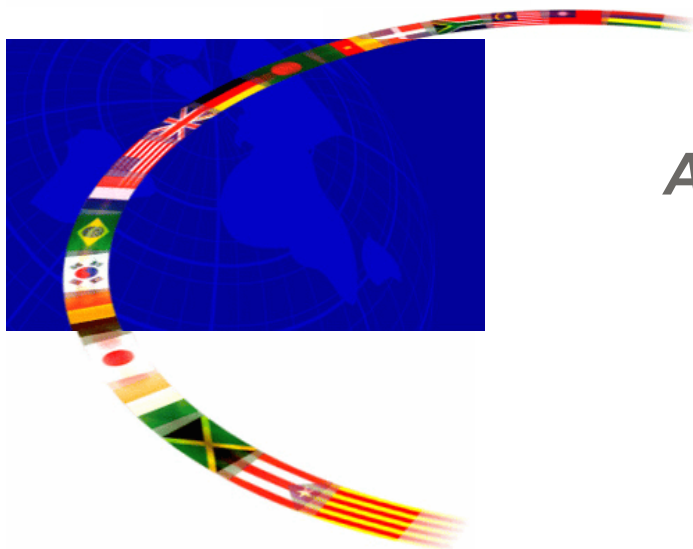




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
To create an international city that is born from the
local companies positive change!
JCI JAPAN
Best Local Corporate Social Responsibility (CSR)
Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Shigenari Yamamoto
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LOM Information

Local Organization:

President:

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

Basic Information

Duration : From 08/08/2015 To 11/14/2015
 Staff : 137
 Ota ward
 Sponsors : Local organizations
 Local companies
 Etc.
 Budget : 2,750 USD
 Profit / Loss : 0
 In which UN MDG best fit (if apply) : ?
 Who is benefited ? : About 1,020,000 People who belong to around 8,500 corporations and are residents in Ota ward.
 Objective : JCI TOKYO has a goal that Ota ward, which is designated as the special zone for Asian headquarters, becomes an international city, which helps the residents to maximize the effect of interdependency on their talents and characters without intense conflicts in terms of culture and a sense of values.

JCI TOKYO believe that local enterprises make efforts in regard to maintain universal value based on the universal declaration of human rights (1948), furthermore, share feasible "specific next actions".

1. This project makes the local companies, their workers, and residents in Ota ward realize that they are also residents of the international community.
2. With the awareness of members of international community, those are supposed to take part in building future society on diversity.
3. We assure an effectiveness showing concrete next actions of the local enterprises grounded on their social accountabilities.
4. The activities of local companies on the corporate social responsibility (CSR) lead actualization of the society with diversity, therefore their ones positively impact their international business ones because of an increase of an active citizenry.
5. With positive change of local corporates, JCI TOKYO goes up the active citizens and construct the global networks.

Tokyo Metropolis conducts the following projects; a menu of tax incentives, deregulation, and administrative and financial support is prepared for foreign companies advancing operations to the special zone for the first time. A one-stop consultation desk providing assistance in the English language has also been established to allow foreign companies to conduct business smoothly in the special zone and so that employees and their families can feel reassured about living in Japan. Other measures include multi-language dissemination of information, provision of offices with high performance and functions, which are resilient against disasters, and the preparation of a comfortable business and living environment for foreigners.

Overview : JCI TOKYO and local business organizations in Ota ward carried out the project of the base of international exchange, Ota, for local enterprises, with cooperation of local administrations and educational institutes.

1. JCI TOKYO decides that Ota ward is an object of the project because of the presence of the Tokyo international airport and the Ota committee has charge of it.
 Ota ward has the Tokyo international airport (Haneda airport) internationalized again as a capacity of the airport in 2010. It is a hub airport in Japan and the second busiest one in Asia, which has about 75,000,000 passengers and 4 runways.
 A part of Ota ward has been designated as the national strategic special zone and the special zone for Asian headquarters, in addition, a menu of tax incentives, deregulation, and administrative and financial support is prepared for foreign companies.
2. JCI TOKYO and local business organizations in Ota ward conducted the project of the base of international exchange, Ota.

3. We aimed that **about 1,020,000 people** who belong to **around 8500 corporations** and are residents in Ota ward could realize that those are also members of the international community. Moreover, advised analysis of professionals, we will have a lecture "possibility of international city with diversity" for those.
4. We will hold a discussion session for representatives of the **local enterprises** and educational institutes in order that we formulate specific actions for corporates which follows our goal "actualization of the international city with diversity".
5. We will announce a result of review based on a perspective of **CSR**, of the past projects aimed for internationalization of city in 1996 and 2010 in order to analyze transition of **CSR** with the times.
6. We will gather opinions from the forum and make a proposal with a written paper for stakeholders and **local companies** in order to direct actual next actions to them.
7. We will approach to the media on process and the proposal in order to expand to locals.

Results : JCI TOKYO encouraged that the **local companies** and locals have senses of members of international community. In addition, we showed the concrete actions based on the **CSR** for **local corporations** in order to help the residents to maximize the effect of interdependency on their talents and characters without intense conflicts in terms of culture and a sense of values.

[Analysis]

The study shows that Ota ward has an enough potential to become an international city with diversity and enhance international consciousness of **local enterprises** and citizens.

In the discussion, local workers who are in the same boat agreed with opinions of those representatives and 94% of them supported the next actions of **local companies**.

The study in **1996 and 2010** shows that support firms had social responsible roles, which is local social development.

We gathered opinions from the forum and made a proposal with a written paper for stakeholders and **local companies** and directed actual next actions to them in order to achieve the goal.

[THE LOCAL SUPPORT BUSINESS GROUPS]

Organizations (the Tokyo chamber of commerce and industry, Ota branch / 3 business organizations in Ota, 4 industrial associations.)
8500 companies which belong to each organization.
65 local business leaders who took part in the event.

[EVALUATIONS OF THE LECTURES AND THE DISCUSSIONS BY THE PARTICIPANTS]

The measurement of the lecture
 I understand 84% I do not do 8% neither 8%

The measurement of the next actions
 I understand: 94%, I do not do: 6%

comments from the participants:

I understand the pros and cons of the area of the international airport adjacencies.

I understand the effectiveness of the special zone for **Asian headquarters**.

I feel that a process of achieving the international city requires diversity.

I think that the administrations should invest a suitable infrastructure for the international city.

I recognize the importance of **CSR**.

I cannot understand the contents because it is too difficult for me.

[THE RESULT OF THE STUDY OF THE PAST EVENTS ON A **CSR** PERSPECTIVE.]

At the project in 1996, we took pictures of a word formed by a group of standing people at the runway in order to make children feel memberships of the international city. We, it was mainly funded by **local**

companies for youth development.

The project in 2010 held the forum that introduced the business leaders to techniques of seizing business chances. The former governor of Tokyo mainly had a keynote speech and Japan airport terminal co., ltd assisted it. It had a local community development perspective.

[We submitted the proposals to the below associated organizations.]

1. The ministry of land, infrastructure, transport and tourism(mlit)
2. Tokyo metropolis
3. Ota ward
4. 8500 members of the local business groups
5. About 1,020,000 people who belong to around 8500 corporations and are residents in Ota ward through Facebook (the numbers of the internet accesses are about 11,000.)

[Beyond expectations on the result]

The local administration enacted the “min-paku” regulation on December 2015. The local business organizations were asked opinions in terms of policies for cultures and lives of foreign visitors.

The “min-paku” regulation is Ota ward new regulation is out of the hotel and ryokan management law and for lodging house owners in the national strategic special zone, who target foreign visitors. Originally, Japan has strict law that restricts conditions of accommodations when hotel owners provide service to visitors.

Actions Taken : **From January to May in 2015**

1. Old boy’s network of JCI TOKYO started verified the past project for expansion of the airport to compare to the current situation.
2. The members of our organization took part in the inhabitant of a ward meeting which discussed New Airport Line (kama-kama line), new Haneda airport line in Ota ward, and studied the traffic infrastructure of the international city.
3. Our project was supported by Ota ward.
4. We exchanged opinions with 8 local business groups in terms of multicultural coexistence society and CSR.
5. We asked analysis of potential of the achievement of international city with diversity to Naohiko Hibino, an associate professor at the national graduate institute for policy studies.
6. We and the local groups selected the lecture based on the Hibino analysis and the discussion by the representatives of the groups.

From June to July in 2015

1. We greatly informed our event to public in order to mobilize people.

August in 2015

1. We had the event supported by the local business groups.
2. We proposed the next actions of the local enterprises that the forum decided.

From September to November in 2015

1. We submitted the proposal to mlit, Tokyo metropolis, Ota ward, and local business organizations.
2. Through the internet, we disclosed the proposal to citizens who had not attended the lecture and the discussion.

Recommendations : We directed about 1,020,000 people who belong to around 8500 corporations and are residents in Ota ward to “the next step “in order to achieve international city with diversity. For the coming globalization, the local companies became foundation stones for active citizen.

We conclude that the questionnaire and reactions of the administration showed that distribution of the proposal papers to business leaders helped us to achieve almost our goal.

1. JCI TOKYO and the **local business** leaders showed the next step "to the local companies in order to achieve international city with diversity, therefore we encouraged **positive change** of them.
2. The local educational institutions also took part in the discussion, for that reason, we approached the younger generation.
3. The local panelists who are the representatives of the local business firms caught the locals' attentions in terms of perspectives of "the concrete next steps" for achieving **local companies' CSR**.
4. The project on **CSR** of **local enterprises** has no borders; hence, it could expand around the globe.

[A point which we could not accomplish]

We succeeded to directly stimulate the administration of the local business groups to change their sense of membership of international community; however, we just indirectly encouraged the rest of them to do so.

[The reason which we could not do]

We failed to advocate our project goal and spirit to the all companies.

[Remedial measures]

In order to increase companies and citizenry that have higher consciousness of human right at the international level, we have the below improvement plans.

1. For **local corporations**, we provide opportunities international exchanges through hands-on experiences, which could stimulate the administration of the local business groups to change their sense of membership of international community.
2. We encouraged the **local business** organizations to work out the project by themselves.
As a result, the local business organizations directly stimulate the members of them and also studied the impact of their **CSR** on the local society.
3. **(positive change)** The affiliated companies could also enhance **local communications** with their workers and families. in addition, they could contribute to social movement of achievement of international city with diversity.
4. We strengthen cooperation with the administrations and the local business groups.
We could assure an effectiveness thank to boost cooperation with them along with execution of **CSR** showed by the proposal.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? The objective of JCI TOKYO is to let Ota ward which will be designated as an Asian Headquarter ward become a metropolitan city with the environment under which ability and personality of residents are brought into full play without any collisions due to differences in cultures or values.

JCI TOKYO and [local economic associations](#) each serve as leaders of the local community and as global networkers, improve citizens' awareness of human rights, and take a lead to let Ota ward to be the cosmopolitan city which allows diversity.

How does this program align to the JCI Plan of Action? **[Impact]**
JCI TOKYO indicated a means of realization of the metropolitan city allowing diversity to [local companies](#) (moreover, resident workers and citizens.)
The [local companies](#) put the means which JCI TOKYO have indicated into effect and fulfill the responsibility for society so that it leads to sustainable movement which makes local area be activated.

[Collaborate]
JCI TOKYO put this program into effect with the support of a regional economic organization, polity, educational institution and so on. By cooperation, JCI TOKYO had the movement which strengthens the mutual acts.

[Connect]
JCI TOKYO is possible to connect the companies and citizens that make up the region with world community by targeting change the region into the metropolitan city through the program. JCI TOKYO is possible not only to connect with [a regional economic organization](#), but also to continue to further amplify the cooperation of partners.

Was the budget an effective guide for the financial management of the project? The budget of the project has been an effective guide for the financial management of the project. There was no expense other than budgeted and, in addition, we were able to reduce expenses as follows.

1. Cut meeting room fees by the cooperation of [local economic associations](#).
2. Cut the fees of analyses and lectures by the cooperation of administrations, ward conferences and educational institutions in the communities.
3. Made handouts free of charge by the corporation of groups and companies.

- Kept public relations expenses for recruiting new members low by asking the **local economic associations** which we supported to invite **their member companies** to join.

How does this project advance the JCI Mission and Vision?

[JCI mission]

JCI TOKYO has given **local companies** mainly with young employees the chances to challenge international activities which they cannot experience in their normal daily works. Taking advantage of those chances, **local companies** and citizens actively participate in international activities and promote their **positive changes** by utilizing the opportunity of approaching the change to the metropolitan city.

[JCI vision]

JCI TOKYO has given **local companies** and citizens international opportunities and extended global networks. In order that Ota ward be the metropolitan city which allows diversity in the future, JCI TOKYO has shown “the next concrete actions” that each one should carry out, spread the actions widely, and also become a global networker to improve the awareness of that all the people are the members of international community.



Award Category criteria

2

Community Impact

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

Measuring the effects of lectures and discussions at forums.

1. The number of the **local economic associations** which we supported.
Verified whether they have sent out the information of lectures and discussions at events to the member companies (**over 8,500 companies.**)
2. **Positive change** in participants in the forums
Verified by researching and analyzing the level of understanding of lectures.
Measuring the effects through communications when submitting the proposal.
3. The amount of access to the SNS reporting the proposal
Verified the amount of access to the SNS with the proposal for measuring the level of public interest in the results of the project.
4. Interviews
Interviewed with **local economic association officers** regarding their opinion about internationalization when we submitted the proposal.

Describe the actual community impact produced by this project.

In November 2015, Ota Ward opened a web site for foreign visitors in their native languages. In December 2015, Ota Ward also legislated a local law for private apartments to be used as vacation rentals ahead of other areas in Japan (followed by Osaka in January 2016.)

[The measured effect of the project to local communities]

1. The number of the supporters of **local economic associations**
All the associations we supported distributed the information of the project and proposal. As a result, Ota branch of Tokyo chamber of commerce, one of our supporters, has established **“Ota’s Future Vision Committee”** in April 2016 in which young economic workers discuss about how local industries should be in an international city.

2. The amount of access to the SNS reporting the proposal
 There were approximately **11,000 accesses** to the Facebook page reporting the proposal, which tells us that it has got much interest. This means that the proposal affected lots of **active citizens** in local societies.
3. The answers to questionnaires to participants in the project
 The levels of understanding of lectures on “the possibility of realizing the metropolitan city allowing diversity.”
 - 84% could understand, 8 % could not understand, 8% were others.
 The level of understanding of “the next action **local companies** should take for fulfilling social responsibilities.”
 - 94% could understand, 6% could not understand
4. Interviews
 We submitted the proposal to interviewees and they promised us continuous cooperation.



Award Category criteria

3

Alignment to One or More of the Ten Principles through Concrete Measures

Which of the ten principles of CSR did this project target?

Among the ten principles of **CSR**, JCI TOKYO targeted Principle 1, 2, 4, and 6.

Principle 1. “Companies support and respect the human rights protection declared internationally.”

Principle 2. “Assure of not assisting a violation of human rights.”

Principle 4. “Support the abolition of all types of forced labor.”

Principle 6. “Support the abolition of discrimination in employment and occupation”

The objective of JCI TOKYO is to let Ota ward which will be designated as an Asian Headquarter ward become a metropolitan city with the environment where ability and personality of residents are brought into full play without any collisions due to differences in cultures or values.

JCI TOKYO considers that corporate social responsibilities are put into practice and also accelerated by that **local companies** allow diversity of how citizens work and act and promote diversification by the project.

How did this project contribute to the promotion or implementation of the ten principles of CSR?

JCI TOKYO considers “the environment under which ability and personality of residents are brought into full play” is created by **local companies** implementing **CSR** principles 1, 2, 4, and 6.

1. [Informed that **CSR** principles 1, 2, 4, and 6 are possible for **local companies** to implement. (Promotion)]

JCI TOKYO and **local economic associations** lectured on “The possibility of realizing the metropolitan city allowing diversity” based on the analyses by experts.

2. [Discussed concrete actions for local companies implement **CSR** principles 1, 2, 4, and 6 (Promotion)]

JCI TOKYO and **local economic associations** held a discussion among representatives of **local companies**, those of educational institutions and JCI TOKYO members in order to determine the next actions that **local companies** should implement to “realize the metropolitan city allowing diversity”

【Informed those who did not participated in this project how to implement **CSR** principles 1, 2, 4, and 6 (Promotion)】JCI TOKYO and **local economic associations** summarized findings at the forums into the proposal to show next concrete actions and advocate it to **local companies** and various stake holders.



Award Category criteria

4

Results Achieved

Which objectives did this program achieve? JCI TOKYO and local economic associations achieved together in promoting the following principles of **CSR** below:

Principle 1: Business should support and respect the protection of internationally proclaimed human rights

Principle 2: Make sure that they are not complicit in human rights abuses

Principle 4: Elimination of all forms of forced and compulsory labour

Principle 6: Elimination of discrimination in respect of employment and occupation

JCI TOKYO served as a foundation for **active citizens**, with **8,500 local companies** from **8 economic associations** participating, and having them understand the “next action” to make Ota Ward a diverse and international city. In this regard, however, the realization of Principles 1, 2, 4, and 6 is unverified.

What were the concrete results of the project?

1. **Local economic** associations established a place for **affiliated companies** to take action (Promotion)
All the associations we supported distributed the information of the project and proposal. As a result, Ota branch of Tokyo chamber of commerce, one of our supporters, has established “Ota’s Future Vision Committee” in April 2016 in which young economic workers discuss about how local industries should be in an international city.
2. Promoted **POSITIVE CHANGE** to **local companies** through lectures and discussions (Promotion)
The levels of understanding of lectures on “the effects of a multicultural society.”
- 84% could understand, 8 % could not understand, 8% were others
The level of understanding of “the next step **local companies** should take.”
→94% could understand, 6% could not understand
- Comments from Participants
- I felt that diversity is necessary to become an international city.
- I rediscovered the importance of **CSR**.
-The content was difficult.

Discussion on International City
 What's born from the social cooperation? **Positive change!**



ONLY OTA QUALITY

The Tokyo Chamber of Commerce and Industry establish in Otawara committee that think the internationalization of the region.

Discussion on International City
 What's born from the social cooperation? **Positive change!**

Findings at the forums into the proposal to show next concrete actions



Discussion on International City
 What's born from the social cooperation? **Positive change!**



Do you know what is the responsibility of the local companies and citizens?

Discussion on International City
 What's born from the social cooperation? **Positive change!**



JCI TOKYO's PJ results:
 For the purpose of improving the international and human rights awareness of approximately 4,000 local companies, JCI Tokyo and local corporate associations included in the 100 active 100 cities and 100000 local business owners in the managers and owners of the local companies and citizens.

Award Category criteria

5

Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI TOKYO earned the following in running the project:

1. Broadened the members' international and human rights perspective.
The members were given an opportunity to understand what the local stakeholders seek for in **local companies**. In 2016, other areas of JCI TOKYO have also started to plan projects to raise the awareness of **CSR** to make a diverse and international city.

2. JCI TOKYO and **local economic associations** have made strong commitment.
JCI TOKYO's members were invited to committees newly created, with themes that JCI TOKYO has proposed.

How did the program advance the JCI Mission?

JCI TOKYO has given **local companies** mainly with young employees the chances to challenge international activities which they cannot experience in their normal daily works. With this opportunity, **local companies** and citizens become active in participating in international movements. And by using this approach to international city, it lets them make a **positive change**.



Award Category criteria

6

Long-term Impact of the Program

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

JCI TOKYO believes that Ota Ward can become an international city without any prejudice or discrimination.

This is because there will be internationalized, conscious **active citizens** increasing due to the following processes:

1. Properly understand the advantages and issues of diversity
2. Take the advantage and consider an appropriate response to make a **positive change** with the issues
3. **Local companies** especially take the initiative for action based on **CSR**
4. Citizens become aware that they are part of an international society
5. **Active citizens** will increase in the local communities by taking further advantage through promoting diversity

Citizens of Tokyo will be able to show their abilities and personalities to the fullest, without any prejudice or discrimination.

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

Provide an opportunity of interactive international exchange

By providing an opportunity of interactive international exchange based on the vision of international city we aim for, companies and citizens will be able to raise their awareness that they are part of an international society.

Motivate participating **local economic associations** to plan and implement projects by themselves
By motivating **local economic associations** to implement projects, the sense of purpose will be shared and expanded directly to affiliated companies.

With affiliated companies taking the “next action”, it will contribute to having citizens be aware that they are part of an international society.
It will facilitate diversity and individual social responsibilities of citizens, such as workers of companies, with the intensification of **CSR**.

Strengthen the partnership with government and **local companies**

By strengthening the partnership with the government and **local companies**, a workable system will be secured to practice **CSR**.



JCI TOKYO through its City-brand will be International city that many will be attracted.



To improve the results of this project, make the super-flying chance of international exchange.



Local enterprises make efforts in regard to maintain universal value based on the universal declaration of human rights



JCI TOKYO provided the importance of local companies' CSR action.