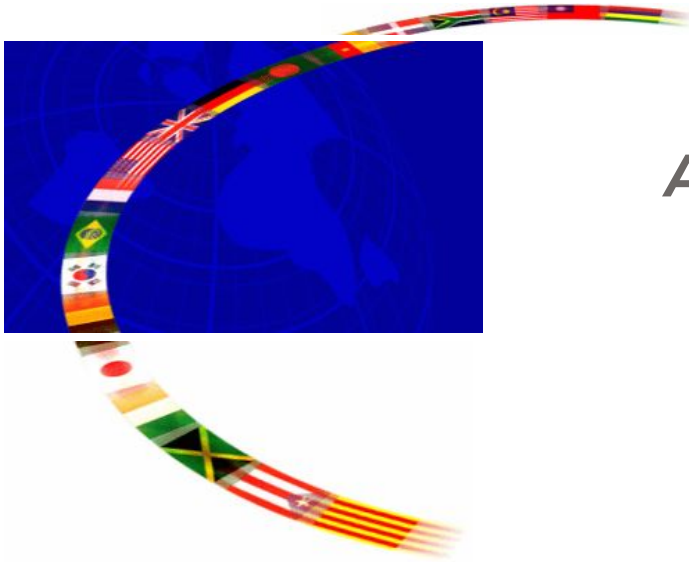




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2015 Jci World Congress
Let's go to school ~school project for everybody~
JCI JAPAN
Best Local Community Empowerment Program



Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kosuke Shibata
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: etsushia@gmail.com

Basic Information

Duration : From Aug. 1, 2015 to Sep. 30, 2015

Staff : 15 members

Sponsors : None

Budget : 5,000 USD

Profit / Loss : 0

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

Who is benefited ? : People living in the local areas, the future generation (the children)

Objective : The objective that JCI Hiroshima sets is to establish an environment in which the future generation (the children) can grow up healthy, as achieving this would eventually create bright and affluent society.

JCI Hiroshima has involved actively in the followings;

①To provide opportunity of POSITIVE CHANGE to adults surrounding the children in order to create an environment in which the children can grow up healthy.

②To contract a framework acceptable for all societies which promotes POSITIVE CHANGE to create ACTIVE CITIZEN.

③To spread out the framework and provide opportunity of POSITIVE CHANGE.

Overview : In order for the children to grow up healthy and eventually become ACTIVE CITIZEN of a society, JCI Hiroshima has undertaken the followings;

①Confidence Building

A conference was hold for the purpose of making the adults become aware that this project was necessary for the children and think why it was so.

②Act

Based on each school, fund was collected necessary for the project from the adults related to the school, such as parents, teachers, or neighbors. The fund was collected not by cash itself, but by collecting the recyclables and then realizing them into cash.

③Act Part 2

With the collected fund, an environment of school was improved where the children learn.

Results : JCI Hiroshima has offered opportunities that people can participate in to achieve bright and affluent society. This resulted in promoting POSITIVE CHANGE and increasing number of ACTIVE CITIZEN.

①Confidence Building

- During the conference on the awareness promotion for the adults, JCI Hiroshima was able to have the participants understand the whole idea of the conference, and build a framework of cooperation.
- By having the Junior Chamber focus on informing of the project, the participants were able to focus on involving actively.

②ACT

- Within a month, as the project was informed widespread, JCI Hiroshima was able to collect 550 US Dollar, 150 US Dollar more than the initial goal.

③ACT Part 2

- Over 200 people participated in the Act Part 2 (the activity), and created a splendid environment for the children to learn.
- Due to the promoted awareness, the participants actively led the activity, and completed all the work much earlier than it was initially planned.

- As the Junior Chamber's action to inform of the project had positive response, a momentum was generated that this sort of activity should continue. This momentum was shown in the answer of questionnaire after the activity.
- In the questionnaire, 80% of the participants answered yes on the question whether they would like to participate in similar activities, and almost all answered yes on whether this sort of projects was necessary.
- In fact, some of the participants have already started to establish an organization for future activity or plan another activity.

Comments from the participants drawn from the questionnaire are as follows;

[Children]

- ☞ *I would like to participate next time.*
- ☞ *I now enjoy going to school and am happy.*
- ☞ *I was exhausted but enjoyed it.*

[Adults]

- ☞ *It was a great experience for not only the children but also the adults.*
- ☞ *I could build relationship of trust.*
- ☞ *I would like to keep going this sort of activity.*

Actions Taken : (Year 2014)

October: discussion on the project started

(Year 2015)

May: planning of an activity started

June: the project explained and cooperation requested to the stakeholders

July: LOM Board Meeting passed on the project

Confidence Building started

- Parents, teachers, and neighbors started preparing the project *Act started*
 - An activity of collecting the recyclables informed
 - Parents, teachers, and neighbors discussed way of collecting the recyclables
- August: Collecting the recyclables started
August 22: ACT Part 2 started

Recommendations : JCI Hiroshima has focused on improving living environment for the sake of the children to grow up healthy. Living environment exists within school, home, and society.

For the children to comfortably live within each environment, JCI Hiroshima has established a framework that teacher, parents, and neighbors can cooperate. As the result, awareness of these adults was promoted, and suitable environment for the children could be established.

This result is shown in the answers of the questionnaire as follows;

Q. Do you think that this project is necessary in the near future?

A. **96%** answered yes

Q. Why did you participate in the project?

- A. to contribute to school 30%
- A. as educationally necessary 13%
- A. for the sake of the children 8%
- A. as duty of parents 43%

Q. Did you have deeper communication?

A. 81% answered yes

Q. Did you have a chance to communicate with the children other than yours?

A. 82% answered yes

Q. Would you like to continue participating in the project?

A. 8 % answered yes

[Another Comments]

- ☞ *It was a great experience for not only the children but also the adults.*
- ☞ *I am happy that I could join this.*
- ☞ *I enjoyed this and was able to communicate with many people.*

These whole results have shown that JCI Hiroshima was able to create a momentum that this project should continue. JCI Hiroshima was able to spread the project by recording a whole process to DVD and showing widely, or directly explaining the project to each stakeholder. However, the awareness promotion could not be seen in all the adults, or there are some places that could not be approached to directly explain the project.

This was due to lack of time for the approach, and can be solved by early planning and prolonged implementation of the project, also, there was a feedback that the time that an activity is undertaken should be reconsidered. Appropriate period that activity is undertaken should be planned with prior investigation.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

JCI Hiroshima achieves bright and affluent society. The objective that JCI Hiroshima sets to achieve this is to establish an environment in which the future generation (the children) can grow up healthy.

JCI Hiroshima has involved actively in the followings;

- ①To provide opportunity of POSITIVE CHANGE to adults surrounding the children, and create an environment in which the children can grow up healthy.
- ②To contract a framework acceptable for all societies which promotes POSITIVE CHANGE to create ACTIVE CITIZEN.
- ③To spread out the framework and provide opportunity of POSITIVE CHANGE.

How does this program align to the JCI Plan of Action?

JCI Hiroshima offered opportunities to the adults surrounding the children of creating an environment in which the future generation (the children) can grow up healthy.

As the result, there are more Active Citizens who acts for the children to grow up healthy. This aligns to one principle of JCI's plan that "To encourage further understanding of JCI's Mission, Vision, and Value to not only the existing members, but also future members, partners, or stakeholders who would be influenced by JCI's activities".

Was the budget an effective guide for the financial management of the project?

The project was implemented on the budget. Breakdown of expenditures are below:

- Fee on setting up site: 320USD
- Fee on planning and stage-management: 310USD
- Fee on creating materials: 3,900USD
- Miscellaneous fee: 470USD

How does this project advance the JCI Mission and Vision?

[Advancement of JCI Mission]

By proceeding this project JCI Hiroshima advanced the JCI Mission in ways that;

- ①JCI Hiroshima has offered opportunities of POSITIVE CHANGE by promoting awareness of the participants that in order to achieve bright and affluent society the children should grow up healthy and therefore living environment for the children should be healthy.
- ②Many people who experienced POSITIVE CHANGE became ACTIVE CITIZEN who act for the sake of the children's healthy growth.

[Advancement of JCI Vision]

By proceeding this project JCI Hiroshima advanced the JCI Vision in ways that;

①JCI Hiroshima increased number of ACTIVE CITIZEN who attempt to achieve bright and affluent society in the local areas through this project. By doing this, local networks, a basis of global network, was expanded.

②JCI Hiroshima spread awareness that leading organization was necessary to lead the areas, and a framework which supports the leading organization was critical. Also, JCI Hiroshima spread awareness that continuing this project was by far the most important. JCI Hiroshima took an initiative and acted for the participants to actively involve in the project.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **16**

By percentage, how many members of the Local Organization were involved in this program? **3**

Describe the main roles of the participating members in this program. **Share the experience with participants and earned experiences are spreading into each local area.**



Award Category criteria

3

Community Impact

How did the Local Organization measure community impact for this program?

- To promote awareness of the participants that cooperation is necessary among parents, teachers, and neighbors.
- To continue the project by moving this into action and then feeling outcome.

Describe the actual community impact produced by this project.

- This project was able to spread an idea that adults should cooperate for the sake of the children's growth.
- This project was able to have all the participants get together and advance towards one goal.
- This project was able to spread an idea that this project should continue.
- This project was able to create a momentum that similar projects should keep going. For example, a new project was created within the existing organization.
- This project was able to widen its scope from school to society as a whole, and promote POSITIVE CHANGE on many people of several positions.
- As the result of this project, a similar project was planned within the society that more equipment would be provided.



4

Award Category criteria Impact on Local Organization

How did the Local Organization benefit from running this project? This project that JCI Hiroshima has undertaken has promoted awareness that, in order to encourage the children's healthy growth within society, education at individual level is not enough and therefore each adult should cooperate. As the result;

- This exerted a huge and positive impact toward achieving bright and affluent society.
- This informed each local area of JCI Hiroshima's movement.
- This strengthened JCI Hiroshima's presence to each local area.
- This would obtain new members who understand JCI Hiroshima's movement.
- This would extend scope of JCI Hiroshima's movement.

How did the program advance the JCI Mission? JCI Hiroshima has advanced the following JCI Mission;

- Promoted POSITIVE CHANGE.
- Increased number of ACTIVE CITIZENs who experienced POSITIVE CHANGE and acted together for the sake of children's growth.
- Created more ACTIVE CITIZENs who attempted to achieve bright and affluent society by having the existing ACTIVE CITIZENs informing local area of the movement.
- Provided many POSITIVE CHANGEs to our local areas.

How did the project advance the JCI Vision? JCI Hiroshima has advanced the following JCI Vision;

- Increased ACTIVE CITIZEN who acted together.
- Created ACTIVE CITIZEN who attempted to achieve bright and affluent society by having the existing ACTIVE CITIZEN informing local area of the movement.





Award Category criteria

5

Long-term Impact of the Program

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

- For school, home, and local areas to continue cooperating with each other
- To create a new environment for the children to learn.
- To develop several movements originating from Biotope project.
- By following this project to improve environment within each local area which promote the children's growth.

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

- JCI Hiroshima can arrange content of the project and align to needs of each local area.
- JCI Hiroshima can plan with long term view and lower budget per a year and continue the project in the long run.
- JCI Hiroshima can have more people in the local areas involve in the project by making the content easy for them to participate.
- JCI Hiroshima can extend period of the project being in active, obtain more acceptance and cooperation, and inform more people of this project.

