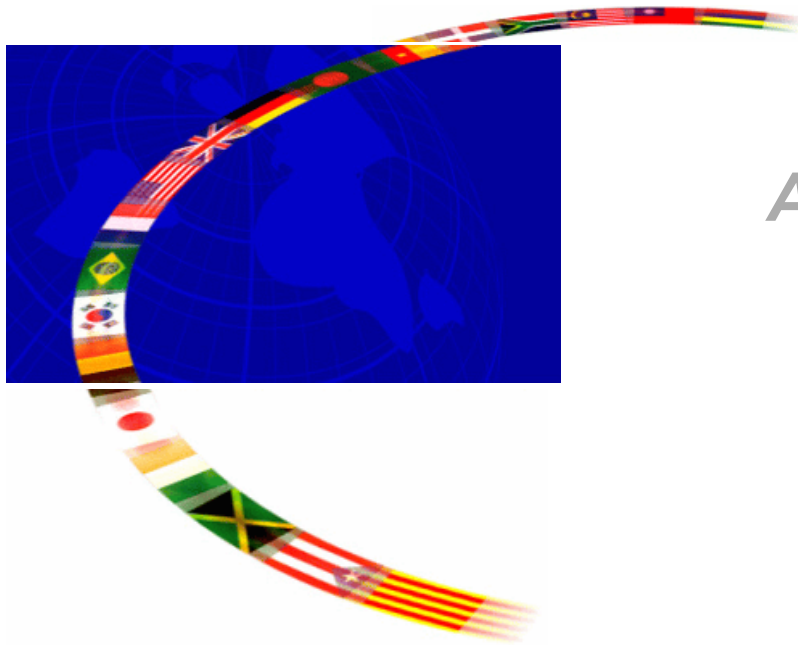




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



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

LOM Information

Local Organization:

President:

President Email: 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

The open space which studies technology
The open space which gives people impression



The open space which helps people

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2

Award Category criteria

- JCI Nagoya conducted a questionnaire survey for elementary school children (6 to 12 years old) who participated in this project to know if they understood the role of occupations in social contribution.

- JCI Nagoya conducted a questionnaire survey for elementary school children (6 to 12 years old) who participated in this project to confirm that they learned the importance of service to humanity through occupations.

1. Next-generation citizens who participated in the project experienced at least one occupation each.
2. Next-generation citizens who participated in the project understood the role of occupations in social contribution through first-hand career experience.
3. Next-generation citizens who participated in the project learned about the importance of providing service to humanity through occupations, resulting in the creation of a network to convey such importance to other citizens.

<Grounds for 1>

- Questionnaire result

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

<Grounds for 2 and 3 >

- Questionnaire results

66% of the children who experienced the community service aspect of occupations said that they would like to work in the occupation 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." (Architect booth)

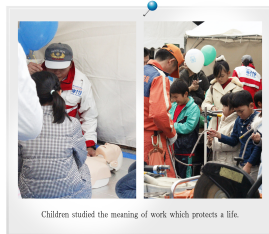
Community Impact



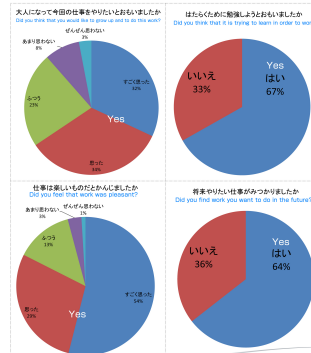
Community Impact



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Community Impact



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Community Impact



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3

Award Category criteria

The project targeted the following two of the ten principles of CSR.

1. CSR Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.

- Sponsor companies that provided career experience opportunities conveyed the importance of service to humanity through occupations to next-generation citizens.
- Service to humanity is a contribution to a sustainably developable society, in which people protect the human rights of others.
- Therefore, such sponsor companies support and respect the protection of human rights.

2. CSR Principle 2: Businesses should make sure that they are not complicit in human rights abuses.

- Sponsor companies that provided career experience opportunities reaffirmed the importance of service to humanity through occupations and ensured not to participate actively in human rights violations.
- 10 companies to which members of the JCI Nagoya belong sponsored this project.
- JCI Nagoya had sponsor companies show elementary school children that service to the community is provided through occupations.
- Sponsor companies reaffirmed the importance of service to humanity through occupations in the process of showing the importance of such service to elementary school children.
- Sponsor companies that reaffirmed the importance of service to humanity through occupations improved their business value by deepening their understanding

of the protection and support of human rights, as well as the importance of ensuring not to participate actively in human rights violations.

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



Music booth
The cooperation company is teaching children the shamisen (Japanese instruments) as the volunteer.

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



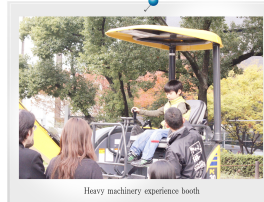
Martial arts booth

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



Architect booth

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



Heavy machinery experience booth

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4

Award Category criteria

- It allowed each elementary school child to experience at least one occupation and learn what kinds of jobs provide service to humanity and how.
- It allowed elementary school students to learn about the importance of providing service to humanity through occupations.
- 64% of the children said that they found occupations in which they would like to work in the future.

<Result>

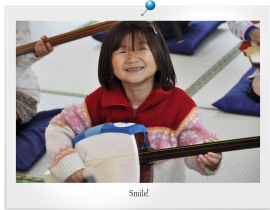
Next-generation citizens who participated in the program learned what kinds of jobs provide service to humanity and how through career experience they can make positive change to provide service to humanity through their future careers.

<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
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(Architect booth)

Results Achieved



Smile!

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Results Achieved



Enthusia!

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Results Achieved



Smile!

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Results Achieved



Enthusia!

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5

Award Category criteria

1. Higher evaluation of the LOM by the local government
The person in charge of the City of Nagoya, which was an outside sponsor, expressed that he was highly willing to promote career experience opportunities in the city.
2. Higher evaluation by citizens
JCI Nagoya indicated to more than 4,400 citizens the importance of service to humanity through occupations, and enhanced the degree of its recognition through the project.
3. Commitment of sponsor companies to CSR activities
10 sponsor companies/organizations participated voluntarily in career experience booths and actively committed themselves to JCI Nagoya's CSR activities. Future cooperation of such companies/organizations can be expected.

- JCI Nagoya provided an opportunity to experience at least one occupation to every elementary school child who participated in this project.

- The children understood the social contribution aspect of occupations through first-hand career experience.

- JC Nagoya provided an opportunity for next-generation citizens to learn about the importance of service to humanity and grow up through career experience in this project.

 **Impact on Local Organization**



Higher evaluation of the LOM by Nagoya City.

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 **Impact on Local Organization**



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 **Impact on Local Organization**



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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.

 Long-term Impact of the Program

 Long-term Impact of the Program


 Long-term Impact of the Program



The cooperation company also had a new appreciation of the importance of CSR!

 Long-term Impact of the Program



It is required to provide children with the opportunity of much more career experiences!