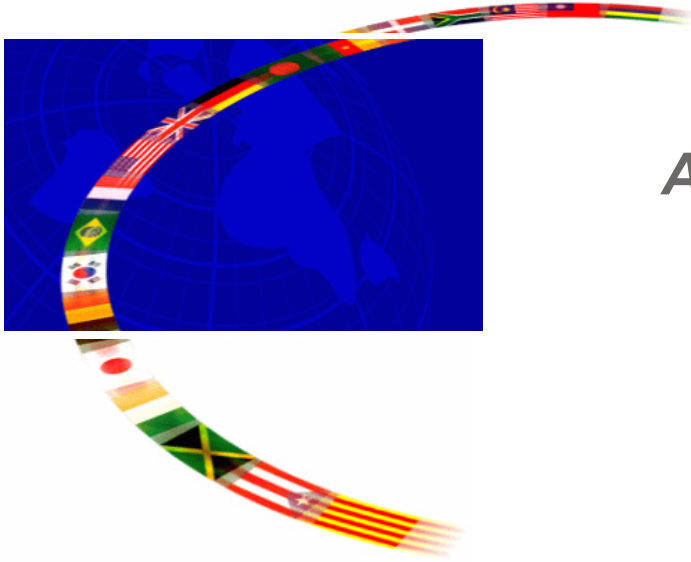




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
OMOIYARI Spirit Evangelists for World Peace
JCI JAPAN
Best Inter-organization Collaboration Project



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Shigenari Yamamoto
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: s.n.540529@gmail.com

Basic Information

Duration : April 2015 - August 2015

Staff : 4,390

Sponsors :

- Consulate General of Japan in Honolulu
- Embassy of Mongolia and Palau in Japan

Budget : 120,000USD

Profit / Loss : 0

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

Who is benefited ?:

- 127 million of people live in Japan
- 1.2 million of people live in Ulaanbaatar, Mongolia
- 950 thousands of people in Honolulu, Hawaii, the United States of America
- 21 thousands of people in Republic of Palau

Objective : JCI Tokyo achieves everlasting the **World Peace**.

In order to stop war, It's necessary to understand and respect others, that is to have **OMOIYARI** spirit.

For the purpose, JCI Tokyo intended for people around the world to act assertively to spread **OMOIYARI** spirit as a Global Morality towards the **World Peace**.

JCI Tokyo and 206 of domestic/international chapters had inter-organizational and cross boarder collaboration on this project for realizing everlasting the **World Peace**. All involved chapters dedicated to the project as global networkers and leaders of the community.

1. Opportunities for **Positive Change**

In order to achieve the **world peace**, JCI Tokyo changes attendees' mind throughout experience of **OMOIYARI** spirit for both of citizens in the world and ones in Japan.

2. **Active Citizen** who pursue the **World Peace**

The People who changed their mind start acting toward the **World Peace**.

The action of active citizen impact to the whole world.

Appendix:

OMOIYARI is a Japanese concept and philosophy that means anticipating the needs of the other person, and to meet those needs before that person has to ask for what they need. This is based on reliance each other person who accepts and respects to others.

Collaborate and Connect:

In order to achieve everlasting the **world peace**, we need to pursue actions for preventing starvation and war. JCI Tokyo, as a member of global organization, needs to contribute to spread out **OMOIYARI** spirit all over the world by cross border projects by co-working with JCI colleagues in other countries.

Overview : In order to achieve the objective of the World Peace, JCI Tokyo led the project of "**OMOIYARI Spirit to the World as Global Morality**" by inter-organizational collaboration with 206 chapters of the world.

1. "**WANPAKU SUMO**" regional competition in 206 places of all over the world with 206 JCI chapters through inter-organizational collaboration.

- Domestic

JCI Tokyo led other 203 chapters out of 697 in Japan to take place regional competitions all over Japan prior to national competition hosted by JCI Tokyo.

- Oversea

JCI Tokyo collaborated with 3 chapters in different countries to take place the competition in each country in Hawaii, Mongolia and Palau.

SUMO is a Japanese traditional wrestling and it has been called Japanese national sports. **WANPAKU SUMO** is physical

education program for 4-6 grade children to develop **OMOIYARI** spirit through playing SUMO. Through the game of SUMO, JCI Tokyo targeted to settle output on factors outlined below;

- 1) Bow at the beginning of a game to show respect to counter person and
- 2) Bow at the end of the game to thankful to share the time
- 3) After the game, the winner treats the looser with respect and the looser applaud someone's effort

Children participated the program understood what **OMOIYARI** is. **WANPAKU SUMO** spirit is **OMOIYARI** based on mutual understanding.

2. **"WANPAKU SUMO"** World Competition (August 2015)
JCI Tokyo hosted the world competition cooperated with 206 chapters who operated area competitions. Winners of area competitions visited to Tokyo and participated the competition at Ryogoku National Sumo Arena (RYOGOKU), the symbol of **OMOIYARI** spirit and **WANPAKU SUMO**.
Ryogoku National Sumo Arena (11,098 people capacities) is a sanctuary of Sumo Wrestling, which shows heritage of Japan. JCI Tokyo have hosted annual **WANPAKU SUMO** national tournament for 30 years to show **OMOIYARI** spirit at RYOGOKU.
3. Mutual Understanding Program
 - JCI Tokyo provided participants of the world competitions with opportunity of understanding **OMOIYARI** spirit through the program of mutual understanding modeled by JCI recommended training course of **OMOIYARI**.
 - Participants made presentation for attractiveness of their own country and had discussion to deeper mutual understanding
 - JCI Tokyo provided all JCI members and co-operated organizations with opportunity to share **OMOIYARI** spirit through co-operating the world tournament.

Results : JCI Tokyo provided citizens with opportunity to take action towards the **World Peace**. As a result, JCI Tokyo achieved to increase active citizen, who spread out **"OMOIYARI Spirit to the World as Global Morality"** through this project. The detailed result is outlined below.

- **Result of Verification**

The rate of participants answered they can understand **OMOIYARI** spirit was increased from 11% to 89%. They became active citizen as evangelists of **OMOIYARI** spirit to the world and the activity will connect to realize the everlasting **world peace**.

- 1) **"WANPAKU SUMO"** Regional competitions in 206 places of all over the world

Participants

- a) 40,000 children from Japan
- b) 38 children from Hawaii, the United States
- c) 160 children from Mongolia
- d) 131 children from Palau
- e) 110,000 of parents and observers

- 2) **"WANPAKU SUMO"** World Competition (August 2015)
(Age of 9-12)

- a) 387 children from Japan
- b) 3 children from Hawaii, the United States
- c) 3 children from Mongolia
- d) 8,000 of parents and observers

- 3) Mutual Understanding Program

- **Verification of the project by interview feedback**

- 1) Citizens successfully made positive change by understanding **OMOIYARI** spirit through **WANPAKU SUMO**

Participants' percentage

- 77% of participants: Understood and expressed **OMOIYARI** spirit
- 12% of participants: Understood **OMOIYARI** spirit, but could not expressed

Comments from participants:

- "At the beginning of the program, I didn't understand the explanation of **OMOIYARI**, but at last I understood that through the game."
- "I understood **OMOIYARI** spirit through watching games by others."
- "I understood the spirit after discussing about **OMOIYARI** spirit with friends."
- "My heart moved by watching JCI members of both LOMs cooperated to deal with operations."
- "It was impressed that children respected each other even if they won or lost the game."

As a result of hearing and comments from attendees, JCI concluded that we made citizens positive change by understanding **OMOIYARI** spirit through experiencing themselves and watching games of others.

2) Citizen understood **OMOIYARI** spirit became citizen share the spirit and spread out to people around them such as friends, family members.

Participants' percentage

- 93% of participants: Understood and expressed **OMOIYARI** spirit

Comments from participants:

- Express **OMOIYARI** when they play with their friends
- Tell **OMOIYARI** spirit to their teacher, friends, and parents
- Express the word "**OMOIYARI**" to everyone they meet

As a result of survey after the project, there are several chapters conducted **WANPAKU SUMO** tournament for the first time including non-Japan chapters. They decided to conduct **WANPAKU SUMO** tournament next year.

This is a certain achievement of resonance and understanding **OMOIYARI** spirit and that of inter-organizational collaboration. JCI Tokyo provided involved chapters with **WANPAKU SUMO**, the way of spreading out the importance of **OMOIYARI**, for the **world peace**. All the people involved to the project including children, who achieved positive change, became Active Citizen to take action to achieve the **World Peace** by using media such as TV show to spread out **WANPAKU SUMO** spirit.

This is one of the best ways to show commitment of members to the community. Also this project **connects** cross border organizations.

Actions Taken : JCI Tokyo took action with other chapters collaborated as inter-organizational collaboration shown below;

In year 2014,

October:

- JCI Tokyo began to look into feasibility of this project and held 6 regional meetings
- JCI Tokyo officially offered to all 697 chapters in JCI Japan about this project.
- JCI Tokyo and JCI Ulaanbaatar Central joint meetings has been started (4 times in total)
- JCI Tokyo and Honguanji Mission School of Hawaii joint meeting has been started (4 times in total)
- The first orientation for 203 domestic chapters conduct area competitions

In year 2015,

January:

- The second orientation for 203 domestic chapters conducted regional competitions
- Started each chapter to explain about this project to each community country administration and embassy.

January to March:

- Each chapter prepared for area competition with unique events for understanding **OMOIYARI** spirit

April-June:

- Took place 205 area competitions conducted by each chapter including

in Mongolia and Hawaii

April-July:

- Prepared for the world tournament conducted by JCI Tokyo

May 1st:

- JCI Tokyo and JCI Ulaanbaatar Central joint meeting and Rehearsal for regional competition in Mongolia (Mongolia)

May 2nd:

- regional competitions in Mongolia

June 19th:

- JCI Tokyo and Project team of Hawaii joint meeting and rehearsal for regional competition in Hawaii

June 20th:

- Regional competition in Hawaii

August 1st:

- Rehearsal for the world competition

August 2nd:

- Held the world tournament

August 3rd:

- Held mutual understanding program by children participated to the world tournament of **WANPAKU SUMO**

August 21st

- Held **WANPAKU SUMO** tournament in Palau to express **OMOIYARI** spirit

Recommendations : JCI Tokyo and members of 206 chapters cooperated with each other and served a cumulative total of 150,000 citizens of several countries to be able to understand what **OMOIYARI** spirit by taking action of **world peace**. As a result, JCI Tokyo and members of 206 chapters achieved to increase active citizen through the project. Members of JCI Tokyo persuade themselves that **OMOIYARI** spirit is **GLOBAL MORALITY** through this project collaborating with many members of chapters all over the world. JCI Tokyo concluded the achievement to the objective of the project based on the result of the project and post interview feedback,

Factors need to be improved

The depth of understanding of **OMOIYARI** spirit is deferent from each area competition.

The result was caused by the degree of understanding was not equally conveyed.

Action plans for improvement

- To take place orientation more frequently
- Subscribe an operation manual

Comment from Minister of Education, Culture, Science and Technology of Japan, Mr. Hakubun Shimomura

“I have appreciation to JCI Tokyo to take place **WANPAKU SUMO** project in all over Japan with collaborating with other JCI chapters. Inter-organizational collaboration of JCI brings the success of the project. By watching games, I also felt that JCI members in all over the world promoted bonding of **OMOIYARI** with inter-organizational collaboration. Especially for oversea area competition, the project provided not only the achievement of the project objective, but cross national friendship for children. The objective certainly got handed from Japan to all over the world. This precious mindset also could get handed **IMPACT** to all over the world. I hope the global network of JCI contributes to realize the **world peace**.”

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? JCI Tokyo achieves everlasting **World Peace**. For the purpose, JCI Tokyo intended for people around the world to act assertively to spread **OMOIYARI** spirit as a Global Morality towards the **World Peace**. JCI Tokyo and 206 of domestic/international chapters had inter-organizational and cross boarder collaboration on this project for realizing everlasting world peace. All involved chapters dedicated to the project as global networkers and leaders of the community.

How does this program align to the JCI Plan of Action? **IMPACT**
JCI Tokyo have continuously operated **WANPAKU SUMO** for 39 years with community organization to provide opportunity of experience and understanding **OMOIYARI** spirit.
11.7 million of children have understood **OMOIYARI** through **WANPAKU SUMO** for last 39 years in Japan.

MOTIVATE

JCI Tokyo provided an environment in which more than 150,000 participants are motivated towards positive change through experience and understanding of **OMOIYARI**.

COLLABORATE

JCI Tokyo will bring together **OMOIYARI** partners, government, sponsorship companies, and 206 chapters of JCI, in order to expand mutual impact.

CONNECT

JCI Tokyo will connect people their communities and the global society by collaborating with 206 chapters of JCI. It brings result of 150,000 people, who understand **OMOIYARI** to the **world peace**.

Was the budget an effective guide for the financial management of the project? There was no spending going over budget. The budget is 120,000 USD and here is the break down.

- Venue Costs: 0 USD
- Production Costs: 3,275 USD
- Public Relation Costs: 703 USD
- Documentation Costs: 88 USD
- Insurance Costs: 210 USD
- Transportation Costs: 2,308 USD
- Other: 389 USD

How does this project advance the JCI Mission and Vision? **JCI MISSION**
JCI Tokyo and 206 chapters promoted JCI Mission. JCI Tokyo and 206 chapters provided the opportunity of positive change with new resolve for the everlasting world peace by letting citizens to understand respect

each other as **OMOIYARI** spirit.
Children participated to the project, who achieved **POSITIVE CHANGE**, became **ACTIVE CITIZEN**.

JCI VISION

Advance the JCI Vision

JCI Tokyo and 206 chapters promoted JCI Vision
JCI Tokyo and 206 chapters, as a leader in each local society, became **Global Networkers** by utilizing JCI's strength of global organization. Those, who recognize to take action to the **world peace**, expanded **OMOIYARI** to the world of cross national border.

JCI Tokyo and 206 chapters increased the number of **Active Citizen** among local society who aspire world peace based on **OMOIYARI**.



Award Category criteria

2

Cooperation between the Local Organizations

How did the two organizations work together?

JCI Tokyo tried to develop strong partnership by collaboration of this project with 206 chapters to achieve the everlasting **world peace**. Members of JCI Tokyo and 206 chapters became **global networkers** by utilizing JCI's strength of global organization. Those, who recognize to **take action** to the **world peace**, expanded **OMOIYARI** to the whole world with cross national border.

Describe how the tasks and planning of the project were divided between the organizations.

JCI Tokyo led the whole project and the tasks and planning of the project divided as follows;

- **Regional competition:**
JCI Tokyo supported for the operations. Each of 206 chapters led whole program in their each community area collaborated with community groups.
- **The world tournament:**
JCI Tokyo led the whole operations and other 206 chapters of JCI worked cooperatively.
- **Mutual understanding program:**
JCI Tokyo led the whole program and operated with international chapters cooperatively.



Award Category criteria

3

Impact on Members and Contribution to the JCI Vision

How did the members of the Local Organizations benefit from running this project?

1. Members of JCI Tokyo had strong international friendship with respecting each other. This is a big fruits of collaborating project between cross national chapters. Many members decided to act for the **World Peace**. They are beginning to have meetings to spread **OMOIYARI** spirit to more countries.
2. Members of JCI Tokyo experienced JCI target movements such as **COLLABORATE, CONNECT, MOTIVATE**. For example, members had admiration from participants and government related organization. Also the project gave a certain impact a society not only in Japan but, in Ulaanbaatar, Mongolia by appearing on TV and newspaper.

Action of JCI Tokyo impact to other country through this project and it brings successful branding to society.

How did the program advance the JCI Vision?

JCI Tokyo and 206 chapters promoted JCI Vision Members of JCI Tokyo and 206 chapters experienced to present the project to society such as government, community group, companies for fund raise and obtaining sponsorship. This process, insisting on the importance of education for child to the community, is a big step for being the leading global network of young active citizen.

JCI Tokyo and 206 chapters, as a leader in each local society, became **Global Networkers** by utilizing JCI's strength of global organization. Those, who recognize to take action to the world peace, expanded **OMOIYARI** to the world of cross national border.

JCI Tokyo and 206 chapters increased the number of Active Citizen among local society who aspire world peace based on **OMOIYARI**.





Award Category criteria

4

Community Impact

How did the Local Organizations measure community impact?

JCI Tokyo had interview to citizens categorized by 7.

1. Participants on Regional Competitions
2. Parents and observers on Regional Competitions
3. Participants on the World Tournament
4. Parents and observers on the World Tournament
5. Participants on Mutual Understanding Program
6. Junior high school and high school students who participated in Regional Competitions during their elementary school age, help COMPETITIONS as volunteers now
7. Government Officials, Co-operators

JCI Tokyo also gathered the reflection from media such as Internet (5,000views), TV (195,000views), and newspaper.

Describe the actual community impact produced by this project.

As community impact, this project generated tighter organizational relationship through inter-organization collaboration to spread **OMOIYARI** spirit.

1. JCI Tokyo and government/embassy of each country (Japan, Hawaii, Mongolia and Palau).
2. JCI Tokyo and 206 chapters of JCI

JCI Tokyo connected children in the world by cross cultural project.

More organizations and citizens understand **OMOIYARI** Spirit and make citizens more active. **(MOTIVATE)**

JCI has been recognized by local community and the cross national project brought impact to the world by **OMOIYARI** spirit. The impact contributed to make environment of the society promote positive change of the local community.





Award Category criteria

5

Long-term Impact of the Program

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

1. **POSITIVE CHANGE** of children by students Junior High School and High school Students who participated in Regional Competitions will make positive changes of children by spreading **OMOIYARI** spirit.
2. **ACTIVE CITIZEN**
Citizens will continue to spread **OMOIYARI** spirit and act actively for the **World Peace**.
3. **COLLABORATE&CONNECT**
Countries holding Regional Competitions will increase. **OMOIYARI** spirit spread to More countries and enable the **World Peace**.
4. **IMPACT**
Citizens who understand **OMOIYARI** spirit as a Global Morality will continue to make movements and impacts all over the world, involving communities.

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

1. JCI Tokyo and 206 collaborating LOMs should increase participants of Regional Competitions and make mind change of citizens. (**POSITIVE CHANGE**)
2. JCI Tokyo should increase LOMs holding Regional Competitions across countries. Increasing collaboration of inter organizations enable spreading **OMOIYARI** spirit and making impact all over the world. (**IMPACT**)
3. JCI Tokyo should spread Regional Competitions to countries where don't exist no LOM. That will enable citizens with **OMOIYARI** spirit establish new LOMs in their countries.

