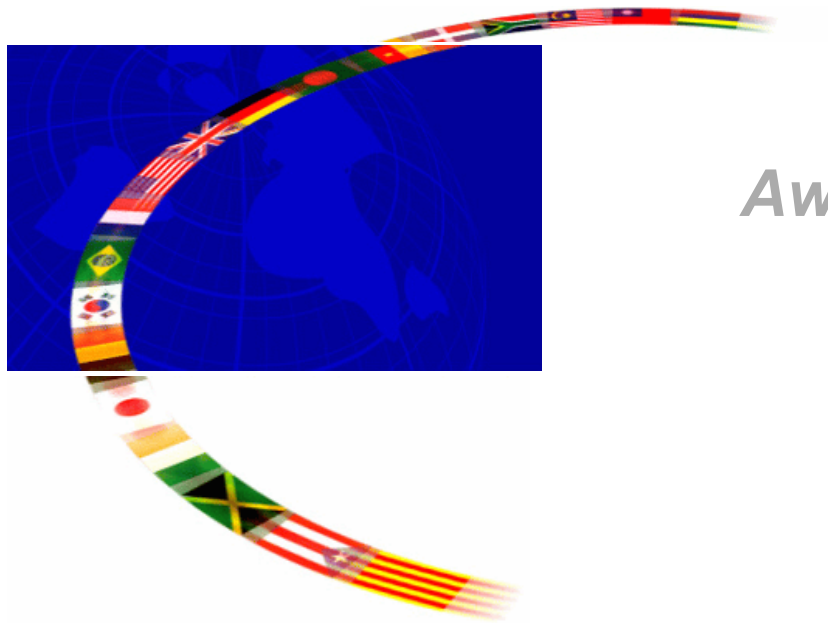




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
1000 SAMURAI
JCI JAPAN
Best Local Growth & Development Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award
Program: 2014 JCI World Congress

Category: Best Local Growth & Development Program

NOM Information

National Organization: JCI JAPAN

National President:



Kazuya Suzuki

E-mail: japan@jci.cc

LOM Information

Local Organization: JCI Osaka

President: Norimasa Nakatani

President Email: nori72nori72wanokokoro@gmail.com

Basic Information

Duration : April, 2013 to August, 2014

Staff : 366

Sponsors : JCI Osaka OB, Osaka Prefecture Seishi-Gakuin, and Osaka Prefecture Nakatsu Support School

Budget : US \$ 26,140

Profit / Loss : None

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

Who is benefited ? : 2.68 million people living in Osaka, especially young citizen from 25 to 38 years old

Objective : **[Young citizens]** They are the origin of many values.
JCI Osaka's mission is to produce many leaders in order to create a bright future for Osaka.

[Membership growth]

We set the following objectives:

- *To improve members' knowledge and qualifications.
- *To reform member's consciousness through membership growth.
- *To get 250 new members.
- *To get young citizens motivated to understand and become interested in our movement.

[Training New members]

We expect new members to do the following:

- *To understand our activities more deeply.
- *To have motivation to try everything.
- *To act for others.
- *To develop the potential of other members.
- *To provide many opportunities.

[Membership growth by New members]

In addition, new members are expected to do as follows:

- *To have responsibility and self-awareness as an innovation leader.
- *To recruit new members in the community.
- *To make continuous positive change with young citizens and ourselves.

Overview : **[Seminar for existing members]** (2 times)

- *We told them the importance of increasing membership and enhance their motivation.
- *We prepared the draft and decided our direction.

[Program session] (8 times)

- *We held a meeting for 700 young businesspeople living in Osaka, and shared our vision and achievement.

[Business forum]

We called 150 young businesspeople, chose a theme, and set up a forum for panel discussion.
In the forum, we stressed the importance of young people's help for the local development.

[Meeting for female called (Joshikai)]

We held the meeting for 70 female managers. In the meeting, we shared information and got them motivated to contribute to a community.

[Training new members]

We provided many opportunities to new members:

- *Entrance ceremony and orientation
- *Seishi-Gakuin program
- *Participation in other programs

[New members activity to increase membership]

New members held a big program session to recruit another new members.

[Program session by new members]

(Osaka lover 2013) organized by new members in 2013

Results : To produce many leaders in the community, we got new members, obtained their deeper understanding of our movement, and improved their positive mind and ability. Through their activity to increase membership, the experienced members could create a program for next year.

[Activity to increase membership]

- *JCI Osaka members obtained a deeper understanding of our history and mission at the seminar, and created positive change.
- *We organized 8 sessions, 2 meetings for female managers, and 2 business forums to promote their interest to our movement.
- *Number of new members in 2013: 255 people

[Training]

- *New members learned JCI Osaka's history and mission at a two-day seminar.
- *They got motivated to try everything through the experience of a debate and a virtual election at two-day seminar.
- *They held an event for handicapped children. By interacting with them, they could act with consideration for others.
- *They organized, run, and verified a program. They learned the importance of teamwork through this program.
- *They took a training course and had opportunities to participate in various programs.

[New members activity to increase membership]

- *New members launched Membership Growth Program on the base of their experience in JCI Osaka and recruited new members.
- *We got new members, trained them, and got another new members. By repeating this cycle, JCI Osaka's brand value was enhanced and we successfully ran the program.
- In this program, we can impact young citizens, and they can make continuous positive change.

[Our achievements in 2014]

- *Target quantity: 266 new members
- *Membership growth committee had good influence on the organization by producing 4 directors.

[JCI evaluation]

- *Our project had won the award in Best Local Growth & Development category at Asia Pacific Conference. Our project were highly valued in Asia area.

Actions Taken :

[Membership Growth]

- *Nov. 16th Seminar to motivate existing members
- *Nov. 19th Staff meeting
- To prepare the draft of membership program
- *Dec. 9th Seminar for existing members
- To listen to OB's speech and present the draft
- To stress the importance of expanding the membership
- *Dec. 13th to 29th Request cooperation to OBs
- To make a telephone call to 2,585 OBs to ask for cooperation
- *Nov. 1st to Jan. 8th PR activity at various meetings
- *Dec. 27th The 1st Program Session
- *Jan. 17th The 2nd Program Session
- *Jan. 23rd The 3rd Program Session
- *Jan. 26th Meeting for female managers called (Joshikai)
- *Jan. 30th The 4th Program Session
- *Feb. 5th The 5th Program Session
- *Feb. 9th The 6th Program Session
- *Feb. 15th The 7th Program Session
- *Feb. 22nd The 8th Program Session
- *Feb. 28th Business forum

[Training]

- *Jun. 1st Seishi-Gakuin project

[New members' activity to increase membership]

- *Nov. 19th (osaka lover 2013)

Recommendations : Our members' positive mind is important to increase the number of new members.

It is also important for new members to understand our mission and vision,
and to get another new members. By doing so, continuous increase of membership is expected.

[Membership Growth] (existing members)

- We enhanced the motivation for existing members to increase membership.
- We enhanced the level of members' knowledge and qualifications so that they could share our activities with others.
- We set a goal.

[Training]

- Because we assigned a role to all members, they kept holding their responsibility, expectation, and motivation.
- They understood JCI Osaka's objective properly and improved themselves through many experiences. By doing so, they recognized the importance of our existence, and got motivated to increase the number of new members.

Award Category criteria

1

Strategic Plan

What were the main objectives of the program?

[Young citizens] They are the origin of many values.

JCI Osaka's mission is to produce many leaders in order to create a bright future for Osaka.

[Membership growth]

We set the following objectives:

- *To improve members' knowledge and qualifications.
- *To reform members consciousness through membership growth.
- *To get 250 new members.
- *To get young citizens motivated to understand and become interested in our movement.

[Training] (New members)

We expect new members to do the following:

- *To understand our activities more deeply.
- *To have motivation to try everything.
- *To act for others.
- *To develop the potential of other members.
- *To provide many opportunities.

[Membership growth] (New members)

In addition, new members are expected to do as follows:

- *To have responsibility and self-awareness as an innovation leader.
- *To recruit new members in the community.
- *To make continuous positive change with young citizens and ourselves.

How does this program advance the plan of action of the Local Organization?

[Plan of action of the Local Organizations]

To get local citizens to understand our movement affects them a lot and act together with them.

We think it leads to a better community in the Osaka we love.

["Membership growth""Training"and"Membership growth by new members"program]

We shared our movement with local young people and got their empathy.

We ran three programs above to increase the number of members and to change the Osaka we love into a better community.

How does this project advance the JCI Mission and Vision?

JCI Mission

To get young citizens to be aware of our movement. (Membership growth)

To get new members to participate in the launch of various programs. (Training)

JCI Vision

To get new members to understand our movement deeply,
take an active part in ASPAC and world conventions,
and develop a relationship with the world. (Training)



Junior Chapter International, Osaka/Japan



Junior Chapter International, Osaka/Japan



A meeting to request cooperation to local residents of JCI Osaka and the others

Junior Chapter International, Osaka/Japan



On reception to JCI Osaka

Junior Chapter International, Osaka/Japan

Award Category criteria

2

Involvement of Local Board of Directors and Members

By number, how many members were involved? 366 members

By percentage, how many members were involved in the program? 100%

How many Local Board members were involved in the project? 27



Award Category criteria

3

Methods of Implementation

What methods and/or activities were used to grow and develop the Local Organization?

[Training and development of new members]

We provided various opportunities for new members.

*Entrance ceremony and orientation

New members participated in a two-day seminar.

In the seminar, they learned JCI Osaka's history and mission.

In addition, they realized the importance of teamwork and became motivated to try everything through experiencing variety of things in the seminar.

*The program by new members

>New members learned how to create a program.

They organized, ran, and verified a program for handicapped students in the style of a board of directors meeting.

>They launched the program to recruit another new members on the base of knowledge and experience in a year.

*Participation in the programs of JCI Osaka

We encouraged new members' participation in programs, by setting the required number of participation.

Which method/activity was the most effective in recruiting new members? Why?

We provided numerous opportunities for young people to understand our movement, and got their empathy.

[Program session] (8 times)

We held a meeting for 700 young businesspeople living in Osaka, and shared our vision and achievements.

[Business forum]

We called 150 young businesspeople, chose a theme, and set up a forum for a panel discussion. In the forum, we stressed the importance of young people's help for local development.

[Meeting for females called "Joshikai"]

We held a meeting for 70 female managers. In the meeting, we shared information and motivated them to contribute to the community.

Which method/activity was the most effective in developing current members? Why?

We provided opportunities for existing members to learn about our history, movement, challenges, and mission.

Individual growth led to enhancement of our brand value.

[Seminar for existing members] (2 times)

*We improved members' knowledge and

*We set a goal to get 250 new members.

Existing members discovered the significance of increasing membership once again by interacting with new members for a year.

Existing members discovered the significance of increasing membership once again by interacting with new members for a year.



Award Category criteria

4

Results Achieved

By number, how many new members were recruited by this program?

255 members

Which objectives did the program achieve?

We achieved the following 3 missions.

*We got 255 new members.

*We provided them with many opportunities to experience a variety of things. Through these experiences, they improved themselves by having a positive attitude and behavior.

*The experienced new members launched a program to increase membership. Through the experience, they successfully created a program for next year.

[Activity to increase membership]

*We organized 8 sessions, 2 meetings for female managers, and 2 business forums to get them interested in our movement.

*Number of new members in 2013: 255 people

[Training]

*They held an event for handicapped children. By coming in contact with them, they could act with consideration for others. *They took a training course and made a plan to participate in various programs.

[New members' activity to increase membership]

*We received new members, trained them, and got more new members. By repeating this cycle, JCI Osaka's brand value is enhanced and we successfully built a mechanism. In the mechanism, we can impact young citizens, and they can make continuous positive change.

What was the most important outcome of this program?

Our members' positive attitude is important in increasing the number of new members.

It is also important for new members to understand our movement and mission, and to get more new members.

By doing so, continuous increase of membership is expected.

[Activity to increase membership] (existing members)

*We enhanced the motivation for existing members to increase the number of members.

*We enhanced the level of members' knowledge and qualifications so that they could share our movement with others.

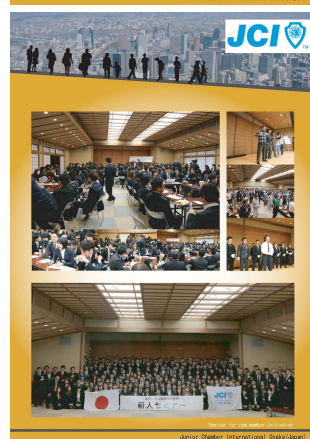
*We set a goal.

[Training]

*Because we assigned a role to all members, they maintained their responsibility, expectation, and motivation.

*They understood JCI Osaka's objective properly and improved themselves through various experiences.

By doing so, they recognized the importance of our existence, and got motivated to increase membership.



Award Category criteria

5

Long-term Impact of the Program

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

We can change local people into positive citizens by understanding our movement and mission, and sharing these with them. In addition, JCI Osaka's brand value can be improved and membership growth can be expected.

[Membership growth => training => new members' activity to increase membership]

*Getting new members, training them, and increasing membership by new members By repeating this cycle, improvement of members' knowledge and qualifications is expected.

*Training

By understanding JCI Osaka's movement and mission properly, new members can share them with the next generation.

[Our achievements in 2014]

*Target quantity: 266 new members

*Membership growth committee had good influence on the organization by producing 4 directors.

[JCI evaluation]

*Our project had won the award in Best Local Growth & Development category at Asia Pacific Conference.

Our project were highly valued in Asia area.

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

Members look for new members with their affection and pride in JCI Osaka throughout the year. By doing so, JCI Osaka's brand value is improved. In addition, we can provide many opportunities for local young people to make positive change.

[Members' growth => value of JCI Osaka => membership growth]

JCI Osaka has a close relationship with the community, but many people do not know us. The reason is that our members do not know our purpose, mission, and role.

To improve this situation, we think the following are important:

*To hold seminars for our members regularly and promote their continuous growth.

*All members hold affection and pride in JCI Osaka.

*All members present themselves to local people with confidence.

It results in enhancement of our brand value, membership growth, and a positive change of local people.

