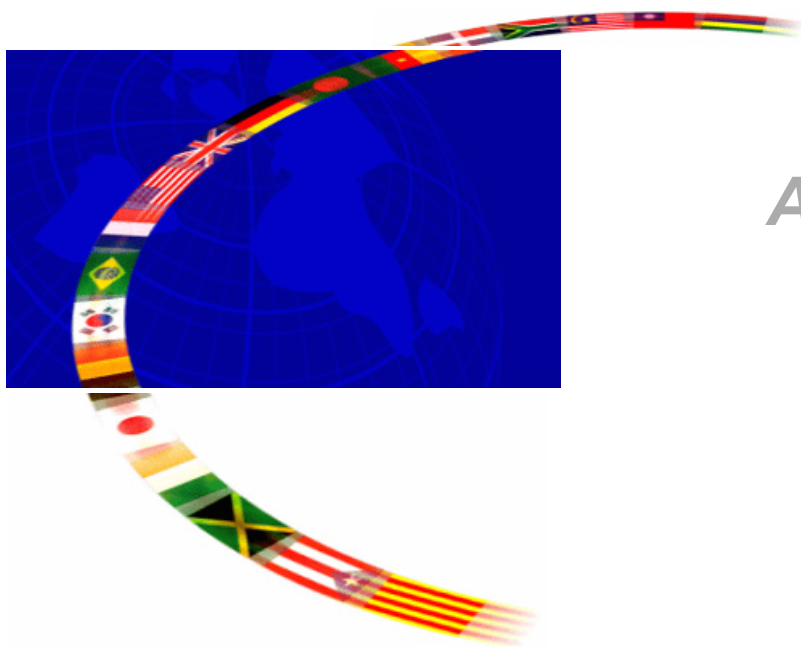




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
OMOIYARI Project In FUKUYAMA
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: yusuke@maruka-trans.co.jp

Basic Information

Duration : FROM FEBRUARY 2013 TILL NOVEMBER 2013

Staff : 10MEMBER

Sponsors : EDUCATION BOARD OF FUKUYAMA CITY

Budget : FORTY-THREE U.S. DOL

Profit / Loss : NONE

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

Who is benefited ? : FUKUYAMA CITY POPULATION OF 470 THOUSAND

Objective : JCI FUKUYAMA TAKES INITIATIVE AND ACTS TO REALIZE WORLD PEACE BY CREATING COMMUNITY FILLED WITH OMOIYARI SPIRIT. JCI FUKUYAMA TOOK ACTIVE INTEREST IN BELOW ACTIVITIES FOR THIS PURPOSE.

1.TO PROVIDE OPPORTUNITY TO UNDERSTAND THE IMPORTANCE OF MUTUAL UNDERSTANDING FOR THE CHILDREN TO LEAD NEXT GENERATION.

2.TO INCREASE THE NUMBER OF ACTIVE CITIZENS WHO UNDERSTANDS THE IMPORTANCE OF MUTUAL UNDERSTANDING.

3.TO ENABLE ACTIVE CITIZENS TO CREATE COMMUNITY FILLED WITH OMOIYARI SPIRIT.

Overview : JCI FUKUYAMA CONDUCTED CLASS LESSONS IN 9 LOCAL PRIMARY SCHOOLS BASED ON OMOIYARI MOVEMENT PROMOTED BY JCI JAPAN TO REALIZE THE COMMUNITY FILLED WITH OMOIYARI SPIRIT.

CONTENT OF CLASS LESSONS ARE AS OF BLOW.

1.EVERYONE HAVE DIFFERENT IDEAS

2.TO UNDERSTAND THE DIFFERENCE IS FIRST STEP FOR MUTUAL UNDERSTANDING

3.IT IS IMPORTANT TO THINK FROM THE OTHER PERSON'S PERSPECTIVE

4.TO TREAT OTHERS WITH OMOIYARI SPIRIT IS THE FIRST STEP TOWARD WORLD PEACE

5.TO ACT WITH OMOIYARI SPIRIT BY PLACING YOURSELF IN OTHER PERSON'S POSITION

6.TO CREATE COMMUNITY WITH OMOIYARI SPIRIT BY STARTING THE MOVEMENT INVOLVING PEOPLE CLOSE TO YOU AND LEAD TO THE WORLD PEACE

Results : JCI FUKUYAMA PROVIDED CHILDREN TO LEAD NEXT GENERATION THE OPPORTUNITY TO UNDERSTAND THE IMPORTANCE OF MUTUAL UNDERSTANDING AND OMOIYARI SPIRIT BY CONDUCTING CLASS LESSONS BASED ON OMOIYARI MOVEMENT

1.799 STUDENTS OF PRIMARY SCHOOLS UNDERSTOOD THE IMPORTANCE OF MUTUAL UNDERSTANDING AND OMOIYARI SPIRIT. ACCORDING TO THE RESULTS OF THE QUESTIONNAIRE SURVEY, 99% OF THE STUDENTS ANSWERED THAT THEY WERE ABLE TO UNDERSTAND WHAT THEY'VE LEARNT ABOUT MUTUAL UNDERSTANDING AND OMOIYARI SPIRIT.

2.NUMBER OF STUDENTS WHO CAN ACT WITH OMOIYARI SPIRIT HAS INCREASED.

A HEARING WAS CONDUCTED AT THOSE SCHOOLS AT A LATER DATE,
REAL ACTION HAD BEEN OBSERVED. BELOW ARE THE RESULTS

OF THE HEARING.

1) THAT STUDENTS ARE ACTING WITH OMOIYARI SPIRIT AS STATED IN OMOIYARI DECLARATION.

2) THAT STUDENTS WERE ABLE TO ACT BY THINKING FROM OTHER PERSON'S PERSPECTIVE.

3) THAT STUDENTS ARE WILLING TO DO CHORES AT THEIR HOMES.

4) THAT STUDENTS OFFERED THEIR SEATS TO OTHERS IN TRAIN.

5) THAT STUDENTS WERE ABLE TO SAY THANK YOU WHEN SOMEONE DID NICE THINGS TO THEM.

OMOIYARI DECLARATION IS A WRITING TO PROMISE TO ACT WITH OMOIYARI SPIRIT. EXAMPLE OF DECLARATION IS AS OF BELOW. EX.)

I WILL OFFER SEATS TO ELDERLIES IN TRAIN.

I WILL TELL IMPORTANCE OF MUTUAL UNDERSTANDING TO OTHERS.

I WILL OFFER HELP TO SOMEONE NEAR ME.

I WILL SAY THANK YOU FOR COOKING FOR ME TO MY MUM

3. AS A RESULT OF STUDENTS ACTING WITH OMOIYARI SPIRIT, MOVEMENT HAS PERVADED ON MANY PEOPLE. IT HAS BEEN CONFIRMED BY A HEARING THAT WAS CONDUCTED AT A LATER DATE.

80% OF STUDENTS TALKED ABOUT WHAT THEY LEARNT TO THEIR FAMILIES.

90% OF STUDENTS TALKED ABOUT THE IMPORTANCE OF OMOIYARI SPIRIT TO THEIR FRIENDS.

90% OF STUDENTS ACTUALLY ACT WITH OMOIYARI SPIRIT.

Actions Taken : YEAR 2012

OCTOBER

VISITED EDUCATION BOARD OF FUKUYAMA CITY AND STUDIED SCHOOL SYLLABUS

NOVEMBER

DISTRIBUTED ANNOUNCEMENT AT THE PRINCIPAL'S MEETING OF LOCAL PRIMARY AND SECONDARY SCHOOLS (117 SCHOOLS)

DECEMBER

REDISTRIBUTED ANNOUNCEMENT AT THE PRINCIPAL'S MEETING OF LOCAL PRIMARY AND SECONDARY SCHOOLS (117 SCHOOLS)

CONDUCTED PR BY MAKING PHONE CALLS AND VISITS TO THOSE SCHOOLS ANNOUNCEMENTS HAS BEEN DISTRIBUTED

YEAR 2013

JANUARY

PREPARED FOR REGULAR MEETING AND CONDUCTED CAREFUL REVIEW OF ACTIVITY CONTENT AMONG COMMITTEE MEMBERS

FEBRUARY

PREPARED FOR REGULAR MEETING AND CONDUCTED CAREFUL REVIEW OF ACTIVITY CONTENT AMONG COMMITTEE MEMBERS

MARCH 1ST

TOOK PART IN REGULAR MEETING TO INTRODUCE THE IMPORTANCE OF OMOIYARI SPIRIT TO LOM MEMBERS WITH TITLE BEING

'LETS GROW SPIRIT OF OMOIYARI – OMOIYARI CAN CHANGE OUR FUTURE'

MARCH

CONDUCTED CAREFUL REVIEW OF ACTIVITY AMONG COMMITTEE MEMBERS

APRIL

CONDUCTED CAREFUL REVIEW OF ACTIVITY AMONG COMMITTEE MEMBERS

MAY

CONDUCTED CAREFUL REVIEW OF ACTIVITY AMONG COMMITTEE MEMBERS

MAY 22ND

CONDUCTED CLASS LESSONS AT EKIYA PRIMARY SCHOOL GRADE 5.

MAY 22ND

CONDUCTED CLASS LESSONS AT TOMO PRIMARY SCHOOL GRADE 5.

MAY 22ND

CONDUCTED CLASS LESSONS AT YUDA PRIMARY SCHOOL GRADE 5.

MAY 24TH

CONDUCTED CLASS LESSONS AT ONO PRIMARY SCHOOL GRADE 5.

MAY 28TH

CONDUCTED CLASS LESSONS AT FUKATSU PRIMARY SCHOOL GRADE 5.

JUNE

CONDUCTED CAREFUL REVIEW OF ACTIVITY AMONG COMMITTEE MEMBERS

JULY

CONDUCTED CAREFUL REVIEW OF ACTIVITY AMONG COMMITTEE MEMBERS

AUGUST

CONDUCTED CAREFUL REVIEW OF ACTIVITY AMONG COMMITTEE MEMBERS

SEPTEMBER

CONDUCTED CAREFUL REVIEW OF ACTIVITY AMONG COMMITTEE MEMBERS

SEPTEMBER 25TH

CONDUCTED CLASS LESSONS AT YUDA PRIMARY SCHOOL GRADE 4&6.

OCTOBER

CONDUCTED CAREFUL REVIEW OF ACTIVITY AMONG COMMITTEE MEMBERS

OCTOBER 18TH

CONDUCTED CLASS LESSONS AT EKİYAHIGASHI PRIMARY SCHOOL GRADE 4.

OCTOBER 24TH

CONDUCTED CLASS LESSONS AT YAMATE PRIMARY SCHOOL GRADE 3.

NOVEMBER 15TH

CONDUCTED CLASS LESSONS AT FUJIE PRIMARY SCHOOL GRADE 6.

NOVEMBER 18TH

CONDUCTED CLASS LESSONS AT YAMAMINAMI PRIMARY

SCHOOL GRADE 3&4.

NOVEMBER

CONDUCTED VERIFICATION OF THE PROJECT AND
QUESTIONNAIRE SURVEY AMONG COMMITTEE MEMBERS
DECEMBER

CONDUCTED VERIFICATION OF THE PROJECT AND
QUESTIONNAIRE SURVEY AMONG COMMITTEE MEMBERS

Recommendations : JCI FUKUYAMA SUCCEEDED TO INCREASE THE NUMBER OF CHILDREN WHO IS ABLE TO UNDERSTAND THE SPIRIT OF MUTUAL UNDERSTANDING AND OMOIYARI, AND THINK FROM OTHER PERSON'S POINT OF VIEW, AS WELL AS TAKE ACTUAL ACTION.

CHILDREN TO LEAD NEXT GENERATION WERE ABLE TO UNDERSTAND THAT EVERYONE HAVE DIFFERENT IDEAS AS THEIR PERSONALITY AND IT IS IMPORTANT TO HAVE THAT BY EXPERIENCING BELOW LESSONS.

1.CHILDREN WERE REQUESTED TO PICK ORIGAMI PAPER WITH THE COLOR THAT BRING UP IMAGE OF WORLD PEACE. THEY ALSO MADE PRESENTATION TO EXPLAIN WHY THEY CHOSE THOSE COLORS.

2.CHILDREN WERE REQUESTED TO DISCUSS AND PICK ON COLOR THAT REPRESENTS THE IMAGE OF WORLD COLOR.

3.CHILDREN TOOK CLASS LESSON TO LEARN THAT DIFFERENT RELIGIONS HAVE DIFFERENT IDEAS AND CULTURES SUCH AS FOOD AND CLOTHES THAT RELATES TO RELIGIONS. FINALLY, CHILDREN WERE REQUESTED TO PUT INTO WRITING TO LIST UP WHAT THEY PLAN TO DO AS OMOIYARI MOVEMENT AS IT IS IMPORTANT THAT TAKING ACTUAL ACTION IS IMPORTANT.

BY HAVING LOCAL MEDIAS SUCH AS NEWSPAPERS AND MAGAZINES TO PROVIDE OPPORTUNITY TO THE COMMUNITY TO ADVOCATE ABOUT OMOIYARI MOVEMENT AND THE IMPORTANCE OF OMOIYARI SPIRIT.

CIRCULATION FIGURE OF LOCAL PAPER THAT COVERED THE PROJECT (630,000)

CIRCULATION FIGURE OF LOCAL MAGAZINE THAT COVERED THE PROJECT (120,000)

THIS WAS 3RD YEAR FOR OMOIYARI PROJECT TO BE CONDUCTED AT PRIMARY SCHOOLS, AND CONTINUING THE PROJECT HELPED US TO BUILD RELATIONSHIP OF TRUST BETWEEN LOCAL GOVERNMENT AND SCHOOL OFFICIALS. NUMBER OF PRIMARY SCHOOLS THAT ATTEND THIS PROJECT IS INCREASING YEARLY. ACTIVE PARTICIPATION TO OMOIYARI PROJECT BY THE CHILDREN GAVE IMPRESSION TO SCHOOL OFFICIALS AND TEACHERS THAT CHILDREN ARE ACTUALLY MAKING CHANGES WITH OMOIYAI SPIRIT.

BASED ON THOSE ACCOMPLISHMENTS, JCI FUKUYAMA'S OMOIYARI PROJECT RECEIVES HIGH EVALUATION SO THAT NUMBER OF PRIMARY SCHOOLS PARTICIPATE TO THIS PROJECT INCREASED UP TO 3 TIMES (25 SCHOOLS AS YEAR 2014) COMPARED TO YEAR 2013.

1

Award Category criteria

1. TO PROVIDE CHILDREN TO LEAD NEXT GENERATION TO UNDERSTAND THE IMPORTANCE OF MUTUAL UNDERSTANDING AND TO POSITIVE CHANGE.
2. TO INCREASE THE NUMBER OF ACTIVE CITIZEN WHO UNDERSTAND THE IMPORTANCE OF MUTUAL UNDERSTANDING.
3. TO HAVE THOSE ACTIVE CITIZEN TO CREATE OUR COMMUNITY FILLED WITH OMOIYARI SPIRIT.

THOSE ARE OUR OBJECTIVES AS WE CONDUCTED OMOIYARI PROJECT THAT EDUCATE CHILDREN WHO LEAD NEXT GENERATION THAT ACT VOLUNTARILY AND WITH LEADERSHIP.

THIS PROGRAM AIMS TO INCREASE THE NUMBER OF ACTIVE CITIZEN WHO UNDERSTAND THE IMPORTANCE OF MUTUAL UNDERSTANDING. AND THE OBJECTIVE TO HAVE THOSE ACTIVE CITIZEN TO CREATE OUR COMMUNITY FILLED WITH OMOIYARI SPIRIT MATCHES JCI PLAN OF ACTION BELOW

‘ THE 2013 JCI PLAN OF ACTION’ STATES THAT ‘ JCI MEMBERS ARE TOOLS FOR EVERY YOUNG CITIZENS TO BECOME ACTIVE CITIZEN TO PROVIDE CONCRETE RESULT AND PROMOTE SOLUTIONS TO THE COMMUNITY’, AND THIS PROGRAM MEET THIS POLICY.

PROJECT WAS CONDUCTED AS PLANNED BASED ON THE BUDGET PLAN, AND BUDGET WAS USED AS PLANNED AS WELL

BREAKDOWN OF THE BUDGET USD43 IS STATIONARY FEE OF USD 43.

JCI FUKUYAMA AGGRESSIVELY REACHED OUT TO THE MEDIA TO DO PR ON CLASS LESSONS BASED ON OMOIYARI MOVEMENT

AND SUCCEEDED TO HAVE ARTICLES
PUBLISHED FOR FREE ON LOCAL
NEWSPAPERS AND MAGAZINES.
OUR PROJECT WAS ABLE TO BE KNOWN
WIDELY WITH ZERO PR FEES.

ADVANCE OF JCI MISSION
JCI FUKUYAMA PROVIDED OPPORTUNITY TO
UNDERSTAND THE IMPORTANCE OF MUTUAL
UNDERSTANDING AND TO GROW THROUGH
THIS PROJECT
TO THE CHILDREN WHO LEAD NEXT
GENERATION/

ADVANCE OF JCI VISION
JCI FUKUYAMA ADVANCED JCI VISION AS OF
BELOW.

1.JCI FUKUYAMA SUPPORTED TO INCREASE
THE NUMBER OF ACTIVE CITIZEN WITHIN
OUR COMMUNITY THROUGH THIS PROJECT.

ALSO, WE SUCCEEDED TO EXPAND LOCAL
NETWORK THAT SERVES AS FOUNDATION OF
GLOBAL NETWORK.

2.JCI FUKUYAMA SUCCEEDED TO HAVE
CHILDREN TO LEAD NEXT GENERATION TO
UNDERSTAND THE IMPORTANCE OF MUTUAL
UNDERSTANDING.

ALSO, JCI FUKUYAMA TOOK LEADERSHIP
FOR THE CHILDREN TO BE ABLE TO ACT ON
PERMANENT WORLD PEACE AGGRESSIVELY.

2

Award Category criteria

JCI FUKUYAMA TOLD CHILDREN TO LEAD NEXT GENERATION THAT IT IS IMPORTANT TO KNOW THAT EVERYONE IS DIFFERENT AS RECOGNIZING THE DIFFERENCE AND UNDERSTANDING OTHERS CREATES OMOIYARI SPIRIT.

ALSO, JCI FUKUYAMA TOLD THAT IT IS IMPORTANT TO ACTUALLY TAKE ACTIONS BASED ON THIS OMOIYARI SPIRIT AS THOSE ACTIONS CONVEYS THE OMOIYARI SPIRIT TO MANY PEOPLE, AND IT EXPANDS WITHIN THE COMMUNITY AND TO THE SOCIETY AND EVENTUALLY TO THE WORLD SO THAT IT LEADS TO THE WORLD PEACE.

CHILDREN TO LEAD NEXT GENERATION ACTUALLY ACTED WITH OMOIYARI SPIRIT AND CONVEYED THIS MOVEMENT TO EXPAND THE ACTIVITY TO LEAD TO WORLD PEACE.

3

Award Category criteria

INTENDED COMMUNITY IMPACT WAS THAT BY HAVING THOSE CHILDREN TO ACT WITH OMOIYARI SPIRIT, COMMUNITY FILLED WITH OMOIYARI SPIRIT TO BE CREATED.

CHILDREN'S ACTION WITH OMOIYARI SPIRIT WILL BE CONVEYED TO PEOPLE SURROUNDING THEM AND IT EXPANDS WITHIN THE COMMUNITY WAS THE INTENDED IMPACT OF THIS PROJECT.

99% OF STUDENTS WHO TOOK CLASS LESSONS UNDERSTOOD THE IMPORTANCE OF OMOIYARI SPIRIT, SO THAT IT IS EXPECTED THOSE CHILDREN TO ACT WITH THE OMOIYARI SPIRIT TO EVENTUALLY CREATE THE COMMUNITY FILLED WITH OMOIYARI SPIRIT MAJORITY OF THE STUDENTS TALKED ABOUT THE CLASS LESSONS TO THEIR FAMILY MEMBERS, AND TALKED ABOUT IMPORTANCE OF OMOIYARI SPIRIT TO THEIR FRIENDS, AND ACTUALLY TAKING ACTIONS WITH OMOIYSRI SPIRIT, SO THAT IT IS EXPECTED THOSE CHILDREN TO CONVEY THE SPIRIT OF OMOIYARI TO OTHER MEMBERS OF THE COMMUNITY AS WELL.

4

Award Category criteria

JCI FUKUYAMA SUCCEEDED TO INCREASE THE EXISTENCE VALUE WITHIN OUR COMMUNITY AND IT LEAD US TO ACQUIRE NEW MEMBERS WHO UNDERSTAND OUR PROJECT WHILE IT EVENTUALLY HELP US TO EXPAND OUR ACTIVITY AS A ORGANIZATION. SPECIFICALLY AS OF BELOW.

1.LOM MEMBERS WERE ABLE TO REAFFIRM THE IMPORTANCE OF MUTUAL UNDERSTANDING BY ACTING AS LECTURES OF CLASS LESSONS

2.JCI FUKUYAMA WAS HIGHLY REGARDED BY SCHOOL OFFICIALS THROUGH THIS PROJECT AND IT INCREASED THE TRUST FROM LOCAL GOVERNMENT AND HELPED TO STRENGTHEN COOPERATIVE RELATIONSHIP.

THIS RESULT WILL HELP JCI FUKUYAMA TO CONDUCT FUTURE PROJECTS WITHIN THE COMMUNITY.

3.VISIBILITY OF JCI FUKUYAMA IMPROVED AS THIS PROJECT HAD BEEN COVERED BY LOCAL MEDIA.

JCI FUKUYAMA PROMOTED JCI MISSION THROUGH BELOW ACTIVITIES

JCI FUKUYAMA PROVIDED OPPORTUNITIES TO UNDERSTAND THE IMPORTANCE OF MUTUAL UNDERSTANDING AND TO GROW TO THE CHILDREN THAT LEAD NEXT GENERATION.

THROUGH THIS ACTIVITY, JCI FUKUYAMA SUCCEEDED TO INCREASE THE NUMBER OF ACTIVE CITIZEN WHO ACT TOWARD REALIZATION OF WORLD PEACE BY HAVING CHILDREN TO LEAD NEXT GENERATION TO DO POSITIVE CHANGE.

ALSO, THOSE ACTIVE CITIZEN DISSEMINATE MUTUAL UNDERSTANDING AND OMOIYARI MOVEMENT SO THAT MORE POPULATION BECAME ACTIVE CITIZEN. THROUGH THIS MOVEMENT, MANY POSITIVE CHANGE WERE

GENERATED THAT WORKS TOWARD WORLD
PEACE IN OUR COMMUNITY.

5

Award Category criteria

TO PROVIDE POSITIVE CHANGE TO THE CHILDREN TO LEAD NEXT GENERATION TO BE ENGAGED IN LOCAL COMMUNITY VOLUNTARY AND AGGRESSIVELY. THOSE CHILDREN WHO MADE POSITIVE CHANGE WILL ACT AGGRESSIVELY TOWARD REALIZATION OF PERMANENT WORLD PEACE THROUGH COMMUNITY DEVELOPMENT. THOSE MOVEMENT WILL INVOLVE MORE PEOPLE AND INCREASE THE NUMBER OF ACTIVE CITIZEN. THOSE ACTIVE CITIZEN WILL PROVIDE POSITIVE CHANGE TOWARD THE REALIZATION OF WORLD PEACE WITHIN OUR COMMUNITY.

JCI FUKUYAMA PROVIDED THE OPPORTUNITY TO UNDERSTAND THE IMPORTANCE OF MUTUAL UNDERSTANDING AND OMOIYARI SPIRIT TO THE CHILDREN TO LEAD NEXT GENERATION THROUGH CLASS LESSONS BASED ON OMOIYARI MOVEMENT. IN ORDER TO FURTHER PUSH FORWARD THIS MOVEMENT, IT IS NECESSARY TO HAVE CYCLE THAT ACTIVE CITIZEN WHO UNDERSTAND THE IMPORTANCE OF MUTUAL UNDERSTANDING GIVE CLASS LESSONS AND INCREASE THE NUMBER OF ACTIVE CITIZEN IN OUR COMMUNITY.