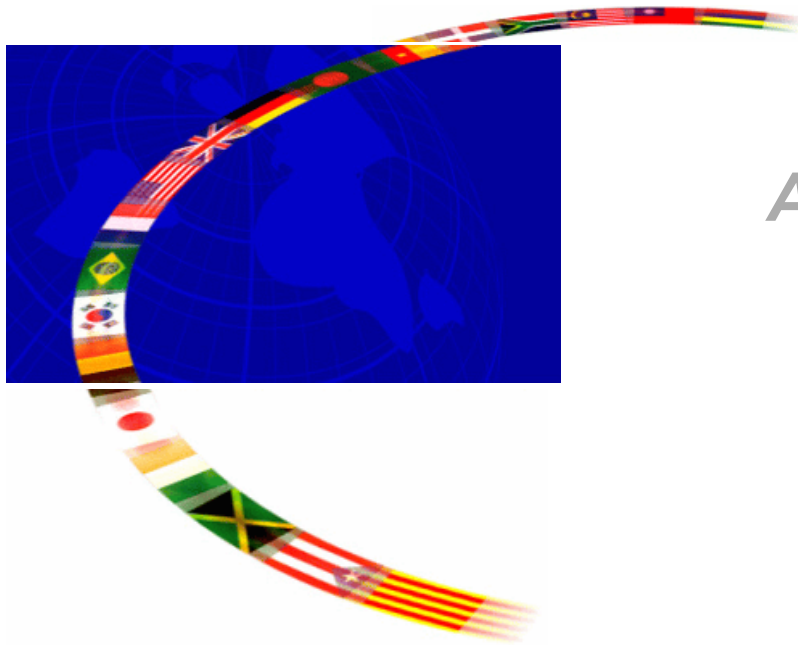




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
Career Experience Tours Activities of Dream job for
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

LOM Information

Local Organization:

President:

President Email: tipc@sea.sannet.ne.jp

Basic Information

Duration : Aug 19, 20, 21, 22, and 25 2013

Staff : 35 members

Sponsors : 11 elementary schools, 26 organizations

Budget : US\$ 2,795

Profit / Loss : 0

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

Who is benefited ? : To children aged 10-12 in the activity area (i.e. 11 elementary schools in the area), 37 sponsors, and JCI Mitsuke members

Objective : ◆for **Children**

- This activity creates the opportunity to motivated **coming back** their home town, **Mitsuke** for working in near future.

At a time when the labor force is shrinking because of the falling birth rate and the aging population, secure the necessary personnel is important in this area.

- Career experience makes them **clear** to set their goals for the career plans. The ages children places more expectation on their future career, and make it more clear by experiencing the job.
- Through the career experience, they may learn **multiple images** to the job.
- Through the experience, children can set / reconfirm their **own goals for the future** which may create the change of their mind to the positive side.
- Since it is scheduled to held in summer vacation period, it makes children **enough** period of reflection for their futures.

◆for **Sponsors**

- Enhance the sense of responsibility toward the community between entities, local public authorities, and **JCI Mitsuke** to become **ideal models** for the children. It would have solve the issue of business succession, and would have contributed local revitalization / business prosperity.

◆for **JCI Mitsuke**

- Throughout the activity with children together, they may **remind their feelings** when they started their career / they may **remind their passions** for their career that they might had when they were childhood.
- They may recognize **allurement** of their jobs by letting children know their experiences.
- The activity with children enhances the sense of responsibility toward the community by **giving children dreams** throughout their business activities.

Overview : **Dreams for the future!**

Career experience tours

" **Activities of Dream job for Children** "

- 1) Before the activity,
issue questionnaire **to children**
throughout each elementary schools and each board of education.
The questionnaire is about
" What kind of job are they dreaming to become? " etc...
- 2) Based on the above reply and social marketing result,
ask **to the sponsors** to set the activities.
- 3) Recruit children by application form and web sites.
Participation application **target number: 135**
Participation application number of subjects: 1,428
- 4) **Implementation** period: Aug 19, 20, 21, 22, and 25 2013.
- 5) Press release throughout newspapers to children, sponsors,
and all the **Mitsuke region citizens**.

Results : ◇Purpose was achieved

◆**for Children**

Children had experiences with the occupation longing
and **dreams in the future**.
The experiences aroused their interests for jobs
and let them stay motivated of activities.

◆**for Sponsors**

By touching the serious attitude of the children,
they re-realized their own jobs as longed-for jobs.
This let them **rediscover** their responsibility as the public institutions.

◆**for JCI Mitsuke**

As the escorting staff,
the members also experienced workplaces in **different fields**.
The experiences were stimulating for our own day job.
Also the serious attitude of the children
gave us a strong determination
to give a dream to children as socially responsible runners.

◇Unexpected results

- 1) Sponsors voluntary provided some **gifts** to the children
which memorize the career experience made children happy.
- 2) Children could **communicate with**
other elementary school students
throughout the career experience.
- 3) **JCI Mitsuke** could get a lot of **recognition** and **thankfulness**
by the children's families for having a wonderful career experience.
- 4) 135 children at the goal,
there is a number of applicants of 142 children,
more than the target value per participation application of children,
became a lottery per participation.
Participants were **111 children** actually on the day.

Actions Taken : ◆**2012**

Oct. Preparatory **committee** established in **JCI Mitsuke**

◆**2013**

Feb. Began the **meeting**
with career experience implementing companies
and public administration organizations

Apr. The **questionnaire** survey for the " occupation that longing " and " **Dreams of the future** " to the children

May. **Selection** end of work experience implementing partners on the **basis of questionnaire** survey, in various vocational hope **rankings** web sites survey

■**Jun 26** Project **plan** completion

■**Jul 16** In order to **present** the subject matter of the activity, to visit each elementary school, was a poster distribution and application form.

■**Jul 24** **Application form** deadline

■**Jul 25,26** Application form **recovery**

■**Jul 27** **Web sites entry** deadline

Aug. It becomes **lottery** for participation, and **contact** the children the results of the lottery.

■**Aug 19,20,21,22** Project implementation

■**Aug 24** Staging **rehearsal** for the fashion model experience

■**Aug 25** Project implementation

■**Aug 29** Press release **Mitsuke regional newspaper**
Distribution to each elementary school, sponsors of the **flyer** that summarizes the experience of landscape photos

Recommendations : ◆**Considerations**

- 1) In case keeping this activity constantly, below measures should be taken in order to solve the oversubscription.
 - a) **Recruit** more sponsors by describing the activities well to them.
 - b) **Extend** the implementation period.
- 2) Prepare a line of communication to the parents in case of emergency. In this activity there was no problem caused, however it is required to prepare the **line of communication to the parents** not only supporting by only staffs in case of emergency (i.e. sudden illness).

◆**Recommendations**

- 1) By the sponsors donation etc, the cost would be **only conference place fee**.
So you can run the project even small LOM less budget.
- 2) We gifted pictures to the children.
For running smoothly, we should plan the camera angles **before**.

1

Award Category criteria

◆for **Children**

- This activity creates the opportunity to motivated **coming back** their home town, **Mitsuke** for working in near future.

◆for **Sponsors**

- Enhance the sense of responsibility toward the community between entities, local public authorities, and **JCI Mitsuke** to become **ideal models** for the children.
It would have solve the issue of business succession, and would have contributed local revitalization / business prosperity.

◆for **JCI Mitsuke**

- The activity with children enhances the sense of responsibility toward the community by **giving children dreams** throughout their business activities.
- In a **local** region **Mitsuke**, we let **children** look toward the future and nurture citizens who take the **lead in this area** by this plan.
- As social responsibility of **local** governments and companies, **JCI Mitsuke** provides leadership to stimulate the development stage of a dream for the children's future.

◇Budget \$ 2,795

◆Balance sheet \$ 2,341

We could completed **\$450 budget cut** by great support from the sponsors. They provided us materials for the career experience activities. We believe that we could get these supports

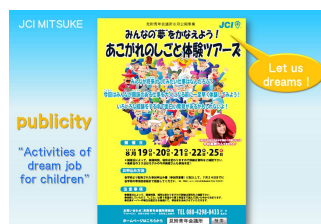
since we **explained the purpose of the activity** to them.

◆JCI MISSION

Created **positive mind** to the **Mitsuke** region to prevent the children moving from this region by giving them attractive dreams in this region. **Mitsuke** region suffers from the aging society with a falling birth rate, and these activities may contribute to prevent the issue.

◆JCI VISION

Continued existence for LOM is required for establishing the **global network**. For that, creating jobs in the LOM activity area with bustling is required. Then children can settle in the **Mitsuke** region after they grow up.



2

Award Category criteria

- Distributed **flyers**

which shows the activities with pictures to all the elementary schools and sponsors. We got **a lot of comments** from them. So below is a part of them.

- 1) **by One of the sponsors**

We would **expect** children to look back this experience after they grow up. I would be glad if some could **return** from big cities (i.e. Tokyo) after they graduated for working in the Mitsuke region. Even if **only one child** did it, it would be so much grateful.

- 2) **by One of the parents**

It was a great opportunity for children to let them know **how fun to explore** the things voluntary.

- The newspaper

" **Mitsuke regional newspaper** " released on Aug 29, 2013 to the Mitsuke area. Published 10k, which means 1/4 of the citizens could had read it. In the **front page**, the career experience had reported.

- By operating the career experience

for the children in the area, **JCI Mitsuke** got a lot of **visibility**. In previous year, the activity of **JCI Mitsuke** was for the festival of Mitsuke / sumo convention. Compared to these activities, we believe career experience activity contributed a lot to publicity in the region.



3

Award Category criteria

◆Human rights

Article 22 of the constitution of Japan:
Every person shall have freedom
to choose and change his residence
and to choose his occupation to the extent
that it does not interfere with the public welfare.

◆Labor standards

We targeted the affirmative action plan
by easing wrong assumption to the careers.
So providing various kinds of careers experience
give the children good chance
to deeply know the careers.

◆Environmental

We insist to save using air conditioner
by intensify activities to raise awareness for ecology.

◆Anti-corruption

We aim to prevent corruption
by working in a coordinated Manner in the region,
and by consider for the children's future.
This should be **one of the project**
for **Mitsuke** region entities and local public
authorities.

◆Human rights

Preparing a variety of choice of employment
for this project,
we **promoted** conservation awareness of freedom
of choice in employment.

◆Labor standards

Emphasizing the value of each profession
through this project,
we **promoted**
the elimination of the occupational discrimination.

◆Environmental

As the fashion coordinator and model,
a career experience,
children coordinated the wear

spending comfortably hot summer.
This mission **promoted** the potential of ecology-life.

◆**Anti-corruption**

We encourage the companies
and local governments **Mitsuke** region
to achieve a new network of **Mitsuke** region
as **one project**
and consider the future of the children voluntarily.



4

Award Category criteria

◆for **Children**

Children had experiences with the occupation longing and **dreams in the future**.

The experiences aroused their interests for jobs and let them stay motivated of activities.

◆for **Sponsors**

By touching the serious attitude of children, they re-realized their own jobs as longed-for jobs.

This let them **rediscover** their responsibility as the public institutions.

◆for **JCI Mitsuke**

As the escorting staff, the members also experienced workplaces in different fields.

The experiences were stimulating for our own day job.

Also the serious attitude of the children gave us a strong determination

to give a dream to children as socially responsible runners.

- That the 111 in whom children aged 10-12 in the activity area (i.e. **11 elementary schools** in the area), to provide activities in the area of work experience to have occupation longing and dreams of future could be.
- **JCI Mitsuke** members and sponsors were **motivated** to deal with the small **Mitsuke** area suffering from declining birthrate and aging population.





Award Category criteria

5

0

- For small Mitsuke areas suffer from aging, by clarifying the project purpose of providing career experience to have occupation longing and dreams for the future of children, the need to Mitsuke area " the mind of JCI Mitsuke members I was changed trying to be there is a " to a **positive mind**.



6

Award Category criteria

- Letting children experience this project, we believe to be able to set up a trigger that **children** going away to learn the technology of occupation **come back** to **Mitsuke** in the future.
- We want to promote a **positive mind** for building a more attractive Mitsuke in cooperation with JCI Mitsuke, local companies and citizens.
- For the project purpose description against career experience implementation companies and local governments of this time, it was 6 months before the implementation of the project, but to start the visit from the earlier period, through the extension of the project implementation period by increasing the sponsor number get approval, it will be able to get the career experience to **many children** as possible.
- It is considered as one of the improvements also be provided an opportunity to **announce to the citizens** of the **Mitsuke** region reports through career experience of children. However, children are required the cooperation of all 11 elementary schools activities and the construction area of practice meeting report presented at each elementary schools.

