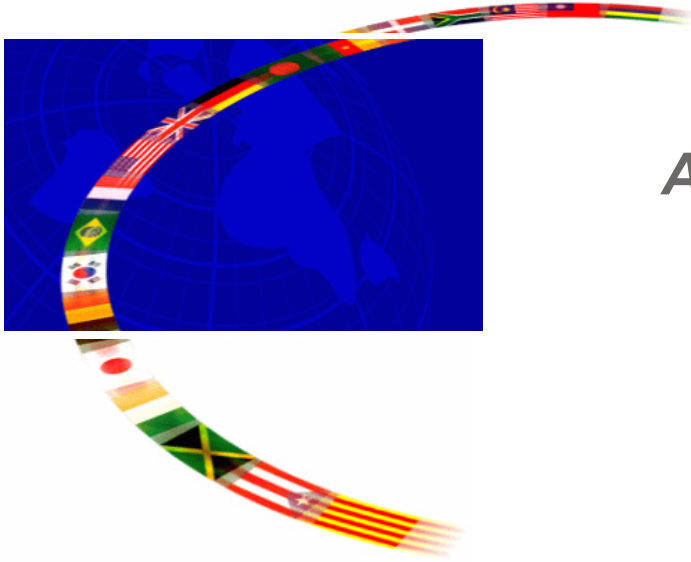




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
Future Leaders teach Global Goals
JCI JAPAN
Best Local Global Goals 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: hiro.inoue1976@gmail.com

Basic Information

Duration : March 1 – August 31, 2015 (approximate)

Staff : 34 members

Sponsors : 6 universities and one volunteer organization in the Yamagata city area

Budget : \$1439 US dollars

Profit / Loss : None

In which UN MDG best fit (if apply)?: Develop a global partnership for development

Who is benefited?: The 250,000 citizens of Yamagata city

Objective : (1) To provide opportunities for citizens to learn about the issues facing international society.
 (2) To create opportunities to show citizens ways in which they can take action to contribute to the resolution of the issues facing international society.
 (3) To create opportunities to involve the community at large in the activities undertaken by local citizens, translating these activities into a sustainable movement.

In 2014, JCI Yamagata held the JCI Asia-Pacific Conference (ASPAC) Yamagata. During the conference, we carried out research to assess the level of interest among local citizens in international issues. The finding was that only 23% of the citizens in this area are interested in the issues facing international society. Therefore, to provide opportunities for the local community to take a personal interest in the issues facing international society, we established the goals above.

Overview : In 2014, JCI Yamagata had the opportunity to host the JCI ASPAC Yamagata. However, through the conference we discovered that only 23% of the citizens in Yamagata city, which has declared itself a city striving for world peace, hold an interest in international issues. First we hosted a discussion session intended to promote interest in international society among the youth (university students) who will lead the next generation. At the discussion, participants had the opportunity to listen to a lecture given by a member of a Yamagata city volunteer organization active in troubled areas. And we showed that JCI has kept commitment UN MDGs adopted in 2000 by the United Nations. To have UN MDGs movement, JCI Yamagata members have sharpened their approach from an unfocused awareness of these goals to the implementation of concrete steps and action. The university students attending the discussion session were surprised to learn of overseas situations that they were hearing of for the first time, and this provided them with an opportunity to think about international cooperation and volunteer activities. At the discussion session, we informed these university students of the JCI organization's effort to involve society at large in UN MDGs goals. The university students expressed a desire to carry out such activities themselves.

We hoped to make these students, who had experienced a significant change in their way of thinking, capable of continuing and furthering such efforts on their own in the future.

To move forward with this project, we created a system that would allow us to continue to work with individuals and organizations that became interested in our efforts.

We educated the university students, who had experienced a change in their perception of world peace, on:

- (1) the guiding principles of United Nations
- (2) the content of UN MDGs awareness program
- (3) how to submit a proposal to conduct a class at the elementary or junior high school level
- (4) how to conduct a class for elementary or junior high school students

University students who are 20 years old conducted a class for 100 10-year-old elementary school students.

With the support of a nonprofit organization, we conducted a class with

the following theme: "What is a contribution to international society you would like to make as an adult that you would like to remind yourself of 10 years in the future?" At the class we asked the elementary school students to write a letter to their 10-year-future selves, and we arranged for these letters to reach them in 10 years, when they are 20 years old. The university students conducting this class were 20 years old. The elementary school students who wrote the letters pledged that they themselves would carry out similar efforts 10 years in the future.

In this way, we created an opportunity for the local community to think about world peace on a lasting basis. We found a group of fellow members of the local community who shared our aspirations and were willing to take action, and we will continue our efforts to expand this group of like-minded persons.

Results : We asked the 18 university students attending the discussion session to complete a questionnaire. 88.9% of respondents stated that they "wished to take immediate action to work for the benefit of international society."

We explained UN MDGs awareness program to the university students. With 4 of these university students, who were members of a university volunteer group, we conducted a UN MDGs awareness program class for the entire 100-student 10-years-old at Yamagata University affiliated Elementary School on June 1, 2015. We provided instruction to the university students that will allow them to plan and carry out this program on their own in the future. University students will continue this project next year and in the years to come.

We also informed 167 university volunteer club members who were unable to conduct the class at this time about our project and efforts.

The elementary school students who participated in our class were able to learn about the realities existing in international society. In messages we received from students, and in the letters which the students wrote to their 10-year-future selves, over 80% of the students described concrete dreams for the future. They wrote of such things as their hope to become doctors who could help save the lives of people around the world, and their desire to teach reading and writing in places such as Africa.

Our program was covered by various mass media outlets, with the following results: – 63,280 prefectural citizens heard about our program on the radio
– 189,840 prefectural citizens heard about our program on television
– 554,840 prefectural citizens read about our program in the newspaper
We were contacted by individuals who became interested in our efforts through the media coverage. 20 members of a volunteer group who became interested in our efforts through the media coverage carried out a Nothing But Nets fundraising campaign in 3 places in the Yamagata city area. We instructed 3 other university volunteer groups in methods of carrying out the UN MDGs awareness program.

Our project to convey the current state of international society developed into a larger undertaking involving the local community.

Actions Taken : 【In the hopes of helping young people develop an altruistic nature:】
- We explained and notified all the universities in the Yamagata city area of our project. (from March 1, 2015)
- We learned about actual efforts taking place in Africa from a veteran member of a volunteer organization involved in refugee and disaster aid in Africa and other regions since 1991.

【In the hopes of raising consciousness about the importance of volunteer activities:】 - A veteran volunteer gave a talk on present conditions around the world to 52 project participants (34 JCI Yamagata members and 18 university students).
- We held a discussion session for the LOM members and university students (April 24, 2015)

【In the hopes of promoting awareness of global realities and cultivating the ability to take personal action:】
- We conducted a study meeting on UN MDGs with university volunteer

club members taking part in our project who had experienced a significant change in their way of thinking. (May 1, 2015)

- We looked for elementary or junior high schools that would allow us to conduct classes on UN MDGs with the university students. (May 2, 2015)
- We discussed ways of using the UN MDGs awareness program classes to promote international cooperation efforts among members of the next generation. (May 5, 2015)

【In the hopes of making local citizens aware of our efforts:】

- We explained our project outline and objectives to the university students as well as the mass media, and asked that word be spread about our project. (May 20, 2015)
- A group of university students conducted a class on the UN MDGs awareness program for 100 students at one elementary school. (June 1, 2015)
- We had the elementary students write their 10-year-future selves a letter in which they answered the following question: "What is a contribution to international society you would like to make as an adult that you would like to remind yourself of 10 years in the future?"
- We arranged for these letters to reach the participating students 10 years after. (We utilized an NPO "Time Capsule Post Office" service which arranges for letters to reach a predetermined address at a predetermined time in the future.) (June 7, 2015)
- We set up a LOM site where local citizens could contact us after our class on the UN MDGs awareness program was covered in the media.

【In the hopes of ensuring that our project continues as a sustainable effort:】

- We taught 3 university volunteer groups that had become aware of our activities about the UN MDGs awareness program. We will provide support to help these groups become capable of carrying out this program on their own.
- We conducted a Nothing But Nets fundraising campaign with members of a university volunteer group. (July 20, 2015)

Recommendations : Our international society must deal with issues such as poverty and hunger. Of the 250,000 citizens living in this region, only 23% display an interest in the issues facing international society.

We conveyed the current state of international society to 18 university students. These 18 students began to search for ways in which they themselves could take action.

After hearing about our project in media reports, local citizens who became interested in our efforts took action to contribute to the resolution of issues facing international society by carrying out the UN MDGs awareness program and conducting fundraising campaigns. In addition, we taught UN MDGs awareness program methods to other university volunteer groups who became interested in our efforts after hearing about them in the media.

Our activities did not bring about a significant change of consciousness in all of the citizens residing in the local community. Not all of the university students living in the local community took part in our activities. We must work to convince all members of the local community to take a personal interest in the issues facing international society.

We must continue to move forward with this effort.

We will provide support to the individuals and organizations who have aligned themselves with our effort so that they may continue this project next year and in the years to come.

In order to help local citizens who have not yet aligned themselves with our effort to experience a change in their way of thinking, we will continue to promote awareness of the activities of organizations which have begun to take action.

We will work with outside groups so that we may continue to gain supporters from among the local citizens who have not yet aligned themselves with our effort in the years to come.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? Our objective was to help project participants recognize their role in international society and take personal action.

JCI Yamagata established the following goals:
 We will continue to work with the groups that participate in this project so that they may move forward with this effort.
 We will continue to build a system that will allow us to support the actions taken by individuals who participate in this project.

How does this program align to the JCI Plan of Action? JCI members take needs-based action to create sustainable impact in their local communities.

Was the budget an effective guide for the financial management of the project? The volunteer organizations who aligned themselves with us during the discussion session and fundraising campaign pledged to move forward with this effort, and we made flag to commemorate this promise. At our discussion session, we arranged for an experienced professional to speak about actual volunteer efforts taking place. Venue costs: 713 USD Speaker fees: 230 USD The elementary school children who participated in our class wrote letters pledging that in 10 years after, they will carry out efforts similar to those performed by the university students, and we arranged for these letters to reach them 10 years in the future. Postage fees: 496 USD We spent no money on publicity expenses, but instead carried out all publicity activities for this project on our own. We communicated word of our efforts to local citizens through the news and other media that was free of charge. Publicity expenses: 0 USD

How does this project advance the JCI Mission and Vision? LOM board members had a discussion session to encourage a renewed understanding of the importance of promoting new ideas about international cooperation in the local community, and by working to reaffirm our consciousness of world peace.

We promoted the UN MDGs awareness program and took steps to encourage this to become a lasting effort to help the ideals of international cooperation and assistance to take hold in the society which members of our younger generation will build.

JCI At the discussion, participants had the opportunity to listen to a lecture given by a member of a Yamagata city volunteer organization active in troubled areas.



JCI We made flag to commemorate this promise.



JCI The university students attending the discussion were surprised to learn of overseas situations that they were hearing of for the first time.



JCI We spent no money on publicity expenses, but instead carried out all publicity activities for this project on our own.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? 34 individuals

By percentage, how many members of your Local Organization were involved in this program? 56%

Describe the main roles of the participating members in this program.

- Members who planned and managed the discussion session: 21 members
- Members who attended the discussion session: 34 members
- Members who provided instruction to university students: 14 members
- Members who conducted training for the UN MDGs awareness program class: 21 members
- Members who assisted with the UN MDGs awareness program class: 8 members
- Members responsible for media relations
- Members who assisted with the Nothing But Nets campaign: 67 members



Award Category criteria

3

Community Impact

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

The UN MDG class, which was conducted by university students who had experienced a significant change in their way of thinking, was featured prominently in media reports.

- An article was featured in Yamagata Shimbun Newspaper, which has a circulation of 194,000. The average household size in Yamagata prefecture is 2.86 people per household, which means that this coverage reached 554,840 people.
- The news program that featured this class had an audience rating of 16.8%. Yamagata prefecture has a population of 1,130,000, which means that 189,840 people viewed this program.
- The radio program that featured this class had an audience rating of 5.6%. Yamagata prefecture has a population of 1,130,000, which means that 63,280 people listened to this program.

A large number of Yamagata citizens learned of our project through media reports, and many people contacted us when we were considering carrying out the Nothing But Nets fundraising campaign, allowing us to expand our efforts.

Describe the actual community impact produced by this project.

The elementary school where we carried out our class this year, along with other local elementary schools which have contacted us, have requested that we conduct the class next year and in the years to come.

We were also contacted by three volunteer groups which did not participate in this year's class but expressed a desire to learn about its content, and we are currently teaching them the class methods.

We anticipate that there will be a much higher level of recognition regarding the necessity of international cooperation in the local community in the future.

JCI Yamagata will continue to work with all the individuals and groups that participated in our project until they are able to carry on independently.

JCI Yamagata will work to ensure that there is a lasting movement in the local community to take on the issues facing international society.

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An article was featured in Yamagata Shinbun Newspaper, which has a circulation of 194,000. That this coverage reached 554,840 people.



Newspaper

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The news program that featured this class had an audience rating of 16.8% that 189,840 people viewed this program.



The news program

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A large number of Yamagata citizens learned of our project through media reports, and many people contacted us.



The radio program

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Local elementary schools which have contacted us, have requested that we conduct the class next year and in the years to come.



Award Category criteria

4

Link with UN Agencies or Partnerships

List any UN Agencies that participated in any way. Describe their involvement. (write N/A if none)

N/A

List any other partners that participated in this program. (write N/A if none)

Yamagata University
 Tohoku University of Art and Design
 Tohoku Bunkyo College
 The Open University of Japan
 Yamagata College of Industry and Technology
 Yamagata Prefectural University of Health Sciences
 Yamagata University Elementary School
 NPO Ivy

How were partners engaged to participate in the program?

By:
 - participating in the discussion session
 - requesting a speaker for the discussion session
 - providing instruction in how to carry out the UN MDG awareness program
 - carrying out the UN MDGs awareness program
 - carrying out fundraising activities
 - carrying out the UN MDGs awareness program class next year and in years to come - conducting Nothing But Nets fundraising campaigns next year and in years to come - providing instruction in how to carry out the UN MDGs awareness program next year and in years to come.



Award Category criteria

5

Long-term Impact of the Program

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

The university volunteer club members who carried out the UN MDGs awareness program class learned how to conduct the program and prepare materials, and are now prepared to continue this activity in the future.

The elementary school students who took the class promised to themselves carry out similar efforts 10 years after.

The university volunteer club members learned fundraising methods and are now prepared to carry out fundraising as part of their club activities.

As our efforts gain momentum and increased recognition, we anticipate that the general public will become more conscious of its responsibility to contribute to international society.

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

Rather than carrying this project out only a single time, we will make it more effective by continuing to carry it out as part of our LOM efforts.

In addition, we will broaden the reach of our program to involve not only university students but all members of the general public, and will thereby make our project a more expansive and inclusive one.

