to Japan. They aim for settling social issues through economic activities. We provide an opportunity for them to make a presentation regarding their activities.

[Who are 5 TOYP members?]

They are involved in social development movement through economic activities regarding agendas among nations and regions.

[Report by TOYP members]

TOYP members write a report on what they notice and feel at a forum. We prepare booklet of their report and distribute them to people in the community.

["Osaka Project" and "Tokyo Project"]

There are apparel companies in Tokyo and Osaka that promote ethical fashion. We provide opportunities for 5 TOYP members to visit them and interact with Japanese culture. This aims to obtain their deeper understanding of Japan.

[Audience with Imperial family]

We provide an opportunity for them to have an audience with Imperial family for 32 consecutive years.

[Cooperation with the government]

We build this program in cooperation with Osaka city, Ministry of Economy, Trade and Industry, and JETRO.

Results : [Participants in a forum]

As many as 252 people participated in the forum.

[Result of questionnaires]

94.6% of participants in the forum got motivated to support their economic activities by listening to their presentation. In fact, some of JCI Osaka members got involved in social development movement through their own programs.

[Approach to media]

We were interviewed on several media and got a lot of attention from the public.

Actions Taken : [Research on ethical business]

We visited companies and organization engaged in research on ethical business.

Dec. 18th Ethical Penelope Co. (Promoting fair trade)

Jan. 8th JETRO Osaka Office

Jan. 23rd Ministry of Economy, Trade and Industry

Jan. 23rd JETRO Tokyo Office

Jan. 24th Delphys Inc. (Doing researches on ethical business)

Jun. 4th People Tree. (Promoting fair trade)

Jun. 21st Mother House. (Promoting fair trade)

[Research on international issues]

We participated in organizations and events to recognize various problems in the world.

Feb. 3rd ONE WORLD FESTIVAL

Feb. 22nd Japan Asian Association & Asian Friendship Society

"Visiting the home land of Kilimanjaro Coffee"

Mar. 8th Japan Asian Association Head Office "Lunch at Haroharo"

May. 4th EARTHDAY KOBE, 2013

[TOYP Program]

Sep. 5th (Thu.)

TOYP members came to Japan.

Sep. 6th (Fri.)

They inspected Osaka.

Sep. 7th (Sat.)

TOYP forum

Sep. 8th (Sun.)

TOYP members wrote a report and inspected Osaka.

Sep. 9th (Mon.)

They inspected Tokyo and had an audience with Imperial family.

Sep. 10th (Tue.)

They returned to their countries.

Recommendations : [Inviting TOYP members]

We recruited members abroad in line with theme of our program this year and screened them. We invited young business people to Japan who play an active role in the world. By giving a live presentation, they can make an appeal to the citizens.

[Fans of Japan]

TOYP members stayed in Japan for six days, participated in various program, and then made a deep understanding of Japan. It enabled them to become a fan of Japan. Eventually, we successfully formed a base of international exchange with them.

[Long-lasting program]

Our program has a long history for 32 consecutive years as a private diplomacy one.

[Audience with Imperial family]

This is the only program among JCI Japan programs for TOYP members to be able to make an audience with Imperial family. It is a great honor for them.

1

Award Category criteria

Globalization advances rapidly in the world by various technological progress.

As a result, we have a closer connection with phenomenon caused in various countries and areas. We can not ignore this.

Therefore, we help people living in Osaka understand the followings:

- that there are different cultures and historical views in the world.
- that friction and problems exist resulting from different backgrounds.

In order to solve the problems, we provide an opportunity for social entrepreneurs to convey their thought. They are involved in solving the problems through their economic activities. Our objective is that many people have consideration for others with a wider perspective through this program.

To achieve MDG"s objective which Global Compact sets.

- (1)We provided an opportunity for people in the community to pay attention to issues in the world.
- (2)We helped them solve problems among nations and regions through economic activities. As a result, they could make a deeper understanding of fair trade and ethical thinking.

The budget was an effective guide for the financial management of this program as below:

We prioritized budget allocation to travel and staying expenses to invite outstanding young people in the world.

And then, we allocated sufficient budget to site and advertisement expenses so that many Osaka citizens could participate in a forum.

On the other hand, part of staying cost could be cut down by arranging a home-stay on the first day for TOYP members. It also enabled them to understand Japan more deeply.

Regarding "Osaka Program" and "Tokyo Program," their expenses could be also cut down. This is because we made an effort to achieve their understanding of Japanese history and current situation without

spending much money.

The budget was an effective guide for the financial management as above.

This program advanced JCI Mission and Vision as below:

[JCI Mission]

Young people had not been interested in the world, regardless of rapid globalization. We got them to realize the present situation of the world.

In addition, we provided opportunities for them to create positive change by listening to lectures of business entrepreneurs of their own age who took an actual action for solving social issues.

[JCI Vision]

We invited business entrepreneurs of our own age to Osaka. They are involved in activities to solve social issues in the world. We could develop trust relationship with them through acting together for a week with our hospitality.



2

Award Category criteria

[Number of participants]

citizens: 104 people, JCI Osaka members: 148 people

[Result of a questionnaire]

Q2. "Did you know about ethical fashion and fair trade which was the main content of this lecture?"

60% of the participants answered, "No." On the other hand, as many as 93.9% of the participants answered, "Yes." to the following question:

Q3 "Did you feel a need for ethical fashion and fair trade after listening to the lecture?"

From these results, we could verify their positive change.

At the same time, we provided opportunities for them to understand that our daily consumption could cause poverty abroad and conscientious economic activity could be a way to solve the problem.

(1) More and more people support the companies that deal with fair trade products.

The participants in a forum could realize the significance of fair trade. They used to buy products considering only its price. However, after the forum, the number of people increased who buy fair trade products even if these are expensive.

(2) Some companies started fair trade business. Some of the companies at the forum started a new business to solve problems in the world. (<http://www.serendip-jp.com/>)

In addition, some people got interested in fair trade and ethical thinking. They began to prepare for building a new business.

(3) We arranged Ms.

Ikoma"s(<https://www.facebook.com/yoshiko.ikoma.7>) lecture at the forum for people involved in fashion academies. Her lecture motivated them to change the community through ethical thinking from the fashion business.

3

Award Category criteria

Principle 4, 5, and 6

The severe forced labor for women and children still exists in the world. We provided an opportunity for people in the community to find a solution of the problem.

In addition, we invited young businessmen from foreign countries. They took an actual action for the solution. We provide an opportunity for many people in the community to know their action and get motivated to support them.

(1) We invited 5 young businessmen from foreign countries who had ethical thinking such as conscience and consideration.

(2) We asked Yoshiko Ikoma to give a lecture at our forum. She is the leading expert of ethical fashion. We provided an opportunity for Osaka citizens to understand ethical thinking.

(3) Osaka citizens could realize the fact that the severe forced labor for many women and children still exists in the world through our program.

(4) Some companies trade a product at a fair price not a product exploited by severe labor circumstances. We could get Osaka citizens motivated to support them.

(5) Young businesspeople realized the importance of solving various problems in the world through economic activity.



4

Award Category criteria

"Goal 1-B," the objective of Global Impact, is "to achieve a complete and productive employment of all people including a woman and the youth, and decent work."

We could share this novel ethical thinking with many people in the community. We also got them to make a positive change in struggling with problems.

"Goal 8-A" is "to build trading and financial system that are open, rule-based, predictable, and not discriminatory."

People in the community got inspired to make a fair trade by listening to the lecture at our forum.

(1)According to the questionnaire, 60% of the participants did not know about ethical fashion and fair trade, which was the main content of this lecture. On the other hand, as many as 93.9% of the participants felt a need for ethical fashion and fair trade after listening to the lecture.

(2)More and more people support the companies that deal with fair trade products.

The citizens who participated in the forum could understand the significance of fair trade. They used to decide to buy products considering only its price. However, after the forum, the number of people increased who buy fair trade products even if these are expensive.

(3)Some companies started to deal with fair trade. Some of the companies which participated in our forum created a new business to settle agendas in the world. (<http://www.serendip-jp.com/>)

In addition, some people got interested in fair trade and ethical thinking and started to prepare for implementing a new business.

(4)We could get JCI Osaka members to become interested in ethical thinking and fair trade.



5

Award Category criteria

JCI Osaka came to be more recognized by people through the following activities:

- To have many contacts with companies, groups, and individuals that promote ethical thinking for the purpose of running TOYP program.
- To promote many citizens's participation in TOYP forum.

We could improve trust with other organizations through running this long-lasting program with the support of Osaka city, and in cooperation with Imperial Household Agency, Board of the Crown Prince's Household, embassies and consulates in other countries.

We also could foster trust from Imperial family because we took 5 TOYP members to them this year, too, which was our 32nd audience with them.

Through this program, JCI Osaka members got an opportunity to improve themselves by spending one week with prominent TOYP members.

JCI Osaka members who organized and ran this TOYP program realized that they could share their sense of values with others by taking a proactive action. They also decided to continue this TOYP program in the future.





6

Award Category criteria

As a direct impact, the relationship with young foreign businesspeople who participated in our TOYP program will keep motivating Osaka citizens and JCI Osaka members to realize new values and take an action. It is expected as an indirect impact that this program will enhance people's motivation to have international exchange and it will lead to local development in cooperation with International Exchange Organizations.

We think It is important to work in closer cooperation with International Exchange Organizations and the government in Osaka.

We provide opportunities for people to exchange opinions with each other and to organize events in order to deepen a mutual understanding. As the result of that, we can get people in the community motivated to have international exchange. We think it will also improve the effect of our program.