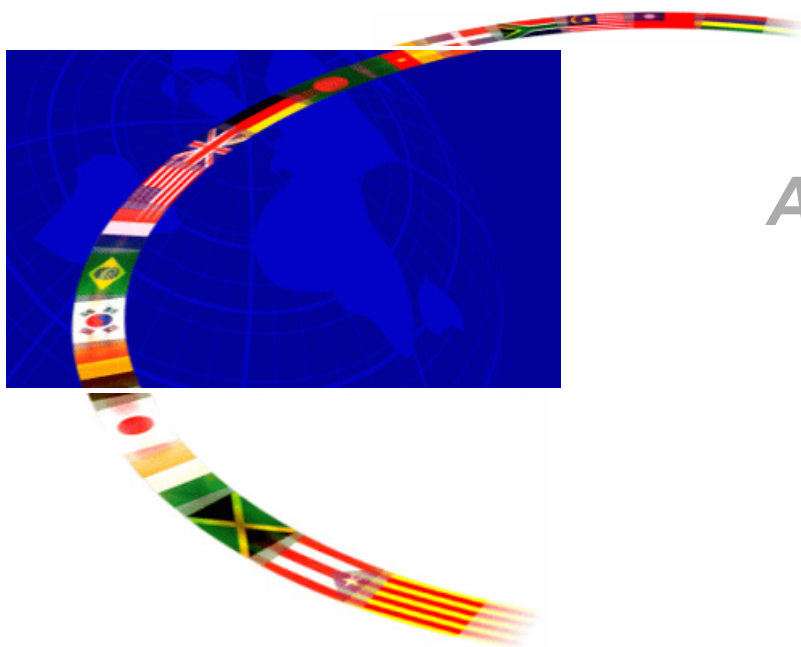




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Asia-pacific Conference  
Design the Future  
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](mailto:japan@jci.cc)

#### LOM Information

Local Organization:

President:

President Email: [uratakgt@yahoo.co.jp](mailto:uratakgt@yahoo.co.jp)

### Basic Information

Duration : Jan. 1st 2013 - Dec. 31st 2013

Staff : 201 member

Sponsors : Kanazawa City's 460,000 citizens, government and corporations

Budget : None

Profit / Loss : None

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

Who is benefited ? : Kanazawa City's 460,000 citizens

Objective : **President Masahiro Fujiya's objectives are:**

- 1. To increase opportunities for members of JCI Kanazawa to engage in JCI.**
- 2. To make members of JCI Kanazawa create positive change and work actively.**
- 3. To increase the number of active citizens in Kanazawa City.**
- 4. To build recognition of JCI Kanazawa.**

Overview : **Improvement of members' quality**

- 1. President Masahiro Fujiya correctly informed members of JCI movement.**
- 2. President Masahiro Fujiya took strong leadership in attracting 2015 JCI World Congress.**
- 3. Many members participated in JCI projects thanks to his strong leadership.**
- 4. Those members who participated in JCI projects acted positively and promoted JCI movement.**

**Increase in the number of active citizens**

- 1. President Masahiro Fujiya correctly informed citizens of JCI movement.**
- 2. Government and many corporations agreed to the content of JCI movement thanks to his strong leadership.**
- 3. President Masahiro Fujiya promoted many citizens' participation by informing them of the movement.**
- 4. Citizens had an opportunity to develop an awareness of social contribution by participating in JCI projects.**

**Building recognition of JCI Kanazawa**

- 1. President Masahiro Fujiya created opportunity to correctly pass on JCI movement to citizens.**
- 2. President Masahiro Fujiya built recognition of Local Organization Member by bringing in many new members.**

- Results :
1. His lead in participating in **all of the JCI's projects** led to many participants from members.
  2. Members of JCI Kanazawa conducted **19 projects** as leaders of the community.
  3. Citizens of Kanazawa participated in 19 projects and we had more **active citizens**.
  4. JCI Kanazawa's recognition was built through its projects and **we brought in 43 new members**.
- <The number of JCI Kanazawa members who participated in JCI projects>
- JBM (Jan. 9th - 13th 2013) Participants: 15
- Conference of the Americas (May 1st - 4th 2013) Registrations: 12 / Participants: 12
- Africa and Middle East Conference (May 8th - 11th 2013) Registrations: 12 / Participants: 12
- European Conference (May 29th - Jun. 1st 2013) Registrations: 11 /

Participants: 11  
 Asia-Pacific Conference (Jun. 13 - 16 2013) Registrations: 146 / Participants: 85  
 MYE (Jul. 22nd - 23rd 2013) Participants: 12  
 GPS (Jul. 24th - 26th 2013) Registrations: 29 / Participants: 13  
 World Congress (Nov. 4th - 9th) Registrations: 206 / Participants: 58 (including senior members)  
 JCI Kanazawa members who completed the **Grand Slam: 4**  
 5. 65 members among those who created positive change were assigned to JCI or JCI Japan in 2014.  
 6. **JCI Kanazawa succeeded in attracting 2015 JCI World Congress thanks to the members' dedicated effort.**

Actions Taken : 2013 JCI Kanazawa President Masahiro Fujiya participated in all of the JCI Events.  
 JBM (Jan. 7th - 13th 2013) President Masahiro Fujiya held VIP Dinner hosted by JCI Kanazawa.  
 Conference of the Americas (May 1st - 4th 2013)  
 Africa and Middle East Conference (May 8th - 11th 2013)  
 European Conference (May 29th - Jun. 1st 2013)  
 Asia-Pacific Conference (Jun. 13 - 16 2013)  
 MYE (Jul. 22nd - 23rd 2013) President Masahiro Fujiya promoted the bid for World Congress.  
 GPS (Jul. 24th - 26th 2013)  
 World Congress (Nov. 4th - 9th) President Masahiro Fujiya held VIP Luncheon hosted by JCI Kanazawa. He made a speech to attract 2015 JCI World Congress in General Assembly and made a successful bid to host it.

**2013 JCI Kanazawa President Masahiro Fujiya contributes to JCI.**  
 He donated \$2,000 to JCI Foundation.  
 He donated \$1,000 to JCI Nothing But Nets.  
 He completed the Grand Slam.

**President Masahiro Fujiya was commended by JCI Japan President Obata for his Local Organization's highest participation rate in JCI projects in JCI Japan.**

Recommendations : The article that JCI Kanazawa made a successful bid to host 2015 JCI World Congress was published in a local newspaper (circulation of 310,000).  
 President Masahiro Fujiya was featured in special program broadcast on local television owing to his strong leadership as JCI Kanazawa President (700,000 household viewership).

## 1

## Award Category criteria

President Masahiro Fujiya

1. Took the lead in participating in 4 area conferences, JBM, MYE, GPS and World Congress and he himself joined all of them.
2. Made a successful bid to host 2015 JCI World Congress.
3. Offered JCI Kanazawa members opportunities to get positively involved in JCI and to improve themselves.
4. Played a leading role in acting to bring in new members.

President Masahiro Fujiya offered JCI Kanazawa members opportunities to get positively involved in JCI and had more active members.

1. Participation in 4 area conferences, JBM, MYE, GPS and World Congress
2. VIP Dinner in JBM and VIP Luncheon in World Congress, both of which were hosted by JCI Kanazawa
3. Japan Night booth in ASPAC and World Congress
4. 2 members joined JCI Academy in Fukuyama and completed it.
5. 43 new members
6. More Local Organization Members who created positive change participated in the projects.



## 2

## Award Category criteria

President Masahiro Fujiya conducted 19 projects for the local community.

President Masahiro Fujiya correctly informed the community of JCI movement.

Government, 5 corporations and 8 NPOs agreed to cooperate in 19 projects of JCI Kanazawa.

Especially in projects to promote corporate CSR, President Masahiro Fujiya gained a lot of cooperation. Corporations and citizens understood and agreed to JCI movement, and they acted with us.

Corporations and citizens developed an awareness of social contribution, which led to more active citizens.

To correctly pass on JCI movement leads to building JCI's recognition.

JCI Kanazawa informed the local community of JCI Kanazawa's projects.

More citizens understood and agreed to JCI Kanazawa's projects.

Increase in the number of active citizens in the local community means contribution to the community.

The local community becomes a sustainable society.



He brought Young Active Students to be a Global Networker

JCI Junior Chamber International KANAZAWA



He spreaded CSR Activities to companies in community

JCI Junior Chamber International KANAZAWA



TV Program was broadcasted as a Leader of the community!

JCI Junior Chamber International KANAZAWA



JCI Junior Chamber International KANAZAWA

## Award Category criteria

## 3

2003 Joined to the JCI Kanazawa, Regular Meeting Commission  
 2004 Community Future Vision Commission  
 JCI Japan Public Relation Commission  
 2005 Vice Chairman Regional Collaboration Commission  
 2006 Membership Commission  
 2007 Vice Chairman Membership Commission  
 2008 Chairman Next Generation's Education Commission  
 2009 Regional Collaboration Commission, JCI Japan ASPAC Support Commission  
 2010 Vice President  
 2011 Secretary General  
 2012 Executive Vice President  
 JCI Japan Chairman Mutual Understanding Establishment Commission  
 2013 President

**JCI Senator No. 71847**

President Masahiro Fujiya took strong leadership in succeeding in 19 projects.

President Masahiro Fujiya improved members' sense of responsibility and activity through JCI projects.

President Masahiro Fujiya inspired members' commitment to the projects.

**President Masahiro Fujiya provided strong leadership, which led to 43 new members.**

President Masahiro Fujiya conducted 10 committees and developed 17 leaders.







## 4

## Award Category criteria

New Year's Reception - 146 members attended (86%)

Corporate CRS Promotion Project - 138 members attended (35%)

Local Economy Revitalization Project - 138 members attended (74%)

Developing Youth Quality Project - 48 members attended (26%)

Community Future Vision Project - 143 members attended (76%)

Citizens Forum to Think about Problems in Community - 146 members attended (78%)

Japan Night Booth (ASPAC in Gwangju) - 85 members attended (45%)

Japan Night Booth (World Congress in Rio de Janeiro) - 58 members attended (31%)

#### Participation rate of Regular Meeting

Jan.(85%), Feb.(92%), Mar.(95%), Apr.(88%), May(100%), Jun.(87%), Jul.(93%), Aug.(85%), Sep.(87%), Oct.(83%), Nov.(86%), Dec.(89%)

#### Number of participants who attended JCI Japan projects from JCI Kanazawa

JCI Japan New Year's Conference (Jan. 17th -20th 2013) Participants: 127

JCI Academy (Jul.7th - 12th 2013) Participants: 2

JCI Japan Summer Conference (Jul. 20th - 23rd 2013) Participants: 129

JCI Japan National Conference (Oct.3rd - 6th 2013) Participants: 146

#### Number of participants who attended JCI projects from JCI Kanazawa

JBM (Jan. 7th - 13th 2013) Participants: 15

Conference of the Americas (May 1st - 4th 2013) Participants: 12

Africa and Middle East Conference (May 8th - 11th 2013) Participants: 12

European Conference (May 29th - Jun. 1st 2013) Participants: 11

Asia-Pacific Conference (Jun. 13 - 16 2013) Participants: 85

MYE (Jul. 22nd - 23rd 2013) Participants: 12

GPS (Jul. 24th - 26th 2013) Participants: 13  
World Congress (Nov. 4th - 9th) Participants: 58  
4 JCI Kanazawa members including him completed  
the grand slam.



# 5

## Award Category criteria

**President Masahiro Fujiya thinks it important that Local Organization Members understand JCI movement and take action.**

President Masahiro Fujiya believes that improving Local Organization Members' quality leads to local contribution.

President Masahiro Fujiya himself participated in all of the JCI projects together with many Local Organization Members.

President Masahiro Fujiya provided Local Organization Members opportunities to be involved in JCI projects.

Local Organization Members understood JCI movement and created positive change.

Those members who created positive change conducted projects for the local community.

**President Masahiro Fujiya put it into practice that 'earth's great treasure lies in human personality.'**

President Masahiro Fujiya believes that people grow further by meeting other people.

President Masahiro Fujiya met many people and passed on JCI movement.

Local Organization Members also passed on JCI movement influenced by his action.

JCI Kanazawa brought in 43 new members by building the recognition of JCI and JCI Kanazawa.





## Award Category criteria

## 6

**President Masahiro Fujiya always acts for other people's benefit, not for his own benefit.**

As a management executive, President Masahiro Fujiya introduces human resources development program for local contribution.

His employees are acting not only for their corporation's benefit but also for the local community. President Masahiro Fujiya contributes not only to JCI but also to government or NPO.

Ishikawa Environmental Conservation Association / Executive board member

Ishikawa Educational Development Association / Executive board member

Ishikawa Committee for Promotion of Sports for the Disabled / Executive board member

Kanazawa Youth Development Council / Executive board member

Kanazawa Tourism Promotion Council / Executive board member

**President Masahiro Fujiya always puts it into practice that 'service to humanity is the best work of life.'**

His action changed the awareness of his family and his employees.

There were more active citizens closest to him.

His family and his employees are involved in local contribution activities with him.

President Masahiro Fujiya has made the speech at many gatherings other than JCI and expresses the greatness of taking action for other people.



