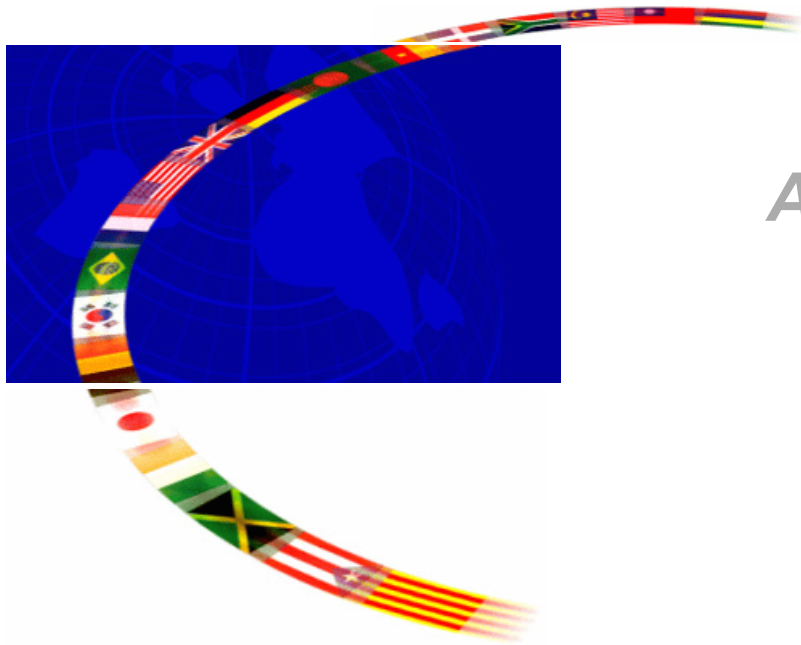




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

**2014 Asia-pacific Conference**  
Project of giving the opportunity of career experience  
to children  
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: [shogo\\_aoki@noritsu.co.jp](mailto:shogo_aoki@noritsu.co.jp)

### Basic Information

Duration : November 17, 2013

Staff : 36members

Sponsors : City of Nagoya, Japanese Red Cross Society, police department, fire department, martial arts fighter

Budget : US\$15,000

Profit / Loss : 0

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

Who is benefited?: Students (6 to 12 years old) of elementary schools in Nagoya and Surround areas and 2.2 million residents of Nagoya

Objective : To create positive change by allowing children who will play important roles in the future to know that jobs are the means not only for making a living but also for social contribution, so that children will be able to provide service to humanity through their jobs in the future.

1. We must not forget that jobs play an important role as means of social contribution in addition to the means of making a living. This means that citizens provide service to humanity through their jobs.
2. However, according to a survey by the government, only 5% of next-generation citizens answered "being helpful for many people" as a reason to work.
3. Therefore, it is important for next-generation citizens to understand what kinds of jobs provide service to humanity and how.
4. To have such understanding, it is important for next-generation citizens to experience actual jobs. According to a survey by a private toy manufacturer, many children answered that they would choose their future careers after seeing actual workers.
5. However, Japanese school education focuses on improvements in academic ability, and does not provide career experience opportunities to next-generation citizens.
6. It is necessary to provide opportunities to promote children's recognition of the importance of service to humanity through career experience.

Overview : JCI Nagoya provided at least 4,400 elementary school children (6 to 12 years old) and their parents opportunities to experience the work of lawyers, dentists, nurses, pharmacists, emergency workers, architects, heavy machine operators, flower designers, manicurists, musicians, martial arts fighters and greengrocers.

Results : <Result>

Next-generation citizens who participated in the program learned what kinds of jobs provide service to humanity and how through career experience they can make positive change to provide service to humanity through their future careers.

<Grounds for the result>

- Results of the questionnaire conducted for elementary school children who participated in the program.  
Of the children who experienced the community service aspect of careers, 64% answered that they found occupations in which they would like to work in the future, and 67% said that they would study for their future careers.
- Interviews in the career experience booths  
"Children participated in the career experience with interest. They seemed

to be having fun." (Heavy machinery experience booth)  
 "Although the program was 90-minutes long, children drew plans of houses enthusiastically. Some of them wanted to become architects, and some others wanted to take materials home to continue at home."  
 (Architect booth)

Actions Taken : 2013

August: Project planning

August – October: Members of JCI Nagoya requested cooperation from the City of Nagoya, police department and a martial arts fighter, and conducted a preliminary survey of jobs for preparation of booths.

October: Members of JCI Nagoya distributed flyers at elementary schools in Nagoya.

November: Implementation of the project

December: Members of JCI Nagoya visited the sponsors to thank them and conduct a follow-up review.

Reception

Explanation of the purpose

Career experience in booths

1. Lawyer booth

It facilitates children's understanding of the social role of the job of trying people by holding a mock trial.

2. Dentist booth

It facilitates children's understanding of the social role of dentists to help patients through simulation of a dentist's practice.

3. Nurse booth

It facilitates children's understanding of the social role of nurses to serve injured people and those requiring nursing care through simulation of nursing work.

4. Pharmacy booth

It helps children to learn about the role of pharmacists and the value of their work to help patients through simulation of the work of a pharmacist.

5. Police booth

With the cooperation of the Aichi Prefectural Police, it allows children to understand the social role of police officers to protect regional peace through experience of crime-prevention and disaster relief work of local police officers.

6. Emergency worker booths

• Firefighter booth

With the cooperation of the Nagoya Fire Bureau, it facilitates children's understanding of the social role of firefighters to protect communities through the experience of rescue work and by touching a fire engine.

• Paramedic booth

It facilitates children's understanding of the social role of paramedics to protect the lives of people at the places of emergency care through simulation of emergency life-saving work.

7. Architect booth

It facilitates children's understanding of the social role of architects to design lifestyles and communities through experience of architectural design.

8. Furniture shop booth

- It facilitates children's understanding of the social role of furniture shops to make people's lives affluent through the experience of making shelves.
9. Heavy machinery experience booth  
It facilitates children's understanding of the social role of heavy machinery in city development by allowing them to ride a heavy machine actually used at construction sites.
  10. Flower design booth  
It facilitates children's understanding of the social role of flower arrangement to enrich people's minds through first-hand experience.
  11. Manicurist booth  
It facilitates children's understanding of the social role of manicurists to inspire people through first-hand experience.
  12. Music booth
    - It facilitates children's understanding of the social role of singers and idols to emotionally move people through the experience of voice training.
    - With the help of one of Japan's top shamisen (Japanese instrument) players, it facilitates children's understanding of the social role of the occupation to move people's hearts with music.
  13. Martial arts booth  
Through a lesson of mixed martial arts by a professional fighter, it facilitates children's understanding of the social role of martial arts fighters to move people with their physical/mental strength and dreams.
  14. Greengrocer booth  
It allows children to learn the value of greengrocers through the experience of product distribution and money flow using a virtual currency.

Recommendations : <Achieved goals>

- Children were able to learn what kinds of jobs provide service to humanity and how by experiencing at least one occupation.
- Children were able to learn the importance of providing service to humanity through jobs.
- 64% of the children said that they found occupations in which they would like to work in the future.

<Key points>

- Career experience allowed next-generation citizens, of which only 5% had known the role of occupations to help many people, to understand an important aspect of social contribution through occupations.
- As a result, it brought positive change to next-generation citizens to choose their future careers based on how such careers provide service to humanity.

<Improvements to be made>

- A time limit should be set for each occupation to allow more children to experience different occupations.
- Career experience booths should be increased by attracting more sponsors.

# 1

## Award Category criteria

To create positive change by allowing children who will play important roles in the future to know that jobs are the means not only for making a living but also for social contribution, so that children will be able to provide service to humanity through their jobs in the future.

The program aligns to the JCI Plan of Action in that it showed what kind of activities are conducted and which actions are taken by JCI Nagoya to at least 4,400 elementary school children and their parents.

- Focus was placed on providing an opportunity for next-generation citizens to experience as many occupations as possible.
- The project was implemented within the planned budget thanks to the voluntary participation of sponsor companies and organizations based on their understanding of the importance of CSR activities.

### Promotion of the JCI Mission

JCI Nagoya provides opportunities for next-generation citizens to learn about the importance of service to humanity and grow up through career experience in this project.

### Promotion of the JCI Vision

JCI Nagoya shows next-generation citizens the importance of service to humanity through career experience in this project.

As a result, next-generation citizens who learned about the importance of service to humanity through occupations will create a network of active citizens to convey such importance to other next-generation citizens.

**Objectives, Planning, Finance and Execution**



JCI Nagoya provide an opportunity for next generation citizens to experience as many occupations as possible.

**Objectives, Planning, Finance and Execution**



Staff meeting

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**Objectives, Planning, Finance and Execution**

Leaflet for publicity

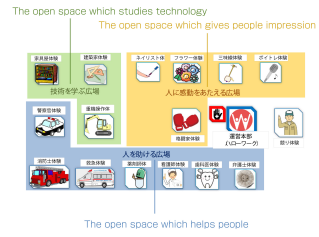


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**Objectives, Planning, Finance and Execution**

Junior Chamber International Nagoya



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# 2

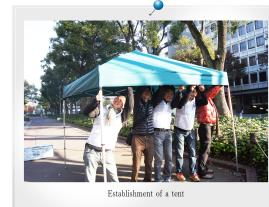
## Award Category criteria

36members

30%

Planning/organization/verification of the project  
(August – December, 2013)

1. Request for cooperation from the City of Nagoya, police station and martial arts fighter (August – October, 2013)
2. Preliminary survey of occupations to prepare career experience booths (August – October, 2013)
3. Distribution of flyers at elementary schools in Nagoya (October 2013)
4. Establishment of career experience booths (November 17, 2013)







# 3

## Award Category criteria

- Each next-generation citizen experienced at least one occupation and learned skills necessary for the occupation.
  - Next-generation citizens were able to acquire the career view of how they should provide service to humanity through occupations.
1. By giving the opportunity of career experience of 14 next-generation citizens, JCI Nagoya provided an opportunity to learn the skills of next-generation citizens is required in the occupation.  
For example, at the architect booth, the next-generation citizens designed a house that they want to live in fact.at that time, the sponsor provided the knowledge necessary for the design.  
At the flower design booth, the next-generation citizens made a bouquet actually. At that time, the sponsor provided a how to make a bouquet.
  2. When the next-generation citizens to experience the occupation, the sponsor explained how the occupation is doing to contribute to society.



**Skills Developed**



Children studied the meaning of work which protects a life.

**JCI** Junior Chamber International Nagoya  
Workshop, Education of Young Leadership & Entrepreneurship

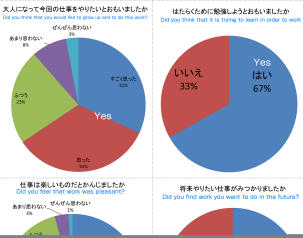
**Skills Developed**

大人になって希望の仕事を得たいとおもいますが  
Do you think that you would like to grow up and do the work?

はたらくために勉強しよとおもいますか  
Do you think that you have to study to do the work?

仕事は楽しいものだからにましたか  
Did you feel that work was pleasant?

将来やりたい仕事が見つかりましたか  
Did you find work you want to do in the future?



# 4

## Award Category criteria

- Allowing elementary school children to have first-hand job experience and facilitating their understanding of the important aspect of occupations as a means of social contribution in addition to the aspect of making a living.
  - Allowing elementary school children to understand how different occupations provide service to humanity through first-hand job experience.
  - Allowing elementary school children to have positive change so that they will be able to provide service to humanity through their future occupations.
1. Each elementary school child who participated in this program experienced at least one occupation.
  2. Elementary school children who participated in this program understood that occupations have an important aspect of social contribution.
  3. Elementary school children learned what kinds of jobs provide service to humanity and how, through first-hand experience of occupations.
  4. JCI Nagoya provided an opportunity for elementary school children to make positive change to provide service to humanity through their future occupations.

<Grounds for 1> • Questionnaire result

All the children participated in the project answered that they experienced one or more occupations.

<Grounds for 2, 3 and 4>

• Questionnaire results

66% of the children who experienced the community service aspect of occupations said that they would like to work in the occupations they experienced in the program when they grow up.

67% of the children who experienced the community service aspect of occupations said that they would study for their future careers.

83% of the children who experienced the community

service aspect of occupations felt that working was fun.

64% of the children who experienced the community service aspect of occupations said that they found occupations in which they would like to work in the future.

- Interviews in the career experience booths

"Children participated in the career experience with interest. They seemed to be having fun." (Heavy machinery experience booth)

"Although the program was 90-minutes long, children drew plans of houses enthusiastically. Some of them wanted to become architects, and some others wanted to take materials home to continue at home."

(Architect booth)



# 5

## Award Category criteria

- Positive change will be brought to the career view of next-generation citizens who participated in the program as they will choose their occupation with service to humanity in mind.
- Next-generation citizens who participated in this project will expand a network to convey the importance of service to humanity through occupations to other citizens and create a sustainably developable, stable society.
- Companies will deepen their understanding of the importance of CSR activities and become permanently committed to the protection and support of human rights.
- Companies will deepen their understanding of the importance of CSR activities and permanently ensure not to participate in human rights violations as they reaffirm through the career experience program that they are providing service to humanity.
- A time limit should be set for each occupation to allow more children to experience different occupations.
- Career experience booths should be increased by attracting more sponsors.