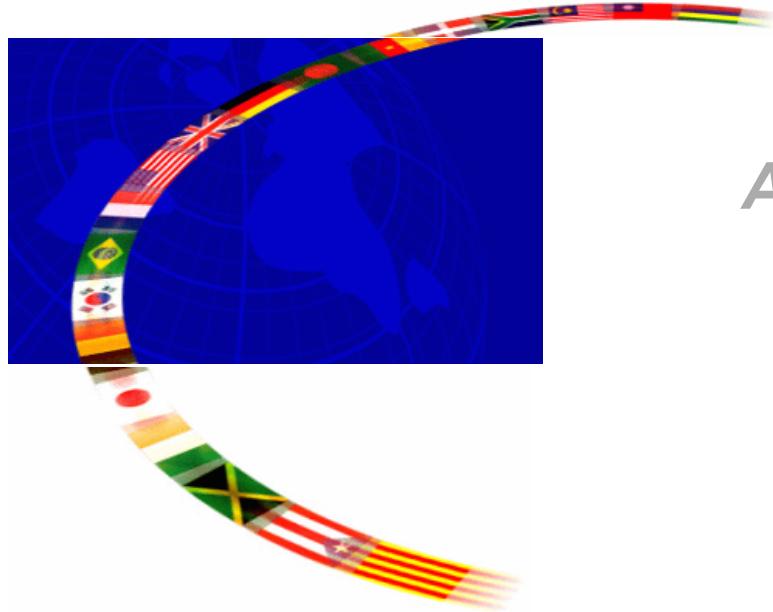




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
Project to realize world peace ~let's understand area
of country~
JCI JAPAN
Best Local Community Empowerment Program



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

LOM Information

Local Organization:

President:

President Email: 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**.

Objectives, Planning, Finance and Execution

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.

Objectives, Planning, Finance and Execution

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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Objectives, Planning, Finance and Execution

The questionnaire results **アンケート集計結果**

■ 合計 ■ 女性 ■ 男性

回答者	正解者	正解率
Total	2,007	4.03%
Woman	1,028	5.03%
Man	979	4.01%

Accuracy rate

正解者	正解率	
Total	85	4.18%
Woman	45	2.4%
Man	40	1.11%

Age breakdown **年齢内訳**

年齢	割合
50代	2%
40代	13%
30代	31%
20代	10%
10代	5%

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Objectives, Planning, Finance and Execution

Meeting with a university professor

Meeting with local government

Award Category criteria

Membership Participation

2

By number, how many members were involved in this program? 37members

By percentage, how many members of the Local Organization were involved in this program? 30%

Describe the main roles of the participating members in this program.

1. Prior survey (June – November 2013, 37 JCI Nagoya members for mainly the residents of Nagoya City.)
2. Research trips on territorial issues (June – October 2013)
 - Hong Kong (June 4 – 6, two JCI Nagoya members)
 - South Korea (June 14 – 16, three JCI Nagoya members)
 - Northern Territories (July 4 – 8, two JCI Nagoya members)
 - Okinawa (September 28 – 30, two JCI Nagoya members)
 - Busan (South Korea), Iki and Tsushima Islands (Japan) (October 11 – 13, four JCI Nagoya members)
3. Planning, holding and assessment of seminars (April – December 2013, 37 JCI Nagoya members)
4. Planning, holding and assessment of interviews (April – December 2013, 37 JCI Nagoya members)
5. Presentation of survey results (panel presentation) (November 17, 2013, 37 JCI Nagoya members)





Award Category criteria

3

Community Impact

How did the Local Organization measure community impact for this program?

- JCI Nagoya distributed clear folders printed with Japanese territory (territory, territorial waters, EEZ) to **4,030 citizens** for whom it conducted a prior survey and simultaneously interviewed them. One of them said: ¥"I didn't know the extent of our territory and territorial waters at all. This would be a good opportunity to get interested and start learning about it.¥"
- JCI Nagoya conducted a survey for the participants of the seminar to see if they understood the extent of Japan's territory.
- JCI Nagoya conducted a survey for the seminar participants to see if they understood claims made by Japan and other countries in relation to territorial issues.
- JCI Nagoya conducted a survey for the seminar participants on the importance of **OMOIYARI**.

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.

<Basis of 1 >

- 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.

<Basis of 2 >

- 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.”

⟨Basis of 3⟩

– 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.



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.

How did the project advance the JCI Vision?

Through this program, JCI Nagoya demonstrated the importance of using **OMOIYARI** as an action principle. As a result, the citizens recognized that importance and the citizens who have turned active citizens formed a network which passes on that importance to the next generation.



Highly regarded by local government
Ishigaki City mayor



Highly regarded by the citizens



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.



Award Category criteria

5

Long-term Impact of the Program

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

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

As the number of the next generation citizens who are aware of the importance of having **OMOYARI** 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.

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.

