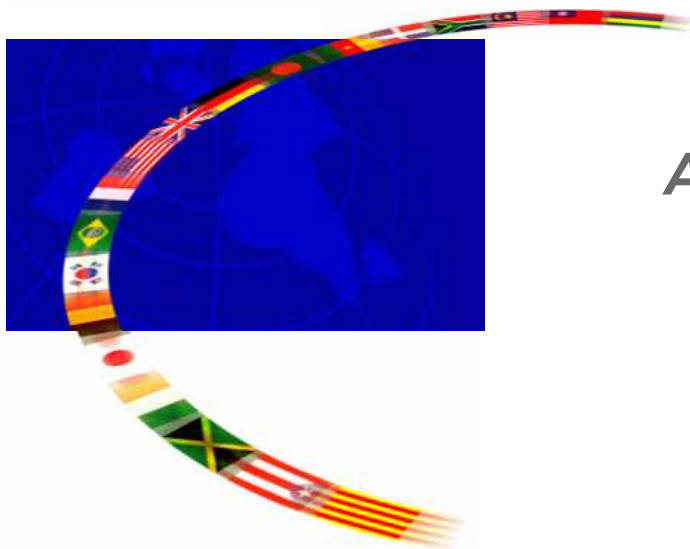




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Jci Congress In Quebec, Canada  
The future of business school ~Change society with  
business man~  
JCI Japan  
Best Local Corporate Social Responsibility (CSR)  
Program



### Entry Information

Award Program:

Category:

### NOM Information

National Organization:

National President:



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

### LOM Information

Local Organization:

President:

President Email: [kawanaka@taiyu-con.jp](mailto:kawanaka@taiyu-con.jp)

### Basic Information

Duration : March – November , 2015

Staff : 350 member

Sponsors : economic professor, support group, the major company aggressive

Budget : USD20,000

Profit / Loss : 0

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

Who is benefited ? : The general citizen which aims at flotation and aims at a skill rise as realization of new business and homo economics And also residents of Nagoya (city, population 22,000)

Objective : Objective 1: That the general citizen which aims at flotation establishes a will as homo economics

Objective 2: That the general citizen which aims at flotation plans for a skill rise of a business

Objective 3: The general citizen which aims at flotation breaks through the next generation, and have the pride which tries to be opening.

These accomplishing objective brings a social entrepreneur up and develops an individual.

And it leads to promotion of corporate social responsibility.(CSR)

Much of the social innovation for which need is indispensable is born from a venture business to achieve better public opinion.

But the flotation rate which can be put in Japan is hanging over from knowledge in case of flotation, the ability and lack of experience.

The human resources who try to become the entrepreneur who emphasized to have an influence good for society with the sense of mission are to experience a large-scale economic crisis caused by the problem that the present capitalistic economy is structural, and also tend to be increased in Japan.

The human resources who would like to achieve a community service through business activity increase the human resources who try to become an entrepreneur seem to be one as well as the choices as flotation, and to live. But it can not be said that its social capacity is enough.

Even if Japan is expanding the foot of mountain of domestic flotation as well as puts it in the enterprise of existence, it is necessary to be bringing the homo economics which tries to achieve better public opinion up.

↓

A social entrepreneur is needed from society, and the homo economics which was equipped with ability that break through and holds the next generation will do the business activity which caught the economic benefit and a community service with unity.

↓

A social entrepreneur is that flotation and new business are achieved or that the individual he did skill finish of moves in a lively way, and rise is born in society.

↓

Innovation is born in Japanese society, and better public opinion will be achieved.

Overview : ① Lecture and group forum Sunday, March 22, 2015

JCI Nagoya lectured on a flotation support group representative about the form that it is desired as homo economics, charm of a social entrepreneur and the significance.

② Business seminar April-May, 2015

JCI Nagoya put all 4 times of business seminar into effect to establish a

will as participants homo economics and plan for a business skill rise.  
 JCI Nagoya had a professor talk about needs for the social entrepreneur achieving the idea with the importance of the financial mechanism as **Japanese-style capitalism** to catch the economic benefit and a community service as unity.

A participant had them make the future chronological table which becomes a road map its life, and JCI Nagoya put a forum into effect based on this.

One between the participant did the problem consciousness in itself and the prototypical experience work with which a desire is discussed because JCI Nagoya was conscious of the problem consciousness, the desire, the feelings, the advantage and the weak point a participant has clearly.

JCI Nagoya made catchphrase making seat with homework and discussed with an announcement of the contents by a participant.  
 JCI Nagoya had a representative of a flotation support group speak about how to pile up a will and a business.

JCI Nagoya did will making seat as a work and discussed about the contents.

JCI Nagoya had a secretary-general of a flotation support group talk about how to tell presentation.

### ③ Presentation meeting June 27, 2015

JCI Nagoya cut the next generation from a professor, and you did the lecture among which ale to participation was included about the necessary quality to become the homo economics which opens.

A participant put **presentation** of his business plan into effect, and JCI Nagoya did **imitation cloud founding**.

Every presenting JCI Nagoya received a comment from a professor and a representative of an enterprise support group.

### ④ Business agreement skull practice July-August, 2015

JCI Nagoya put all twice of business agreement skull practice into effect. I presented about participants business plan and discussed the plan to settle the problem that it is held at present.

JCI Nagoya had other participants experience the service a participant offers actually.

### ⑤ Foundation support and rap session for partnership building September-October, 2015

JCI Nagoya did a group discussion for a participant to brush an individual business plan up.

### ⑥ A lecture November 15, 2015.

JCI Nagoya lectured on a flotation support group representative as generalization.

JCI Nagoya has express about thoughts of business and futures behavior target from a participant, future, and you also showed now that I am behaving by the shape that it is called a like seal of blood using a vermilion inkpad that I am trying hard to improve myself each other as a comrade **with the same target** to achieve better public opinion.

Results : A participant including a JCI Nagoya member turn to better social realization.

< result(1)> the general citizen which aims at flotation could establish a **will** as homo economicus.

< result(2)> the general citizen which aims at flotation could plan for a **skill rise** of a business.

< result(3)> the general citizen which aims at flotation could break through the **next generation** and have the **pride** which tries to be opening.

< basis of a result(1)> From a questionnaire result

It was study. I will can practice the thing learned about a **will** and behave. It was possible to have a **will**.

I could make them consider about the **will**.

It was meaningful time.  
 Participants will around was heard, and it was a stimulus.  
 importance of having a Will was read.  
 < basis of a result(2)>  
 From a questionnaire result  
 You could notice a problem of your business.  
 I knew importance of the capital which is not seen.  
 It was possible to understand the meaning of the Japanese-style  
 capitalism.  
 It led to the **skill rise** in its business.  
 It was taut by the first time to present by the public, but it might be done.  
 It was study only by **new learning**.  
 you could plan for a **skill rise** of etc. and a business.

< basis of a result(3)>  
 From a questionnaire result  
 I found out that subdivision (of process) is necessary between the big will  
 and the first one step on which I embark.  
 I thought I cooperated with my company with the same will, and settled  
 social problem.  
 I was happy because I could get the place to which I appeal for my  
 business contents.  
 that I will be cutting and be holding Hitoshi and young men, **CHANGE  
 OF POSITIVE WAY**, it was possible to give a trigger and have  
 pride in oneself.

Actions Taken : The behavior performed at the stage of preparations:

Agree in advance with a flotation support group representative of a JCI  
 Nagoya graduate.

Registration to Tasaka cramming school (the cramming school where a  
 famous social entrepreneur is brought up in Japan)

November 21, 2014

For the Tokyo Stock Exchange part major company representative who is  
 a specialist of a business administration of Niigata overall school, lecturer  
 request

(But it was impossible by convenience of a schedule, so, you introduce  
 the professor who is a specialist of economics.)

Professor (specialist of economics)

Flotation support group representative The Tokyo Stock Exchange part  
 major company representative aggressive in the upbringing by which  
 independent support is an entrepreneur

December 5, 2014

Agree in advance with the professor who is a specialist of economics.

December 15, 2014

Meeting with the Tokyo Stock Exchange part major company  
 representative aggressive in entrepreneurs upbringing

January 9, 2015

Meeting with a flotation support group representative

February 9, 2015

Start-up request of WEB SITE and FACEBOOK

February 12, 2015

Participants recruitment handbill distribution starting

February 13, 2015

I participate in a PICC lecture and advertise

PICC is the meaning of the capitalism promotion conference of public  
 interests. (Not to catch an enterprise with social being and give priority to  
 only the profit of the stock, but a customer, a client and a local community  
 call the capitalism which emphasizes the public interests which are  
 contribution to the whole stake holder capitalism of public interests.)

February 14, 2015

The recruitment PR which is a participant in a forum meeting place in JCI Nagoya

February 17, 2015

The article carrying which is holding notice in Chubu Keizai Shinbun (the central part where the four prefecture Aichi and Tokai in Gifu, Mie and Shizuoka are made main force, the only financial newspaper)

February 19, 2015

WEB SITE and FACEBOOK formal page start-up

February 20, 2015

Formal LINE is a holding guide delivery.

February 24, 2015

Meeting with a JCI Nagoya member (content check and road map sharing)

February 25, 2015

Mail magazine delivery for Nagoya-city people

February 26, 2015

Mail magazine delivery for JCI Nagoya members

Behavior of the business day: March 22, 2015 Opening ceremony

The 1st time of April 10, 2015 Business seminar

The 2nd time of April 24, 2015 Business seminar

The 3rd time of May 11, 2015 Business seminar

The 4th time of May 21, 2015 Business seminar

June 27, 2015 Presentation meeting

The 1st time of July 8, 2015 Business agreement

The 2nd time of August 19, 2015 Business agreement

The 1st time of September 14, 2015 Foundation support

The 2nd time of October 22, 2015 Foundation support

November 15, 2015 The closing project

Recommendations : < achieved part>

Participation understood Japanese-style capitalism and the significance of the social entrepreneur.

After it was possible to learn a necessary thing I looked at myself again and to achieve a will as a business, it was possible to bring the human resources developing activity with executive ability up as a social entrepreneur.

< the point which is most>

The general citizen which aims at flotation established a **will** as homo economics, and I planned for a **skill rise** of a business while breaking through the next generation and cooperating with my company with the same target as the **pride** which tries to be opening. These results bring a social entrepreneur up and develop an individual as well as connect to promotion of **corporate social responsibility (CSR)**.

The social entrepreneur who aims high is achieving the abundant public opinion which is to return its function to an area and is light while settling social problem.

The participation which is here actually succeeded to start **3 nursing home** using the thing learned by this project.

Some participation succeeded to start **the business school** which makes a real estate be activated using the thing learned by this project. Moreover I am thinking it is possible to have **a big impact** upon all over the world when the business on which a vaccine to the developing country some participation proposed can be inoculated for 1 dollar succeeds.

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program?	<p>&lt; the purpose(1)&gt; that the general citizen which aims at flotation establishes a will as homo economicus.</p> <p>&lt; the purpose(2)&gt; that the general citizen which aims at flotation plans for a skill rise of a business.</p> <p>&lt; the purpose(3)&gt; the general citizen which aims at flotation break through the next generation, and have the pride which tries to be opening.</p> <p>These accomplishing objective brings a social entrepreneur up and develops an individual as well as leads to promotion of corporate social responsibility (CSR).</p>
How does this program align to the JCI Plan of Action?	<p>A partner heading to the same target cooperates to bring the human resources developing activity with executive ability as a social entrepreneur up, and I bear the connection, and I have an impact on society and spirit of a social entrepreneur is transmitting widely.</p> <p>The will of the participant rises motivation by practicing the knowledge I got on business, and further evolution is achieved, and it is long-term and better public opinion is being achieved continually.</p>
Was the budget an effective guide for the financial management of the project?	<p>About 99.13 % of the budget was assigned to a cost of a skill rise as a social entrepreneur. As a result, it was possible to outlay for a budget plan faithfully.</p> <p>Because financial management was performed by budget planning and the faithful execution very appropriately, a budget plan functioned as a very effective guide for financial management.</p>
How does this project advance the JCI Mission and Vision?	<p>JCI Nagoya provided opportunities to establish a will as youth homo economics actively for better social realization.</p> <p>JCI Nagoya planned for a skill rise as a social entrepreneur, break through the next generation and provided opportunities with the pride which tries to be opening.&gt; A participant was positive changed.</p> <p>JCI Nagoya brought the talent with the executive ability</p>



up as a social entrepreneur, made its **connection** something firm and built a **cooperative** organization up.

Objectives, Planning, Finance and Execution

objectives of this program



participants

< the purpose(1)> that the general citizen which aims at flotation establishes a **will** as homo economics.  
 < the purpose(2)> that the general citizen which aims at flotation plans for a **skill rise** of a business.  
 < the purpose(3)> the general citizen which aims at flotation break through the **next generation**, and have the **pride** which tries to be opening.

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Objectives, Planning, Finance and Execution

Objectives, Planning, Finance and Execution

Corporate social responsibility



participant

These accomplishing objective brings a social entrepreneur up and develops an individual as well as leads to **corporate social responsibility (CSR)**.

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Objectives, Planning, Finance and Execution

JCI Plan of Action



participants

Economics professor  
 A partner heading to the same target **cooperates** to bring the human resources developing activity with executive ability as a social entrepreneur up, and I bear the **connection**, and I have an **impact** on society and spirit of a social entrepreneur is transmitting widely.  
 The will of the participant **rises motivation** by practicing the knowledge I got on business, and further evolution is achieved, and it's long-term and better public opinion is being achieved continually.

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JCI Mission and Vision



participant

< JCI mission >  
 JCI Nagoya **provided opportunities** to establish a **will** as youth homo economics actively for better social realization.  
 JCI Nagoya planned for a **skill rise** as a social entrepreneur, break through the **next generation** and **provided opportunities** with the pride which tries to be opening.  
 A participant was **positive changed**.  
 < JCI vision >  
 JCI Nagoya brought the talent with the executive ability up as a social entrepreneur, made its **connection** something firm and built a **cooperative** organization up.

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**Award Category criteria**

**2**

**Community Impact**

How did the Local Organization measure community impact for this project?

Influence was measured by a questionnaire to a participant.  
 Was it the **trigger** which establishes its **will**. 82%  
 Did it lead to a **skill rise** of its business. 91%  
 Did you think I carried on economic activity by a new sense of values. 92%

An area citizen including a JCI Nagoya member as much as **823** people participated.

This program is a **trigger** actually, and a **nursing home** is established and I have opened the **business school** which makes a real estate be activated.

Describe the actual community impact produced by this project.

The human resources developing activity with executive ability as a social entrepreneur were brought up.  
 Better public opinion achieved further evolution by a participants practicing the knowledge he got through a seminar, and was **long-term** and had an influence on a local community continually, and was achieved.  
 The participant who has that succeeded to start **3 nursing home** using the thing learned by this project.  
 The participant who has that succeeded to start the **business school** which makes a real estate be activated using the thing learned by this project.

**Membership Participation**

**Training**

JCI Nagoya

participant

A JCI Nagoya member made the **Japanese-style capitalism** and the explanation to understand the significance of the social entrepreneur a participant.  
 A JCI Nagoya member brought the human resources developing activity with executive ability as a **social entrepreneur up**.

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**Membership Participation**

**workshop and a discussion**

JCI Nagoya


participant

A JCI Nagoya member gathered the participant's remark contents as a member by a **workshop** and a **discussion**.  
 A JCI Nagoya member discussed the plan to **settle the problem** that a participant plans for publicity of the business plan as well as holds at present.

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**Membership Participation**

presentation meeting



participant

A JCI Nagoya member **provided opportunities** to present in front of a party to the participant's purpose announced at the **presentation meeting.**

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**Membership Participation**

cloud founding



participant

A JCI Nagoya member planned for objective understanding of how participant's business plan was estimated from society through imitation **cloud founding.**

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**Award Category criteria**

**3**

**Alignment to One or More of the Ten Principles through Concrete Measures**

Which of the ten principles of CSR did this project target?

JCI Nagoya settled social problem on business. (Like principle 3-9)

JCI Nagoya set his sights to bring the social entrepreneur developing the activity which is **to persons advantage up.**

How did this project contribute to the promotion or implementation of the ten principles of CSR?

JCI Nagoya settled social problem on business. (Like principle 3-9)

JCI Nagoya brought the social entrepreneur who is **to persons advantage up and promoted a principle of 10 of CSR using each business.**

**Skills Developed**

an influence on a local community continually

Rotation support



participant

The human resources developing activity with executive ability as a social entrepreneur were brought up.  
Better public opinion achieved further evolution by a participant's practicing the knowledge he got through a seminar, and **was long-term and had an influence on a local community continually**, and was achieved.

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**Skills Developed**

Describe the actual community impact produced by this project.

Rotation support



participant

The participant who has that succeeded to **start 3 nursing home using the thing learned by this project**.  
The participant who has that succeeded to **start the business school** which makes a real estate be activated using the thing learned by this project.

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## Award Category criteria

## 4

## Results Achieved

Which objectives did this program achieve?

The general citizen which aims at flotation established a **will** as homo economics.

The general citizen which aims at flotation breaks through the **next generation** and had the **pride** which tries to be opening. And a business did a **skill rise**.

These accomplishing objective brought a social entrepreneur up. And I developed an individual as well as got in touch with promotion of **corporate social responsibility.(CSR)**

What were the concrete results of the project?

It is written on a questionnaire result that I thought I **cooperated** with my company with the

**same will**, and settled social problem.

Though the general citizen which aims at flotation

established a **will** as homo economics, breaks

through the **next generation** and

**cooperated** with my company with the same

target as the **pride** which tries to be opening, it was


a **skill rise** of a business.

The participant who has that succeeded to start **3**

**nursing home** using the thing learned by this project.

The participant who has that succeeded to start the

**business school** which makes a real estate be activated using the thing learned by this project.

 Long-term Impact of the Program

The connection flotation support



Participant

The connection with the social entrepreneur JCI Nagoya brought up, the sense of values new for Nagoya-city subjects and a JCI Nagoya member and, I notice and have stimulated.

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 Long-term Impact of the Program

improve the results of this project Presenter



JCI Nagoya

JCI Nagoya has to **provided opportunities** to establish the place about which mutual always exchanges views and deepen the understanding about mutual activity as well as a period of a project moreover it's long-term and the value of **corporate social responsibility** is promoted continually and, to extend.

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 Long-term Impact of the Program

change of positive way flotation support



participants

As a result, it's **long-term** and, it's possible to promote the value of the corporate social responsibility continually and expand, and a chain of **change of positive way** is **spreading**.

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 Long-term Impact of the Program

improve the results of this project flotation support



Participant

I can think consciousness to social flotation in whole region sends the active contents of the social entrepreneur who brought up **widely for SNS** and gives Nagoya-city people regaining consciousness, and rises, and the effect of this project also **rises more.**

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**Award Category criteria**

**5**

**Impact on Local Organization**

How did the Local Organization benefit from running this project? The JCI Nagoya member participates in this project, and, toward good social realization, is going to open up the next era with knowing the importance of establishing the **will** as the businessman; took **pride** in it, and was able to plan **skill up**.  
In addition, if participation was raw, I performed the business matching with the JCI Nagoya member and shared will mutually and I promoted value of the society responsibility of the company in the long term and continuously and was able to enlarge it.

How did the program advance the JCI Mission? A participant **provided opportunities** to establish a **will** as homo economics to Nagoya JCI for better social realization.  
A participant breaks through the next generation as a social entrepreneur and got opportunities of a **skill rise** with the **pride** which tries to be opening.  
The social entrepreneur who aims high got the behavior to be to return its function to an area and **be spread through people for change of positive way in an area while settling social problem.**





**Impact on Local Organization**

**for better social realization!!**

Presenter



JCI Nagoya

A participant offered the chance to establish a will as homo economics to Nagoya JCI **for better social realization.**  
The social entrepreneur who aims high got the behavior to be to return its function to an area and be spread through people **for change of positive way** in an area while settling social problem.

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**Impact on Local Organization**

**How did the program advance the JCI Mission?**

rotation support



Presenter

The social entrepreneur who aims high got the behavior to **be to return its function to an area and be spread through people for change of positive way** in an area while settling social problem.

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## Award Category criteria

## 6

## Long-term Impact of the Program

What is the expected long-term impact of this project?

The **connection** with the social entrepreneur JCI Nagoya brought up, the sense of values new for Nagoya-city subjects and a JCI Nagoya member and, I

**notice** and have stimulated.

As a result, it is long-term and, it is possible to promote

the value of the **corporate social**

**responsibility (CSR)** continually

and **expand**, and a **chain of change of positive way** is spreading.

What changes would you make to improve the results of this project?

JCI Nagoya has to provide opportunities to establish the

place about which mutual always **exchanges**

**views** and **deepen the**

**understanding** about mutual activity as

well as a period of a project moreover it is long-term

and the value of the **corporate social**

**responsibility (CSR)** is promoted

continually and, to **expand**.

I can think consciousness to social flotation in whole region sends the active contents of the social

entrepreneur who brought up widely for **SNS** and gives Nagoya-city people regaining consciousness, and


rises, and the effect of this project also **rises**

**more.**

**Long-term Impact of the Program**

What is the expected long-term impact of this project?

JCI Nagoya




participant

The **connection** with the social entrepreneur JCI Nagoya brought up, **the sense of values new** for Nagoya-CITY subjects and a JCI Nagoya member and, I notice and have stimulated.

**Long-term Impact of the Program**

What is the expected long-term impact of this project?

participant



participant

As a result, it's long-term and, it's possible to promote **the value of the corporate social responsibility** continually and expand, and a chain of **change of positive way** is spreading.


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**Long-term Impact of the Program**

Improvement plan

JCI Nagoya




Student

JCI Nagoya has to **provided opportunities** to establish the place about which mutual always **exchanges views and deepen the understanding** about mutual activity as well as a period of a project moreover it's long-term and the value of the **corporate social responsibility** is promoted continually and, to expand.

**Long-term Impact of the Program**

Improvement plan

JCI Nagoya



participant

I can think consciousness to social flotation in whole region sends the active contents of the social entrepreneur who brought up widely for **SNS** and gives Nagoya-city people regaining consciousness, and rises, and the effect of this project also **rises more.**

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