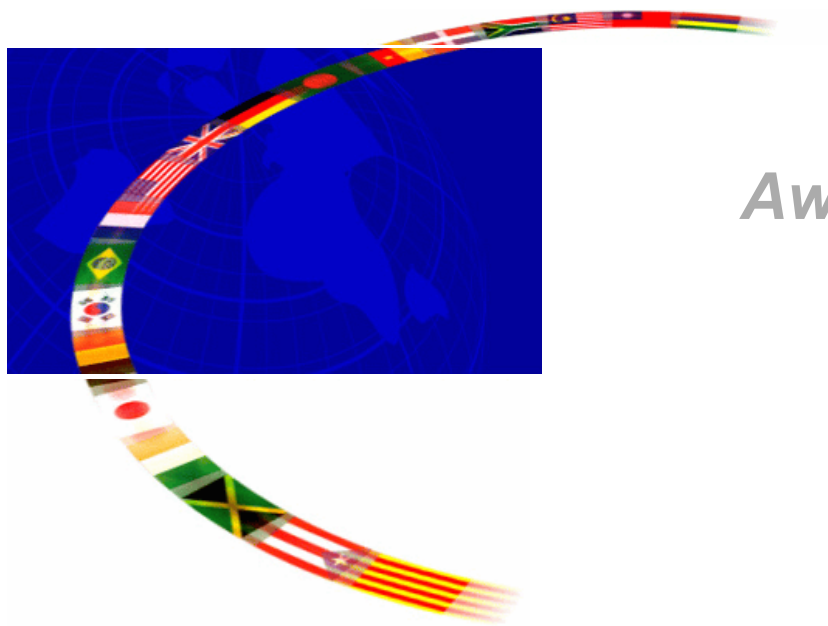




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
The light from adults to children
JCI JAPAN
Best Long-term Local Community 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: kamada+kawabata@altpaper.net

Basic Information

Duration : Sep. 2013 to Sep. 2014

Staff : 34

Sponsors : Takamatsu City Board of Education (sponsored) , Setouchi-tourism fishing club

Budget : 4195.60 US\$

Profit / Loss : 0

In which UN MDG best fit (if apply) : ? : Combat HIV/AIDS, malaria and other diseases

Who is benefited ? : about 60,000 children in Takamatsu city

Objective : JCI Takamatsu intended to produce ACTIVE CITIZENS to serve the community through this project.

Our goals follows...

(1) To create POSITIVE CHANGE on morality of children in Takamatsu. Especially, children realize appreciation, compassion, importance of life, MOTTAINAI spirit and UN MDGs.

(2) To develop feasible and sustainable program that adults directly teach children about morality in school.

(3) Children realize importance of voluntary action through experience. (4)

Members of JCI Takamatsu grow through execution of this project.

(5) To strengthen the presence of JCI Takamatsu in the local community.

Overview : Since 2011, JCI Takamatsu created program that adults directly children about moral fiber in school and performed the program. In 2011 and 2012, program of food education was performed.

In 2013, we developed three programs that are food education, moral education and education about UN MDGs. We spread the know-how of performing the programs to all members in JCI Takamatsu. We requested for participation to all elementary schools in Takamatsu under support of Board of Education of Takamatsu. Members of JCI Takamatsu taught children at 10 elementary schools in Takamatsu. This program is performed 20 times to over 1000 children in this period.

In 2014, we did food education, moral education and education about UN MDGs. We recruited volunteers for this project to make this project big movement. We performed actively PR to the mass media to improve the awareness of this program.

[Food Education Program] For Second Grade Children.

This program intend to learn application to foods, compassion to farmers and importance of life and spirit of MOTTAINAI. Children learn about process from rice field to dinner table and think about life of plants, effort of farmers and love of parents.

[Moral Education Program] For Third and Fourth Grade Children.

This program intend to spread moral education to local community.

Through this program, children appreciate support of many people and recognize about relationship between other people. They realize social norm by thinking about way of life by themselves.

[Education about UN MDGs Program] For Fifth and Sixth Grade Children

This program intended to promote action for UN MDGs. Children understand UN MDGs and that they are also a part of international community. They learn how to contribute to United Nations through JCI to success UN MDGs.

[On-site program]

Through tour of fishing-related industries, this project gives findings about [bond with people], [bond with the local community] on [humanity in nature] to children.

This project gives the opportunity to re-recognize mechanisms of the community through the point of view of children.

- Results :
- By this project, we provide the opportunity on over 1000 children to create POSITIVE CHANGE about morality.
 - We effectively increase ACTIVE CITIZENS who serve to the local community.
 - These results can be found in the questionnaires and interviews to children.

[Food Education Program]

Children learn about application to foods, compassion to farmers and importance of life and spirit of MOTTAINAI.

[Moral Education Program]

Children learn about of chain of life and relationship with community.

They set their own sights as a member of local community. They have an opportunity to make POSITIVE CHANGE to grow a member of local community.

[Education about UN MDGs Program]

Children are aware of difference between African children and them. They think about their role as a member of international community. They learn unselfishness.

- [On-site Program]

Participated elementary school students realized “bond with the local community” and “bond with people” through experience of loading of fishes and selling of fishes at fish market. They became active citizens through this experience.

We create network between many people who are collaborators and parents of children.

- We developed feasible and sustainable program that adults directly teach children about moral fiber in school. Not only members of responsible committee but also other members of JCI Takamatsu became teacher of this program because know-how was told to other members at opened meeting of the responsible committee. This shows that everyone can be teacher of this program after not difficult training.
- Members of JCI Takamatsu grew through execution of this project. Through this program, members learned easy and impressive presentation that elementary school students can recognize.

Actions Taken : We requested for participation to all elementary schools in Takamatsu. Members of JCI Takamatsu taught children at 10 elementary schools in Takamatsu. This program is performed 20 times to over 1000 children.

- [Food Education Program]
9 classes for about 700 students in 8 schools
- [Moral Education Program]
7 classes for about 200 students in 6 schools
- [Education about UN MDGs Program]
4 classes for about 200 students in 6 schools
- [On-site Program]
We did this program at October 12,2013 with 49 elementary school students.
[Unloading of fish]
Students saw unloading of fish from settled net. They touched fresh fishes. They also saw dismantling of fishes. They realized how fishes which they eat are produced.
[Auctioning of fish]
Students saw auctioning of fishes which are just unloaded. They felt enthusiasm of fishermen and learned number of type of fishes. They learned many people pay effort to provide good fishes to children's tables.
[Experience of selling]
Students experienced selling of fishes at local supermarket. They made 4 groups and each group sold different fishes. Competition of sales provided motivation to them. They discuss and took action to increase their sales .

We made following effort to gathering participants.

1. We got a sponsorship from Takamatsu City Board of Education. We published flyers to elementary schools in Takamatsu.
2. Many people had interested in the tour of fishing-related industries because some places are difficult to visit.
3. We made videos of this program and distributed to participants.

Recommendations :

- [Whole Achievement of this project]
Many appreciate letters from children were sent to JCI Takamatsu. Some teachers sent photo and letters that shows that children reduce leftovers.

- [Achievement of Food Education Program]
Children learned about application to foods, compassion to farmers and importance of life and spirit of MOTTAINAI.
- [Achievement of Moral Education Program]
Children learned about of chain of life and relationship with community.
They set their own sights as a member of local community. They had an opportunity to make POSITIVE CHANGE to grow a member of local community.
- [Achievement of Education about UN MDGs Program]
Children were aware of difference between African children and them.
They think about their role as a member of international community. They will show unselfishness.
- [Achievement of On-site Program]
Students realized [bond with the local community] and [humanity in nature] and became active citizens.
Through experience of selling , students tried to follow good way of the other group and to create good way of selling. We should do continuous PR to students and their parents to increase awareness of this project.
- [Reflection of this project] It is difficult to schedule to match both schools and members. It is better to schedule the class at Saturday.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the long-term objectives of this program?

JCI Takamatsu intended to produce ACTIVE CITIZENS to serve the community through this project.
Our goals follows...

- (1) To create POSITIVE CHANGE on morality of children in Takamatsu.
Especially, to realize appreciation, compassion, importance of life, MOTTAINAI spirit and UN MDGs.
- (2) To develop feasible and sustainable program that adults directly teach children about morality in school.
- (3) Members of JCI Takamatsu grow through execution of this project.

[Food Education Program]
– Children learn about application to foods, compassion to farmers and importance of life and spirit of MOTTAINAI.

[Moral Education Program]
– Children learn about of chain of life and relationship with community. They set their own sights as a member of local community. They have an opportunity to make POSITIVE CHANGE to grow a member of local community.

[Education about UN MDGs Program]
– Children are aware of difference between African children and them. They think about their role as a member of international community. They have an opportunity to make POSITIVE CHANGE to be unselfish.

[On-site program]
Through tour of fishing-related industries, this project gives findings about [bond with people], [bond with the local community]

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

To provide development opportunity that children make POSITIVE CHANGE to recognize appreciation, compassion, importance of life, MOTTAINAI spirit, and UN MDGs through Food and Moral Education Program.
To be the solution provider to spread UN MDGs through Education of UN MDGs Program. To create sustainable impact to the local community by students realize [bond with people], [bond with the local community] on [humanity in nature]

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

Yes. The board of JCI Takamatsu passed the budget of this project. The budget was \$630 and mainly used for printing. We used only about \$200 because of decreasing number of classes.

How does this project advance the JCI Mission and Vision?

[JCI MISSION]
– This project provide the opportunity that children make POSITIVE CHANGE
– Skills of presentation of members are developed

through this project.

[JCI VISION]

- Some children became **ACTIVE CITIZENS** who serve to local community through this project.
- This project developed network between JCI Takamatsu and Board of Education of Takamatsu and elementary schools .

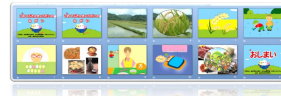
Food Education Program at the school



Presentation sheets of Moral Education Program



Presentation sheets of Food Education Program



Presentation sheets of UN MDGs Program



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? 24

By percentage, how many members of the Local Organization were involved in this program? 72

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

- A) Planning
- B) Budget control
- C) Promotion to Board of Education of Takamatsu and elementary schools
- D) Briefing of programs
- E) Teacher at the class of the program
- F) Facilitator (Supporting children at the class)

UN MDGs Program at the school



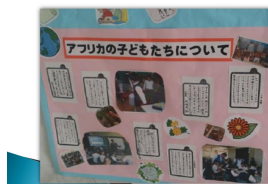
Reflection of students



UN MDGs Program at the school



Reflection of students



Award Category criteria

3

Community Impact

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

- (A) We collaborated with Board of Education of Takamatsu and elementary schools. We developed networking between them and us.
 (B) We measure of effectiveness of the program by questionnaires and interview to children and teachers of the schools.
 (C) Further project was developed by collaboration with local government of Takamatsu.

Describe the actual community impact produced by this project

- (A) Relationship of Board of Education of Takamatsu and teachers enables the development of the next program.
 (B) It inspired the development of projects for the problems of elementary schools in Takamatsu.
 (C) Children had opportunities to participate further programs produced by local government.

Explanation by a member of JCI Takamatsu



Group work



Explanation by a fisherman



Explanation by a responsible of the market



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

(A) JCI Takamatsu are recognized as the important role to development leaders of local community through education for children with teachers in schools.

(B) Skills of presentation of members of JCI Takamatsu were developed through presentation for children.

We found the target of the next project to improve education through communication with children and teachers in schools

How did the program advance the JCI Mission?

– This project provide the opportunity that children make **POSITIVE CHANGE**

– Skills of presentation of members are developed through this project.



Award Category criteria**5****Long-term Impact of the Program**

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

Local network between citizens, teachers in school and members of JCI Takamatsu was developed because of participation of this project. We developed children and citizens who have interest in moral education. The local community will grow when they act as ACTIVE CITIZENS. In the next year, the movement will spread if not only members of JCI Takamatsu but also volunteers of citizens participate this project. Recently, ministry of education plans to develop classes by collaborating with citizens. In the future the program in this project will be the official program.

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

Request of participating of this project for members of JCI Takamatsu should be earlier. We should propose the more new program that is difficult for teachers in schools through deep communication between local organization and schools and JCI Takamatsu. We can spread this movement by volunteers in Takamatsu participating this program.