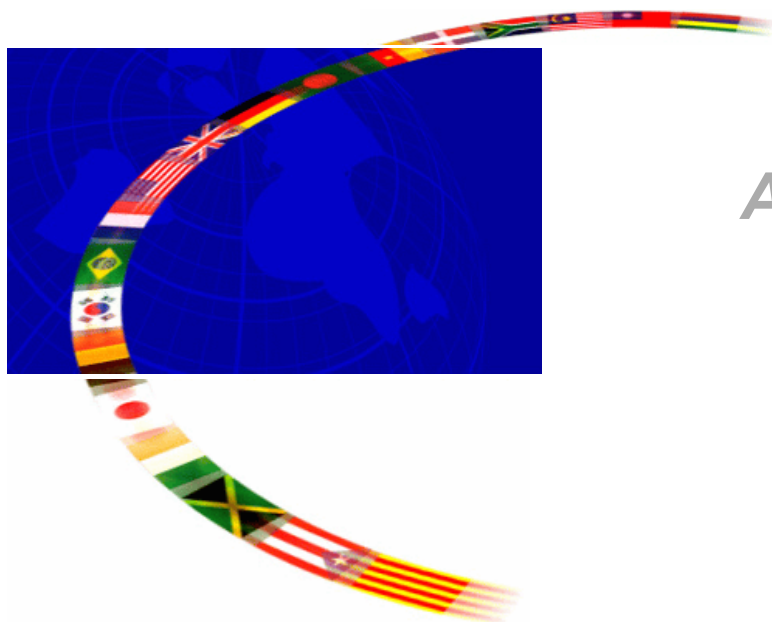




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
moral education program
JCI JAPAN
Best Long-term Local Community Program



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: inspirit1107@hotmail.com

Basic Information

Duration : from 10/7/2014 to 31/8/2014

Staff : 23members

Sponsors : Kyoto city/ Kyoto education board

Budget : Twenty-six thousand

Profit / Loss : 0

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

Who is benefited ? : 1.2 million of Kyoto citizen

Objective : To think with parents and children together about appreciating a daily life especially for the mind-set of taking good care of things, foods and people's kindness through the traditional culture and mind of Kyoto, and to expand a mind of consideration and morality among local community.

Overview : Open an exhibition to think with parents and children together about appreciating a daily life especially for the mind-set of taking good care of things, foods and people's kindness through the traditional culture and mind of Kyoto. Lecture: Theme "The Mind of Traditional Japanese Cuisine" by Setsuko Sugimoto, a cooking specialist. She speaks about the history of Traditional Japanese Cuisine, Japanese food culture, and that the basic mind of Japanese cuisine is to use everything of ingredients, that is, taking good care of foods. Booth: "the Food Festival" Participants can eat much kind of foods by free, and they can learn much more about foods, moreover, it increases communication among the people. Experience1: "Manner of Japanese Cuisine" Learning how to use chopsticks, rule of dishes and manners through food tasting. Experience2: making the monument "Thank you Light" Participants draw their own appreciation Experience3: making the "Wish Card for the Kyoto Star Festival" Participants write down their own appreciation on the card. For the information to non-participants, the "Thank you Light" and the "Wish Card for the Kyoto Star Festival" is displayed on the city street.

Results : Participants had understood again the spirits of Japanese Cuisine. Participants had understood again the mind-set of taking good care of things. Participants had appreciated again a daily life. The results had known through questionnaires.

Actions Taken : 10/ JULY INFORMATION ABOUT THE EXHIBITION 25/ JULY ADVERTISE THROUGH NEWSPAPER 10/ AUG. EXHIBITION (BE POSTPONED BECAUSE OF TYPHOON) 31/ AUG. EXHIBITION, SEND OUT QUESTIONNAIRES 1/ SEP. DISPLAY THE "THANK YOU LIGHT" AND THE "WISH CARD OF THE KYOTO STAR FESTIVAL"

Recommendations : The exhibition made an opportunity to the participants, both parents and children, to think about appreciating a daily life especially for the mind-set of taking good care of things, foods and people's kindness, the importance of a mind of consideration and morality through the traditional culture and mind of Kyoto; otherwise, it was not enough to correct information about the knowledge of non-participants. We should make questionnaire survey more expansive.

Award Category criteria

1

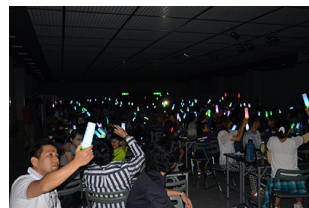
Objectives, Planning, Finance and Execution

What were the long-term objectives of this program? Recently, the Japanese people are satisfied of “material wealth,” and there are variety of sense of values in the society; otherwise, people show less consideration for others, never appreciate a daily life, and begin to forget the mind-set of taking good care of someone or something. The purpose of this program is to think with parents and children together about appreciating a daily life especially for the mind-set of taking good care of things, foods and people’s kindness through the traditional culture and mind of Kyoto, and to expand a mind of consideration and morality among local community.

How does this program align to the JCI Plan of Action? The participants, both of parents and children, think again the mind-set of taking good care of things, consideration of others, and morality. They also appreciate again a daily life through this project, and they should show there re-understanding to the others in their community; that is, they will act for the local community with passion.

Was the budget an effective guide for the financial management of the project? A subsidy from Kyoto city was effective guide for the financial management. Subsidy from Kyoto city: 540,000 yen
Operating expenses: 2,170,00 yen
Advertisement expenses: 370,000 yen

How does this project advance the JCI Mission and Vision?



Award Category criteria**2****Membership Participation**

By number, how many members were involved in this program? **23**

By percentage, how many members of the Local Organization were involved in this program? **47%**

Describe the main roles of the participating members in this program. **Some are the operating staff for the exhibition, and others are the participants with their children or their friend' s family.**

Award Category criteria**3****Community Impact**

How did the Local Organization measure community impact for this program? To think with parents and children together, through the traditional culture and mind of Kyoto, about appreciating a daily life especially for the mind-set of taking good care of someone or something, expand a mind of consideration and morality among local community.

Describe the actual community impact produced by this project To have a mind of consideration and morality each other introduce active local community network, and it made change society better and better.

Award Category criteria**4****Impact on Local Organization**

How did the Local Organization benefit from running this project?

To inform LOM activity to citizens through this project lead the citizen's understanding to an idea and activity of LOM.

How did the program advance the JCI Mission?

Made an opportunity to Kyoto citizens to think and realize local problem by themselves, and they will act to solve a local problem by themselves.

Award Category criteria**5****Long-term Impact of the Program**

What is the expected long-term impact of this project?

The mind-set of appreciating a daily life, taking good care of someone or something lead an expanding a mind of consideration and morality among local community.

What changes would you make to improve the results of this project?

To inform about the project is the most important to spread the mind for long time.