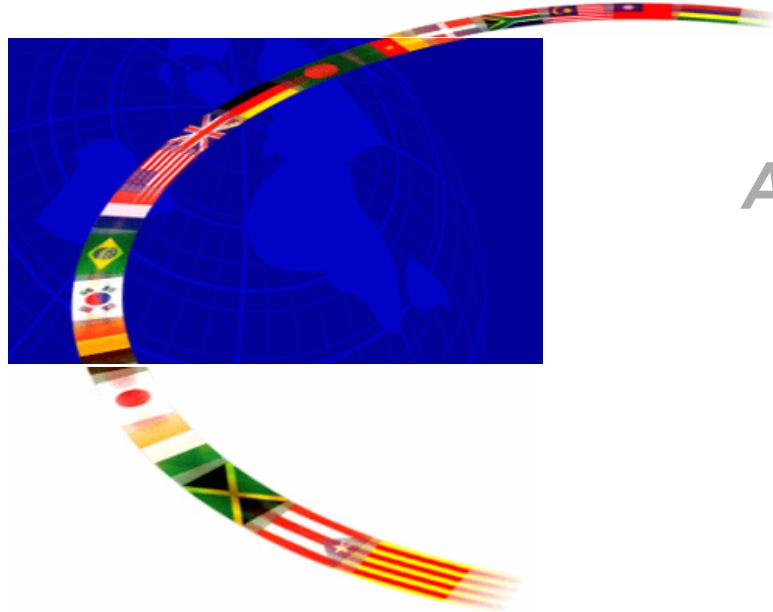




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
Project to realize world peace ~let's understand area  
of country~  
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:  **Kazuya Suzuki**

E-mail: [japan@jci.cc](mailto:japan@jci.cc)

#### LOM Information

Local Organization:

President:

President Email: [shogo\\_aoki@noritsuisu.co.jp](mailto:shogo_aoki@noritsuisu.co.jp)

### Basic Information

Duration : From June to November 2013

Staff : 37members

Sponsors : A university professor (expert on border disputes), 2 local governments, not-for-profit organization

Budget : US\$15,000

Profit / Loss : 0

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

Who is benefited ?: High school and university students in Nagoya City and 2.2 million people living in Nagoya City

Objective : <Objective 1>

To allow the citizens of the next generation to learn about our (Japanese) borders (territory, territorial waters, EEZ) and accurately understand differences in opinions on territorial disputes between Japan and other countries.

<Objective 2>

To allow the citizens of the next generation to, through learning about territorial issues, recognize the importance of having " **OMOIYARI** (sympathy/consideration for others)" as an action principle.

Attainment of these objectives will contribute to realizing eternal world peace by solving disputes between Japan and other countries.

1. Four-thousand and thirty people living in Japan, mainly Nagoya City, were surveyed; Only 3.18% of them accurately knew the extent of Japan's territory claimed by Japan.
2. Without accurate knowledge of the extent of the territory claimed by our own country, it is impossible to understand the differences in claims on national borders between Japan and other countries.
3. Without understanding the differences in claims on national borders between Japan and other countries, the citizens of Japan and other countries will not be able to sympathize with each other, hindering their actions toward the peaceful resolution of border disputes.
4. To resolve border disputes peacefully, the action principle of **OMOIYARI**, which takes the flow understanding → Sympathy → Action, must be adopted.

- Mutual understanding - understanding the claims of our country and also having willingness to listen to what other countries have to say - is important.

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- Mutual understanding will lead to the cultivation of sympathy between the citizens of Japan and other countries involved, which will lead to democratic actions of the citizens toward the peaceful resolution of border disputes.

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- Democratic actions of the citizens toward the peaceful resolution of border disputes will resolve the disputes, realizing eternal world peace.

Overview :

1. **Survey (June – November 2013)**

- JCI Nagoya conducted a survey of 4,030 people living in Japan, mainly Nagoya City, on their knowledge of the extent of the Japanese territory (territory, territorial waters, EEZ).
- JCI Nagoya distributed to the citizens clear folders printed with the Japanese national borders.
- JCI Nagoya conducted a survey for the people of the countries that have territorial disputes with Japan (South Korea, China and

Russia) regarding their understanding and history education on the disputes.

## 2. Holding of a seminar (July 2013)

- JCI Nagoya held a seminar for young people and their parents (a total of [1,464 people](#)) on the differences in history education and perceptions on territories and territorial waters in all the countries involved with territorial disputes with Japan.
- JCI Nagoya exhibited a panel explaining by using photographs and cartoons the histories of and government stances on the territories and territorial waters of Japan and other countries.
- The members of JCI Nagoya conducted field research on territorial and territorial water disputes and screened a video made based on the research.

## 3. Interview of a university professor and panel presentation (November 2013)

- JCI Nagoya interviewed a university professor to discuss the peaceful resolution of territorial disputes.
- JCI Nagoya presented the results of the survey
- JCI Nagoya collected opinions from the professor on problems revealed by the survey
- JCI Nagoya explained that it is important to know well the differences in opinions on territorial disputes between Japan and other countries.
- JCI Nagoya presented a panel explaining by using photographs and cartoons the histories of and government stances on the territories and territorial waters of Japan and other countries.
- The members of JCI Nagoya conducted field research on the territorial and territorial water disputes and screened a video made based on the research.

## 4. Distribution of brochures (November 2013)

- JCI Nagoya distributed [1,500 brochures](#) that summarized the results of the survey and research.

Results : **<Result 1>**

The citizens of the next generation learned the extent of Japan's territory and accurately understood the differences in claims on territorial disputes between Japan and other countries.

**<Results 2>**

The citizens of the next generation learned the differences in claims on territorial disputes between Japan and other countries and understood the importance of using [OMOIYARI](#) as an action principle.

### **<Basis of Result 1>**

- JCI Nagoya distributed to [4,030 citizens](#), for whom it conducted a survey, clear folders printed with the Japanese territory (territory, territorial waters, EEZ). One of the citizens said: "I didn't know the extent of our territory at all. This would be a good opportunity to get interested and start learning about it."

- JCI Nagoya distributed to the citizens [1,500 brochures](#) which summarized the results of the survey and research. Reading the brochures, the citizens understood the differences in opinions on territorial disputes between Japan and other countries.

- Results of the survey for the citizens who participated in this program

"It is about my own country but I realized I had been seeing it as somebody else's business. I want to start learning about territories so I can tackle territorial issues properly." "I could not answer the questions in the survey on Japan's territory at all and there were so many things on the panel presentation I did not know about. I learned a lot."

"I clearly and deeply understood how far Japan's territory

and territorial waters extend to and also about the Northern Territories."

"I did not know how far Japan's territory extends to but after listening to the talk I understood it."

"This seminar gave me an accurate understanding of Japan's territorial waters."

"The panel concisely summarized histories and the opinions of the people of different countries and were easy to understand."

- Comments of the university professor

"This is a very good program that allows people to understand the differences in opinions on territorial issues between Japan and other countries. I hope it continues."

#### **<Basis of Result 2>**

- Results of the survey on the citizens who participated in this program

"I think it is important to promote deeper mutual understanding."

"I am hoping to start from learning correct histories, about other countries involved with territorial issues with Japan and their claims."

"I learned that it is important to understand the opinions of other countries such as Russia, South Korea and China as well as Japan's."

- Comment of the university professor

"This is a very good program that allows people to understand the differences in opinions on territorial issues between Japan and other countries. I hope it continues."

#### **Actions Taken : 2013**

##### **April:** Program planning

**June 4 – 6:** Research trip to Hong Kong by the members of JCI Nagoya

**June 8:** Survey in Nagoya by the members of JCI Nagoya

**June 14 – 16:** Research trip to South Korea by the members of JCI Nagoya

**July 4 - 8:** Research trip to the Northern Territories by the members of JCI Nagoya

**July 13 – 15:** Seminar at a university in Nagoya City

**September 6:** Survey in Tokyo by the member of JCI Nagoya

**September 28 – 30:** Research trip to Okinawa Prefecture by the members of JCI Nagoya

**October 11 – 13:** Research trip to Busan (South Korea) and Iki and Tsushima Islands (Japan) by the members of JCI Nagoya

**November 17:** Interview of a university professor, panel presentation, distribution of brochures

**December:** Delivery of appreciation letters, assessment of the program

#### **Recommendations :**

##### **<Points that have been achieved>**

- Four thousand and thirty people living in Japan, mainly Nagoya City, understood the extent of Japan's territory.

- [The 1,464 seminar participants](#), mainly the citizens of the next generation, understood the differences in history education related to border problems and the perception of territorial problems between Japan and other countries.

- Through the interview and panel presentation, [618 citizens](#) understood that it is important to understand the claims of both Japan and other countries involved for the peaceful resolution of territorial disputes.

- Brochures were provided to [1,500 citizens](#) so they can

understand the differences in history education related to territorial issues and the perception of territorial problems between Japan and other countries.

**<Most important points>**

- Previously only 3.18% of the citizens knew the claims made by Japan and other countries in relation to territorial disputes; however, many of the citizens now know them.
- Many citizens learned the differences in claims made by Japan and other countries in relation to territorial disputes, allowing them to see territorial issues as their own. This is a **positive change**.
- As a result, many citizens understood that it is important to peacefully resolve territorial disputes by promoting mutual understanding, cultivating sympathy and inducing democratic actions between the citizens of Japan and other countries, in other words, by using **OMOIYARI** as an action principle.
- In the future, they will go through a **positive change** and become citizens who will actively take actions for the peaceful resolution of territorial disputes using **OMOIYARI** as an action principle.
- Then, the positively changed citizens will promote the importance of using **OMOIYARI** as an action principle to the next generation citizens, which will trigger the chain reaction of **positive changes**.

## Award Category criteria

### 1 Objectives, Planning, Finance and Execution

What were the **<Objective 1>** objectives of this program? To allow the citizens of the next generation to learn about our (Japanese) borders (territory, territorial waters, EEZ) and accurately understand differences in opinions on territorial disputes between Japan and other countries.

#### **<Objective 2>**

To allow the citizens of the next generation to, through learning about territorial issues, recognize the importance of having “**OMOIYARI** (sympathy/consideration for others)” as an action principle.

Attainment of these objectives will contribute to realizing **eternal world peace** by solving disputes between Japan and other countries.

How does this program align to the JCI Plan of Action?

This program is consistent with the **JCI Plan of Action** in the following 3 points:

1. It focuses on Japan’s border problems – a current topic the world is paying attention to – and encourages the members to think about the **JCI Mission** in connection with current events.
2. It promotes to **7,700+ people** inside and outside of JCI to adopt **OMOIYARI** as an action principle.
3. After the program, the citizens started considering the **JCI value** of **OMOIYARI** as a permanent solution to current problems and deepened their understanding of the **JCI value**.

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

– It is necessary to educate the current citizens if we want the next generation citizens to understand the importance of using **OMOIYARI** as an action principle.

– We appropriated 90% of the budget for education so many citizens would learn about the extent of Japan’s territory (territory, territory waters, EEZ).

How does this project advance the JCI Mission and Vision?

Promotion of the JCI Mission

#### **<Objective 1>**

– JCI Nagoya provides an opportunity where the next generation citizens go through a **positive change** by learning the extent of our own territory and accurately understanding the differences in claims concerning territorial disputes between Japan and other countries.

#### **<Objective 2>**

- JCI Nagoya provides an opportunity where the next generation citizens go through a **positive change** so they actively make actions for the peaceful resolution of territorial disputes using **OMOIYARI** as an action principle.

### Promotion of the JCI Vision

- Through this program, JCI Nagoya promotes to the citizens the importance of using **OMOIYARI** as an action principle. As a result, the citizens will recognize that importance and then **“active citizens”** will, for the peaceful resolution of territorial disputes, form a network to pass on to the next generation the importance of **OMOIYARI**.

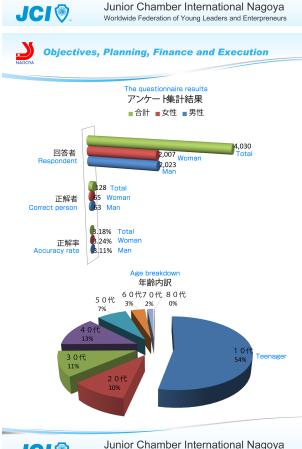


To allow the citizens of the next generation to learn about our (Japanese) borders (territory, territorial waters, EEZ) and accurately understand differences in opinions on territorial disputes between Japan and other countries.



To allow the citizens of the next generation to, through learning about territorial issues, recognize the importance of having “OMOIYARI (sympathy/consideration for others)” as an action principle.

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The questionnaire results  
アンケート集計結果  
■合計 ■女性 ■男性

回答者	合計	女性	男性
正解者	1,030	507	523
Total	1,030	507	523

Correct person  
正解者  
Total  
Total  
Woman  
Man  
Accuracy rate  
正解率  
Total  
Woman  
Man

Age breakdown  
年齢内訳  
50代 4.7%  
60代 29.7%  
70代 29.4%  
80代 0%  
90代 0%  
30代 11%  
40代 13%  
20代 10%

10代 1.7%  
Teenager

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Meeting with a university professor



Meeting with local government

## 2

## Award Category criteria

## Cooperation for the Sake of World Peace

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

JCI Nagoya, through this program, communicated to [7,712 citizens](#) the importance of using **OMOIYARI** for the peaceful resolution of territorial disputes.

The citizens who participated in this program recognized that the resolution of territorial disputes would lead to [world peace](#).

The citizens who recognized the possibility of world peace formed a network for passing on **OMOIYARI** to other citizens and the next generation.

JCI Nagoya provided an opportunity where the citizens can proactively communicate the importance of **OMOIYARI** to other citizens and the next generation.

The citizens understood that having **OMOIYARI** as an action principle is a way for resolving territorial disputes peacefully and a network which promotes **OMOIYARI** will create a continuously developing and stable society.

How was cooperation used to promote peace?

- With the help of the university professor, the members of JCI Nagoya understood that they should communicate the importance of **OMOIYARI** to the citizens.
- A university in Nagoya City provided a place where JCI Nagoya explained to the citizens the importance of **OMOIYARI**.
- With local government's help, during research trips, the members of JCI Nagoya were able to listen to the claims of Japan in relation to territorial disputes.
- With the cooperation of the citizens of other countries that have territorial disputes with Japan, during research trips, the members of JCI Nagoya were able to listen to the claims made by those countries regarding the problems.
- This cooperation resulted in mutual understanding between the citizens of Japan and other countries, thereby promoting [world peace](#).



The cooperation of the citizens of other countries that have territorial disputes with Japan, during research trips



With the help of the university professor, the members of JCI Nagoya understand that they should communicate the importance of OMOTYARI to the citizens.



Meeting with a university professor



## Award Category criteria

## 3

## Community Impact

What was the intended community impact?

– By implementing this program, JCI Nagoya intended that [7,712 citizens](#), mainly from Nagoya City, would recognize the importance of **OMOIYARI** and pass on that importance to other citizens including the citizens of the next generation, thereby spreading it throughout the community.

– JCI Nagoya provided an opportunity where the citizens recognize the importance of **OMOIYARI** and actively make actions toward the peaceful resolution of territorial disputes.

Describe the actual community impact produced by this project.

1. The next generation citizens who participated in this program accurately understood the extent of Japan's territory and learned that **OMOIYARI** is important for the peaceful resolution of territorial disputes.
2. The next generation citizens who participated in this program communicated the importance of **OMOIYARI** to their families (other citizens) at home, spreading that importance throughout the community.
3. The importance of **OMOIYARI** was also spread to other organizations interested in territorial issues.

## &lt;Basis of 1 &gt;

– JCI Nagoya distributed clear folders printed with Japanese territorial borders (territory, territorial waters, EEZ) to 4,030 citizens who were the subjects of the survey. One of them said: "I did not know how far our territory extends to, so this is a good opportunity to get interested in and study this subject."

– JCI Nagoya distributed to the citizens 1,500 brochures summarizing the survey and research results. Reading the brochures, the citizens understood the differences in opinions on territorial issues between Japan and other countries.

## &lt;Basis of 2 &gt;

– Not only the next generation citizens but also their parents participated in this program so we had an opportunity to talk to the families about the importance of **OMOIYARI**.

– Survey for the next generation citizens who participated in this program.

"I would like to make the best of what I have learned today in my private life."

## &lt;Basis of 3 &gt;

– During research trips, we were requested by other

organizations to provide them with more survey sheets, which was good to spread the importance of OMOIYARI more broadly.



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The next generation citizens who participated in this program communicated the importance of OMOIYARI to their families (other citizens), spreading that importance throughout the community.



The importance of OMOIYARI was also spread to other organizations interested in territorial issues.

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## Award Category criteria

## 4 Impact on Local Organization

How did the Local Organization benefit from running this project?

1. Highly regarded by local government  
Ishigaki City (Okinawa) and Nemuro City (Hokkaido), to which the members of JCI Nagoya had visited for research trips, highly regarded this program and provided cooperation.
2. Highly regarded by the citizens  
Through this program, JCI Nagoya communicated to 7,712 citizens the importance of **OMOIYARI** for the peaceful resolution of territorial problems, promoting JCI Nagoya at the same time.
3. Promotion of the **OMOIYARI** campaign
  - Through this program, the next generation citizens learned about having **OMOIYARI** as an action principle and understood the significance of the **OMOIYARI** campaign.
  - During the implementation process of the program, including preparation, the members of JCI Nagoya deepened their understanding of the **OMOIYARI** campaign.

How did the program advance the JCI Mission?

- JCI Nagoya provided an opportunity where the next generation citizens learn the extent of the territory of their own country and accurately understand the differences in opinions on territorial disputes between Japan and other countries.
- As a result, the next generation citizens learned the process of the **OMOIYARI** campaign process (Mutual understanding → Sympathy → Action).
- JCI Nagoya provided an opportunity that allows the next generation citizens to go through a positive change by learning the process of the **OMOIYARI** campaign and actively taking actions for the peaceful resolution of territorial problems.





Through this program, the next generation citizens learned about having  
OMOYARI as an action principle and understood the significance of the  
OMOYARI campaign.



During the implementation process of the program,  
including preparation, the members of JCI Nagoya  
deepened their understanding of the OMOYARI  
campaign.



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## Award Category criteria

# 5

### Long-term Impact of the Program

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

As the number of the next generation citizens who are aware of the importance of having **OMOIYARI** as an action principle increases, the number of active citizens who make democratic actions toward the peaceful resolution of territorial problems also increases, and as a result, territorial problems will be peacefully resolved.

It is hoped that ultimately this will contribute to the realization of world peace by eliminating territorial disputes.

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

1. To consider territorial issues, it is necessary to seek their peaceful resolutions from neutral standpoints. To do that, it is necessary to listen to the claims of both your own and other countries. In the future, surveys for territorial dispute experts in other countries and the governments of other countries are needed.
2. To continue this program for a long term, we need to "package" this program so other organizations can also implement it.

