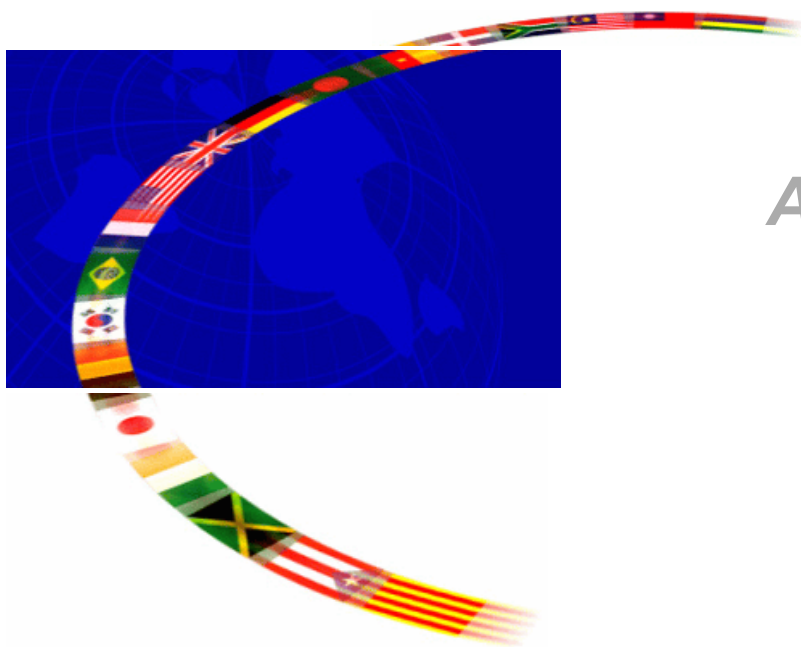




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
Shigenari Yamamoto, JCI Osaka President  
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](mailto:japan@jci.cc)

#### LOM Information

Local Organization:

President:

President Email: [nori72nori72wanokokoro@gmail.com](mailto:nori72nori72wanokokoro@gmail.com)

### Basic Information

Duration : Jan. 1 ~Dec. 31, 2014

Staff : 42 members

Sponsors : 757 JCI Osaka members

Budget : NONE

Profit / Loss : NONE

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

Who is benefited ? : Approx. 2.67 million people living in Osaka

Objective : 1. JCI Osaka members are expected to participate in our program and to make positive change through improving themselves with each other.  
2. We encourage local citizens and companies to enhance their community's qualifications. We aim to change them into active citizens through implementing our program together.  
3. We aim to develop a network of positive change through sharing our program and activities with them.

Overview : 1. From the beginning of the year, we prepared for a meeting to increase the number of members. We actually held **16 meetings** and pan-industry social events.

2. We encouraged JCI Osaka members to implement a program and participate in it positively. We took the initiative to run more than 100 programs.

3. We conducted PR activities positively to share our movement with local citizens.

Results : 1. We held 16 meetings and pan-industry social events for 6 months. As a result, we successfully achieved **255 new members**, which is more than usual.

2. Local President took the initiative to take action. As a result, we could implement the following programs:

Nurturing children programs (**66** times)

Citizens positive change program (**13** times)

Achieving world peace program (**6** times)

Improving members qualifications program (**15** times)

3. He conducted PR activities positively.

As a result, our activities got media exposure 25 times a year. (**277%** increase over the previous year)

Actions Taken : Throughout the year, Local President, Shigenari Yamamoto, participated in every board of directors meeting of JCI Japan as an observer as follows:

Jan. 17~20 JCI Japan New Year's Convention

Mar. 8~11 JCI Japan Great earthquake disaster revival & creation forum

Mar. ~ Blooming Flowers program at the Yodo river

Jun. 13~16 Asia Pacific Conference Koshuu

Jul. 13 JCI Members Convention in Kinki area

Jul. 20~21 JCI Japan Summer Conference

Oct. 3~6 JCI Japan National Convention

Oct. 12~13 Osaka Castle Hustle

Nov. 4~9 JCI World Conference

Recommendations : ・ We successfully achieved **255 new members**.

・ We achieved **the biggest growth and development** among local Chapters in our 63 years' history.

・ We made effective use of **newspapers, TV, the internet, twitter, and Facebook**. It encouraged the interest of Osaka citizens in local issues and created positive change in them.

Approx. 40,000 citizens participated in Osaka Castle Hustle program. This program successfully changed them into active citizens who have motivation to lead the community's future.

1. We successfully achieved new members more than usual. It motivated existing members to work harder with the aim of their development.

2. We involved local citizens in our large-scale event. At the same time we had a sustainable program throughout the year. Through implementing both programs effectively, we aimed to activate the community and enhance citizens' qualifications.

3. Local President has been temporarily transferred to JCI Japan, so has a strong relationship with an international program. He was elected as a member of JCI Centenary Program Committee. Because of this, he positively participated in not only JCI Osaka's program but also various programs of JCI Japan and international conferences. He also support other members who were temporarily transferred from JCI Osaka to JCI Japan as a coordinator.

# 1

## Award Category criteria

Under the slogan of **Circle of Care**, he took the initiative to take action. He encouraged more than 1000 members of JCI Osaka to implement a program and participate in it.

As a result, he could implement the following many programs:

**Nurturing children programs (66 times)**

**Citizens' positive change program (13 times)**

**Achieving world peace program (6 times)**

**Improving members' qualifications program (15 times)**

In addition, he conducted PR activities positively in order to share our movement with local citizens. As a result, our movement got media exposure 25 times a year.

(277% increase over the previous year)

He organized a meeting to increase the number of members and actually held **16 meetings and pan-industry social events** from the beginning of the year.

As a result, he successfully **achieved 255 new members**, which is more than usual. He created an environment in which many new members can take the initiative to run a program, which helped a network among young active citizens spread out.

At the same time, through seeing new members' working hard on a program, existing members were motivated to improve themselves, too.

**As a result, he successfully produced many members who can create positive change in others.**

## 2

### Award Category criteria

**He hosted and cooperated in the large-scale events rooted in the community:**

- 550,000 people enjoyed **The Yodo river fireworks**
- 40,000 people participated in **Osaka Hustle Castle** and activated the restaurant business in Osaka.

Through these events, local citizens and community was successfully activated. The visibility of JCI Osaka was also enhanced.

At the same time, **he implemented many programs throughout the year**, such as "Blooming Flowers at the Yodo river." In this program, local citizens and companies changed a run-down riverbank with illegal dumping and farming into a beautiful field of flowers in each season.

Many people participated in the large-scale events, which brought **economic and propaganda effects to local companies and community**. It also brought economic effects to Osaka, and developed people's rich spirit.

Through the continuous programs, **he created positive change in local citizens and companies** so that they can enhance the qualifications of the community.

# 3

## Award Category criteria

He encouraged more than 1,000 members of JCI Osaka to **take leadership and responsibility**.

He also recommended members of other local chapters to participate in his programs. **He supervised and participated in almost all programs as a leader.**

He conducted PR activities positively to share the movement with local citizens. As a result, **the movement got media exposure 25 times a year.**  
(277% increase over the previous year)

Through recruiting members positively, he gathered more than 1,000 members.

As a result, **he could create an environment in which JCI Osaka members can improve themselves.**

In addition, he promoted interaction among local chapters and provided many opportunities for JCI Osaka to work as one.

As a result, **he created an environment in which members can participate in not only their own programs but also ones of other committees'.**

# 4

## Award Category criteria

JCI Osaka implemented the following programs in 2013:

**Nurturing children programs (66 times)**

**Citizens' positive change program (13 times)**

**Achieving world peace program (6 times)**

**Improving members' qualifications program (15 times)**

In addition, we asked lecturers working in various fields to give lectures to our members at monthly meetings.

**The number of participant members totaled 5,303** in 2013, average 52.3%, which helped them a lot make positive change.

We could see their positive participation in other programs:

The number of participants totaled 846, average 84.6%, in **Blooming Flowers at the Yodo river program.**

He positively participated in not only programs of JCI Osaka but also other programs of JCI Japan as an observer.

At the same time, he proactively supported other members who were temporarily transferred from JCI Osaka to JCI Japan as a coordinator.

As a result,.

**29 members were transferred to Osaka block,**

**44 members to Kinki district,**

**and 101 members to JCI Japan**

with the aim of **developing a network of young active citizens from Osaka to Japan, and then to the world.**

80 members of JCI Osaka took part in the international conference held in Rio de Janeiro, Brazil.



# 5

## Award Category criteria

Our consideration for others (conscience) is spreading out in the community. Our conscience is given back to ourselves by someone else.

As a result, we will be able to support each other in and out of the community with the aim of a bright future. He put up a slogan of 2013, **Circle of Care**. He took the initiative to become the starting point of the the slogan with the aim of achieving it. He helped people understand the significance of acting for others through various programs. As a result, people's conscience was developed.

### **Brotherhood of man transcends the sovereignty of nation.**

In order to exemplify this value, he deepened his relationship with members from all over the world though various international exchanges. He realized that understanding the difference of values and acting together with the aim of achieving a goal led to a better world.

Through **Peace Conference of Youth (PCY)** and **Kids Challenge (international exchange program for kids in the world)**, he had young generations experience important things above and deepen a friendship with the world.

## Award Category criteria

# 6

All visible and invisible things created by people represent their mind.

Even if they disappear, what they have done for the **public** stays in the community and in people's **mind** as a living proof.

Based on this JCI Value, he became more conscious of service to humanity, the **public** in his private life.

He contributed to his family and company first as visible **public** and then to the community as invisible **public**. Thus, he developed service to the **public** in other words, **conscience**.

He is an executive director of his company.

At his company, they develop and manufacture dental metals, ceramics and resins beside refining and processing precious metals.

While digitalized technology is innovated in dental care, he succeeded to medical technology.

He cares about patients, members involved in medical care, and local health-care, not his maker's profits.

Thus, he takes a major role in a dental maker.

When he acts with the aim of **public** profits, not private ones, he receives empathy from not only company's members but also market's players. As a result of this, he can achieve a beneficial result which **individual** can not achieve. In the end, it brings sustainable development and growth to stakeholders.

Thus, he exemplifies the JCI Value, **Service to humanity is the best work of life**.