開催期間：	8-Oct-12
スタッフ：	40 members
支援者：	City of Nagoya, Nagoya City Board of Education, 3 LEGO-Group companies
予算：	US$16,660
利益／損失：	NONE

誰の為に？	2.2 milion citizens living in Nagoya City including pupils who go to elementary schools in Nagoya City.
目的：	[Objective 1] We, JCI Nagoya should create next generations who implement OMOIYARI in terms of community development. [Objective 2] We, JCI Nagoya should encourage citizens and raise awareness of social contribution to achieve Objective 1 above. Achieving objectives will lead to the creation of a stable community that can realize sustainable development.
3行程度　400字以内	[Background] 1. According to the public opinion poll of Nagoya City, ONLY 4.8% of the citizens answered that they are currently take part in the community development. 2. If there are not many citizens that participate in community development, there is no opportunity of mutual understanding, therefore, solving local challenges is impossible. 3. In solving community problems, it is required to apply OMOIYARI as a norm of conduct; 4. Mutual understanding of other's values caused by OMOIYARI produce mutual respect of human pesonality. 5. The next generation is requested to take part in community development because they play a key role in building future Nagoya City. 6. For that purpose, it is necessary to offer an opportunity for mutual understanding with others to the next generation 7. For that purpose, it is necessary to raise awareness of the importance of fostering the next generation by OMOIYARI to citizens 　 so that they can find a future vision or goal in terms of community development.

概要：	[Overview] JCI Nagoya has gathered 100 people belonging to the next generation to implement Youth Fostering Program in 3 steps. LEGO group companies supplied LEGO bricks and gave a lecture on brainstorming seminar using LEGO bricks so that JCI Nagoya members can serve as a menter for a team. 1. Learn & Think: - An expert in community development has accepted to cooperate as a facilitator (an expert in advancing the program). - The next generation learns about local history & culture watching the JCI Nagoya¥¥'s research videos. - The next generation discusses attractiveness and challenges of the community together with community representatives under the theme of 'A town where the citizens live with OMOIYARI as a norm'. - Get ideas on community development. - An opportunity is provided to imagine the ideal future of the community. 2. Specify & Express: - The next generation expresses what they think about the community future by means of LEGO bricks, applying the same concept. - 10 teams consisting of 10 members from the next generation are formed. - JCI Nagoya members offer support to these teams as a mentor (advisor in advancing the program). - Presentation of individual brick work is made within a team. Discussion about each work within a team. - Consolidate the ideas of individual creation to produce one total brick work as a team. - Discuss within a team what should be done in order to create the community as imagined in the completed work. - Combining each member¥¥'s idea found in a work, one complete work is produced by a team. - Discussion in a team regarding what to do in order to create the community as expressed in the completed brick work. - Creation of the future by cooperating in a team, making use of individual ideas. 3.Transmit & Implement: - All works are exhibited in the event site where 3000 citizens gather. - Presentation of the creation is made to the parents of the next generation and visitors, followed by exchange of opinions. The next generation will learn about the history and the culture of the community using films. For the next generation, it is an opportunity to think about the community development

	seriously through discussion with intellectuals.
	The image of future community is expressed with LEGO blocks, which is a good training opportunity to give specific expressions.
	10 different ideas of the next generation will be integrated to make one total creation, which is a training of taking action after understanding the necessity and benefits of cooperating for the community development.
	By discussing what should be done in order to realize the image of LEGO creation, awareness as a central player of community development will grow.
	By exhibiting creations in the event site where many citizens come, motivation on community development of the next generation will be enhanced.
	The next generation takes initiative in thinking about community future in the form of presentation to the citizens at the event site.
	Using this as an opportunity to encourage visitors who see the creations to change positively.
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結果:	[SUMMARY OF THE RESULET] [Result 1] The next generation discovered a vision or a goal regarding community development with OMOIYARI as a norm of conduct. 1. The next generation learned to respect for human rights mutually by having a vision or a goal regarding community development with OMOIYARI as a code of conduct. 2. The next generation learned that good environment in the city was kept by citizens who have a vision or a goal regarding community development with OMOIYARI as a code of conduct. [Result 2] Citizens¥' awareness of social contribution was developed by fostering the next generation.

	REASONS]
	
	[Reason for Result 1]
	The reason for 1:
	-Through the process, they learned the difference of values and personnality of other participant's;
	-90% of the participants answered that they were able to understand and respect others through working together to produce a joint work.
	-85% of the participants answered that they worked together with their teammates to create a future town with a respect for other particiant's opinioin = other particiant's values and personality.
	
	The reason for 2:
	-Through the process, under the mutual understanding of the next generation, Environment-concious city plan was created;
	  (example)
	    Work title: A town with full of green and beauty;
	    Discussion of this title:
	    comments such as "to pick up trash" or "to plant flowers together" were presented.

	[Reason for Result 2] Comment by a person in charge, of a LEGO Group company, cooperative partner of this project At first, I simply thought it was an excellent project. As the budget was too small to buy many LEGO bricks as required, I really wanted to cooperate to the greatest extent possible, so I decided to apply this project as a CSR activity of our company. I am sure that this event has brought favorable change to children¥'s growth. I want you to continue and I am willing to continue our support, too. The effectiveness of the program was proved. I hope that JCI members will disseminate this program to other organization as well as other communities. Persons responsible from Nagoya City government and Nagoya City Board of Education came to see the project. As the project was highly appreciated, adoption of this project as a youth education program of Nagoya City is under consideration. Result of Hearing to the citizens who visited the site: "Knowing how the next generation thinks about the community was stimulating." "As I learned about what the next generation thinks about, I felt it necessary to re-examine how the community development should be. "First of all, we must take action for bright future of the next generation."
行動：	[Progress of the project plan] Year 2012: March: Project planning; April: Observation of other organization¥¥'s projects, Verification of successful cases; May: Holding of a council of advisers meeting on reconsideration of community development; June: Discussion and selection of contents (approaches) ; July: Demonstration and verificationy JCI Nagoya members, Project planning; August: JCI Nagoya members attended mentoring course introduced by a LEGO Group company;

	September: Accept applications; Start of PR activity; October: Holding of the project event; November: sending thank-you notes; follow-up verification with cooperative companies; Schedule meeting on future activity.
全部で 200 字以上 2000 字以内程度	Project event's schedule: Reception: -Greeting of organizers, Presentation of the event; Part 1 start: -Presentation of images of community research by JCI Nagoya, -Discussion by the next generation and the experts in community development; Part 2 start: -Instruction of how to assemble LEGO bricks, Creation of individual work; -Formation of a team (JCI Nagoya members serve as mentor); -Presentation of individial work; -Sharing of each idea through discussion; -Production of a work by team, integrating each one's idea; -Presentations of works among participants; Part 3 Exhibition of works at the event site; -Presentation of works to visitors/exchange of opinion; -Wrap-up by the experts in community development
考察や推奨	Our program is nothing but the process of OMOIYARI; mutual understanding, compassion and doing what you should do. JCI Nagoya's vision was understood by many citizens. JCI Nagoya was succeeded in educating CSR activities of companies and being understood. JCI Nagoya was succeeded in making the citizens intiate actions.

	[The Process to project success]
	
	   Giving form to ideas and images of an individual which verbal expressions cannot cover.
	
	   ↓
	
	Sharing of such ideas and images among team members.
	
	   ↓
	
	Sharing of such ideas and images as those of a team.
	
	   ↓
	
	Giving a form to the ideas and images shared within a team.
	
	In this OMOIYARI process, an individual can feel that he/she is contributing to community development while playing a different role.
	Moreover, motivation is enhanced by visualizing individual sense of value and contribution in a work.
	This procedure enables to change individual awareness and action into a positive direction.

	[Problems that need improvement]
	   -A team consisted of 10 members.
	   -This means that there were 10 different ideas to consolidate and it was difficult for the next generation to integrate all of them.
	   -There were some works in which all ideas were not included.
	[Solution]
	   -To form a team with smaller number of members.
	   -JCI Nagoya members will further enhance mentoring ability to support the activity.

	[Advantage of this program] 　-Being a program where people of the next generation can cooperate each other. 　-This facilitated POSITIVE CHANGES [Message to the members of the coming year] 　-Continuation of this program. 　-Making use of this program among Local Organisation in ordr to clarify the common images/goals of attitude, quality and skills desired for community leaders.
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	[Comment by a person in charge, of a LEGO Group company, cooperative partner of this project] 　At first, I simply thought it was an excellent project. 　As the budget was too small to buy many LEGO bricks as required, I really wanted to cooperate to the greatest extent possible; 　so I decided to apply this project as a CSR activity of our company. 　I am sure that this event has brought favorable change to children¥¥¥'s growth. 　I want you to continue and I am willing to continue our support, too. 　The effectiveness of the program was proved. 　I hope that JCI members will disseminate this program to other organization as well as other communities.
	[Medias] Coverage in a local newspaper (circulation: 2.76 million) News report on a local TV station (subscribers: 4.8 million households)