

Awards Entry

2014 Asia-pacific Conference
Treasure hunt of the Earth
JCI JAPAN



Entry Information

Award Program: Category:

NOM Information

National Organization:

National President:

**Kazuya Suzuki**
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LOM Information

Local Organization: President: President Email: kaz-hagiwara-kanko@w9.dion.ne.jp

Basic Information

Duration : September 21 to 22 2013

Staff : 63member

Sponsors : Local businesses(subsidiary Honda Motor Co., Ltd)

Budget : US \$ 11,700-

Profit / Loss :

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

Who is benefited
?: Children of 12500 people living in the activity area

Objective: JCI MOKA, PROVIDE THE OPPORTUNITY TO LEARN THE BENEFITS RECEIVED FROM THE EARTH TO THE CHILDREN WHO LIVE AT HOME
JCI MOKA, PROVIDES AN OPPORTUNITY TO LEARN "THE HEART OF GRATITUDE" TO THE CHILDREN LIVING IN LOCAL
THAT CHILDREN LIVING IN LOCAL, GROW CITIZENS PASSIONATE YOU WITH A PURPOSE
THAT CHILDREN LIVING IN LOCAL, GROW CITIZENS TO HAVE A SUSTAINABLE IMPACT
ACHIEVEMENT OF THE OBJECTIVES OF THESE WILL LEAD TO MAKING A SUSTAINABLE COMMUNITY.

CHILDREN OF JAPANESE, HAVE FORGOTTEN THE MEANING OF THE WORD "ITADAKIMASU".
THE "ITADAKIMASU", THERE IS A MEANING OF THE WORD "GIVE THANKS TO THE BLESSINGS OF NATURE"
THE CHILDREN YOU HAVE FORGOTTEN YOUR AND THAT "THANK", IT IS NOT POSSIBLE TO CREATE A SUSTAINABLE SOCIETY
NATURE GIVES US A LOT OF LOVE TO THE PEOPLE WHO LIVE THERE
BE A NATURAL ACTIVITY, IS TO KNOW LOVE "FROM NATURE", IT LEADS TO RESULTS THAT FEED THE HEART OF GRATITUDE.
TO CHILDREN WHO LIVE IN THE ACTIVITIES AREA, I WANT YOU TO CHANGE INTO CITIZENS WITH A SUSTAINABLE IMPACT
TO DO THIS, IT IS NECESSARY TO VARY THE CIVIL PASSIONATE HAVING THE DESIRED
FOR THIS PURPOSE, IT IS NECESSARY TO BE AWARE OF THE LOVE RECEIVED FROM OTHERS, CHANGES TO A CITIZEN CAN SEND FROM HIS
THESE PRACTICES LEAD TO THE CREATION OF A SUSTAINABLE SOCIETY

Overview: JCI MOKA WAS PRACTICE THE PROGRAM OF CREATION OF A SUSTAINABLE SOCIETY FOR CHILDREN OF 63PEOPLE

①THINK, LEARN

WITH THE HELP OF EXPERTS, MEMBERS HAVE MASTERED THE PROGRAM
MEMBERS OF JCI MOKA WAS LECTURE TO CHILDREN SKILLS LEARNED
CHILDREN, LEARNED ABOUT THE BENEFITS OF NATURE

②PRACTICE, BEHAVIOR

CHILDREN, FORMED THE 12 TEAMS IN THE FIVE UNITS
THOSE CHILDREN GOT IN THE FOREST BECAME A TOOL TO ASSIST IN THE LIFE USING CHARCOAL AND SAND AND FALLEN LEAVES, CHILDREN, WAS FILTERED EXPERIENCE OF WATER
USE THE WOOD, THE CHILDREN CAUSED THE FIRE.
AND COOK THE RICE IN THE FIRE THAT CAUSED THE CHILDREN, MADE A CURRY

③EXPRESSIONS, VALIDATE

STROLL THROUGH THE FOREST, THE CHILDREN LEARNED THE SYSTEM OF THE BENEFITS OF NATURAL
TREE GIVES US OXYGEN
SOIL FILTERED RAIN WATER, MAKES DRINKING WATER
FOREST IS MAKING THE EARTH LIVABLE HUMAN

CHILDREN, WROTE A LETTER OF THANKS TO FRIENDS WHO WORKED TOGETHER
CHILDREN, EXPRESSED TO WRITE A LETTER TO THE PARENT, THE GRATITUDE WE HAVE LEARNED

Results: THE PARENT HAS TO DISTRIBUTE THE QUESTIONNAIRE, AND WERE ASKED TO FILL OUT A CHANGE OF HEART AND LIFE OF CHILDREN
PARTICIPANTS, NOURISHED THE HEART OF GRATITUDE BY LEARNING THE BENEFITS OF NATURAL
PARTICIPANTS, NOURISHED THE HEART OF GRATITUDE TO THE PARENT BY EXPERIENCING THE INCONVENIENT LIFE
PARTICIPANTS, CHANGES IN CONSCIOUSNESS THAT THEY HAVE LEARNED THE BENEFITS OF NATURE, THEIR OWN THAT WILL PROTECT THE NATURAL
PARTICIPANTS WERE CHANGED TO CITIZENS WITH A SUSTAINABLE IMPACT OF POSSIBLE

REASON OF ①RESULT

FROM THE OTHER PARTICIPANTS AND MOKA JCI MEMBERS, PARTICIPANTS LEARNED PERSONALITY AND DIFFERENT VALUES
THROUGH THE PROGRAM, 90% OF THE PARTICIPANTS, SAID THEY "THANK THE PARENTS AND OTHER PARTICIPANTS"
THROUGH THE PROGRAM, 83% OF THE PARTICIPANTS, WAS ANSWERED "THANK FOR NATURE"

REASON OF ②RESULT

WAS CARRIED OUT A QUESTIONNAIRE TO THE PARENTS OF THE PARTICIPANTS
PARENTS OF 89%, AND WAS FEELING THE POSITIVE CHANGES IN CHILDREN
THE CHILDREN, NOW USE SCHERISH ENERGY AT HOME
THE CHILDREN BEGAN TO BE PROACTIVE TO HELP PARENTS AT HOME

HEARING AFTER THE PROJECT

COLLABORATORS, RESPONDED COOPERATION JCI METROPOLITAN IN MOKA, HAVE BEEN PROMOTED BY POSITIVE CHANGES IN CHILDREN
CHILDREN, INCREASED THE INTEREST IN THE EARTH, THE DESIRE FOR ACTION

WHO GOT A HEAR TO GRATITUDE, WAS TURNED INTO PEOPLE WHO CAN CHANGE THEIR POSITIVE
WHO GOT A POSITIVE CHANGE WAS FELT THAT TO INCREASE THE SUSTAINABLE IMPACT

Actions Taken: OCT 2012 -TEAM LAUNCHED
NOV 2012-MAY2013 - PROJECT PLAN
JUN-AUG 2013 - PROJECT MEETING
AUG 8TH 2013 - PUBLIC RELATIONS(MEDIA)
AUG10TH TO 25TH 2013 -RECRUITMENT
SEP 9TH 2013 -JCI MEMBERS MOKA WHOLE BRIEFING
SEP 21ST 22ND 2013 - PROJECT
NOV 2013 -POSTMORTEM

Recommendations: THIS PROJECT WAS MANAGED TO FOSTER THE "HEART OF GRATITUDE" TO THE PARTICIPANTS, POSITIVE CHANGE
JCI MOKA WAS ABLE TO PROMOTE JCI VISION IN COOPERATION WITH THE COMPANY
PARTICIPANTS WERE ALLOWED TO CULTIVATE GRATITUDE IN THE PROCESS OF "CONSIDER → PRACTICE → VERIFICATION"
PARTICIPANTS WERE CHANGED TO ACTIVE CITIZENS BY THE POSITIVE CHANGE

[STEP OF LEARNING]

CONSIDER - PARTICIPANTS CONSIDER IN ORDER TO UNDERSTAND THE MECHANISM OF NATURAL

PRACTICE - PARTICIPANT EXPRESSED TO PRACTICE YOUR THOUGHTS

VERIFICATION - AND AN INTEREST TO THE MATTER THROUGH THE EXPERIENCE, PARTICIPANTS WILL VARY POSITIVE CHANGE

[POINT OF COOPERATION]

IN JAPAN, ONLY A FEW CITIZENS DO NOT UNDERSTAND THE CSR PHILOSOPHY
IN ORDER TO ACHIEVE THE CSR PHILOSOPHY OF THE COMPANY, WE BELIEVE OF NURTURE CHILDREN AS "IMAGINATION" AND "CREATIVITY" IS REQUIRED
JCI MOKA IS LISTED AS A MISSION THAT YOU PROVIDE OPPORTUNITIES FOR PERSONAL DEVELOPMENT TO YOUTH
LIKE-MINDED PARTNERS AGREED BY AND COLLABORATE, TO EXPAND THE INFLUENCE OF EACH OTHER

[AUTHOR COMMENTS OF COOPERATION COMPANY]

I THOUGHT OF THE PROPOSED JCI MOKA IS A GREAT BENEFIT TO EACH OTHER
TO RECRUIT A LARGE NUMBER OF PARTICIPANTS, NECESSARY FACILITIES AND BUDGET
THE CSR PHILOSOPHY, IT WAS THOUGHT TO BE PROMOTING BY TO COOPERATE WITH JCI MOKA
GIVEN A POSITIVE CHANGE ON PARTICIPANTS THIS PROJECT

[IMPROVEMENTS]

JCI MOKA FAILED TO PUBLIC RELATIONS
THOSE INTERESTED IN PARTICIPATING DID NOT GATHER TO OFFER CAPACITY

AS A RESULT OF NOT COLLECTING THE INFORMATION OF THE TARGET COMPANY
FROM THE ABOVE, UNFORTUNATELY POOR RESULTS HAS LEFT
TO COLLECT INFORMATION OF THE PARTICIPANTS
THERE IS A NEED TO MORE PUBLIC RELATIONS PHILOSOPHY OF BUSINESS
AND PUBLISHED IN THE LOCAL NEWSPAPER (2040 MILLION PIECES)

1

Award Category criteria

JCI MOKA WILL CREATE A SUSTAINABLE COMMUNITY

1) PURPOSE THAT CHILDREN OF THE NEXT GENERATION, TO GROW INTO A PASSIONATE CITIZEN WITH A PURPOSE

IN OUR PROJECT, TO FOSTER A "GRATEFUL HEART", CREATING A SYNERGISTIC EFFECT ON THE PARTICIPANTS, AND WILL TRAIN ACTIVE CITIZEN

PURPOSE THAT CHILDREN OF THE NEXT GENERATION, TO GROW INTO CITIZENS WITH A SUSTAINABLE IMPACT

THROUGH PROJECT, JCI MOKA WILL FOSTER CITIZENS WITH A SUSTAINABLE IMPACT

IN COOPERATION WITH THE COMPANY HAVING THE SAME GOAL OF LOCAL, OUR PROJECT WILL PRODUCE A SYNERGISTIC EFFECT

OUR PROJECT PROVIDES YOU THE OPPORTUNITY TO DEVELOP THE "IMAGINATION" AND "CREATIVITY" TO THE CHILDREN OF THE NEXT GENERATION AND TO PROMOTE

FROM THE ABOVE, OUR PROJECT IS CONSISTENT WITH THE JCI ACTION PLAN

PROJECT BUDGET, US \$ 11700

PROJECT PLAN INITIALLY, HAD GREATLY EXCEEDED THE BUDGET

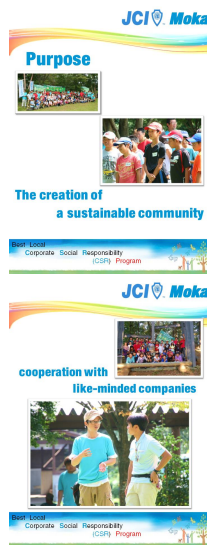
BY IN CONSULTATION WITH THE CO-TARGET COMPANIES, TO PRACTICE CSR ACTIVITIES, JCI MOKA WAS ASSISTED 43% OF THE COST TO MEMBERS OF THE JCI MOKA, THE PERSON IN CHARGE OF THE COMPANY, PROVIDED FREE OF CHARGE SEMINARS RELATED TO PROJECT

PROMOTION OF JCI MISSION

- JCI MOKA, PROVIDE OPPORTUNITIES FOR PERSONAL DEVELOPMENT TO CHILDREN OF THE NEXT GENERATION
- CHILDREN OF THE NEXT GENERATION LEARNED THE "HEART OF GRATITUDE" THROUGH PROJECT
- "HEART OF GRATITUDE" IS TO MAKE A SUSTAINABLE IMPACT ON THE CHILDREN OF THE NEXT GENERATION
- PRACTICE OF THIS PROJECT BE CHANGED TO ACTIVE CITIZEN ALL PARTICIPANTS

PROMOTION OF JCI VISION

- THE CHILDREN OF THE NEXT GENERATION, JCI MOKA WERE ALLOWED TO BUILD A NEW COMMUNITY
- NEW COMMUNITY, FACILITATED THE DEVELOPMENT OF YOUNG ACTIVE CITIZEN
- IN COOPERATION WITH THE COMPANY, JCI MOKA WAS CONSTRUCTED THE LOCAL NETWORK
- TO UNDERSTAND THE CSR ACTIVITIES OF THE COMPANY, JCI MOKA WAS SUCCESSFULLY CONSTRUCTED COMPANION



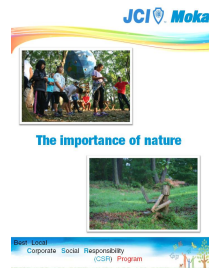
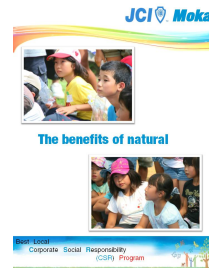
Award Category criteria

2

JCI MOKA CONDUCTED A HEARING TO PROJECT STAKEHOLDERS
COMPANIES RESPONDED THIS PROGRAM TO BE THE BETTER
COMPANY, REPORTED VERIFICATION OF CSR ACTIVITIES

CITIZENS LIVING IN THE ACTIVITY AREA, AND UNDERSTAND THE IMPORTANCE OF THIS PROJECT

- THIS PROJECT WAS CARRIED OUT AS 45 FOUNDING ANNIVERSARY OF JCI MOKA
- COLLABORATION WITH COMPANIES, HAS RESULTED IN INCREASING THE AWARENESS OF THIS PROJECT
- MANY OF THE CITIZENS, OF THE RESPONDENTS AS A PROJECT YOU WOULD LIKE TO PARTICIPATE



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Award Category criteria

1

PRINCIPLE 7 - PRECAUTIONARY APPROACH TO ENVIRONMENTAL PROBLEMS

PRINCIPLE 8 - THE INITIATIVE FOR THE ENVIRONMENT

THIS PROJECT LETS YOU FOSTER A HEART OF GRATITUDE TO THE PARTICIPANTS

THIS PROJECT WILL INCREASE THE POSITIVE CHANGE IN PARTICIPANTS

2

PRINCIPLE 9 - TECHNOLOGY DEVELOPMENT AND DISSEMINATION OF ENVIRONMENTALLY FRIENDLY

THIS PROJECT ACQUIRE IMAGINATION AND CREATIVITY TO THE PARTICIPANTS

PARTICIPANTS CHANGE TO CITIZENS THAT HAD A POSSIBLE IMPACT OF PERSISTING

PROMOTION OF 1

PARTICIPANTS NEED TO LEARN THE MECHANICS OF THE ENVIRONMENT AT THE BEGINNING

BENEFITS OF NATURE, AND TO ENRICH THE LIVES OF OUR

THIS PROGRAM PROVIDES THE OPPORTUNITY TO LEARN THE BENEFITS OF NATURAL

PROGRAM THE COMPANY HAS WILL PROMOTE POSITIVE CHANGE OF THE PARTICIPANTS

PROMOTION OF 2

THE PROMOTION OF TECHNOLOGICAL DEVELOPMENT, GROWTH OF CHILDREN IS ESSENTIAL

THE PURPOSE OF CORPORATE CSR ACTIVITIES IS A FOSTER CREATIVITY AND THE IMAGE FORCE OF CHILDREN

PROGRAMS OF THEIR OWN COMPANY HAS, YOU CAN IMPROVE THE SKILLS OF CHILDREN



Award Category criteria

4

- ① IN THE PROJECT OF JCI MOKA, PARTICIPANTS CHANGED INTO ACTIVE CITIZENS
 - PARTICIPANTS LEARNED THE BENEFITS OF NATURE, BECAME A CITIZEN THAT HAS THE PURPOSE OF THE NEXT GENERATION
 - CSR ACTIVITIES OF THE COMPANY, HAS BECOME AN EFFECTIVE TOOL OF OBJECTIVES
 - PARENTS OF THE PARTICIPANTS, WAS FEELING THE POSITIVE CHANGE OF CHILDREN
 - ② PARTICIPANTS GREW TO CITIZENS WITH A SUSTAINABLE IMPACT
 - THIS PROJECT, WAS ABLE TO PROVIDE THE OPPORTUNITY TO LEARN THE BENEFITS OF NATURAL
 - PARTICIPANTS WERE GROWN TO CITIZENS FOR TRANSMITTING THE BENEFITS OF NATURALLY AFTER THE PROJECT
- JCI MOKA WAS PROJECT VERIFIED CONDUCTED A QUESTIONNAIRE SURVEY
 PARENTS OF THE PARTICIPANTS, WAS TO REALIZE THE POSITIVE CHANGES IN CHILDREN
- I REPLIED THAT 68% OF PARENTS OF THE PARTICIPANTS, AND LED TO GOOD RESULTS IN THIS PROJECT
 - THE EXPERIENCE OF THE PROJECT, IT IS NOT POSSIBLE TO EXPERIENCE AT SCHOOL AND HOME
 - THE CHILDREN WERE ABLE TO MAKE A POSITIVE CHANGE
 - THE CHILDREN WERE TO LECTURE PARENTS INTEREST IN THE ENVIRONMENT



Award Category criteria

5

MEMBERS OF JCI MOKA LEARNED THAT TO CREATE A CITIZEN WITH A POSITIVE CHANGE

- PROMOTION OF CBR ACTIVITIES OF COMPANIES, WAS REALIZED TO MATCH THE JCI ACTION PLAN
- POSITIVE CHANGES IN THE CHILDREN, LED TO FURTHER POSITIVE CHANGES IN MEMBERS
- JCI MOKA SUCCEEDED IN THE ESTABLISHMENT OF LOCAL COMMUNITIES, AND PEOPLE LIVING IN THE ACTIVITY AREA

THROUGH THIS PROJECT, BY INCREASING THE AWARENESS OF JCI MOKA, LED TO THE JCI ACTIVITY PROMOTION

THIS PROGRAM HAS PROVIDED AN OPPORTUNITY TO WORK ACTIVELY.

- MEMBERS WENT TO THE LECTURE PROGRAM
- MEMBERS IN JCI MOKA, THIS PROGRAM HAS RESULTED IN POSITIVE CHANGES
- MEMBERS OF JCI MOKA WITH INCREASED CAPACITY, RESULTED IN A GOOD CHANGE BY CHILDREN

CITIZENS WHO CREATED THE TRANSFORMATION AGGRESSIVE FOR GOOD CHANGE BY THE PEOPLE AROUND OPPORTUNITIES AND ACTIVITIES BETTER CHANGE, I WILL GIVE YOU A GOOD SYNERGISTIC EFFECT BY THE PEOPLE



Award Category criteria

6

IMPACT ON THE PARTICIPANTS

IMAGINATION AND CREATIVITY THE PURPOSE OF CSR ACTIVITIES

PARTICIPANTS IMPROVED THE IMAGINATION TO UNDERSTAND THE MECHANISM OF NATURAL

PARTICIPANTS WERE TO IMPROVE CREATIVITY AND EXPERIENCE THE WORKINGS OF NATURE

PARTICIPANTS WAS TO LECTURE PARENTS ABOUT THE SUSTAINABILITY OF THE ENVIRONMENT

PARENTS WHO FEEL THE CHANGES IN THE CHILDREN, HAD THE OPPORTUNITY OF A CHANGE IN THEIR OWN

IMPACT ON MEMBERS

MEMBERS OF JCI MOKA WAS FEELING THE POSITIVE CHANGE OF THE PARTICIPANTS

MEMBERS OF JCI MOKA GOT A LOCAL COMMUNITY IN COOPERATION WITH THE COMPANY HAVING THE SAME PURPOSE

JCI MOKA WAS REALIZE THAT CONSISTENT WITH CSR ACTIVITIES, WITH THE PURPOSE OF JCI

MEMBERS OF JCI MOKA GREW INTO ACTIVE CITIZENS MORE

EACH OF WHICH MAY CHANGE VERY LITTLE, BUT SMALL CHANGES WILL BE OPPORTUNITIES FOR BIG CHANGES THAT OCCUR AFTER

THE PROJECT, INCREASED SUSTAINABLE IMPACT

PROMOTION OF PARTICIPANTS

THIS PROJECT, COULD NOT BE FULLY OCCUPIED TO THE PARTICIPATION CAPACITY

PUBLIC RELATIONS ACTIVITIES OF THE PROJECT, WAS ONLY FLYER DISTRIBUTION

PROMOTION OF THE PARTICIPANTS, WAS NEEDED THE COOPERATION OF THE MEDIA

RESEARCH OF COMMUNITY ACTIVITIES WAS NEEDED TO PROMOTE PARTICIPATION OF CHILDREN

IN ADDITION, THE PROJECT IMPLEMENTATION DATE, HAD TO CONSIDER THE ACTIVITIES SCHEDULED FOR CHILDREN

PROMOTION OF MEMBER PARTICIPATION

THE PARTICIPATION RATE WAS 73% OF JCI MOKA MEMBERS

MEMBERS WHO PARTICIPATED IN THE PROJECT EXPERIENCE THE POSITIVE CHANGE OF THE PARTICIPANTS

CHANGE OF THE PARTICIPANTS, WAS ALSO PROMOTING POSITIVE CHANGE OF MEMBERS

ALL PARTICIPANTS UNDERSTOOD THE IMPORTANCE OF CSR ACTIVITIES

PARTICIPATION OF ALL MEMBERS UNDERSTAND THE PURPOSE OF PROJECT

WITH THE PARTICIPATION OF ALL MEMBERS, IT IS TRANSMITTED TO THE LOCAL ARIA "WE ARE A SUSTAINABLE CITIZEN"

