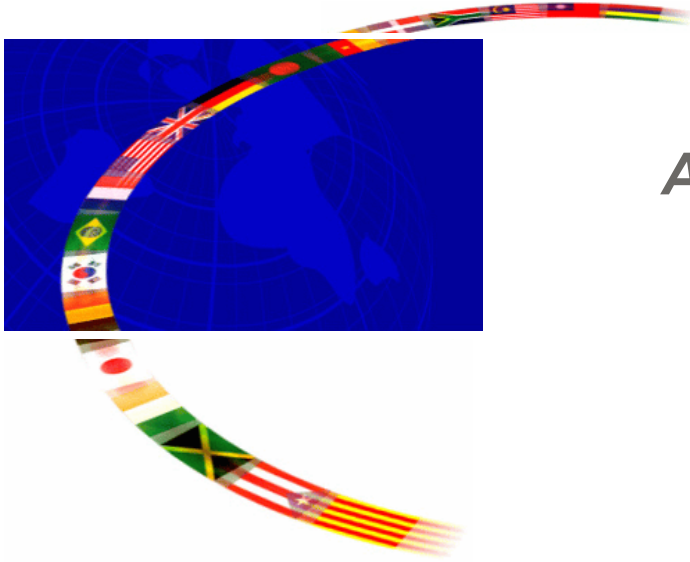




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Asia-pacific Conference  
Steps to the Peace!  
JCI JAPAN  
Best Local OMOIYARI 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](mailto:japan@jci.cc)

### LOM Information

Local Organization:

President:

President Email: [haruki@ben-kyou-dou.co.jp](mailto:haruki@ben-kyou-dou.co.jp)

### Basic Information

Duration : From January 2015 to October 2015

Staff : 11 members

Sponsors : ●456 children from local elementary schools and about 900 parents

Budget : 30640 USD

Profit / Loss : None

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

Who is benefited ? : 70 billions of people living all over the world

Objective : **JCI Fukuyama achieves everlasting world peace.**

For the purpose, JCI Fukuyama intended for people around the world to act assertively towards the world peace.

- 1) JCI Fukuyama changes attendants' mind that is important for each one to act. (**Opportunities for positive change**)
- 2) The people with the mind start acting towards world peace. (**Active Citizen who aims for world peace**)
- 3) The action will impact the world. (**The active citizens create positive change to achieve the peace of the whole world**)

JCI Fukuyama got actively involved on terms outlined above.

Overview : JCI Fukuyama carried out terms outlined below in order for the people around the world to act assertively toward the world peace.

- 1) **JCI Fukuyama organized the school visit program at 8 elementary schools for the purpose of upbringing of Truly International People, and offered children three modules.**

**Truly International People are leaders who can notice and solve the problems in the international society with the attachment to their homeland and the pride to be Japanese.**

- Module 1 (45 min)

Children learnt Japanese spiritual nature and Rose Mind, and considered what they themselves can do.

\* "Rose Mind" is the word to describe kindness, consideration, and cooperation, or the actions or attitudes with them.

This spirits brought the revival of Fukuyama after the World War II .

- Module 2 (45 min)

Children learnt the relationship between countries to realize that their lives are supported by others, and understood the importance of worldwide cooperation.

At the end of the class they discussed what they can do to support others.

- Module 3 (45 min)

Children learnt about other counties and their history and cultures, and considered the difference between Japan and other countries.

They tried the ways to communicate with people speaking different languages that they can't understand.

- 2) **JCI Fukuyama conducted exchange programs at those local elementary school with the international delegates from the 2nd Asia Youth Exchange Program in Fukuyama.**

Children invited Asian delegates to their school and introduced Japanese culture and discussed the differences between countries.

Asia Youth Exchange Program in Fukuyama is an international exchange program to contribute to world prosperity and world peace, started by JCI Fukuyama in 2014.

Children around Asia get together in Fukuyama to experience international understanding and encourage friendship through

international exchange.

The 3rd Asia Youth Exchange Program in Fukuyama is to be held in July 2016.

### 3) **JCI Fukuyama invited Fukuyama citizens and held Fukuyama Children's International Summit.**

●JCI Fukuyama invited Ms. Rumiko Seya. She had a lecture on Truly International People.

● Children had presentations about what they learnt through 3 modules and the 2nd Asia Youth Exchange Program in Fukuyama.

Fukuyama Children's International Summit started in 2015 held by JCI Fukuyama

The lecturer Rumiko Seya is chairperson of Japan Center for Conflict Prevention (JCCP.)

JCCP has carried out many projects to prevent the outbreak and recurrence of conflicts by establishing sustainable peace situation in injured societies and improving dangerous environments which threaten people's lives, liberty and opportunities through armed conflicts.

Results : JCI Fukuyama has provided citizens opportunities to achieve the world peace. As a result, it was possible to increase the ACTIVE CITIZEN aiming for world peace.

① JCI Fukuyama organized the **School Visit Program** and had three modules at local elementary schools to grow **Truly International People**.

JCI Fukuyama was able to grow 465 children into a true international people, bringing them to realize that **Peace is Possible** with their individual behavior. The following comments prove it.

●Children understood that **individual behavior** is important to achieve world peace.

●Children were able to have the **pride for Fukuyama and Japan**.

●Children started to express with his own word ●Children were able to acquire the **International Knowledge** from three modules which is quite difficult to get from the daily classes.

●Children and their parents had chances to **talk about Peace**.

●Children **started to think** about what True International People are with their family

②JCI Fukuyama conducted exchange programs at those local elementary school with the international delegates from the 2nd Asia Youth Exchange Program in Fukuyama.

Direct communication with international delegates and discussion about the difference between **cultures and countries** allowed them **mutual understanding** and made them realize that **individual behavior is important for the world peace**.

The following comments are prove this

#### **[Comments from the Japanese Children]**

I was able to **make friends with international delegates**. (86%)

I became to think that **understanding people from other countries** is important to achieve world peace. (95%)

I **became a fan of Fukuyama and Japan**. (89%)

#### **[Comments of overseas participants]**

- I was able to **make friends with Japanese children**. (97%)

- I was able to tell the good points of my country. (93%)

- The Japanese were all kind. (100%)

#### **[Voice of the teacher]**

- The exchange program was a good opportunity for children has **have an interest towards the international community** (96%).

JCI Fukuyama has provided children opportunities of **POSITIVE CHANGE** to achieve world peace.

③JCI Fukuyama invited Fukuyama citizens and held **Fukuyama Children's International Summit**.

Children had **presentations about the actions** that they took to achieve the world peace **as Truly International People**.

250 citizens joined the summit and the presentation **changed the participants' attitudes towards the world peace**.

ACTIVE CITIZEN aiming for peace, **created the POSITIVE CHANGE** towards the entire world peace.

The following survey results prove this.

- Understand that it's important to **take action for the world peace**. (98%)

- Got interested in the **countries that still have wars**, and started to watch the TV news or read newspaper.

- Realized that they can start **international cooperation from their surroundings**.

- More than 70% of their parents saw **positive change** in children.

Actions Taken : 2015

January: Fukuyama city elementary school principal Board visit and Information statement distribution (77 elementary schools)

January 11: 1st committee to decide the course content

January-February: Recruiting call to 77 elementary schools.

February-March: 2nd committee to decide lesson contents

April 1, 2011: Presentation of details to JCI Fukuyama members at the monthly meeting

April-June: Module1 at 8 elementary schools

June-July: Module 2 at 8 elementary schools

July: Module 3 at 8 elementary schools

July 27: the International Exchange at the 2nd Asia Youth Exchange Program in Fukuyama.

August-September: Feedback session at 8 elementary schools

October 10: Fukuyama Children's International Summit

November: verification of the program and questionnaire

Recommendations : JCI Fukuyama has provided an **opportunity** to the citizens to take actions to achieve world peace.

As a result, JCI Fukuyama was able to increase the ACTIVE CITIZEN aiming for world peace.

The school visit program, where children learnt what they cannot learn in daily classes, enabled children **POSITIVE CHANGE and the actions towards world peace**. In addition, the program gave the POSITIVE CHANGE to the teachers and the families of the children.

This shows that the **children's behavior (ACTIVE CITIZEN)** can create the peaceful world by spreading to the local community, Japan, and the world. JCI Fukuyama succeeded in **increasing Truly International People** who take actions towards the world peace.

**With the suggestion by the students from the program**, they decided to send stationeries to children in Kenya.

This shows that JCI Fukuyama **provided an opportunities** to learn about the issues about the **international community** to the children, **they changed positively**, and **took actions towards the world peace**.

JCI Fukuyama carried out this project for five years, and acquired **the good relationship with the government and school officials**.

**The executive officer from the board of education** of Fukuyama City came to visit the Fukuyama Children's International Summit.

This program continues in 2016, and school officials have also decided to get involved in more, which **imposes the burden of JCI Fukuyama**.

● Various media showed a great interest in this international project, information or articles appeared as follows.

- ① General newspaper (circulation: 620,000 issues)
- ② General newspaper (circulation: 420,000 issues)
- ④ Local information magazine (circulation: 120,000 issues)
- ⑤ Local information magazine (circulation: 80,000 issues )

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the objectives of this program? JCI Fukuyama achieves **ever Lasting World Peace**. For the reason, JCI Fukuyama makes a movement towards the world peace **by making people around the world to act assertively towards the World Peace**, JCI Fukuyama was actively involved on terms outlined below.

1) In order to achieve the world peace, JCI Fukuyama changes attendees' mind that **it is important for each one to act**. (Opportunities for positive change.)

2) The People who changed their mind **start acting toward world peace**. (Active Citizen who aims for world Peace)

3) The Act will **impact the world peace**. (The Active Citizens create positive change to the whole world.)

How does this program align to the JCI Plan of Action? JCI Fukuyama provided a chance to act towards world peace. As a result, **number of ACTIVE CITIZEN was increased**.

**It can be referred from JCI Action Plan**. “To further the understanding of the JCI Mission, Vision, and Values not only by existing JCI members but also potential members, partners and stakeholders likely to be impacted by the activities of the organization both locally and global.”

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

- With the understanding to our movement from the attending elementary school, **JCI Fukuyama did not need to pay the venue cost**.

- JCI Fukuyama advertised the movement actively to the media, and was able to run articles for free **on local newspapers or local business magazines**. This enabled JCI Fukuyama to spread the movements to the community, which **did not cost the advertising expenses at all**.

How does this project advance the JCI Mission and Vision? **Promotion of JCI Mission**

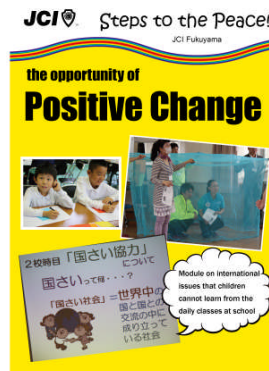
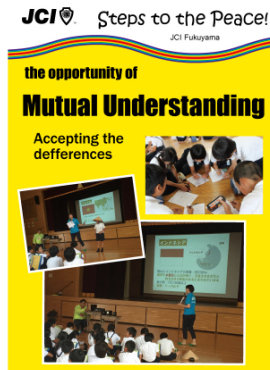
JCI Fukuyama Promotes JCI Mission.  
JCI Fukuyama provide the opportunity of **Positive Change** for the children by offering them the chance of **learning about the international issues that they cannot learn from the daily classes at school**.  
Teachers and parents also had Positive Change

**Promotion of JCI Vision**

JCI Fukuyama Promoted JCI Vision.

JCI Fukuyama **increased the number of Active Citizen** among local society who aspire world peace by providing them the opportunity **of mutual understanding for the cultures.**

It expanded local network which is a **base of global network.**





## Award Category criteria

## 2

## Cooperation for the Sake of World Peace

How did this project extend the presence of peace in your community?

JCI Fukuyama has expanded the presence of peace in the community by the following way

1) JCI Fukuyama provided the school visit program for 456 children from 8 local elementary schools. This allowed them to understand **Peace is Possible by the individual act.**

2) **The movements for the world peace spread to the local citizens,** letting them understand the world's actual situations, through the presentation given by the children from the School visit Program. (At Fukuyama Children's International Summit)

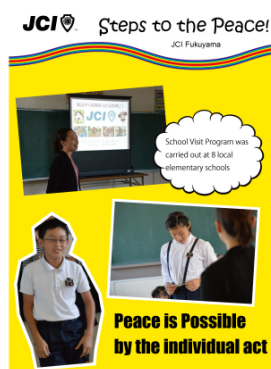
3) This project enabled **the world's real situation and the movements towards the world peace to spread towards the whole community,** by **being covered in the media.**

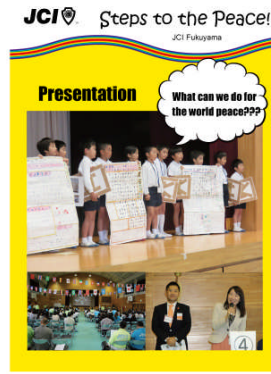
How was cooperation used to promote peace?

With the suggestion by the students from the program, they decided **to send stationeries to children in Kenya.**

Citizens understood that the **individual act is important for the world peace,** through Fukuyama Children's International Summit where children had presentations on what they had learnt.

This shows that JCI Fukuyama provided an **opportunity of learning international issues** for the children, resulting in **children's positive change and the actions taken towards the World Peace.**





## Award Category criteria

## 3

## Community Impact

What was the intended community impact? JCI Fukuyama tried to impact the **Local Community and World Peace** by children's understanding the cultures mutually, and taking action towards world peace.

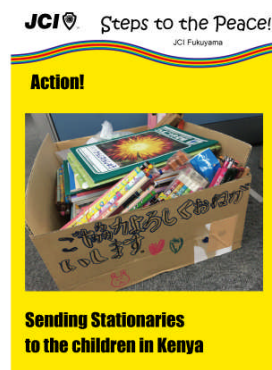
Describe the actual community impact produced by this project. JCI Fukuyama increased **ACTIVE CITIZENS** aiming for the **WORLD PEACE**, by making local children understand their own and other cultures mutually.

In particular, children who joined modules of the School Visit Program had **presentations about what they can do towards the world peace** in front of citizens. This was reported broadly in local newspapers (circulation area 620,000 issue), **impacting the local community and the world peace.**

With the suggestion by the students from the program, they decided **to send stationeries to children in Kenya.**

This shows that JCI Fukuyama provided an **opportunity of learning international issues** for the children, resulting in **children's positive change and the actions taken towards the World Peace.**

This is the result of **Active Citizens** aiming for the **Peace creating Positive Change towards the Whole World and the Peace.**



**JCI** Steps to the Peace!  
JCI Fukuyama

Course Leaders are mainly from JCI Fukuyama.



↓




**Needs citizens' Cooperation**



**JCI** Steps to the Peace!  
JCI Fukuyama

**Stationaries to Kenya**

Thank-you letter from JCCP and Kenya



**Award Category criteria**

**4**

**Impact on Local Organization**

How did the Local Organization benefit from running this project?

JCI Fukuyama has been working on this program for five years, and have **a close relationship with the government and the school officers.**

For instance, **the President of JCI Fukuyama was invited to the Public Meeting with the executive officers of Fukuyama City, and to the Educational Forum.**

\* About 200 teachers attended to this forum. The cooperation to the Program, **especially the financial help such as subsidies**, shows the **possibility of expand of the future programs for JCI Fukuyama.**

Furthermore, with the media’s great interest in our movements and the project’s being covered in the newspapers or local business report, our movements spread widely to the citizens, and **let the presence of JCI Fukuyama strong.**

How did the program advance the JCI Mission?

JCI Fukuyama offered children the chance of **learning about the international issues that they cannot learn from the daily classes at school.**

As a result, not only children but also teachers and parents had the opportunity of **Positive Change.**



**JCI** Steps to the Peace!  
JCI Fukuyama

**Asia Youth Exchange Program in Fukuyama**



**JCI** Steps to the Peace!  
JCI Fukuyama

**Sponsorship**



**Financial help shows the possibility of expand of the future programs for JCI Fukuyama.**

## Award Category criteria

## 5

## Long-term Impact of the Program

|  |  |
|--|--|
| <p>What is the expected long-term impact of this project?</p>              | <p>JCI Fukuyama brought local children and people to ACTIVE CITIZENS.<br/>As a result, following terms are expected.</p> <ul style="list-style-type: none"> <li>●Children with mutual understanding realize the <b>importance of accepting the differences</b> towards the WORLD PEACE, and positively change the attitudes of citizens by involving them.</li> <li>●The Children with the positive change <b>keep taking actions towards the WORLD PEACE</b></li> <li>●The actions by children (i.e. ACTIVE CITIZENS) <b>spread to the community, Japan and the world to create the peaceful world.</b></li> <li>●JCI Fukuyama get a lot of visibility by spreading the movements.</li> <li>●JCI Fukuyama <b>increases the number of members with the visibility and the contributions towards the local community.</b></li> <li>●The members foster their quality and ability for the human resources development.</li> </ul>  |
| <p>What changes would you make to improve the results of this project?</p> | <p><b>I . Modules of School Visit Program</b></p> <ul style="list-style-type: none"> <li>●JCI Fukuyama members are the course leaders of the program, which <b>restricts the numbers of the participating schools</b></li> <li>●JCI Fukuyama needs to <b>change the contents of each module fitting with the times.</b></li> </ul> <p><u>~Solutions~</u></p> <ul style="list-style-type: none"> <li>●JCI Fukuyama <b>needs to have the citizens as the course leaders,</b> so that more school can join the program.</li> <li>●JCI Fukuyama <b>needs to comprehend the situation or the demands of the world or the local community, to improve the contents of each module.</b></li> </ul> <p><b>II . Budgets</b></p> <ul style="list-style-type: none"> <li>●JCI Fukuyama <b>covered all the expenses</b> for the program.</li> </ul> <p><u>~Solutions~</u></p> <p>JCI needs to make <b>the government, the educational officers, and the citizens understand the movements more,</b> so that JCI Fukuyama can <b>ask them for the corporation of sponsorship.</b></p> |

**JCI** Steps to the Peace!  
JCI Fukuyama

**Fukuyama Children's International Summit 2016**



**Coming soon!!!**



**JCI** Steps to the Peace!  
JCI Fukuyama



**Needs Supporters to expand Positive Change such as Sponsorship**

**JCI** Steps to the Peace!  
JCI Fukuyama



**Needs Improvements of the module contents fitting the times**

**JCI** Steps to the Peace!  
JCI Fukuyama

Course Leaders are mainly from JCI Fukuyama.



↓

**Needs citizens' Cooperation**

