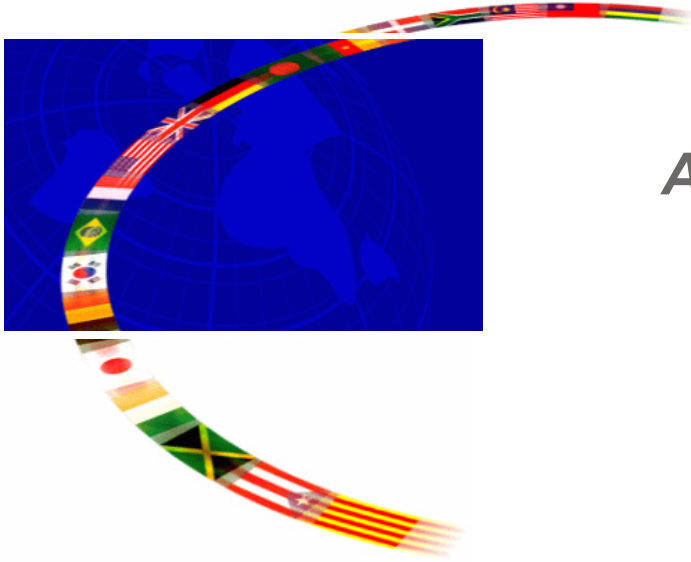




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
1111 The people who overflow in frontier spirit
JCI JAPAN
Best Local Growth & Development Program



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-shirosaka@shoei-group.com

Basic Information

Duration : January – December, 2015

Staff : 378Member

Sponsors : Senior associates of JCI Osaka and Osaka Prefectural Seishi-Gakuin.

Budget : 261 HUNDRED DOLLAR

Profit / Loss : NONE

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

Who is benefited ? : 2.68 million people living in Osaka, especially young citizens from 25 to
38 years old

Objective : [Young citizens]

Young citizens are the origin of all values.

JCI Osaka's objective is to produce many leaders in order to create a bright future for Osaka. [Membership growth]

In order to increase membership, JCI Osaka set the following objectives:

- To improve members' knowledge and qualifications.
- To recruit 245 new members.
- To let young citizens know about JCI Osaka's activities and become interested in them.

[Training new members]

JCI Osaka let new members:

- Understand JCI Osaka's activities more deeply.
- Have motivation to try everything.
- Be willing to act for others.
- Develop the potential of other members.
- Take advantage of many opportunities that JCI Osaka provides.

[Membership growth by new members]

In addition, new members are expected to:

- Have responsibility and self-awareness as an innovation leader.
- Recruit new members full of potential.
- Make continuous positive change with JCI Osaka.

Overview : [2 seminars for current members]

- JCI Osaka told the importance of increasing the number of members to current members and enhanced their motivation.
- JCI Osaka created a program to increase its membership and decided what they should do.

[17 program sessions]

- JCI Osaka held 17 sessions for young businesspeople living in Osaka. They gathered the total of 1,000 young businesspeople and introduced JCI Osaka's activities and achievements.

[Training new members]

JCI Osaka provided many opportunities for new members to:

- Attend an entrance ceremony and an orientation.
- Take part in Seishi-Gakuin program.
- Cooperate and work together in Yodogawa Fireworks Display.
- Participate in other programs.

[Membership growth by new members]

JCI Osaka received new members in order to produce many leaders in the community and helped them understand JCI Osaka's activities better.

JCI Osaka also helped them make positive change and take action. Through this program, the new members grew up to be experienced ones.

Then the experienced ones recruited another new members and created a system to increase membership for the next year.

Results : JCI Osaka received new members in order to produce many leaders in the community and helped them understand JCI Osaka's activities better. JCI Osaka also helped them make positive change and take action. Through this program, the new members grew up to be experienced ones. Then the experienced ones recruited another new members and created a system to increase membership for the next year.

[Membership growth]

- JCI Osaka held seminars for its members. They obtained a deeper understanding of JCI Osaka's history and objectives at the seminars, and made positive change.

- JCI Osaka organized 5 program sessions, 4 business forums, and 8 pan-industry social events. Through these meetings, many people knew about JCI Osaka's activities and became interested in them.

- JCI Osaka got 252 new members in 2015, and achieved 100.8% of the target number.

[Training]

- JCI Osaka held a two-day seminar for new members.

They learned about JCI Osaka's history and objectives there. • They had a debate at the seminar and had motivation to try everything.

- New members held an event for handicapped children. Through interacting with the children, new members could act with consideration for others.

- New members organized, run, and verified the program. They learned the importance of teamwork through this program.

- JCI Osaka gave a training course to new members and created a system where they could participate in various programs.

[Membership growth by new members]

- Based on the experiences gained in JCI Osaka, new members held the Membership Growth Program to recruit new members. As a result of this, JCI Osaka could get 290 new members who will lead the future.

- JCI Osaka repeated the following cycle:

Recruiting new members → training them → getting another new members.

As a result of this, JCI Osaka's brand value was enhanced and JCI Osaka successfully made a beneficial impact on young citizens. In this way, JCI Osaka could create a system where young citizens make positive change continuously.

Actions Taken : [Membership growth]

JCI Osaka organized and implemented the following events:

Pan-industry Social Event (Tea ceremony) on Dec. 17th, 2014

Program Session on Jan. 14th, 2015

Pan-industry Social Event (Tea ceremony) on Jan. 15th, 2015

Pan-industry Social Event (Tea ceremony) on Jan. 22nd, 2015

Pan-industry Social Event on Jan. 26th, 2015

Program Session on Jan. 27th, 2015

Pan-industry Social Event (Tea ceremony) on Jan. 29th, 2015

Pan-industry Social Event on Feb. 3rd, 2015

Pan-industry Social Event (Tea ceremony) on Feb. 4th, 2015

Program Session on Feb. 9th, 2015

Pan-industry Social Event (Tea ceremony) on Feb. 12th, 2015

Pan-industry Social Event on Feb. 16th, 2015

Pan-industry Social Event (Tea ceremony) on Feb. 20th, 2015

Pan-industry Social Event on Feb. 23rd, 2015 Program Session on Feb.

25th, 2015

Pan-industry Social Event (Tea ceremony) on Mar. 3rd, 2015

Program Session on Mar. 6th, 2015

- JCI Osaka did its best to get new members until the deadline, March 25th, 2015.
- After the events above, JCI Osaka tried to train new members.
- JCI Osaka made a continuous effort to recruit new members for the next years.

[Training]

- By assigning roles to all members, JCI Osaka made them keep holding their responsibility, hope and motivation.
- New members understood JCI Osaka's objectives properly and improved themselves through many experiences. Through these experiences, they realized the significance of JCI Osaka and had motivation to recruit another new members.

Recommendations : JCI Osaka members' positive actions are important to increase membership.

However, it is also important for JCI Osaka to help new members understand its history and objectives properly.

The new members grow up to be experienced ones, and will recruit another new members.

In this way, continuous membership growth is expected for the next years.

[Membership growth by current members]

- JCI Osaka enhanced the motivation for current members to increase membership
- JCI Osaka enhanced the level of members' knowledge and qualifications so that they can tell about its activities properly to others.
- JCI Osaka set a clear target number.

[Training]

- By assigning roles to all members, JCI Osaka made them keep holding their responsibility, hope and motivation.
- New members understood JCI Osaka's objectives properly and improved themselves through many experiences. Through the experiences, they realized the significance of JCI Osaka and had motivation to recruit another new members.

Award Category criteria

1

Strategic Plan

What were the main objectives of the program?

[Young citizens]

Young citizens are the origin of all values. JCI Osaka's objective is to produce many leaders in order to create a bright future for Osaka.

[Membership growth]

In order to increase membership, JCI Osaka set the following objectives:

- To improve members' knowledge and qualifications.
- To get 245 new members.
- To let young citizens know about JCI Osaka's activities and become interested in them.

[Training new members]

JCI Osaka let new members do the followings:

- Understand JCI Osaka's activities more deeply.
- Have motivation to try everything.
- Be willing to act for others.
- Develop the potential of other members.
- Take advantage of many opportunities that JCI Osaka provides.

[Membership growth by new members]

In addition, new members are expected to:

- Have responsibility and self-awareness as an innovation leader.
- Recruit new members full of potential.
- Make continuous positive change with JCI Osaka.

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

- Plan of action of the Local Organization

 JCI Osaka shares its activities with more people, moves them, lets them take positive actions, and makes the beloved city of Osaka richer.

- "Membership growth", "Training", and "Membership growth by new members" program

 JCI Osaka tells about its activities to local young people and gets their empathy.

JCI Osaka advances this program to increase membership and change the beloved city of Osaka into a better community.

How does this project advance

[JCI Mission]

the JCI Mission and Vision? JCI Osaka lets more local young people know about its activities. (Membership growth)
 JCI Osaka provides opportunities for new members to create their programs and participate in various other programs. (Training)

[JCI Vision]

JCI Osaka helps new members understand its activities well, and provides opportunities for them to participate in various meetings such as ASPAC and World Congress so that they can build relationships with people from around the world. (Training)



Award Category criteria

2

Involvement of Local Board of Directors and Members

By number, how many members were involved? 378 members

By percentage, how many members were involved in the program? 100%

How many Local Board members were involved in the project? 27



Award Category criteria

3

Methods of Implementation

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

[Training and developing new members]

JCI Osaka provided the following opportunities for new members:

1. An entrance ceremony and an orientation
JCI Osaka helped new members to understand JCI Osaka's history and objectives in a two-day seminar, realize the importance of teamwork, and have motivation to try everything.
2. New members' program
 - JCI Osaka let new members organize, run and examine the program for handicapped children. They did all the above in the form of a board meeting. Through these experiences, they learned how to create a program.
 - The new members obtained a lot of knowledge and experiences throughout the year. JCI Osaka let them organize and implement a membership growth program with the knowledge and experiences to get another new members.

[Participation in JCI Osaka's programs]

JCI Osaka encouraged new members to participate in many programs by setting the target number of participation. In this way, JCI Osaka trained new members throughout the year.

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

JCI Osaka provided the following opportunities for many young people to know about JCI Osaka's activities. As a result of this, many young people agreed with its activities.

[5 program sessions]

JCI Osaka held program sessions for young people living in Osaka, and the total of 1,000 young people participated. JCI Osaka could tell about its activities and achievements to them.

[4 business forums]

JCI Osaka had panel discussions with 150 young businesspeople and stressed the importance of young people's help for the local development.

[8 pan-industry social events]

JCI Osaka held pan-industry social events for 100 businesspeople to share information and encourage them to make social contributions.

Which method/activity was the most effective in developing current members? Why? JCI Osaka helped current members understand JCI Osaka's history, activities, challenges and objectives much deeper by providing many opportunities. Each member's development led to the enhancement of JCI Osaka's brand values

[2 seminars for current members]

- JCI Osaka tried to improve members' knowledge and qualifications.
- JCI Osaka aimed to get 245 new members.

[Training]

Current members re-realized the importance of recruiting members through working with new members for a year.



Award Category criteria

4

Results Achieved

By number, how many new members were recruited by this program? 252 members

Which objectives did the program achieve? JCI Osaka achieved the following 3 objectives: 1. JCI Osaka received 252 new members. 2. JCI Osaka provided many opportunities for new members. Thanks to that, they made positive change and acquired ability to take action. 3. New members grew up to be experienced ones and created a system to recruit another new members for the next years.

What was the most important outcome of this program? JCI Osaka encouraged its members to make positive change and helped them understand its activities and objectives properly. The new members grew up to be experienced ones, and recruited another new members. In this way, continuous membership growth is expected for the next years, too.



Award Category criteria

5

Long-term Impact of the Program

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

JCI Osaka members understood JCI Osaka’s activities and objectives properly, and told them to local citizens. As a result of this, JCI Osaka can create positive change in local citizens. In addition, JCI Osaka"s brand value will be enhanced, which leads to membership growth.

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

JCI Osaka has a close relationship with the local community. However, not so many people know about it. The reason is that members do not understand its objectives and roles properly. To improve that situation, JCI Osaka thinks the followings are necessary:

- JCI Osaka holds a seminar regularly for its members and promotes their continuous growth.
- All members hold affection and pride in JCI Osaka.
- All members stress the significance of JCI Osaka to the local citizens with confidence.

All the above will lead to enhancement of JCI Osaka’s brand value, membership growth, and local citizens’ positive change.

