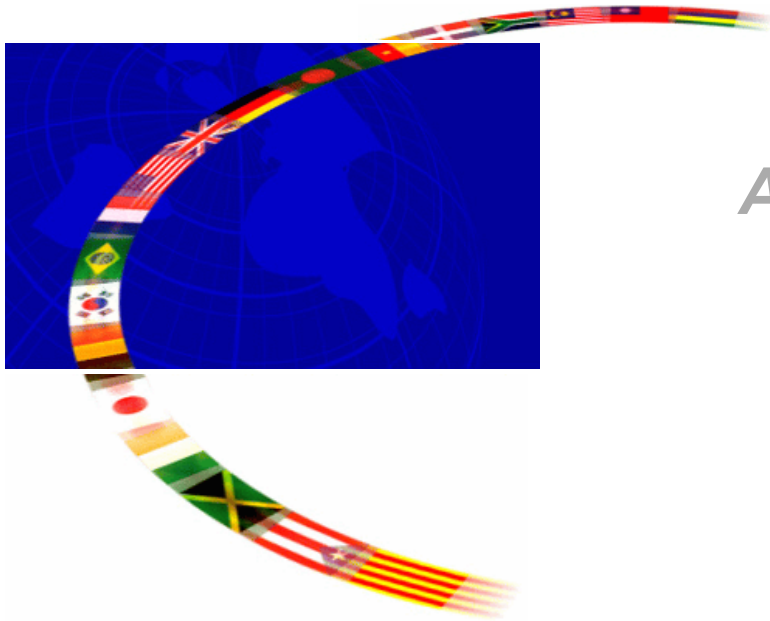




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
Ladies & Gentleman, All together now!
JCI JAPAN
Best National Growth & Development 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: shogo_aoki@noritsu.co.jp

Basic Information

Duration : Jan to Dec 2013

Staff : 124members

Sponsors : NONE

Budget : Eighty hundred dolla

Profit / Loss : NONE

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

- Who is benefited ?:
1. JCI - promote JCI Active Citizenship Framework
 2. JCI NOM/LOM - Recruitment & Growth

Objective : <Object1> Encouraging the active participation of the **women members** in JC movement.

- By the active participation of women members belonging to JCI JAPAN in JC movement, it provides women opportunities for positive changes through JC activities, and increases the number of active citizen of women.

<Object2> Expansion of the women members participation

- By the active participation of women members belonging to JCI JAPAN in JC movement and becoming **role model** for applicants, it increases the number of women members belonging to JCI JAPAN.

By achieving the above objectives, in the perspective of both men and women, it enables JCI JAPAN to perform movement for **positive changes** in society.

<Background>

- In Japan, the social advancement of women has been slow compared to other developed countries. Percentage of women managers is 9%, which is less compared to the 30-46% of the United Kingdom and Germany.
- The situation is the same even in JCI JAPAN. JCI JAPAN has a membership of 33,212 in 2012, but the percentage of women members remain only at 5.9% (1988 people).
- In 2012, none of them is women among 103 officers of JCI JAPAN.
- Women's perspective is necessary for JC movement to be the social-change movement truly. For JCI JAPAN, both women's active participation in JC movement and expansion of women membership are essential.
- For the women membership expansion, it is necessary for women members to be "**role model**" by actively participating in JC movement .
- Women candidates for membership being in contact with the "role model" are shown a vision, and it enables them to work actively in the activities of JC after enrollment.
- In addition, self-transformation of women members through JC movements, by serving as officers actively and becoming active citizen, lead to create a sustainable society.

- Overview :
1. JCI JAPAN shows "**role model**" woman members to other women members and creates opportunities for women members to interact intimately.
 - JCI JAPAN has invited seekers of women members to the national conference held in Kyoto with Chiara Mylani, 2013 JCI President.
 - Participants deepen exchanges with other participants and Chiara Mylani, 2013 JCI President.
 - JCI JAPAN has **invited seekers of women members of**

Asia Pacific Ocean area at JCI ASPAC 2013 Gwangju ,Korea where it held a meeting and gave lecture of Chiara Mylani, 2013 JCI President.

- In her lecture, Chiara Mylani, 2013 JCI President, appealed the significance of JC activities based on the spirit of the "dare to act", which is also the slogan.
 - Participants deepened exchanges with other participants and Chiara Mylani, 2013 JCI President.
 - At every month, JCI JAPAN introduced an active women members in JC movement as a **role model** to other women members on the monthly official magazine.
2. JCI JAPAN has created a scheme that enables women members to participate more easily in JC movement by making a diligent application and exchanging information.
 - JCI JAPAN has established an organization of internal exchanges consisted only by women members. It creates opportunities for women members, less number of membership, to gather and exchange information and friendly competition.
 3. JCI JAPAN carried out the assistant activities which enable LOCAL ORGANIZATION to facilitate the woman members participation.
 - JCI JAPAN held the seminar expanding at 73 locations nationwide. To LOCAL ORGANIZATION which is mainly consisted of men member, the seminar gave lecture about **the method and the need of women membership expansion**.
 - JCI JAPAN has created booklets summarizing (TIPS, FAQ) techniques and the need of female membership expansion and distributed them to 698 LOCAL ORGANIZATION in Japan. LOCAL ORGANIZATION used them as a tool for women membership expansion.

Results : <Result1> Encouraging the active participation of the women members in JC movement including new members.

- In JCI JAPAN, **3 people** were women out of **107 people** in the Board of directors of 2014,
- The number of women members, who were seconded to JCI JAPAN from LOCAL ORGANIZATION that belonged to JCI JAPAN, increased. And They participated in the JC movement of JCI JAPAN actively.
- In LOCAL ORGANIZATION belonging to the JCI JAPAN, women member has joined the JC actively.

<Ex>

- Women members inducted in 2013 has actively participated in the reconstruction assistance activities of the Great East Japan Earthquake.
- **In JCI Yubari**, a woman member involved in expanding membership was installed as **Local president** in 2014.
- In JCI Nagoya, the number of Board of directors at LOCAL ORGANIZATION and of seconded members to JCI JAPAN increased as follows.

In 2013, 5 Board of directors at LOCAL ORGANIZATION

11 members were seconded to JCI

JAPAN

In 2014, **8** Board of directors at LOCAL ORGANIZATION

14 members were seconded to JCI

JAPAN

<Result2> Expansion of women members

In JCI JAPAN, the number of women members increased from 1,988 to **2,421** between January 1st, 2013 and December 1st, 2013. (**433** members increase. Growth rate was **21.8%**)

In some of LOCAL ORGANIZATION which had no women members at all before, about two to five women members were inducted.

<Ex>

- In JCI Yubari, 0 member → **2 members** (Total number of LOCAL ORGANIZATION was 15.
- In JCI Kashima, 0 member → **5 member** (Total number of LOCAL ORGANIZATION was 70.
- In JCI Joso, 0 member → **3 member** (Total number of LOCAL ORGANIZATION was 105.

- Actions Taken :
- Surveys of program from October 1st to October 31, 2012
 - Holding program briefing in 10 districts from November 1st to November 31, 2012
 - Determination of program plan at November 29, 2012
 - Holding women's members-only meeting in Kyoto at January 20, 2013
 - Holding Internal exchange of women members-only meetings at May 6, 2013
 - The booklet(TIPS, FAQ) that description of techniques and expansion needs of the woman member expansion distribute to 698 LOCAL ORGANIZATION at May 15, 2013.
 - Holding women members-only meetings at June 15, 2013, JCI ASPAC Gwangju Korea.
 - Implementation of the expansion seminars for LOCAL ORGANIZATION to the end of November from January, 2013
 - Holding women members-only meetings all over the country to the end of December from January, 2013.

- Recommendations :
- Movement of JCI JAPAN was successful in the expansion of women membership and participation in JC movement.
 - By the established exchange meeting of women members-only, was succeeded in creating a scheme keep enhancing the motivation to JC movement of women members.
 - Percentage of women members has increased, but it has remained still low percentage in the worldwide perspective. Therefore, from now on, it is necessary to recognize importance of the woman participation more, and continue to develop an environment in which women are likely involved in the JC movement such as maternity leave and childcare leave system.

Award Category criteria

1

Strategic Plan

What were the main objectives of the program?

<Object1> Encouraging the active participation of the **women members** in JC movement.

- By the active participation of women members belonging to the JCI JAPAN in JC movement, it provides women opportunities for positive changes through JC activities, and increases the number of active citizen of women.

<Object2> Expansion of the women members participation

- By the active participation of women members belonging to JCI JAPAN in JC movement and becoming **role model** for applicants, it increases the number of women members belonging to JCI JAPAN.

By achieving the above objectives, in the perspective of both men and women, it enables JCI JAPAN to perform movement for **positive changes** in society.

How does this program advance the plan of action of the National Organization?

In JCI JAPAN, the ratio of women members, have remained only 5.9% and 1988 people among 33212 members. In addition, the fiscal year 2012, there was no women members among 103 the board of directors of JCI JAPAN,

In JCI JAPAN, by expansion of women members participation and playing an important role of JCI JAPAN as women officer, it has been is needed to provide opportunities for self-transformation in women members and to increase the number of active citizen of women.

By showing a vision of JC activities as women to woman members of JCI JAPAN and assisting the participation of women members at LOCAL ORGANIZATION, this program will promote JCI JAPAN Plan of action.

How does this project advance the JCI Mission and Vision?

This project is in agreement with JCI Mission and Vision in the following three points.

1. Through the self-transformation, as a **role model** for women members who become active citizen, those women members actively involve other women members in JC movement, encourage their self-transformation, and increase the active citizen of women.
2. The further expansion of women members is achieved by self-transformed women members to be a **role model** and new women members

- are able to transform themselves through active involvement in JC movement by following the example of "role model" women member which consequently cause a chain of increase in the number of active women citizens.
3. JCI JAPAN will be able to carry out the movement for positive social changes from the perspective of both men and women by women members' involvement in an equal basis with men members.

Award Category criteria**2****Involvement of National Board of Directors and Members**

By number, how many members were involved? **124 MEMBERS**

By percentage, how many members were involved in the program? **60%**

How many National Board members were involved in the project? **22**

Award Category criteria

3

Methods of Implementation

What methods and/or activities were used to grow and develop the National Organization?

1. JCI JAPAN created opportunities for women members to be a role model to interact intimately through the meeting and the journal.
2. JCI JAPAN created a scheme that enables women members to participate in JC movement more easily through diligent application and information exchange. By the above-mentioned methods, we have created the opportunity for women members to work hard and to be able to exchange information among them by which they came to be able to have a vision and mission of JC movement.
3. JCI JAPAN carried out the assistance activities by which LOCAL ORGANIZATION is able to facilitate women membership expansion.
 - JCI JAPAN held a seminar at 73 locations for LOCAL ORGANIZATION which is mainly consisted of men members and we gave a lecture about the necessity and the technique of expansion of woman membership.
 - JCI JAPAN issued booklets summarizing necessity and techniques of woman membership expansion (TIPS, FAQ) and distributed them to 698 LOCAL ORGANIZATION in Japan . LOCAL ORGANIZATION used them as a tool for woman membership expansion.

Which method/activity was the most effective in recruiting new members? Why?

We think expansion seminar at 73 locations in Japan has been effective.

By throwing expansion seminars, we were able to let the members understand the necessity, the important points and the system for woman membership expansion.

We have also created a chance for each LOCAL ORGANIZATION which suffers from the methods of women membership expansion to be able to exchange information that leads to a practical women membership expansion.

Which method/activity was the most effective in developing current members? Why?

It is considered to be that we had a chance to talk to 2013 JCI President Chiara Mylani as well as to listen to the speech in women's meeting held during Kyoto Conference and ASPAC.

The reason is President Chiara who acts as a leader of JCI is a role model for women members and having her as a speaker and discussing with her made it possible for women members to have an empathy, self-confidence, daring and connection with the world.



Award Category criteria

4

Results Achieved

By number, how many new members were recruited by this program?

433 MEMBERS

Which objectives did the program achieve?

Encouraging the active participation of the women members in JC movement including new members.

- In JCI JAPAN, 107 people in the Board of directors of 2014, **three people** were women members.
- Women members who were seconded to JCI JAPAN from LOCAL ORGANIZATION that belong to JCI JAPAN increased, and They participates JC movement of JCI JAPAN actively.
- In LOCAL ORGANIZATION belonging to JCI JAPAN, women members has joined JC actively.

Expansion of the woman member was succeeded.

- In JCI JAPAN, the number of women members increased from 1,988 to **2,421** between January 1st, 2013 and December 1st, 2013. (**433** members increase. Growth rate was **21.8%**)

What was the most important outcome of this program?

By increasing the women members, it has provided women members the opportunity for positive changes.

By women joining to JCI JAPAN, the women started involving in various social movements. Some members who joined JC in 2013 came to participate in reconstruction assistance activities of the Great East Japan Earthquake and also took active roles by undertaking the Board of director in the LOCAL ORGANIZATION.

Award Category criteria

5

Long-term Impact of the Program

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

By JCI JAPAN performing the expansion which focuses on women, it increases women membership. By increase of women members, women experience positive changes through JC movement and **the number of active women citizen increases.**

By increase of women active citizen, women to play an active part in society in Japan increase, and opinions of women are also reflected in the movement of JCI JAPAN which consequently becomes a movement that captures the reality of the society better.

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

- We do more active PR's of JC movement externally by women members.
- In JCI JAPAN, we think that it is necessary to create an environment in which women are likely to move. Therefore, from now on, it is necessary to recognize importance of the woman participation more, and continue to develop an environment in which women are likely involved in the JC movement such as maternity leave and childcare leave system.
- As an affirmative action, it needs to be considered to set numerical targets for the number of women Board of directors.