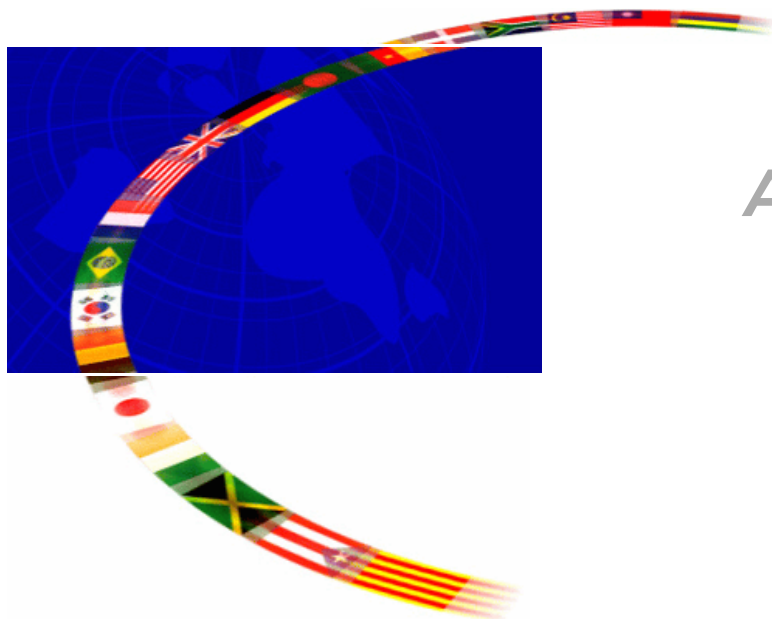




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Global Training School of social leader!
JCI JAPAN
Best National Flagship 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

LOM Information

Local Organization:

President:

President Email: nori72nori72wanokokoro@gmail.com

Basic Information

Duration : January 1st to July 1st , 2013

Staff : 23

Sponsors : JICA(Japan International Cooperation Agency), Cambodian Government, 12 universities, and more

Budget : USD 24,000

Profit / Loss : None

In which UN MDG

best fit (if apply): Eradicate extreme poverty and hunger
?:

Who is benefited Citizens of Cambodia, 14,860,000

?: people Members of JCI Japan, 37,618 people

Members of JCI Cambodia, 30 people

Objective : **Primary objective:**

GTS (Global Training School) is a training project to develop future social leaders who can act toward eternal world peace by providing the members of JCI and young people in the GTS host country with a development opportunity through international social contribution activities.

[Object persons for training]

- Members of JCI Japan
- Members of JCI Cambodia
- tudents in Cambodia

[Abilities to be developed through training]

Among abilities required as a leader, the followings can be developed through this project.

- Problem consciousness toward social issues
- Abilities to examine and understand problem needs
- Abilities to develop methods to solve problems
- Abilities as a leader to change young people in a positive way
- Abilities to implement methods to solve problems

Secondary objective:

Contribution to UN MDGs

Development of JCI Cambodia

Building networks with the government, etc. of Cambodia

Overview : **[Contents of the project]**

The members of JCI Japan will acquire an ability as a social leader through the programs to learn social issues in the host country, and develop and implement methods to solve problems with young people in the GTS host country.

History of GTS:

GTS, first started in 1992, has developed social leaders in many countries and regions through implementation of JC activities and OMOIYARI projects. In 2013, the 21st GTS will fuse [value], [technology] and [information], etc. of JCI Japan and JCI Cambodia, the host country, together and evolve the project to a mutually beneficial sustainable project.

[Contents of training]

1. Examine/learn social issues in the host country:
January 3-May 21
2. Visit/inspect the current state of social issues and plan solutions to problems:
May 22-May 25 (4-day training camp)
3. Verification, review:
July 1

[Host country]

Cambodia

WHY Cambodia?

The population 8,000,000 people of Cambodia is said to be decreased to one third in just 3 years due to cruel and persisting bloodletting by the Pol Pot administration and civil wars. After 1991, in an effort to break away from the dark past, Cambodia now became a country showing more than 8% GDP economic growth rate with full of young energy. However, on the other side, the gap between the rich and the poor is widening due to rapid economic growth. We concluded that what is needed in Cambodia now would be consolidation of educational system, a catalyst for the poor to independently engage in permanent economic activities, and social leaders to create such catalysts. Accordingly, we selected Cambodia for a host country.

[Project partners]

JCI Cambodia

[Social issues picked up in Cambodia]

- Poverty issue
- education issue
- agricultural issue

[Keywords for the project(Methods to solve social issues)]

Social business

WHY social business?

Social business is a business entity to engage in profit earning activities for the purpose of solving social issues. Although volunteer activities can be a temporary solution to social issues, it is difficult to eradicate issues due to limited finance and manpower. JCI Japan adopts social business as a permanent solution to social issues in Cambodia because it can solve social issues by sufficing financial requirement itself.

WHAT IS GTS? if you have time please check VIDEO.

Results : Through this project, the following outcomes were achieved.

[Achieved primary objective, development of social leaders.]

- We grouped the participants to 9 mixed teams of JCI Japan, JCI Cambodia and Cambodian students, and trained to develop a social business plan in the camp. As a result, not only social business plans were developed, but also 3 out of 9 business plans are being carried out in Cambodia to tackle issues (about to tackle issues).
- Questionnaire result shows 97.2% of the participants are motivated to continue promoting contribution activities toward social issues, etc., and 95.8% hope continuation of GTS project.

[Influence to JCI Cambodia]

- JCI Cambodia noticed effectiveness of GTS project and is planning to implement their own GTS project as NOM after 2015.
- A number of JCI Cambodia members increased from 70 to 96 (up 37%) after GTS project.

[Evaluation by Cambodian government]

- Cambodian government highly valued a social business [Sky Lantern Festival] performed as a model case in the project and fully cooperated with us.
- It announced to promote the lantern festival as a tourist content and a solution to social issues.

[Result as a long-term project from the past]

Since the GTS project had been launched in 1992, it is been implemented in many countries and regions to spread JC activities. it is been implemented in Cambodia for 3 years in a row from 2008 to 2010, and it played a crucial role for the birth of JCI Cambodia from a different facet of APDC by providing development opportunities to young citizens in Cambodia interested in JC activities to be social leaders. Furthermore, by implementing the GTS project in Cambodia in 2013 in cooperation with JCI Cambodia, the values and experience of each organization are synergized each other, and it influenced the Cambodian government and succeeded more than ever in creating a seed for social businesses in Cambodia.

Actions Taken :

1. **Examine/learn the host country and social issues therein:**

January 3-May 21


- Research of social issues in Cambodia, site visit (2 times)
- Meetings with JCI Cambodia (through SNS, SKYPE)
- Visit LOM and Bloc councils to recruit participants
- Study sessions of the current state of Cambodia and social businesses(2 times)
- Mail magazines & quizzes of social issues(mailed 8 times to participants)

2. **Visit/inspect the current state of social issues and plan solutions to problems**

May 22-May 25

4-day training camp

Step1 Visit/inspect/experience social issues in Cambodia(Day 1~2)

3 groups of 3 teams visit/inspect an assigned theme.	
	<p>Theme 1: Poverty Visited and inspected the current state of the poor living in the dump site, human trafficking due to poverty, and an organization providing independence support to the poor through social business. Then, hand-made and donated dining tables and chairs to the organization.</p>
	<p>Theme 2: Education Studies the current state and problems of elementary and secondary education</p>



at Angkor University. Also, visited a vocational training school managing a hotel and a restaurant as a social business. Then, visited orphanage, one of the most serious social issues, learned the current state, and made an educational material “Japanese Karuta” together with children.



Theme 3: Agriculture

Visited farmers in poverty as they have no choice to engage other than farming as a way of living despite a lack of agricultural infrastructure and climate favorable for agriculture. Observed their living and current state of agriculture. Also, experienced agricultural technology in Cambodia, and proposed a method to improve productivity by reforming a part of farm land. Also, visited herb processing company supporting farmers in poverty.



Step2 Analyze social issues and plan solutions(Day 2 night, 3 night, 4 morning)

Each team planned social business through discussion of solutions to social issues inspected.



All 9 teams analyze social issues inspected and experienced, and plan social business which can be executed locally to solve them.

- Analyze and categorize social issues , examine the cause of social issues, and understand the local needs.
- Discuss solutions utilizing each participant’s professional background, experience, and knowledge about social businesses.
- Put together the business plan and prepare for presentation.



Step3 Implement a model case of co-developed social business with JCI Cambodia(Day 3)

A model case of social business was performed in collaboration with JCI Cambodia. JCI Cambodia organized the implementation.

Sky lantern festival co-developed with JCI Cambodia:



The sky lantern festival was performed as a tourist content in Cambodia. The residents in the area of Lake Tonle Sap, the largest lake in Cambodia, cannot earn income during dry season making them the poorest in the country. Offering them a job to make sky lanterns during dry season can create employment, and performing the sky lantern festival can attract tourists to generate tourism revenue. The Cambodian government agreed to cooperate fully on this project.

[SEE VIDEO](#)



Step4 Presentation of planned social businesses(Day 4 afternoon)

Each team presented its social business plan after 4 days of visit, inspection, experience, and planning.



Each team presented its social business plan as a result of 4-day's work. Social business plans with combination of both countries' culture, technology, systems, etc. such as those to assist farmers by building logistic systems, to provide free school lunch, to train agricultural technologies and provide post-graduation agricultural support, etc. were presented.

Also, each presentation was evaluated and awarded by JCI VP Bernard, JCI Cambodia President Kimsour, and JCI Japan Vice President Kentaro Yamashita.

3. Verification and review:

July 1

- Presentation of social business plan, number 2 Three out of 9 teams presented their business plans brushed up after the camp in order to actually put in execution.
- The debriefing session was held before 5,600 members at the district convention of JCI Japan and the achievement of this project received recognition.

Recommendations :

- The cooperative project between JCI Cambodia, very new NOM to JCI organization, and JCI Japan has succeeded more than any previous in history by fusing cultures, traditions, experiences, technologies, ideas, and values of both NOMs.
- JCI Cambodia, although new to JCI organization, was very active as an essential partner to this project with splendid ability to plan and act and leadership.
- Kimsour, the president of 2013 JCI Cambodia, strongly hoped to introduce the GTS project at JCI Cambodia as NOM after 2014. We believe that the GTS project first started in JCI Japan will spread to the world based on its accomplishment and impact. it is hoped that it will move forward aiming

development of social leaders and accomplishment of UN MDGs through the GTS project also in Cambodia.

- The sky lantern festival implemented in this project not only produced continuous income in dry season to the residents in the area of lake Tonle Sap, but also was highly valued by the Cambodian government who was seeking tourist resources other than archaeotourism.
- The Cambodian government announced to continue the sky lantern festival as as new tourist resource.

Award Category criteria

1

Strategy and Implementation

What were the objectives of this program?

Primary objective:

GTS (Global Training School) is a training project to develop future social leaders who can act toward eternal world peace by providing the members of JCI and young people in the GTS host country with a development opportunity through international social contribution activities.

Secondary objective:

Contribution to UN MDGs
Development of JCI Cambodia
Building networks with the government, etc. of Cambodia

How does this program align to the JCI Plan of Action?

The GTS Program aligns with the JCI Plan of Action as follows:

1. The main purpose of the GTS Program is for the development of the young social leaders, a main goal for JCI.
2. As leaders, GTS members and participant from Cambodian university can continue to spread awareness and educate others for the realization of a lasting world peace .
3. The goals of the GTS Program are aligned with the three pillars of the UN MDGs, which JCI set as a main goal in 2013 JCI POA.
 - o Eradicate Extreme poverty and hunger
We developed social leaders with awareness about poverty issues to advance solutions through the training theme [planning social businesses to solve poverty issues].
 - o Achieve universal primary education
We developed social leaders with awareness about educational issues to advance solutions especially elementary education issues.
 - o Promote gender equality and empower women
We developed social leaders to advance solutions to change the present situation of parents selling children and/or forcing children to prostitute, and to plan social businesses to rescue them from poverty.

How does this program align to the National Plan of Action?

The GTS Program aligns with the training and educating objectives of JCI Japan Plan of Action as follows:

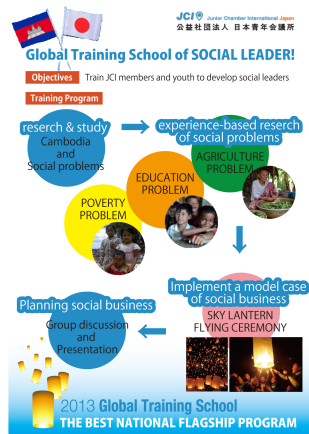
It greatly influenced not only the participants but also the members of JCI Japan in advance promotions and review seminars in accordance with the development goal of POA which is [To develop world class global leaders to open the way to the future of the country who have historical views to

proud of the own country and assured views of the country of the own and to act with panoramic creativity].

How does this project advance the JCI Mission and Vision?

The GTS project advances the JCI Mission and Vision through the following:

1. The external communication strategy of The GTS positioned JCI and JCI Japan as a leading global organization that will lead various sectors towards creating positive change.
2. This national project developed the social leaders, and gave them the opportunity to take action to solve social problems in the word. The influence of JCI will continue to be enhanced through GTS participants.



Award Category criteria

2

Benefit to and Participation of Local Organizations and Members


By number, how many Local Organizations were involved in this program? **95**

By percentage, how many Local Organizations were involved in this program? **68**

How did members and Local Organizations benefit from their involvement in this program?



1. The Local Organization benefited greatly from the participant of their local organization, who became great social leader and brought good will to Chapter.
2. Through participation in the GTS program, participants learned about the importance of caring weak by creating sustainable business plans aimed at promoting world peace.
3. JCI Osaka members were thoroughly trained to be social leader and educated the philosophy of Jaycee during the preparation of the GTS Program. In executing the program, all of the practices of JCI were put to practical, real-world use.




 **JCI** Junior Chamber International Japan
公益社団法人 日本青年会議所

Global Training School of SOCIAL LEADER!

To learn about POVERTY problem, we visited 3 places to study.

Each presentation was evaluated and awarded by JCI VP Bernard, JCI Cambodia President Kimouir, and JCI Japan Vice President Kentaro Yamashita.

 **2013 Global Training School**
THE BEST NATIONAL FLAGSHIP PROGRAM

 **JCI** Junior Chamber International Japan
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Global Training School of SOCIAL LEADER!

Achieved primary objective, development of social leaders.




As a result, not only social business plans were developed, but also 3 out of 9 business plans are being carried out in Cambodia to tackle issues (about to tackle issues). This proves that GTS program's success.

Team A
Social business language school in Cambodia and enable youth to go to Japan to train technical skills in various industries (will be starting 2016)

Team B
Social business printing company and teach Cambodian youth the traditional techniques of printing in Japan.

Team C
Agriculture problem solution, developing soil these plans.

 **2013 Global Training School**
THE BEST NATIONAL FLAGSHIP PROGRAM

Award Category criteria

3

Community Impact

How did this program affect the communities served?

To develop JCI members into social leaders who are from various communities means they will be actively serve for their own community and work towards world peace, starting from their own communities.

Also to develop exceptional Cambodian students into next generation's social leaders means GTS provided development opportunity to youth and we convinced of those youth's great success as social leader in the future.

To conduct GTS program, we had 12 universities cooperated to GTS program, and at the Sky Lantern Flying Ceremony, more than 1000 community people joined to fly lantern. We intended to impact the community in the following ways.

1. Instill an interest in community people to aware of weak and of their community (social) problems.
2. For interest can grow into action, as community people
3. GTS members can act on their ideas of social business or act as social leaders so that their local communities will definitely be better.

Global Training School of SOCIAL LEADER!
 Implement a model case of co-developed social business with JCI Cambodia

SOCIAL BUSINESS MODEL
 made by JCI Japan and Cambodia

Kanpong Phluk Village
 Fabricate lanterns in dry season when they cannot fish and cannot earn their living

Job training
 Method of making lanterns

Sustainable scheme

Retail sell

Tourists
 Tourist can make a wish to lantern and fly them to Lantern flying festival with the back up of Cambodian government who want to develop tourist market.

JCI Japan and Cambodia

2013 Global Training School
THE BEST NATIONAL FLAGSHIP PROGRAM

Global Training School of SOCIAL LEADER!
 Visit/inspect/experience social issues in Kanpong Phluk Village

RAINY SEASON
 Kanpong Phluk Village people fish and earn their livings.

DRY SEASON
 Kanpong Phluk Village people cannot fish and having difficulty earn their livings, and they have to bear very poor situation. June to October is dry season. 90% of village people are fisherman.

Visited houses and researched about their situation.

2013 Global Training School
THE BEST NATIONAL FLAGSHIP PROGRAM



Global Training School of SOCIAL LEADER!
Job Training for Kanpom Phluk Village people.

While it is dry season, if Village people make Sky Lantern and sell it to tourists, they will be able to earn their livings, even they cannot fish.

2013 Global Training School
THE BEST NATIONAL FLAGSHIP PROGRAM

The banner features the JCI logo and Japanese text '公益社団法人 日本青年会議所' at the top. It includes a large photo of a group of people in a circle and three smaller photos below. The bottom section has a blue background with white text and a small lantern icon.



Award Category criteria

4

Public Relations, Visibility, Partnerships and Finances

What was the promotional strategy for this program?

[Internal promotion between JCI members]

1. Post promotional posters at all the chapters in JCI Japan.
2. Send application form to all the chapters in JCI Japan.
3. Promote through website of JCI Japan, each area councils, each prefecture councils, and each local chapters.
4. Coordinate staff visited as much chapter meeting as possible to promote.
5. Using Facebook

[External promotion for Lantern flying ceremony]

1. we appealed to all JCI Volunteer in Phnom Penh and Siem Reap, most of them are students. Because of JCI they are happy to join.
2. we cooperate with Cambodian Government APSARA Authority and local people at the village. then they help us to promo the Lantern event.

How successful was the promotion? Please indicate figures where applicable.

Compare with 2012, we got 193% growth of the GTS participant. And compare with 2011, we got 182% growth of the participant in 2013.

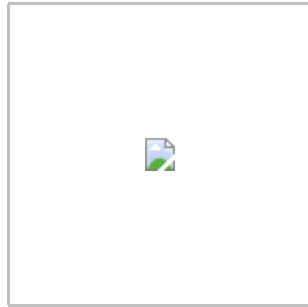
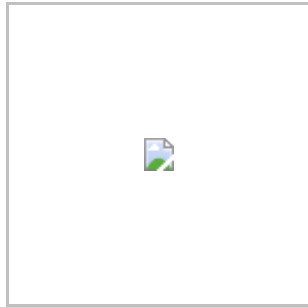
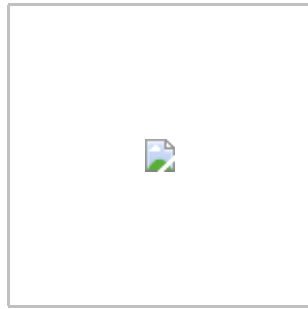
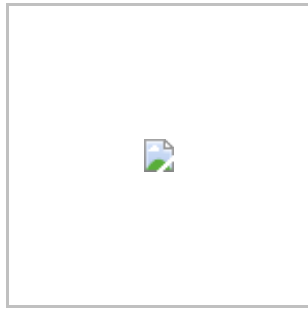
List the partners that participated in this program. (write N/A if none)

JCI Cambodia

How did partners participate in the program?

JCI Cambodia took place of very important role as follows.

- o Recruit university student in Cambodia to participate GTS program.
- o Recruit JCI Cambodian member to participate GTS program.
- o Operation of Sky Lantern Flying Ceremony.
- o Arrange village people to make Sky Lantern and managed the progress concerning
- o Contact window for Cambodian Government and other cooperative village.



Award Category criteria

5

Long-term Impact of the Program

What is the expected long-term impact of this project? The purpose of the GTS Program is to cultivate social leaders so they have the skills necessary to create a lasting world peace. The expected long-term impact of the program is as follows:

- Since 1992, we have been cultivating many social leaders in the communities and in the world, we are quite convinced of these GTS members continue to serve for their own community and work towards world peace.
- Alike JCI Cambodia, when GTS program inspired GTS members and other countries people, we convinced that this program be conducted in many places or in many organization.
- JCI Japan members who took part in GTS will utilize their personal network to take action and educate others with the aim of world peace.
- All participants in GTS will continue to use the notions of compassion and mutual understanding throughout their lives.
- The vision and philosophy of JCI will be perpetuated into local communities.

What changes would you make to improve the results of this project? We must continue to take actions in order to extend our policy in the following ways;

- Create a system for GTS participants to stay in touch with each other and keep track of their actions beyond communities and countries.
- With wide range of promotion by media, it can arouse public awareness on JCI Japan.

With these improvements, the GTS program will be in its most effective state, it must be dynamic and continue to be refined and improved.

