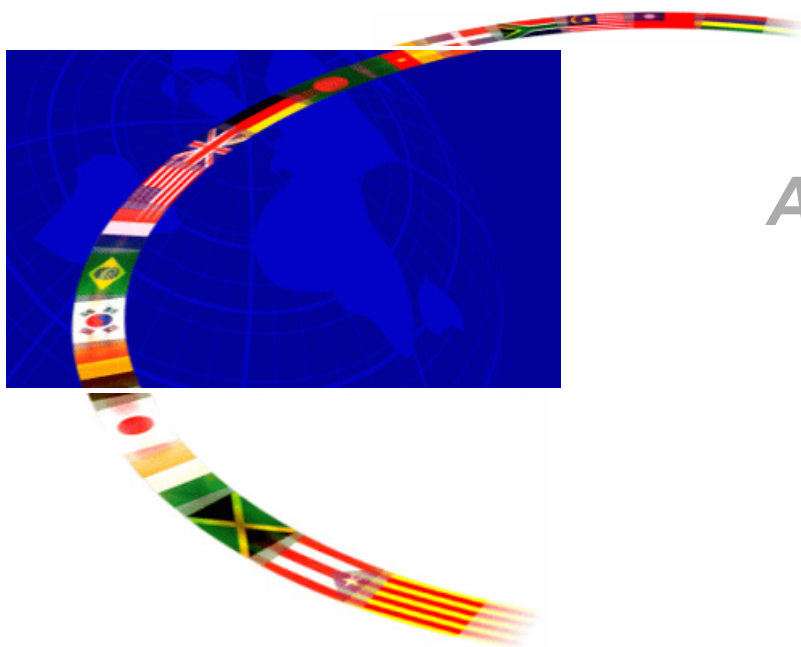




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Asia-pacific Conference
GOOD CONSCIENCE 2014
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: nori72nori72wanokokoro@gmail.com

Basic Information

Duration : Jan. 1~Dec. 31, 2013

Staff : 936members

Sponsors : City of Osaka, Mayor of the City of Osaka, Osaka City Board of Education, Imperial Household Agency

Budget : USD 1,096,800

Profit / Loss : None

In which UN MDG best fit (if apply) : ? : Eradicate extreme poverty and hunger

Who is benefited ? : 2.67 million Osaka citizens

Objective : Our objectives are as follows:

- To make our relationship with local people better.
- To make our community stronger.
- To get citizens to become interested in various problems.
- To achieve a cooperative relationship with each other.

Overview : **(1)To build a system in which adults raise children in the whole community.**

(2)To build a system in which people can solve local issues by themselves.

(3)To foster people who can take actions not for themselves but for others with consideration, in Japanese OMOIYARI.

Results : (1)We helped children understand that their daily life was related to the world. It motivated them to do everything positively with the aim of making a brighter future.

(2)There was an increase in the number of people who became aware that they could solve local issues in cooperation with local citizens, governments, and companies.

(3)We could share the significance of solidarity with local citizens through various activities with the aim of sustainable economic development and world peace.

Actions Taken : April~November, 2013 Implementation of Members Growth Program

March~October, 2013 Through our program, flowers were planted along a run-down riverbank and changed it into a symbol of the community.

May, 2013~March, 2014 We ran a program through which adults delivered lectures at schools.

Aug. 10, 2013 We helped hold a fireworks display

Aug. 20~25, 2013 Implementation of Peace Conference of Youth 2013

Sep. 5~10, 2013 Implementation of 2013 The Outstanding Young Persons

Oct. 12 and 13, 2013 Implementation of Osaka Gourmet Festival

Recommendations : We planed our actions aiming to make better relationships, a stronger community, and to rebuild it.

(1)To build a system in which adults raise children in the whole community.

(2)To build a system in which people can solve local issues by themselves.

(3)To foster people who can take actions not for themselves but for others with consideration, in Japanese OMOIYARI.



1

Award Category criteria

We planned our actions aiming to make better relationships, a stronger community, and to rebuild it.

(1) To build a system in which adults raise children in the whole community.

(2) To build a system in which people can solve local issues by themselves.

(3) To foster people who can take actions not for themselves but for others with consideration, in Japanese OMOIYARI.

We held the following programs that empowered JCI Osaka members to make positive changes by themselves and in cooperation with local governments and private associations;

(1) Through our program and in conjunction with local citizens, flowers were planted along a run-down riverbank and changed it into a symbol of the community. Favorable changes could be seen, which motivated them to make positive change.

(2) Through listening to adults' lectures about their professions, children made positive change. In addition, adults also made positive change through being trained.

(3) We built a system in which people voluntarily solve local issues. We provided opportunities for people to take proactive actions.

We advanced the JCI Mission as above.

We held the following programs that empowered JCI members, government organizations and local citizens to have a good relationship with each other;

(1) We invited 50 companies who run restaurants to sell food at their own booth. They had an opportunity to sell their food at a lower price and a lower risk than usual. They realized that they had the possibility to attract a new customer segment. As a result of this, participant companies and local governments could

build a new network.

(2) We invited 5 business people from foreign countries. They shared their approach to fair trade with local citizens, which enabled them to build an international network.

(3) We held a conference for Japanese students and foreign students with the aim of solving food issues. They successfully built a global network with each other.

We contributed to the JCI Plan of Action as below;

(1) We empowered students in Japan and from abroad to discuss how to solve food issues which is one of MDGs. People in the community could find out its progress and result at a forum.

(2) We made a handbook through which JCI Osaka members learned about how to manage our organization. We have trained them repeatedly with the use of this handbook. JCI Osaka members could acquire management skills. If they can manage JCI effectively, they can meet various requests and impact the world more strongly.

(3) Local President of JCI Osaka stressed the importance of Circle of care. In every action we kept it in mind. These key words, Circle of care target not only JCI Osaka members but all members in the world,





2

Award Category criteria

- JCI Osaka provided opportunities for new members to learn about other members activities who had become a leader that year. In addition, they had opportunities to become a leader and accomplish one program.
- The handbook we made includes how to manage JCI Osaka. We held a training course for JCI Osaka members with the use of this handbook.
- We provided opportunities for adults in the community to give a lecture.
- JCI Osaka empowered existing members to become role models for new members. As a result of this, the number of new members who pursue the post of executive increased. In addition, the number of members who were cultivated to be a leader increased.





Award Category criteria

3

We held the Blooming Flowers program with the aim of increasing the number of citizens who could take proactive actions.

We changed a rough riverbank into a field of flowers through this program.

NHK, the most popular TV channel in Japan, broadcasted about us on TV. More and more people became interested in our program through this. Ten other communities ran the same program as ours. Thus, our movement is spreading so that more citizens can make positive change.



4

Award Category criteria

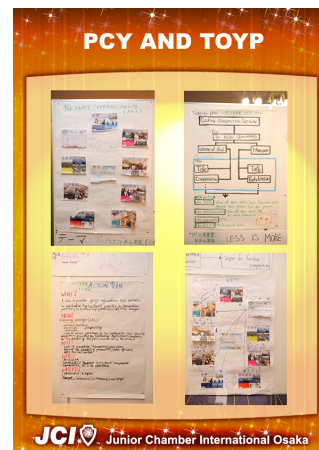
We invited 5 business people who promote fair trade from foreign countries and showcased their activities to local citizens.

We expect them to build bridges between Japan and foreign countries.

We empowered students in Japan and from abroad by discussing how to solve food issues which is one of MDGs. We helped them implement an action plan they derived from their discussion.

We enhanced cooperation with international exchange organizations and local governments. We also held a program in which we exchanged opinions with each other and obtained a deeper understanding of each others activities.

As a result of this, local citizens became more conscious of how international exchange is related to their daily life. In addition, the effect of this program is also expected to improve.





5

Award Category criteria

We invited 50 companies who run restaurants. We provided opportunities for them to sell their food at lower price and lower risk than usual and to become aware of the possibilities of new business.

Participant companies actually realized the possibilities of new business. **In a questionnaire to them, 86% of them answered that they would like to participate in this program again**, if it was held. We successfully motivated them to develop new business.

