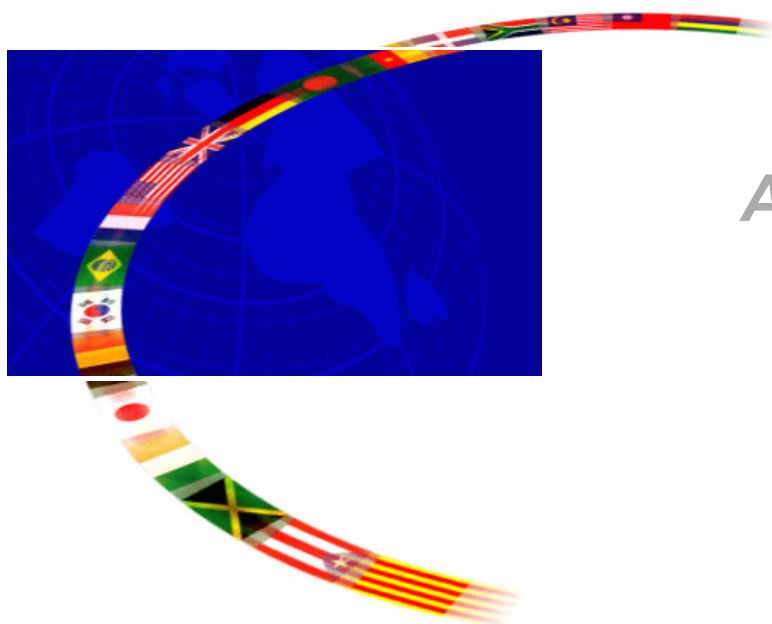




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
Possibility for up child  
JCI JAPAN  
Best Local Personal Skill Development Program



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

#### Entry Information

Award  
Program: 2014 JCI World Congress

Category: Best Local Personal Skill Development Program

#### NOM Information

National Organization: JCI JAPAN

National President:



**Kazuya Suzuki**

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#### LOM Information

Local Organization: JCI Toyota

President: eisuke yokoyama

President Email: [e.yokoyama@yokoyama-co.com](mailto:e.yokoyama@yokoyama-co.com)



### Basic Information

Duration : From September to November 2013

Staff : 11 members

Sponsors : Rugby Football Union, Toyota Motor Corporation Rugby Team, Local sports clubs, Toyota city hall

Budget : US\$11,500

Profit / Loss : None

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

Who is benefited ? : -Third grade through sixth grade of elementary school students who live in Toyota (17,000 students)

Objective : The objectives for children are to develop autonomy, cooperativeness and strong minds and bodies and also to build up energy through playing Tag Rugby.

The objectives for teachers of Toyota Municipal Board of Education are to have teachers know that Tag Rugby is easy to pick up, a useful and an instructive educational tool, and to adopt it in the field of education.

(Supplemental information)

Tag rugby is a new form of rugby and it can be played with non contact (no tackling). It is a sport that anyone can safely enjoy, regardless of sex or age.

Toyota Stadium has been selected as one of the candidate sites for the Tag Rugby World Cup 2019.

In a selection of sports, JCI Toyota focused on the following two aspects. After reviewing them, we decided Tag Rugby was the best sport for this program.

- If Tag Rugby is good for minors healthy development.
- If Tag Rugby contributes to promoting the development in local communities.

Overview : JCI Toyota conducts the following events for participants in order to develop autonomy, cooperativeness and strong minds and bodies and to feel to build up energy through playing Tag Rugby.

1. Hold experimental training sessions for teachers to experience and understand the new sport "Tag Rugby" and to encourage them to adopt it in the field of education.

2. Hold experiential sessions in class

-For teachers: to provide actual experiences to teach Tag Rugby and encourage them to adopt it in the field of education.

-For Children: to develop their autonomy, cooperativeness and strong minds and bodies and to feel to build up energy through playing Tag Rugby.

3. Hold sports events for children.

3-1. Offered training sessions

-The children experience to develop cooperativeness though playing Tag Rugby with new friends.

3-2. Hold JC Friendly Cup Tag Rugby Tournament

- While playing the games, the children can recognize the objectives of this program, developing autonomy, cooperativeness and strong minds and bodies, through playing harmony with and communicating with teammates along with telling them about their own opinions.

They can have a better understanding of the needs for developing autonomy, cooperativeness and strong minds and bodies by carrying out questionnaire surveys and team discussions after playing the games.

Results : 1. We received the following feedbacks from the 19 teachers participated in the event of 2 "experiential sessions in classes". We think we can expect them to adopt it in the field of education.  
We received questions about the tips of teaching Tag Rugby in class from

one of the schools participated in the event of 1 “experimental training sessions for teachers”. They reported that they played it in class at a later date.

#### Questions and Feedbacks

- Did you understand the objectives JCI Toyota set through “briefing sessions for teachers” and “experiential sessions in class”? Feedback: Yes 100%
- Do you want to adopt Tag Rugby in a PE class and in a moral educational class? Feedback: Yes 95%
- Do you think playing sports serves as a trigger to build up energy for children? Feedback: Yes 100%

2. We received the following feedbacks from 197 children participated in the event of 3 “sports events for children” through questionnaire surveys and team discussions after playing the games. Judging from the feedbacks, we think they could feel the needs for developing autonomy, cooperativeness and strong minds and bodies, and they also could build up energy through playing Tag Rugby.

#### Questions and Feedbacks.

- Achievement of developing autonomy.  
Cold you shear your opinions with your teammates? Feedback: Yes 74%  
Did you call out to receive a pass from your teammates? Feedback: Yes 83%  
Did you shout “TAG” when you made a Tag by the rules? Feedback: Yes 90%

- Achievement of developing cooperative skills.  
Did you talk about the cooperative play you did among the teammates? Feedback: Yes 84%  
Did you call out and help each other among the teammates for thoughtful team play? Feedback: Yes 77%

- Achievement of building up energy.  
Eight percent of the students answered “Yes” on the question of “Do you dislike sports?” However, only two percent of the students said “Yes” on the question of “I didn’t enjoy playing Tag Rugby”. Therefore, judging from the questionnaire, the students could enjoy Tag Rugby even if he/she doesn’t like sports.

#### Opinions from the team discussions with children.

- I learned the importance of helping each other at school and home.
- I want to shear my opinions with my parents.
- I want to speak to my parents from myself.
- I learned the importance of making an appeal, otherwise people cannot tell what I am thinking.
- I learned the importance of kindness and thoughtfulness for others.

We received the following feedbacks from the parents of the children. Judging from the feedbacks, we think this program is appropriate for children to build up energy.

#### Questions and Feedbacks.

- Did you understand the objectives through this project? Feedback: Yes 100%
- Do you think playing sports serves as a trigger to build up energy for children? Feedback: Yes 100%
- Do you want your children to participate in this program again next year? Feedback: Yes 94%

According to the Feedbacks from the cooperative associations and companies, they will continue to support and participate in this program.

#### Opinions from the cooperative associations and companies:

- Rugby Football Union

We agreed that this program is good for minors healthy development. We appreciate JCI provided us the opportunities to contribute to local communities.

• Toyota Motor Corporation Rugby Team

We think this program is meaningful, so we can expect the possibility of future expansion.

We would like to value our relationship with the children attended this program.

**Actions Taken :** From Dec. 2012 to Jul. 2013, JCI Toyota staff members visited educational institutions, Rugby unions to explain about this program and gained their understanding of this program.

From Sep. to Nov. 2013, JCI conducted the following programs with Rugby Football Union and Toyota Motor Corporation Rugby Team.

-Conducted experimental training sessions, questionnaire surveys and discussions to help teachers, students and their parents develop a deeper understanding for the program.

-Carried out questionnaire surveys and interviewed with persons involved to measure the achievement of objectives.

Sep.21, 2013 (Sat)

-Held a briefing session of trainers for teachers (Participants:11 teachers)

From Sep. 25 (Wed) to Oct.7(Mon), 2013)

-Held 6 experiential sessions in physical education classes.

(Participants:122 students and 9 teachers)

Oct. 13 (Sun) and 27 (Sun), 2013

-Offered 2 practice sessions for the elementary school students chosen from the public. (Participants: 92 students)

Nov. 2(Sat), 2013 Held Tag Rugby Tournament. (Participants: 114 students)

**Recommendations :** Almost all the students participated in this program could develop autonomy, cooperativeness and strong minds and bodies. They could also build up energy through playing Tag Rugby.  
All of the teachers participated in this program understood that this program could develop autonomy, cooperativeness and strong minds and bodies. They realized that it was easy to adopt Tag Rugby in a field of education, so some schools actually played it in class.  
However, we had some students who didn't understand the objectives well, because we could not explain enough about them for some teams at the discussions. Therefore, we realized that we should have created a manual and used it at the team discussions.

## Award Category criteria

# 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program?

The objectives of this program for children are to develop autonomy, cooperativeness and strong minds and bodies and also to build up energy through playing this sport.

The objectives for teachers of Toyota Municipal Board of Education are to introduce Tag Rugby to teachers and to have them understand that Tag Rugby is easy to pick up, a useful and an instructive educational tool.

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

Develop sound minds and bodies of young people and provide opportunities to create positive change.

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

We draw up an estimate and gained approval by the administrative board consisting of JCI Toyota members to conduct this project.

After the project, we reviewed and confirmed on the administrative board if budget was appropriately spent.

How does this project advance the JCI Mission and Vision?

The participants felt the need for developing autonomy, cooperativeness and strong minds and bodies through this program. They also had a better understanding of the needs for developing them through questionnaire surveys and team discussions after playing it. This program provides opportunities to create positive change for both minds and bodies, and encourage them to become active citizens.



## Award Category criteria

# 2

## Membership Participation

By number, how many members were involved in this program? **11 people**

By percentage, how many members of the Local Organization were involved in this program? **51%**

Describe the main roles of the participating members in this program. **Provide opportunities for children to enjoy playing sport with friends.  
Educate children about the importance of developing autonomy, cooperativeness and strong minds and bodies that can develop a proper balance of autonomy and cooperative skills.**



## Award Category criteria

## 3

## Skills Developed

What skills were developed in this program?

This program helped the participants understand the needs of improving autonomy, cooperative skills and strong minds and bodies that can develop a proper balance of autonomy and cooperative skills.

For the staff members of JCI Toyota, this program helped them develop their communication skills to share ideas and opinions in an easily understood manner with the children and the supporters.

How were these skills developed? Describe the methods and activities used.

Through this project, JCI Toyota could enhance ties with the general public, educational institutions, sponsors associations and sponsors companies. We also could have opportunities to have them know about our activities and gain better understanding of them.

Having participated in this program deepens ties among the general public, the educational institutions, the sponsors associations and the sponsors companies.



Award Category criteria

4

Impact on Participants

What was the intended impact on the participants? Enhanced self-assertiveness and cooperative skills with others  
Understood the needs of strong minds and bodies that can develop a proper balance of autonomy and cooperative skills

Describe the actual impact on the participants. While enjoying the games, the children experienced communicating with teammates along with telling them their own opinions. They could have a better understanding of the needs for developing autonomy, cooperativeness and strong minds and bodies by team discussions after playing games.



Award Category criteria

5

Long-term Impact of the Program

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

-We encourage teachers to adopt Tag Rugby not only in a PE class but in moral education class as an educational tool to develop autonomy and cooperativeness.

-We also encourage local companies to adopt Tag Rugby when they hold events to contribute to promoting the development in local communities.
- What changes would you make to improve the results of this project?

Expand the target to all the elementary schools.

