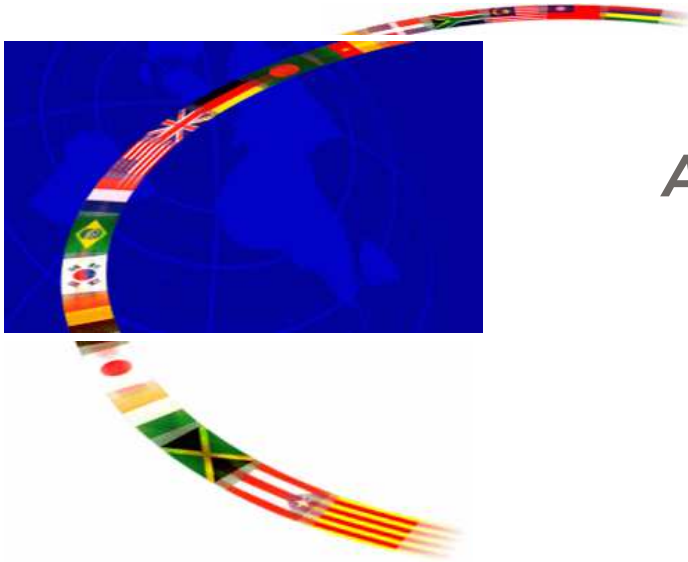




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
The hot passion which cuts and holds the future
JCI Japan
Best Local Growth & Development Program



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 1st - December 31st, 2014
- Staff : 368 member
- Sponsors : OBs of JCI Osaka, Osaka Prefecture Seishi-Gakuin, and Osaka Prefecture Nakatsu Support School
- Budget : US \$ 39,690
- Profit / Loss : None
- In which UN SDG 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]
They are the origin of all values.
JCI Osaka's objective is to produce many leaders who have passion to lead the future.
- To achieve this objective, JCI Osaka takes the following actions:
- [Membership growth]
 - Through membership growth movement, we help JCI Osaka members realize that they can live a life thanks to people around them.
- [Training]
 - We allow new members to develop their ability to capture the essence of various problems properly.
 - We give them motivation to cope with everything proactively.
 - We help new members enhance their ability with each other.
- We train JCI Osaka members to be young active citizens with passion to play their role and fulfill their responsibility for JCI's ideal.
- Overview : [Seminar for existing members] (2 times)
 - We told them the importance of increasing membership and enhance their motivation.
 - We prepared a draft and decided our direction of membership growth.
 - We created a training program for new members.
- [Program session] (9 times)
 - We held a meeting for young people living in Osaka.
 We gathered 450 young businesspeople and introduced JCI Osaka's movement and achievement.
- [Pan-industry social event] (6 times)
 - We called 100 young businesspeople, chose a theme and had a panel discussion. In this event, we stressed the importance of young people's help to develop the community.
- [Meeting for female managers called "Joshikai"] (4 times)
 - We held the meeting for 30 female managers. In the meeting, we shared information and got them motivated to contribute to a community.
- [Training new members]
 - We provided many opportunities to new members:
 1. Entrance ceremony and orientation
 2. Seishi-Gakuin program
 3. Participation in other programs
- [Membership growth by existing members]
 Existing members held a program to increase the number of new members.
 (a program ran by existing members in 2014) "Harmony of New Friendship in Osaka"
- [Membership growth by new members]
 New members held a big program sessions in order to get another new

members.

(a program ran by new members in 2014) “What I Am Doing 100”
 Results : To produce many leaders in the community, we got new members, obtained their deeper understanding of our movement, and improved their positive mind and ability to take action. Through these activities, they became the experiences members. Then the experienced members got another new members and created a program to increase membership for next year.

[Membership growth]

- JCI Osaka members obtained a deeper understanding of our history and objectives at the seminar, and created positive change.
- We organized 9 program sessions, 6 pan-industry social events and 4 meetings for female managers to promote their interest to our movement.
- Number of new members in 2014: 267 people

[Training]

- New members learned about JCI Osaka’s history and objectives at a two-day seminar.
- They got motivated to take the initiative to try everything through the experience of an interaction program and a group debate at the seminar.
- They held an event for handicapped children. By interacting with them, they could act with consideration for others.
- They organized, run, and verified a program. They learned the importance of teamwork through this program.
- They took a training course and had opportunities to participate in various programs.

[Membership growth by both existing and new members]

- New members launched Membership Growth Program on the base of their experience in JCI Osaka and recruited new members.
- As a result of this, we could get 252 new members who will lead the future.
- We got new members, trained them, and then got another new members. By repeating this cycle, JCI Osaka's brand value was enhanced and we successfully impacted young citizens. In this way, we could create a system where young citizens make positive change continuously.

[Achievement in 2015]

- We held an effective program to increase membership.
- Number of new members in 2015: 252 people
- We produced 5 Local Board members and chairmen, which made a good impact on JCI Osaka.
 - We produced 48 managers.

[Award from JCI]

This program won the Best Local Growth & Development Award at Asia-Pacific conference in 2014 and was highly acclaimed in Asia.

Actions Taken : [Membership Growth]

- Nov. 12th Seminar to motivate existing members
 - Nov. 20th, 26th, and Dec. 3rd. Staff meetings
- Prepared a draft to increase membership
 Created a program to train new members
- Dec. 6th Seminar for existing members
- Listened to OBs’ speech
 Presented a draft to increase membership and stressed the importance of increasing membership.
 Presented a draft of the program to train new members.
- Dec. 1st to 29th Called for OBs’ cooperation.
- Made a telephone call to 2,610 OBs and called for cooperation.
 PR activity at various meetings
- Dec. 14th The 1st Program Session
 - Dec. 26th The 2nd Program Session
 - Jan. 16th The 3rd Program Session
 - Jan. 21st The 4th Program Session
 - Jan. 27th The 1st “Joshikai” (Meeting for female managers)
 - Jan. 29th The 1st Pan-industry Social Event
 - Feb. 1st The 2nd “Joshikai” (Meeting for female managers)
 - Feb. 4th The 3rd “Joshikai” (Meeting for female managers)

- Feb. 13th The 2nd Pan-industry Social Event
- Feb. 14th The 4th Program Session
- Feb. 22nd The 5th Program Session
- Feb. 27th The 4th “Joshikai” (Meeting for female managers)
- Feb. 28th The 3rd Pan-industry Social Event
- Mar. 1st The 4th Pan-industry Social Event
- Mar. 4th The 6th Program Session
- Mar. 6th The 4th “Joshikai” (Meeting for female managers)
- Mar. 10th The 5th Pan-industry Social Event
- Mar. 17th The 7th Program Session
- Apr. 23rd The 6th Pan-industry Social Event
- Apr. 25th The 8th Program Session
- May. 1st The 9th Program Session

[Training]

- Jun. 28th Seishi-Gakuin program

[Membership growth by existing members]

- Dec. 18th “Harmony of New Friendship in Osaka”

[Membership growth by new members]

- Nov. 19th “What I Am Doing 100”

Recommendations : Our members' positive mind is important to increase membership. It is also important for new members to understand our movement and objectives and get another new members. By doing so, continuous membership growth is expected.

[Membership growth by existing members]

- We enhanced the motivation for existing members to increase membership.
- We enhanced the level of members' knowledge and qualifications so that they can share our movement with others.
- We set a clear goal.

[Training]

- Because we assigned a role to all members, they kept holding their responsibility, expectation and motivation.
- New members understood our objectives properly and improved themselves through many experiences. By doing so, they realized the importance of our existence and got motivated to increase the number of another new members.

Award Category criteria

1

Strategic Plan

What were the main objectives of the program?	<p>[Young citizens] They are the origin of all values. JCI Osaka's objective is to produce many leaders who have passion to lead the future.</p> <p>To achieve this objective, JCI Osaka takes the following actions:</p> <p>[Membership growth] • Through membership growth movement, we help JCI Osaka members realize that they can live a life thanks to people around them.</p> <p>[Training] • We allow new members to develop their ability to capture the essence of various problems properly. • We give them motivation to cope with everything proactively. • We help new members enhance their ability with each other.</p> <p>We train JCI Osaka members to be young active citizens with passion to play their role and fulfill their responsibility for JCI's ideal.</p>
How does this program advance the plan of action of the Local Organization?	<p>• Plan of action of the Local Organizations We provided opportunities that empower young people to create positive change in order to shift from numbers to impact and from words to actions.? We also aimed to improve their qualifications.</p> <p>• "Membership growth, Training, and Membership growth by new members program We shared our movement with local young people and got their empathy. We ran three programs above to increase the number of members and change the Osaka we love into a better community.?"</p>
How does this project advance the JCI Mission and Vision?	<p>[JCI Mission] (Membership growth) We created a sustainable new approach method such as Joshikai and Pan-industry Social Event.</p> <p>(Training) New members took part in various programs ran by JCI Osaka. We allowed them to organize their own program and implement it.</p>

We made them participate in a JCI seminar.? Their attendance was a prerequisite.

[JCI Vision]
(Training)

We set up a booth, Japan Night, at ASPAC and JCI World Congress.



Award Category criteria

2

Involvement of Local Board of Directors and Members

By number, how many members were involved? 1064 members

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

How many Local Board members were involved in the project? 25



Award Category criteria

3

Methods of Implementation

<p>What methods and/or activities were used to grow and develop the Local Organization?</p>	<p>[Membership growth] We aimed to get 300 new members. We created a new approach method and implemented it. Through promoting JCI's presence and our movement, we created positive change.</p>
<p>Which method/activity was the most effective in recruiting new members? Why?</p>	<p>[Training] We created a program and implemented it with the use of active citizens' framework. New members learned how to organize, run, and verify a program in the style of a board of directors meeting. We taught them the purpose of JCI's presence and movement, which improved their motivation. In a program ran by new members, they looked for new cooperative organizations. They aimed to develop their communication skills through shuffling members.</p> <p>[Pan-industry social event] (6 times) • We called 100 young businesspeople, chose a theme and had a panel discussion. In this event, we stressed the importance of young people's help to develop the community. • By holding this event 6 times, participants could arrange their schedule easily, which led to the increase of the number of participants. • As a result of this, we could approach more people, which enabled us to get empathy from more people.</p>
<p>Which method/activity was the most effective in developing current members? Why?</p>	<p>We provided opportunities for existing members to learn about JCI's history, movement, challenges, and mission. Individual growth led to enhancement of our brand value.</p> <p>[Seminar for existing members] (2 times) • We improved members' knowledge and qualifications. • We set a goal to get 300 new members.</p> <p>[Training] Existing members discovered the significance of increasing membership once again by interacting with new members for a year.</p>



Award Category criteria

4

Results Achieved

By number, how many new members were recruited by this program? 267

Which objectives did the program achieve? We achieved the following 4 objectives:

1. We got 267 new members who can lead the future of the community.
2. We nurtured members' desire to take proactive actions to resolve various problems in the community.
3. We developed members' ability to take proactive actions to lead the next generation.
4. Through increasing membership and training new members, we created positive change in members. They played their role and fulfilled their responsibility. The experienced new members ran a program to recruit another new members and built a system of a membership growth program for next year.

What was the most important outcome of this program? [Achievement in 2015]
 • We created a new effective program to increase membership which we can use from the next year. The number of new members in 2015 was 252.
 • We produced 5 Local Board members and chairmen, which made a good impact on JCI Osaka.
 • We produced 48 new managers.

[Award from JCI]
 This program won the Best Local Growth & Development Award at Asia-Pacific conference in 2014 and was highly acclaimed in Asia.





Award Category criteria

5

Long-term Impact of the Program

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

We can change local people into positive citizens by understanding our movement and mission, and sharing these with them. In addition, JCI Osaka's brand value can be improved and membership growth can be expected.

[Membership growth → training → increasing membership by new members]

- Getting new members, training them, and increasing membership by new members

By repeating this cycle, improvement of members' knowledge and qualifications can be expected.

- Training

By understanding JCI Osaka's movement and mission properly, new members can share them with the next generation.

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

Members are expected to look for new members with their affection and pride in JCI Osaka throughout the year. By doing so, JCI Osaka's brand value is improved. In addition, we can provide many opportunities for local young people to make positive change continuously.

[Members' growth → value of JCI Osaka → membership growth]

JCI Osaka has a close relationship with the community, but many people do not know us. The reason is that our members do not understand our purpose, mission and role properly.

To improve this situation, we think the following are necessary:

- We hold seminars for our members regularly and promote their continuous growth.

- All members hold affection and pride in JCI Osaka.

- All members show our presence to local people with confidence.

It will lead to enhancement of our brand value, membership growth, and increased visibility of JCI Osaka.

