

## *Awards Entry*

2014 Jci World Congress  
It is a lecture on demand to change the future.  
JCI JAPAN  
Best Long-term Local Community Program



#### 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: [nori72nori72wanokokoro@gmail.com](mailto:nori72nori72wanokokoro@gmail.com)

### Basic Information

Duration : 2013/4/1~2014/3/31

Staff : 56

Sponsors :

Budget : None

Profit / Loss : None

In which UN MDG best

fit (if apply): ?:

Who is benefited ?: 2 million adults living in Osaka

Objective : JCI Osaka has the following three objectives:

(1) Adults recognize that they are role models for children. This is the most important objective.

(2) Adults bring out children's imagination.

(3) Adults become motivated to bring up all children in society.

In modern society, adults and children have fewer opportunities than before to interact with each other. Because of this, adults have their own world. To be a role model for children was a natural thing in the past, but adults have forgotten about this. By recognizing that they are role models for children, which is our flagship objective, adults become aware of being seen by children, and will speak and behave carefully. When adults change, children change too because they grow up by watching adults. When children change, the future also changes. Children have fewer opportunities to experience and listen to many things because they talk with adults less than before. This program aims to improve the situation.

Overview : **Lectures on demand**

Businessmen give lectures at elementary schools and junior high schools.

Number of schools: 50

Number of lessons: 71

Number of students: 4,000

• Recruiting lecturers

We distributed leaflets to JCI members and local companies and then visited them. Local companies are able to contribute to the local community by giving a lecture at a school in their region.

• Training lecturers

Businessmen learn how to give lectures, prepare materials, and share their thoughts with them.

The number of lecturers: 50

• Interview of children

We provided an opportunity for adults and children to talk with each other by having an interview in which children talk about the lesson content and their opinions. Adults respond to them.

• Approach to media

We posted advertisements in newspapers and on web sites.

The number of advertisements: 4 times (3 times on newspapers and twice on web sites)

Results : (1) We had adults realize that they are role models for children.

By giving lectures at elementary schools and a junior high schools, businesspeople had more opportunities to interact with children, obtained an understanding of the present social conditions, and became aware of being a role model for children.

(2) Bringing out children's imagination.

Because businesspeople taught the unknown world to children in an easily comprehensible way, the children's imagination could be brought out.

(3) Having motivation to bring up all children in society.

As a result of (1) and (2), adults recognized that they are role models for children, and changed their speech and behavior. Children always learn from adults. If adults change, children also change. This motivates adults to bring up all children in society.

Actions Taken : February, 2013

Request for cooperation of Osaka Municipal Board of Education,  
Board of Directors

March, 2013

Preparing the lecturer training program

April to June, 2013

Recruiting lecturers (Distributed leaflets to JCI members and local corporations, and visited corporations.)

April to August, 2013

Advertising our lectures at elementary schools (Visited 310 schools.)

June to August, 2013

Training lecturers (Used our training program.)

From September, 2013 to March, 2014

Giving lectures

(At any time)

Considering the lectures content according to the requests from the schools.

Giving a questionnaire and having an interview with children after the lecture.

- We can provide many opportunities for adults and children to interact with each other.
- All adults living in Osaka can get engaged in education.
- Children can increase their future possibilities by listening to a variety of lectures from adults.

Recommendations :

- This program is great itself but we do not have a concrete system yet.
- We visited a school to promote our program, but not so many schools knew about us and our program.
- As a way of improving the situation, we prepared unified presentation materials. Then a school comes to want to take our lecture.

We think it is ideal that we give a lecture that has been requested by the school, not one that we suggested.

When a school asks for a lecture, recruitment of lecturers and training them becomes necessary. Once lecturers have experienced giving a lecture, they can do it repeatedly and the number of them keeps increasing. As a result, we can deliver many kinds of lectures and receive more requests from schools. We think preparing visual presentation material is important to get a request from schools.

## Award Category criteria

### 1 Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

JCI Osaka has the following three objectives:

1. **Adults recognize that they are role models for children. This is the most important objective.**
2. Adults bring out children's imagination.
3. Adults become motivated to bring up all children in society.

In modern society, adults and children have fewer opportunities than before to interact with each other. Because of this, adults have their own world. To be a role model for children was a natural thing in the past, but adults have forgotten about this. By recognizing that they are role models for children, which is our flagship objective, adults become aware of being seen by children, and will speak and behave carefully. When adults change, children change too because they grow up by watching adults. When children change, the future also changes. Children have fewer opportunities to experience and listen to many things because they talk with adults less than before. This program aims to improve the situation.

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

[Impact],[motivation],[investment],[collaboration],and [relationship] are on the Plan of Action, 2014. **Among these actions, [impact],[investment],[collaboration], and [relationship] can be experienced in our program.**

No budget needed, and anybody can be a lecturer. Once a person has given a lecture, he or she can do it repeatedly. It is very important to continue this program and the impact on others is incredible. It can impact not only lecturers but also students and their parents/protectors. By listening to others, lecturers can have their thoughts and actions inspired. Synergistic effects are also expected.

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

US\$ 0

Lectures are free because we can give a lecture in any style.

How does this project advance the JCI Mission and Vision?

[JCI Mission]

#### 1. **To Recruit lecturers.**

JCI Osaka members could understand our program's content and mission beforehand because they promoted our program in the community.

#### 2. **To deliver a lecture.**

People could learn how to express and convey their thoughts in order to give lectures in front

of children.

### 3. To have a meeting with schools.

JCI Osaka members had contact with lecturers and schools and could understand the present situation of children.

#### [JCI Vision]

##### 1. To Train lecturers.

Experienced lecturers who have been trained could train new lecturers.

##### 2. To deliver a lecture.

By giving a lecture at a school, we could impact many children at once.

**JCI**



JCI Osaka has the following three objectives:

1. Adults recognize that they are **role models for children**.
2. Adults bring out children's
3. Adults become motivated to bring children in society.

**JCI**

◆ Objective:  
Adults recognize that they are role models for children.



1. Adults become aware of being seen by children, and will treat and behave carefully.  
When adults change, children change too because they grow up by watching adults. When children change, the future also changes.

**JCI**

◆ Objective:  
Adults bring out children's imagination



Bringing out a children's imagination through the **Class about medical**.  
Bringing out a children's imagination through the **class of the magnet**.  
Bringing out a children's imagination through the **class of the tablet**.  
Bringing out a children's imagination through the **class of the social infrastructure**.  
Bringing out a children's imagination through the **closing**.

**JCI**

◆ Objective:  
Adults become motivated to bring up all children in society.



Through the class of **closing**, adults and children have opportunities to interact with each other.

**Award Category criteria****Membership Participation****2**

By number, how many members were involved in this program? 56

By percentage, how many members of the Local Organization were involved in this program? 75

Describe the main roles of the participating members in this program. We divided members into 5 teams (10 members in each team) and gave roles to them.

[PR to schools](April～at the end of May)

We visited 350 elementary schools in the community and made a presentation to teachers.

One team managed the progress and another team managed the lecture schedule.

[Recruiting lecturers and training them] (May, 2013～February, 2014)

Another team started to recruit lecturers working in local companies and organizations from May.

We created a training program for lecturers in cooperation with educational organizations in order to deliver successful lectures.

[The flow form receiving school's request to giving a lecture]

5 teams took charge in their schools and We had meetings with schools after receiving their requests.

2 months before

Selected lecturers

1 month before

Held a training program for lecturers and meetings about lecture content. (2～3 times)

3 weeks before

Press release and PR activities in the media.

2 weeks before

Selected participant members.

a week before

Chose a topic and prepared equipment.

on the day of the lecture

Sent 3 members or more.

1 lecturer.

1 photographer.

1 timekeeper.

0～20 assistants.

The required number of staff differed according to

the lecture content. It is one of our program's advantages because we can provide staff according to the content of the lectures.

**JCI**

68 members. We visited 350 elementary schools in the community and made a presentation to teachers.




We managed the lecture schedule from the school's request to give a lecture.

Principal of the school was also visited.




We divided members into 5 teams (10 members in each team) and gave roles.




**JCI**

To Recruit lectures. JCI Osaka members were promoted with flyers in the community.



Cooperation with educational organizations in order to deliver successful lectures.

**JAE** (Japan Association of English)

Training lectures.



The trial lesson with lecturers.




We created these training programs for lectures.



**JCI**

Use the program development sheet and interview sheet, lectures were assembled course content.




Our members supported the program development.




Lecturers created the scenario and plan based. Our members advised of improvement.

**JCI**

Our members:

- >5 teams took charge in other schools
- 100+ school trips with schools after receiving their requests
- >2 months before Selected lectures
- >1 month before Held a training program for lecturers and meetings about lecture content (1~3 times)
- >1 month before Press release and PR activities in the media
- >2 weeks before Selected participant members
- >1 week before Choose a topic and prepared equipment
- the day of the lecture Sent 3 members or more
- >1 week after Feedback from the lecturer (0~50 responses)

The required number of staff differed according to the lecture content. It is one of our program's advantages because we can provide staff according to the content of the lectures.

## Award Category criteria

### 3

#### Community Impact

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

We measured the community impact as follows.

- Questionnaires at the training courses for local citizens, companies and organizations
- The number of lecturers
- The number of students
- The number of schools
- Questionnaires after lectures.

Describe the actual community impact produced by this project

• We held a training seminar for adults. The questionnaire after the seminar showed that 90 % of them became aware of being a role model for children. By interacting with children, the adults could renew their awareness of this.

• After listening to a lecture, children interviewed adults. It enabled them to have many opportunities to talk with adults.

• We delivered a total of 71 lectures for children. Each child interviewed 2 adults after listening to a lecture. **12,000 people** realized the significance of finding a bright vision in the communication.

• In the questionnaire, 70% of the parents/protectors answered that it is important to bring up children in society. Our program successfully motivated adults to watch and bring up children in the community.

• It was confirmed that there is a request of the lecture of about 60 times already in 2014, that it be aware of the importance of communication to consider the vision bright adults and children steadily has penetrated.



After listening to a lecture, children interviewed adults.  
It enabled them to have many opportunities to talk with adults.  
We delivered a total of 71 lectures for children.  
Each child interviewed 2 adults after listening to a lecture.

Children interview sheet	
1. Name of the child	2. Name of the parent
3. Name of the school	4. Name of the teacher
5. Name of the lecture	6. Name of the lecturer
7. Date of the lecture	8. Time of the lecture
9. Name of the child	10. Name of the parent
11. Name of the school	12. Name of the teacher
13. Name of the lecture	14. Name of the lecturer
15. Date of the lecture	16. Time of the lecture



12,000 people realized the significance of finding a bright vision in the communication.





After the seminar,  
adults became aware of being a role model for children.



The parents/protectors answered that  
it is important to bring up children in society.  
Our program successfully motivated adults to watch and  
care for the community.



**Award Category criteria****4****Impact on Local Organization**

How did the Local Organization benefit from running this project?

1. By recruiting more lecturers, we are increasing our opportunities to talk and so more and more people are hearing about our program. JCI Osaka members could improve their presentation skills and it successfully boosted their ability.
2. By giving lectures at schools, the children's parents/protectors also became aware of our program. Because we had many opportunities to see and talk with them, the possibility for them to become members of JCI Osaka increased.
3. By maintaining a good cooperative relationship with schools, we obtained trust from the Board of Education. In addition, our program could become an ongoing one because of schools repeated requests for lectures.

How did the program advance the JCI Mission?

1. To Recruit lecturers  
JCI Osaka members should understand our program's content and mission beforehand because they need to make presentations to people in the community.
2. To give a lecture  
We could provide opportunities for our members to get involved in our program by giving as many as 71 lectures throughout the year.  
Lecturers could learn how to express and share their thoughts with children in order to give a lecture in front of them. In addition, they could get to know the world around them and improve themselves by having contact with other lecturers.
3. To have a meeting with schools  
JCI Osaka members who had contact with lecturers and schools should know the present situation of children.

**JCI**

JCI Osaka members could improve their presentation skills and it successfully boosted their ability.

Presentation of lecturer  
We could provide opportunity for our members to get involved in our program by giving as many as 71 lectures throughout the year.

Recruiting lectures

Lectures of the water

Member could learn how to express audience the thoughts with children in order to give a lecture in front of them.

**JCI**

孫とふれあい、授業、楽し

Flyer  
we distributed to 1,000 adult people in Osaka City. Our project awareness and visibility was improved.

The newspaper company "Yomiuri Shinbun" was telegraphed the contents of this project to the area. Reported in the newspaper: May 31, 2013  
Circulation: 2,446,874

**JCI**

The newspaper company "Mainichi Shinbun" was telegraphed the contents of this project to the area. Circulation: 604,970

The newspaper company "Osaka nichinichi Shinbun" was telegraphed the contents of this project to the area. Circulation: 7,750  
And was posted on the web site.

**JCI**

By giving 71 lectures, 4,000 students at schools we could impact many children at once.

### Award Category criteria

# 5

#### Long-term Impact of the Program

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

This program started in 2007, and the number of lecturers with professions is increasing year by year. In the future, our program has the possibility to be a required course at school. If it becomes a reality, our program will run not only in Osaka but throughout Japan, and become an essential program.

Because adults realize that they are role models for children, their speech and behavior changes.

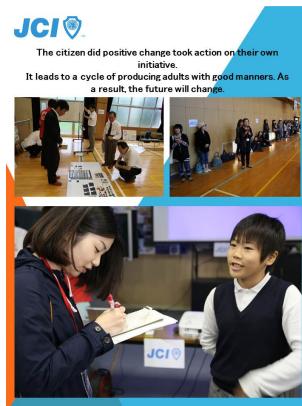
The children who look at these adults will grow up to become role models for children.

It leads to a cycle of producing adults with good manners. **As a result, the future will change.**

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

We prepare unified presentation materials so that all schools can understand our program. Then schools ask to hear our lectures. We think it is ideal that we give lectures that have been requested by the schools, not one that we suggested.

When a school asks for a lecture, recruitment of lecturers and training them becomes necessary. Once lecturers have experienced giving a lecture, they can do it repeatedly and the number of them keeps increasing. As a result, we can deliver many kinds of lectures and receive more requests from schools.





Once lecturers have experienced giving a lecture,  
they can do it repeatedly  
and the number of them keeps increasing.  
As a result, we can deliver many kinds of lectures and receive  
more requests from schools.



Make up artist      Former Disney dancer



Japan Aerospace Exploration Agency (JAXA)



Adults realize that they are role models for children,  
their speech and behavior changes.

The children who look at these adults will grow up to  
become role models for children.

