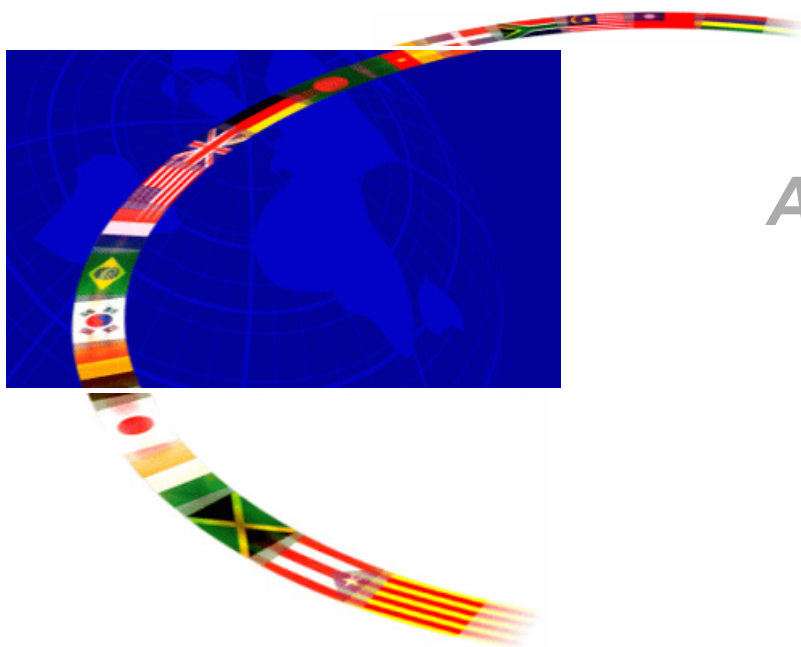




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
JCI Yamagata
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: yfc-saito3900@rhythm.ocn.ne.jp

Basic Information

Duration : 2013.1.JAN – 2013.31.DEC.

Staff : 144 member

Sponsors : Yamagata City, Yamagata Prefecture

Budget : USD 560,000-

Profit / Loss : NONE

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

Who is benefited ? : Members of JCI Yamagata and the general population living in the surrounding community. This includes local companies and the 1.14 million citizens of Yamagata Prefecture and 260,000 citizens of Yamagata City.

Objective : JCI Yamagata decided on the slogan of “Let Your Power Shine” in 2013. Under this slogan, we set the following objectives.

- <1. Carry out projects in cooperation with local chapters of JCI in various regions and move towards a “leading global network.”>
- <2. Work together with more private citizens and corporations to positively change the people of the local community and impact the local economy.”>
- <3. Train and foster personnel that will act from a global perspective for the sake of world peace.>
- <4. Expand membership by increasing recognition of JCI activities in the community >
- <5. The Tohoku District JCI members will be cooperating to prepare and publicize JCI ASPAC Yamagata. We will use JCI ASPAC Yamagata as an opportunity to develop the Tohoku District.>
- <6. Use JCI ASPAC Yamagata as an opportunity of leadership training for community development.>

Overview : <1. Carry out projects in cooperation with local chapters of JCI in various regions and move towards a “leading global network.”>
JCI Yamagata worked with local chapters from Japan and other Asian countries to prepare for a successful JCI ASPAC Yamagata. We created a strong global network.
Members of JCI Yamagata participated in various programs at the domestic, Asia and Global levels.

Domestic: Kyoto Conference, Fukko (Recovery from the '11 Great East Japan Earthquake) Creation Forum, Sumer Conference, Yamagata Bloc Conference, Tohoku JC Forum, National Conference
Asia: ASPAC Conference in Gwangju, ASPAC Senate Golf Tournament
Global: JBM, GPS, MYE, World Congress

Attended conferences in over 30 locations across Japan.
Participated in New Year Meetings at JCI Korea, JCI Hong Kong, JCI Taiwan and JCI Macao. We also had frequent exchanges with our sister JCs, such as JCI Kurashiki, JCI Si-Wei (Taiwan) and JCI Hong Kong City Lady (Hong Kong).
Undertook a publicity campaign and preparations for hosting ASPAC in cooperation with JCI local chapters from various regions.

<2. Work together with more private citizens and corporations to positively change the people of the local community and impact the local economy.>

Sponsorship of the Yamagata City Fireworks in cooperation with the city of Yamagata and companies in the community. By sponsoring the Yamagata City Fireworks, the companies in the community will fulfill their social responsibility to the people in the community and stimulate the local economy. Thus, the community will prosper.

Get more people living in Yamagata involved in our projects and JCI ASPAC Yamagata. Partner with more private citizens and corporations in the community to create a movement towards positive change.

Held a reception for the governor of Yamagata Prefecture, mayor of Yamagata City and representatives of 16 of the most influential corporations in Yamagata in order to raise their awareness of ASPAC and JCI activities. The number of non-JCI members in attendance was 103. Planned and ran the Yamagata Fireworks Festival, which was held on August 14, 2013

An individual skill development program was held nine times between April and December. This program targeted private citizens in the community. The 47 people who participated in the program took initiative to think and act for their community.

<3. Train and foster personnel that will act from a global perspective for the sake of world peace.>

Projects to train and foster personnel who have a global perspective and to enable children to take the first step toward world peace.

We did a project relating to UN MDGs (United Nations Millennium Development Goals) for the children in the community. The project relating to UN MDGs was carried out at three elementary schools and two junior high schools in Yamagata City. 350 children in the community participated.

<4. Expand membership by increasing recognition of JCI activities in the community >

Members of JCI Yamagata conveyed the worthiness of JCI activities as well as their confidence and pride to the people in the community. As a result, membership expanded.

In order to turn young people considering membership into active citizens, eight introductory seminars on JCI activities were held in the course of a year.

<5. The Tohoku District JCI members will be cooperating to prepare and publicize JCI ASPAC Yamagata. We will use JCI ASPAC Yamagata as an opportunity to develop the Tohoku District.>

JCI Yamagata entered into an associate supervisor agreement with all regions in the Tohoku area (Aomori, Akita, Iwate, Miyagi and Fukushima) for JCI ASPAC Yamagata. Conducted conference PR activities with each area member.

<6. Use JCI ASPAC Yamagata as an opportunity of leadership training for community development.>

Members of JCI Yamagata held the following meetings.

1. Meetings for local chapter business -Permanent Board Members' meeting: 12 times -Board meeting: 12 times -Sectional meetings: over 150 times in total.
2. Preparatory meetings for the 2014 JCI ASPAC Yamagata -COC steering committee chair/vice-chair meeting: 21 times -COC council meeting: 13 times -Sectional meetings: over 100 times in total.

Results : <1. Carry out projects in cooperation with local chapters of JCI in various regions and move towards a "leading global network.">

The following actions were taken for this objective. The following number of JCI Yamagata members participated in the conferences.

1. Kyoto conference: 57 members participated.
2. JBM: 5 members participated.
3. Fukko (Recovery from the '11 Great East Japan Earthquake) Creation Forum: 52 members participated.
4. ASPAC Senate Golf Tournament: 13 members participated.
5. ASPAC Conference in Gwangju: 116 members participated.
6. GPS: 9 members participated.
7. MYE: 9 members participated.
8. Summer Conference: 50 members participated.
9. Yamagata Bloc Conference: 116 members participated
10. Tohoku JC Forum: 114 members participated.
11. World Congress: 35 members participated.
12. National Conference: 114 members participated

Attended conferences in over 30 locations across Japan to promote ASPAC.

Participated in New Year Meetings at JCI Korea, JCI Hong Kong, JCI Taiwan and JCI Macao. We also had frequent exchanges with our sister JCs, such as JCI Kurashiki, JCI Si-Wei (Taiwan) and JCI Hong Kong City Lady (Hong Kong) to promote and prepare for ASPAC together.

As a result, JCI Yamagata further enhanced the global network of JCI.

<2. Work together with more private citizens and corporations to positively change the people of the local community and impact the local economy.>

Held a reception for the governor of Yamagata Prefecture, mayor of Yamagata City and representatives of 16 of the most influential corporations in Yamagata in order to raise their awareness of ASPAC and JCI activities. The number of non-JCI members in attendance was 103. We introduced the attendees to the activities of JCI and the programs to be held at the ASPAC. The attendees profoundly understood our presentation and positively changed. They offered their complete cooperation for ASPAC.

Planned and ran the Yamagata Fireworks Festival, which was held on August 14, 2013. We collected USD350,000 in sponsorship. 270,000 people of the community came to the Yamagata Fireworks Festival, which was produced using the sponsorship money. Companies returned the profits to the community and fulfilled their social responsibility. The 270,000 citizens benefited from the companies' social responsibility.

JCI Yamagata conducted an individual skill development program for private citizens in the community. The 47 people who participated in the program were positively changed after the completion of the program. They took initiative to identify issues in the community, and conceived and executed projects. These citizens, who were impacted by the program and became active citizens, are currently involved in the following projects.

1. A project to deepen the understanding of community in Yamagata, and to train and foster personnel. < LI > A project, in cooperation with the Board of Education, for 100 high school student-leaders to discuss future careers with adults in various jobs.

<3. Train and foster personnel that will act from a global perspective for

the sake of world peace.>

Carried out a project relating to UN MDGs (United Nations Millennium Development Goals) for the children in the community.

We carried out a project at three elementary schools and two junior high schools in Yamagata City to learn about UN MDGs and create solutions. 350 children in the community participated.

The children experienced the project, thought about actions to take in order to achieve the goals and initiated the following actions.

1. Fundraiser to build primary schools.
2. Cherish the opportunity to learn.
3. Protect the environment and effectively use resources.
4. Tell others, who don't know of UNMDGs, about the issues.

<4. Expand membership by increasing recognition of JCI activities in the community >

JCI Yamagata added 39 new members during the year of 2013. This represents a pure increase of 33% from the number of members at the beginning of 2013.

<5. The Tohoku District JCI members will be cooperating to prepare and publicize JCI ASPAC Yamagata. We will use JCI ASPAC Yamagata as an opportunity to develop the Tohoku District.>

JCI Yamagata entered into an associate supervisor agreement with all regions in the Tohoku area (Aomori, Akita, Iwate, Miyagi and Fukushima) for JCI ASPAC Yamagata. As a result of these agreements, every member in Tohoku became a part of running JCI ASPAC Yamagata.

<6. Use JCI ASPAC Yamagata as an opportunity of leadership training for community development.>

The members of JCI Yamagata held numerous meetings to prepare for the 2014 JCI ASPAC Yamagata.

COC steering committee chair/vice-chair meeting was held 21 times and COC council meeting was held 13 times. A total of over 100 meetings were held at the various sections.

1. Members of each section identify issues through preparatory work.
2. Members of each section report the identified issues at the sectional meeting.
3. Discuss solutions to the issues at each sectional meeting.
4. Identify new issues at the sectional meeting.
5. Discussion in sectional meetings results in actions to resolve the issues.
6. Resolve the issues.

The members of JCI Yamagata repeated the above steps 1 through 6, over and over, from the identification to the resolution of an issue. Members of JCI Yamagata learned through more than 134 meetings in addition to meetings for ordinary local chapter business. The necessary skills for leadership were acquired. Consequently, members of JCI Yamagata experienced unprecedented personal growth.

Actions Taken : Actions taken during the year of Jan. ~ Dec. 2013

1. Informed members of the JCI programs for the year, checked with members on the programs for which they are available, and updated their availability for programs every month. (Objective 1)
2. The members of JCI Yamagata held the following meetings. (Objective 6)

(1) Meetings for local chapter business

- Permanent Board Members' meeting: 12 times
- Board meeting: 12 times
- Sectional meetings: over 150 times in total.

(2) Preparatory meetings for the 2014 JCI ASPAC Yamagata

- COC steering committee chair/vice-chair meeting: 21 times
- COC council meeting: 13 times
- Sectional meetings: over 100 times in total.

Specific actions of 2013

Jan. 7 ~ 13: JBM, 5 members attended (Objective 1)

Jan. 17 ~ 20: Attended Kyoto Conference (Objective 1)

Jan. ~ mid Apr.: Review of Yamagata Fireworks Festival project details (Objective 2)

Feb. 5: Membership expansion seminar (Objective 4)

Feb. 12: Membership expansion seminar (Objective 4)

Mar. 10: Attended Fukko (Recovery from the '11 Great East Japan Earthquake) Creation Forum (Objective 1)

Mar. 12: Membership expansion seminar (Objective 4)

Mar. 19: Membership expansion seminar (Objective 4)

Mar. 24~26: ASPAC Senate Golf Tournament (Objective 1)

Apr. 23: Decided on Yamagata Fireworks Festival project details (Objective 2)

Apr. 24 : Membership expansion seminar (Objective 4)

Apr. 26: Individual skill development program solicitation and explanatory meeting (Objective 2)

May ~ Sep.: Review of UN MDGs project details (Objective 3)

May 14: Membership expansion seminar (Objective 4)

May 15: Began sponsorship solicitation for Yamagata Fireworks Festival (Objective 2)

May 25: Individual skill development program, opening ceremony and memorial lecture (Objective 2)

May 25: Membership expansion seminar (Objective 4)

May 31: Individual skill development program, lecture no. 1 (Objective 2)

Jun. 11: Membership expansion seminar (Objective 4)

Jun. 12 ~ 16: Attended JCI ASPAC in Gwangju (Objective 1)

Jun. 26: Proposed associate supervisor agreement to Miyagi bloc (Objective 5)

Jun. 27: Held reception to raise awareness of ASPAC/JCI activities (Objective 2)

Jun. 28: Proposed associate supervisor agreement to Fukushima bloc (Objective 5)

Jun. 29: Proposed associate supervisor agreement to Akita bloc (Objective 5)

Jul. 5: Individual skill development program, lecture no. 2 (Objective 2)

Jul. 6: Proposed associate supervisor agreement to Aomori bloc (Objective 5)

Jul. 6: Proposed associate supervisor agreement to Iwate bloc (Objective 5)

Jul. 6 ~ 7: Attended Yamagata Bloc Conference.

Jul. 20: Attended Summer Conference (Objective 1)

Jul. 23 ~ 27: Attended MYE (Objective 1)

Jul. 24 ~ 27: Attended GPS (Objective 1)

Aug. 14: Yamagata Fireworks Festival (Objective 2)

Aug. 30: Individual skill development program, lecture no. 3 (Objective 2)

Sep. 13: Individual skill development program, lecture no. 4 (Objective 2)

Sep. 6: Executed associate supervisor agreement with each bloc of the Tohoku District (Objective 5)
 Sep. 7 ~ 8: Attended Tohoku JC Forum (Objective 1)
 Oct. 3: Conducted class on UNMDGs at elementary school (Objective 3)
 Oct. 3 ~ 6: Attended National Conference (Objective 1)
 Oct. 4: Conducted class on UNMDGs at elementary school (Objective 3)
 Oct. 11: Individual skill development program, lecture no. 5 (Objective 2)
 Oct. 22: Conducted class on UNMDGs at junior high school (Objective 3)
 Oct. 29: Conducted class on UNMDGs at junior high school (Objective 3)
 Nov. 5 ~ 10: Attended World Congress (Objective 1)
 Nov. 7: Conducted class on UNMDGs at elementary school (Objective 3)
 Nov. 15: Individual skill development program, lecture no. 6 (Objective 2)
 Dec. 7: Individual skill development program, presentations (Objective 2)

Recommendations : ***THE BROTHERHOOD OF MAN TRANSCENDS THE SOVEREIGNTY OF NATIONS.***

We believe it is very effective to undertake various activities together with sister JCs.

Even in far away places, our activities influence local chapters through our sister JCs. We found that the project spreads widely, transcending country and region. However, spreading the impact of a project requires work to maintain relationships with sister JCs.

Our Tohoku partners and we have been given the opportunity—JCI ASPAC Yamagata—to show various people from all countries and regions that we are positively changing.

From the above, we believe Objectives 1 and 5 were greatly achieved.

THE ECONOMIC JUSTICE.

We created a project model wherein a company can fulfill its social responsibility, and all people, regardless of economic status, age or sex, can benefit from the company's social responsibility. This project model has been maintained for 34 years and has become a significant regional development project.

EARTH'S GREAT TREASURE LIES IN HUMAN PERSONALITY.

The following was considered important based on the various projects we carried out for the people in the community.

When a program starts:

1. Convey to the participants the attractiveness of the program we offer.
2. Participants sense that they will be changed after the program is finished.

During the program and at the end:

1. Participants want to create their own story/future beyond the program.

Of the projects we carried out, all three of these aspects were successfully realized in the individual skill development program. For the UNMDGs project, aspect No. 3 needs to be strengthened. We think improvement will come from: demonstrating that society is impacted when many people do small things, individually; and presenting specific actions to that end.



1

Award Category criteria

JCI Yamagata considered the following points to bring positive change in the community.

1. Connection of JCI Yamagata and sister JCs.
2. Connection of JCI Yamagata and the people in the community.
3. Connecting the people of the community to the world.
4. Connection of JCI Yamagata and JC members in the Tohoku District.
5. Leadership training of JCI Yamagata members.

JCI Yamagata carried out projects that will impact itself as well as the people around it in order to change the community.

Every member took on enhancement responsibilities and participated in member expansion activities. As a result, ties to young business people of the community were broadened and 39 new members (33%) were added. Additionally, activities were widely communicated to the general population as each member deepened their understanding and spread awareness of JC activities. We called this the POWER UP 40 PROGRAM.

JCI Yamagata performed activities to implement ASPAC together with sister JCs for the purpose of causing positive change in the community. JCI Yamagata performed activities to implement ASPAC together with sister JCs for the purpose of causing positive change in the community. Additionally, a program was implemented to improve awareness of UN MDGs among people in the community. As a result, awareness was improved and solutions were presented. We strengthened the global network of active citizens. Furthermore, we raised awareness among the people in the community that we are carrying out projects as active citizens with a global network.

1. Improved communication between members and member JCs with respect to growth.
Attended many conferences in Japan and overseas in preparation for JCI ASPAC Yamagata, and interacted

with many JCI members through promotional activities. As a result, the global network was strengthened.

2. Added new members

JCI Yamagata added 39 new members, which amounts to 33% of the initial membership at the beginning of the year.

3. UN MDGs

JCI Yamagata conducted a program to increase awareness of UN MDGs with 350 elementary/junior high school students.

4. Promoted ISR through the individual skill development program.

JCI Yamagata offered an individual skill development program and carried out the project so that private citizens of the community may fulfill their individual social responsibility.

2

Award Category criteria

COC steering committee chair/vice-chair meeting was held 21 times and COC council meeting was held 13 times. A total of over 100 meetings were held at the various sections.

1. Members of each section identify issues through preparatory work.
2. Members of each section report the identified issues at the sectional meeting.
3. Discuss solutions to the issues at each sectional meeting.

COC steering committee chair/vice-chair meeting was held 21 times and COC council meeting was held 13 times. A total of over 100 meetings were held at the various sections.

1. Members of each section identify issues through preparatory work.
2. Members of each section report the identified issues at the sectional meeting.
3. Discuss solutions to the issues at each sectional meeting.
4. Identify new issues at the sectional meeting.
5. Discussion in sectional meetings result in actions to resolve the issues.
6. Resolve the issues.

The members of JCI Yamagata repeated the above steps 1 through 6, over and over, from the identification to the resolution of an issue. Members of JCI Yamagata learned through more than 134 meetings in addition to meetings for ordinary local chapter business. The necessary skills for leadership were acquired. Consequently, members of JCI Yamagata experienced unprecedented personal growth.

JCI Yamagata had a great impact on individuals through the above. JCI Yamagata had a great impact on individuals through the above.



3

Award Category criteria

1. Project for increasing awareness of JCI activities and ASPAC

Held a reception for the governor of Yamagata Prefecture, mayor of Yamagata City and representatives of 16 of the most influential corporations in Yamagata in order to raise their awareness of ASPAC and JCI activities.

2. Individual skill development program for private citizens of the community was implemented for the following purposes.

1. To develop community leaders who want to make Yamagata, the community where they live, a better place.
2. To have those leaders bring positive change to the community.

47 people from the community learned the following through a total of seven classes. -Case studies of communities that underwent positive change.

-Methods for identifying and specifying issues in the community.

-Methods for building a team to resolve the issues.

-Methods for creating specific solutions for the issues.

1.103 non-JCI personnel from the community attended a reception hosted by JCI Yamagata to raise awareness of ASPAC and JCI activities.

We introduced the attendees to the activities of JCI and the programs to be held at ASPAC.

The attendees profoundly understood our presentation, positively changed and offered complete cooperation toward ASPAC.

The 47 people who participated in the program were positively changed after the completion of the

program. They took initiative to identify issues in the community, and conceived and executed projects. These citizens, who were impacted by the programs and became active citizens, are currently involved in the following projects. A project to deepen the understanding of community in Yamagata, and to train and foster personnel. A project, in cooperation with the Board of Education, for 100 high school student-leaders to discuss future careers with adults in various jobs.

4

Award Category criteria

1. Program to increase awareness of UN MDGs

Carried out a project relating to UN MDGs (United Nations Millennium Development Goals) for the children in the community.

We carried out a project at three elementary schools and two junior high schools in Yamagata City to learn about UN MDGs and create solutions. 350 children in the community participated.

2. Working with JCI members in Asia, besides JCI JAPAN, for the preparation of JCI ASPAC Yamagata.

Participated in New Year Meetings at JCI Korea, JCI Hong Kong, JCI Taiwan and JCI Macao. We also had frequent exchanges with our sister JCs, such as JCI Kurashiki, JCI Si-Wei (Taiwan) and JCI Hong Kong City Lady (Hong Kong), to promote and prepare for ASPAC together.

1. Children in the community experienced the program for raising awareness of UN MDGs.

The children initiated the following actions in order to achieve the goals.

1. Fundraiser to build primary schools.
2. Cherish the opportunity to learn.
3. Protect the environment and effectively use resources.
4. Tell others, who don't know of UN MDGs, about the issues.
5. The children became active citizens.

2. TRANSCENDS THE SOVEREIGNTY OF NATIONS

We experienced the possibility of easily solving an issue by acting together for the same purpose, across national boundaries.

We strongly felt the importance of entering into sister JCI arrangements and the possibilities for the future.



5

Award Category criteria

ECONOMIC JUSTICE CAN BEST BE WON BY FREEMEN THROUGH FREE ENTERPRISE!! >

For 34 years, JCI Yamagata has been organizing projects in which private citizens of the community, regardless of economic status, age or sex, benefit from corporate social responsibility.

Every year, we have organized the Yamagata Fireworks Festival with the cooperation of Yamagata City and the community. We create a theme for the project every year. The theme concerns positive change in people. The project is planned and run according to the theme.

Corporations return a benefit to the community by providing sponsorship money to the project, which provides the opportunity for private citizens to think about sustainable development of their community.

JCI Yamagata created a way for corporations to fulfill their social responsibility to the people in the community.

1. All kinds of corporations in the community offer money for the community.
2. We use that money to plan and run projects.
3. Private citizens of the community, regardless of economic status, age or sex, are benefited by our projects.

We raised USD350,000 in sponsorship money from over 1200 companies in the community for the 2014 Yamagata Fireworks Festival. In 2013, 270,000 people who came to the Fireworks benefited from the social responsibility of corporations.

Many corporations continue to impact private citizens in the community through the schemes we have

created over the past 34 years.