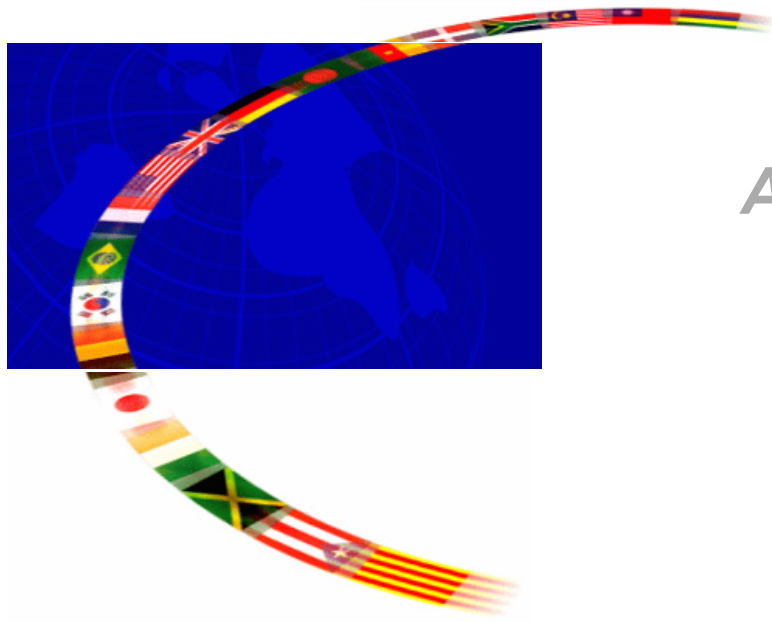




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2015 Jci World Congress
Shine Our Future!~Asia Youth Exchange Program
in Fukuyama 2015~
JCI JAPAN
Best Inter-organization Collaboration Project



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kosuke Shibata
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: kobayashi@bifuku.co.jp

Basic Information

Duration : July 23th ,2015~July 28th, 2015

Staff : 113 Member

Sponsors : Mayor of Fukuyama,108 members of citizen volunteers,700 teachers and students,7 corporate sponsors

Budget : Seven thousand five

Profit / Loss : None

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

Who is benefited ?: 7.2 billion people who live in the world

Objective : JCI Fukuyama contributes to **the permanent and lasting world peace.** Therefore, the aim of the project is that **the children, the leaders of next generation, can make an active contribution to the world peace.** JCI Fukuyama **positively involved** to give those opportunities below.

1. Children **realize the importance of mutual understanding** for the permanent and lasting world peace by **overcoming the differences of countries and cultures.**
2. Children with the realization **take actions for the permanent and lasting world peace.**
3. The actions **spread to the communities or to the world,** and **help to create POSITIVE CHANGE** for the permanent and lasting world peace.

Overview : JCI Fukuyama **took actions below to achieve the permanent and lasting world peace.**

1. JCI Fukuyama invited 41 Asian children (6 from Malaysia, 7 from Indonesia, 4 from Taiwan, 4 from Mongolia, 5 from Cambodia, 3 from Vietnam, 8 from Thailand, 3 from the Philippines, 1 from Australia,) and 12 escorts as the delegation of the project.

2. **JCI Fukuyama carried out programs below.**

Camp Program (Fukuyama Green Leaders School)

The participants were in camp with the members from Fukuyama Green Leaders school, which JCI Fukuyama manages.

The participants **promoted friendship** by working with buddy.

In the program they were divided into 10 teams to make a team flag, and create sand sculptures themed peace.

All the activities were done through discussions. Spending all day together helped them cultivate their friendship.

*Buddy is a pair of two people working and spending together.

Experience Program ~Realization of attractive points of Japanese Culture~

The program was taken place at Tomonoura, the noted area for its historical port and the scenes, **to know the attractive points of Japanese culture.**

The participants and members of Fukuyama Green Leaders school walked around the area together and learned **what Japanese culture is like.**

Experience Program ~Paper Plane~

The participants and members of Fukuyama Green Leaders School tried folding paper planes.

Each participant wrote their pray for peace on the paper plane.

After they made their paper planes, they went up to the observatory called Ushiro-Yama Tenbou-dai, to fly the paper planes, **wishing for the world peace.**

Experience Program ~Trials of Japanese Night Summer Festival~

The participants and their host families went to the night summer festival in Fukuyama.

JCI members managed some stalls. Oversea delegates wore Yukata, the Japanese traditional summer clothing, and enjoyed the festival by trying some Japanese plays such as quaits, and watermelon hit.

At the festival where many citizens came, **JCI Fukuyama could successfully advertised this program, Asia Youth Exchange Program in Fukuyama.**

Homestay Program

The participants stayed with Japanese families as their family member for 3 days.

Each participant experienced **Japanese culture and learned attractive points of Fukuyama.** (212 people from 53 families)

School Visit Program

Before this program, the participants did homework so that they could explain and introduce about their countries.

Japanese students had 3 classes in advance to learn more about the world.

The group of participants were divided in to 4 groups, and visited 4 Elementary Schools.

The participants had chances of **international experience** with students and teachers and parents.

They introduced their countries, danced the traditional Fukuyama dance together, and experienced Japanese culture which allowed the mutual understanding.

Closing Ceremony

All the participants joined the Closing Ceremony with Mayor of Fukuyama.

After the ceremony, participants were reluctant to leave their friends.

Send-Off

Volunteer members and host families went to Fukuyama Station or Hiroshima Airport to see the delegates off.

Results : JCI Fukuyama **provided opportunities to the children**, the leaders of next generation, **to take positive actions for the world peace.**

1.JCI Fukuyama provided a chance to the children to **realize the importance of mutual understanding by understanding and overcoming the differences** among nations to achieve the permanent and lasting world peace.

Questionnaire to Children

- I was able to build friendship with children of different language (90%)
- It is important to accept the differences of country each other and consider the things standing in the position of the other party (90%)
- We could achieve the world peace, if each country cooperate together (85%)

Impressions from Japanese Children

- I found that everyone is not the same, and deepen mutual understanding is important.
- I was able to make a lot of foreign friends, and I experienced cultural differences.
- I was able to learn a lot about cultural differences.

Feedback from Japanese Parents

- He became interested in the culture of various countries.
- She became a person with independence, and began to see things more in an international perspective.
- She became positive.
- I want my son to learn different cultures by joining programs like this in other countries.

Oversea Delegates

- o I want to come back to Japan again. (100%)
- o I could learn Japanese culture, and realized the difference between countries. (100%)
- o I could make friends with Japanese children through the free time during the Camp. (90%)
- o Creating sand sculptures allowed us international exchange. (85%)

Feedback from Oversea Delegates

- o We could understand each other by making sand sculpture, although we could not communicate.
- o I was so glad that my host family treated me as there family.
- o I liked Japanese food.

Oversea Escort Staff

- o I want to come back to Japan again. (100%)
- o I would like to start the program like this in my country. (100%)

Feedback from Oversea Delegates

- o Children could exchange with Japanese children heart to heart, and created special relationship.
- o They learned a lot and experienced a lot.
- o I learnt Japanese mind, consideration, cooperation, and kindness, from this program.
- o I liked Japanese food.

2.Children with realization take an action for the world peace.

Impressions from Japanese Children

- o To communicate with my friends from oversea, English was necessary. At first I was embarrassed, but I tried body languages to make myself understood.

Impressions from Oversea Children

- o I learned Japanese act for others, and started to do the same.

Feedback from Japanese Parents

- o He was shocked to know that children at the same age can speak English, and he got interested in learning English.
- o She became independent, and her attitude changed.

3.The action greatly affected the community and the world, **to create POSITIVE CHANGE for the world peace.**

- o JCI Elite held the Asia Youth Exchange Program in Penang, Malaysia, from 7th -12th July,2015. The program is based on the program in Fukuyama.

Feedback from parents

- o After coming back from Japan children still exchange with the host family and Japanese children through e-mail and facebook.
- o Children told us what they had experienced through this program after they came back from Japan,. They seem to be extremely happy when they talk about their experiences to their friends.

Actions Taken : **Action of 2014**

- August-November: Planning Overview planning

Action of 2015

- January-May : Overseas Recruitment
- January-July: Construction of each program
- May 30th : Media briefing of the project (16 participants media

- professionals)
- June: Grants application and consent to Fukuyama City and International Association of Fukuyama City.
- June: Sponsorship consent from Fukuyama City.
- June 14th : The meeting with overseas participants ASPAC at Kota Konabalu
- January-June : Briefing for oversea delegates in each country
- Pre-briefing in school visits program cooperation schools
- Myouou-dai Elementary School : June 24th, July 3rd, July 15th
- Chujou Elementary School : May 22nd, June 22nd, July 14th
- Isegaoka Elementary School : May 27th, June 23rd, July 3rd
- Hisamatsu-dai Elementary School : May 29th, June 19th, July 13th

Host Family Recruitment

- Briefing for recruitment : April 19th, May 23rd, June 28th
- Briefing for preparation : July 11th
- Homestay Matching : July 24th

Steering Volunteer Recruitment

- Briefing for recruitment : May 28th
- Meeting : March 1st, April 5th, May 3rd, June 7th, July 20th
- Briefing : July 13th
- Meeting for JCI Fukuyama members and steering volunteer members

Plenary Session of JCI Fukuyama : June 1st

- 1st Executive Committee : February 26th
- 2nd Executive Committee: March 30th
- 3rd Executive Committee: June 3rd
- 4th Executive Committee: June 30th
- 5th Executive Committee: July 15th

2nd JCI Asian Youth international exchange programs in Fukuyama

- July 22nd 23rd : Immigration
- July 24th- 25th : Camp program
- July 25th-27th : Home stay Program
- June 25th : Night summer festival Program
- July 27th : School visits program
- July 27th : Closing ceremony/ Farewell party
- July 28th : Departure

Recommendations :

- It is clear that **the children understood the differences between countries, and realized the importance of mutual understanding to achieve the world peace**, by overcoming the differences.
However, we **need further evaluation** on how the children acts for the world peace in the future.
Also, it is **needed to watch whether the actions of children affect their communities and the world, to create POSITIVE CHANGE for the world peace over years.**
- JCI Fukuyama **won the award for the excellence in international-collaboration project category at 2015 JCI ASPAC in Kota Kinabalu held by JCI.**
As a result, JCI Fukuyama had **inquiries** from other LOMs and NOMs over Asia, that **they want to do the same program.** We **strongly believe that there are possibilities to spread our movements worldwide.**
- JCI Fukuyama have **involved many citizens** of Fukuyama as volunteer staff **to develop an awareness of citizens of**

Fukuyama

- This program enabled not only children but also many citizens to be **ACTIVE CITIZENS with developed global awareness, by experiencing unusual international exchange offered by JCI Fukuyama.**

As a result, it brought the children and the citizens **the borderless mutual understanding and friendship.**

LOMs that united managing the program were able to build partnership.

- By **expanding the scale**, the program is to be held in 2016, JCI Fukuyama is now building up the program **by improving the contents through the close cooperation between JCI Fukuyama and JCI from participating countries.** Fukuyama-city is going to provide financial support with 10 thousand dollars to the 2016 program.
- JCI Fukuyama set up LINE groups. *LINE is a social networking service. This enabled oversea escort staff, host families and JCI Fukuyama members to **share updates**, and **helped the operation.** With this connection, the program next year is supposed to start smoothly.
- JCI Elite held **the Asia Youth Exchange Program in Penang, Malaysia, from 7th -12th July, 2015.** The program in Penang is based on the one in Fukuyama, which **implies the expanded movements of JCI Fukuyama, and the progress of contribution to the permanent and lasting world peace.**
- With the understanding to the program, 7 companies sponsored this program with

1. 1240 bottles of water (500ml/bottle)
2. 1,200 dollars of funding.
3. Rental of a truck for 5 hours for the luggage transport.
4. LED lightening to for the sand sculptures.

It is needless to say that this is the important step for the operation from next year.

The improvements should be **modified** to make this project **sustainable.**

1. Improvements to schedule of programs which is fit for the children
2. Strengthening of cooperation between the Local Organizations.
3. Reinforcement of steering volunteers

With the **great interest in this international program, various media ran articles about information of the program.**

1. Newspaper (Circulation: 620 thousand copies in surrounded area)
2. Newspaper (Circulation: 420 thousand copies in surrounded area)
3. Local Information Magazine (Circulation: 120 thousand copies in surrounded area)
4. Local Information Magazine (Circulation: 100 thousand copies in surrounded area)
5. Local Information Magazine (Circulation: 30 thousand copies in surrounded area)

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program? JCI Fukuyama contributes to the permanent and lasting world peace. Therefore, the aim of the project is that the children, the leaders of next generation, can **take active contribution to the world peace.**

- Children realize the importance of mutual understanding for the permanent and lasting world peace by overcoming the differences of countries and cultures.
- Children with the realization take actions for the permanent and lasting world peace.
- The actions spread to the communities and to the world, and help to create POSITIVE CHANGE for the permanent and lasting world peace.

JCI Fukuyama positively involved to give those opportunities above.

How does this program align to the JCI Plan of Action? JCI Fukuyama contributes to the permanent and lasting world peace. Therefore, the aim of the project is that the children, the leaders of next generation, can **take active contribution to the world peace.**

- Children realize the importance of mutual understanding for the permanent and lasting world peace by overcoming the differences of countries and cultures.
- Children with the realization take actions for the permanent and lasting world peace.
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JCI Fukuyama positively involved to give those opportunities above.

Was the budget an effective guide for the financial management of the project? Comparing the 1st and the 2nd of this program, the number of participants and the scale of the program are double. JCI Fukuyama could cut down the budget to 7,500 dollars at 2nd Asia Youth Exchange Program in Fukuyama, where the budget for the whole program was 22,500 dollars at 1st Asia Youth Exchange Program in Fukuyama.

- JCI Fukuyama explained this program to **Fukuyama City**. With their understanding, 5,000 dollar has been paid for this project **as a grant.**
- With the funding of 1,200 dollars from the

corporate sponsor, the expenditure was cut down.

- 92 steering volunteer staff enabled to cut the expense for administration.

How does this project advance the JCI Mission and Vision?

JCI Mission

We provided following development opportunity to make positive change.

- Provide the opportunity of **international exchange to the children**, and create positive change to **develop human resources** that children who can play an **active role** in the international community of the future.

JCI Vision

- JCI Fukuyama and JCI Elite, JCI Boai, JCI Phnom Penh, JCI Ulan Bator, JCI Yogyakarta, JCI Hatyai, JCI Vietnam Central Saigon, JCI Eastern, JCI Manila **conducted the project in cooperation** by establishing a **Global Partnership** to promote JCI Vision.
- With the **expansion of the worldwide network** between LOMs, the project is to be held **next year in the wider scale**.



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Award Category criteria

2

Cooperation between the Local Organizations

How did the two organizations work together? JCI Fukuyama and 9 countries united together to achieve the project.

Preparation Step

- We took advantage of email and SMS to keep in touch closely.
- Each Local organization carried out participant briefings, PR activities and Recruitment activities in each country.
- JC members from each countries became the liaisons between the participants' parents and members of JCI Fukuyama.

During the Term of the Project

- In order to make sustainable impact, we held a joint meeting of JCI Fukuyama and each Local Organizations to discuss about budget and the timing, intentions of participation of next year project and problems of the current year.

Describe how the tasks and planning of the project were divided between the organizations. JCI Fukuyama and other Local Organization divided the task and planning of the project.

Roles of JCI Fukuyama

- Planning and preparation of all programs
- Recruitment of domestic participants
- Pre-training to domestic participants

Roles JCI Elite(Malaysia),JCI Boai(Taiwan),JCI Phnom Penh(Cambodia),JCI Ulan Bator(Mongolia), JCI Yogyakarta(Indonesia),JCI Hatyai(Thailand),JCI Vietnam Central Saigon(Vietnam),JCI Eastern(Australia),JCI Manila(Philippine)

- Recruitment of overseas delegates
- Screening of participants in each country
- Pre- training to overseas Delegates
- Responding to family of the overseas delegates and the escort delegates of each country to Japan
- Escorting the delegates
- Care to overseas delegates during the period



Planning and preparation of all the programs
Recruitment of domestic participants
Implementation of pre-training to Domestic participants



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Held a social gathering of the joint members.
Many of JCI Fukuyama members and other LOM members have built their friendship.



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JCI Fukuyama(Japan), JCI Elite(Malaysia), JCI Seoul(Taiwan), JCI Phnom Penh(Cambodia), JCI Ulan Bator(Mongolia), JCI Hatyai(Thailand), JCI Manila(Philippine), JCI Eastern(Australia), JCI Yogyakarta(Indonesia), JCI Vietnam Central Saigon, Nine LOMs have cooperated to implement the program. By establishing original partnership, we have promoted "JCI Vision."

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Award Category criteria

3

Impact on Members and Contribution to the JCI Vision

How did the members of the Local Organizations benefit from running this project?

Through running this project, members of JCI Fukuyama have **united more strongly** and **energy of the organization** has been improved. Also, with the understanding to the movements, **the local administration and the institute of education and corporations** greatly supported the program such as the **grant**. The **credibility** and the **recognition** to JCI Fukuyama in the community increased by having **a meeting to exchange opinions** with the **officers** of the city hall, and the **press conference**. This project is to expand and continue, and increased the **significance of existence** of JCI Fukuyama, which brought **confidence** and **positive change in awareness**.

How did the program advance the JCI Vision?

This program enabled JCI Fukuyama to build up **internationally close network**, which gave great resources to the development of the program JCI Fukuyama. To expand the network is the big step forward to be the leading global network of young active citizens. JCI Fukuyama and JCI Elite (Malaysia), JCI Boai(Taiwan), JCI Phnom Penh(Cambodia), JCI Ulan Bator(Mongolia) , JCI Yogyakarta(Indonesia), JCI Hatyai(Thailand), JCI Vietnam Central Saigon(Vietnam), JCI Eastern(Australia), JCI Manila(Philippine) conducted the project in cooperation by establishing a Global Partnership to advance JCI Vision.



AYEP2014 won the AWARD in ASOCC2015. This project was a lot of attention from many of NCA of JCI. We were able to spread our movement widely.
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JCI Fukuyama held opinion exchange meeting with officers of Fukuyama city. As a result, we improved reliability and awareness of JCI Fukuyama in the region.
福山市役所・（一社）福山青年会議所
2015年度意見交換会
Mayor of Fukuyama City Mr. Hada
President of JCI Fukuyama Mr. Kobayashi
Junior Chamber International Fukuyama



Award Category criteria

4

Community Impact

How did the Local Organizations measure community impact?

1.We measure community impact by listening to the voices of Participants and people involved.

- Conducted a questionnaire to the children of Japan
- Conducted a questionnaire to the children and parents of overseas
- Conducted a questionnaire to the host family
- Conducted a questionnaire to the teachers of elementary school
- Conducted a questionnaire to volunteer management
- Conducted a questionnaire to escort staff (JC members)

2.We measure the influence of this program from the numbers of times being featured in the media. With the great evaluation of this international program, various media dealt with the international program arranged by JCI Fukuyama.

- Newspaper (Circulation: 620 thousand copies in surrounded area)
- Newspaper (Circulation: 420 thousand copies in surrounded area)
- Local Information Magazine (Circulation: 120 thousand copies in surrounded area)
- Local Information Magazine (Circulation: 100 thousand copies in surrounded area)

Describe the actual community impact produced by this project.

JCI Fukuyama offered opportunities of **POSITIVE CHANGE** to the people involved in the project operation from the community, joining programs below.

- 212 people of 53 host families
- 92 steering volunteers and 94 participants to the camp from local elementary, junior high, high schools.
- 350 members of teachers, students and parents engaged in school visit program.
- 100 supporters of Japanese Culture Experience Program

This program offered 700 people the opportunity of **international exchange that** they cannot easily experience in the everyday life.

This program contributed to the human resource development of more than 700 local people to succeed in the **global society**, by offering them the opportunity of international exchange.

This project was **interviewed from the local media** including newspapers and information magazines, and

the articles appeared.

The movements of JCI Fukuyama was conveyed to many citizens and the community, to give a big impact to the local society.



This international project has been evaluated by the various media. We have predicted the impact of this project from the media.

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Citizen volunteers succeeded more than we had expected!



The first~ fifth volunteers meeting of this program held 6 times in Fukuyama City before the starting date of this international project. And they understood well what they should do at each conference meeting.



Citizen volunteers shared information by Facebook of volunteer member's page.

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JCI Fukuyama has held a recruitment meetings toward citizen volunteers and host families. We recruited those who could cooperate and agree to this project.



Citizen volunteers advertised this international project on radio, and had the opportunity of "POSITIVE CHANGE!"



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JCI Asia Youth Exchange Program in Fukuyama. By providing the opportunity of international exchange to the children, and give a positive change for children to become human resources who are active in the international community of the future.



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Award Category criteria

5

Long-term Impact of the Program

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

- We provided an opportunity of **international exchange** and **mutual understanding** to children of 10 countries (including Japan), and created **positive change in consciousness of children**.

In the future, we believe that the children will play active role as **Active Citizens** who contributed to development of local community and the peace and prosperity of the world.

- We believe that we can make **sustainable impact to local community**, not only to Fukuyama also to **local community of every participating country**. To Achieve that, We will conduct the project continuously in next year.

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

1.Improvement about schedule of the each program

- The contents of the program were too much and schedule was so tight and held outside in the middle of summer, whiche made children disorders and homesick.

How to improve →

- JCI Fukuyama will increase the amount of time to have leeway in the schedule of the program, so that children can interact freely.
- JCI Fukuyama will provide the programs indoor.

2.Strengthening of cooperation between the LOM

- This time, JCI Fukuyama member worked proactively in the planning and preparation of most of the program.
- Because that, the burden of JCI Fukuyama members was pretty heavy.

How to improve →

- It is necessary to strengthening system of cooperation and clarified the roles of each country.

3.Improvement about budget

- JCI Fukuyama paid the hotel charge and transportation fee for the oversea delegates

- and escort staff.
- To make this program continuous.

How to improve →

- JCI Fukuyama will ask the participating NOMs to look for corporations to sponsor the program in each country.



Seven companies showed an understanding in this project.
 These companies have provided total \$1,200 and 1,200 bottles of mineral water as sponsors. As a result, operating costs have been reduced.



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JCI Fukuyama was successful in reducing expenses by using again the banners and polo shirts that were used last year.



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JCI Fukuyama will continue to offer an opportunity for world international exchanges, which should contribute significantly to the realization of JCI aims world peace.



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Time of departure, everyone was generous farewell, and they were mutually pledge to meet again.
 This 6 days experience should have a big impact on children.



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