

Awards Entry

2014 Jci World Congress
Circle of Care
JCI JAPAN
Best Local UN MDG Project



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:

Basic Information

Duration : Jun.23 / Aug.20-25 / Oct.12-13 ,2013

Staff : 46 members

Sponsors : Embassy of Benin, Honorary Consulate of Cambodia, 26 universities, 36 organizations, etc.

Budget : US \$87,528

Profit / Loss : **None**

In which UN MDG best fit (if apply): ?: Eradicate extreme poverty and hunger

Who is benefited ?: Participating students and citizens of Osaka

Objective : **.....**

To get Osaka citizens to first be aware of people suffering from extreme poverty, and understand the possibilities of resolving the issue. We tried to get citizens to realize that solving their everyday problems can lead to resolving various world issues. Our objective is to produce many active citizens who will take proactive action to resolve issues.

Overview : **.....**

This PCY program aligns with the following JCI Plan of Action:

A. We held **PCY (Peace Conference 2013)**. At the conference, we showcased the achievements of the students who made action plans with the aim of achieving world peace. We also showed that we could develop local activities to aim of world peace. (**Impact**)

B. We provided opportunities for students with different nationalities and cultures to interact with each other and improve themselves. It motivated them to take further actions. (**Motivate**)

Summary of project is uploaded on YOUTUBE.(2m33s)

JCI Osaka implemented the following program with the aim of changing Osaka citizens to become active ones who will take proactive action to resolve various issues from around the world.

Theme of our program: "Circle of Care"

Agenda: To build a system in which we can solve various issues derived from food.

[Contents of our program]

(1)We held "Peace Conference of Youth", with university students who will lead the next generation, in order to deepen their understanding of various issues in the world.

(2)We selected a theme from the existing world issues, and helped participating students create a sustainable action plan to resolve it.

(3)We showcased the action plan they made to Osaka citizens at a forum and provided opportunities for many people to think about the approach to the issues.

(4)We approached the issues in collaboration with organizations engaged in activities of world peace and international interaction.

(5)We provided opportunities for participant students to implement the action plan at the forum.

Results : **.....**

We provided opportunities for Osaka citizens to take positive action with the aim of resolving various world issues.

Our program started with 56 students participating at first, and then spread to 350 Osaka citizens at the forum.

Finally, the project plan was executed at an event where more than

20,000 citizens participated.

We could enhance many citizens awareness in world peace as shown below:

Impact to citizens

The number of participants

Jun. 23, 2013 "Discovery of Issues Program"

121peoples

Aug. 20-25, 2013 "Plan Development Program"

367peoples(203%increase)

Oct. 12-13, 2013 "Plan Execution Program"

427peoples(16%increase)

Results of a questionnaire

1. You became aware of various issues in the world and became interested in them.

"Agree." and "Somewhat agree." **88.9%**

2. You realized that the various issues in the world were related to your own living environment.

"Agree." and "Somewhat agree." **91.7%**

3. You agreed with the students way of thinking who were resolving the issues.

"Agree." and "Somewhat agree." **94.4%**

4. You could imagine what how to create a better world.

"Agree." and "Somewhat agree." **80.5%**

5. You were motivated to do something for suffering people.

"Agree." and "Somewhat agree." **97.2%**

6. You were motivated to do what you could do if you had an opportunity.

"Agree." and "Somewhat agree." **88.9%**

Impact to students

Results of a questionnaire

Preliminary survey was compared with Posteriori survey and change of consciousness was checked.

Awareness of participants of **74%**

has been improved.

Impact to Local Organization members

The number of participants

Jun. 23, 2013 "Discovery of Issues Program"

45peoples

Aug. 20-25, 2013 "Plan Development Program"

151peoples(235%increase)

Oct. 12-13, 2013 "Plan Execution Program"

247peoples(63%increase)

Actions Taken :

Dec. 2012 Holding a planning session.

Jan. 2013 Conducting a pre-survey on various issues in the world.

Feb. 2013 Choosing a theme and deciding an application outline.

Mar. 2013 Requesting cooperation from various organizations.

Apr. 2013 Recruiting participant students.

May. 2013 Screening them.

Jun. 2013 Holding a seminar for participating students.

Jul. 2013 Recruiting organizations to a forum and selecting them.

Aug. 2013 Holding a peace conference of youth and presenting an action plan.

Sep. 2013 Preparing to implement the action plan.

Oct. 2013 Implementing the action plan.

Recommendations :

Only a handful of citizens contribute to people suffering from poverty in Japan. However, this is because they are not aware of it. They are potentially capable of working on this problem.

We aim to enhance their motivation to change the world in the course of their daily life, which is one of MDGs.

1. Implementing our long-term program:

We promoted peoples positive changes through working on assignments, participating in an orientation program, a world peace conference, and other events in our program throughout the year.

2. Enhancement of their motivation to act repeatedly:

People's motivation to act continuously will be enhanced through experiencing a variety of things and achieving their goal in collaboration with others. We provided opportunities for students to put the action plan they made at the world peace conference into practice. As a result of this, they had successful experiences and their motivation to act continuously was enhanced.

3. Many peoples and organizations participated in our program and had a collaborative relationship:

Our programs achievements are expressed as below.

X-axis = the level of the students motivation to act continuously.

Y-axis = the number of participants in our program.

Our achievements = X x Y.

We implemented our program in which more people and organizations could participate.



Award Category criteria**1 Objectives, Planning, Finance and Execution**

What were the objectives of this program? [Summary of project is uploaded on YOUTUBE. \(2m33s\)](#)

As the cross boundary and regional relationship among becomes more tightly knit in modern society, our objective is to develop young people who are aware of issues.

[Sensitivity needed by young people]

1. To be able to regard various global issues as if it is their own.
2. To be able to create a sustainable plan with the aim of settling global issues.
3. To be able to execute the action plan they developed.

How does this program align to the JCI Plan of Action? [Our program, "Circle of Care" aligns with the following JCI Plan of Action:](#)

A. Impact To motivate local people to become involved in one of MDGs.

B. Motivate To motivate participant students to become involved in a global society.

C. Invest To raise them to be future leaders who will impact others and spread our movement.

D. Connect To build a relationship in which they can improve each other continuously.

Was the budget an effective guide for the financial management of the project? [\[Increase in the number of participants\]](#)
We could invite 4.6 times more students than the previous year, even with the same budget.

[10 students in 2012 --> 46 students in 2013](#)

[Sustainable Positive changes]

It enabled us to implement more programs with the same budget as the previous year. In addition, we could change people, in a positive way, for the long term.

[1 times in 2012 --> 3 times in 2013](#)

[Sharing formative experiences]

We appropriated our budget for providing opportunities for many people to share our action plan we created in this program.

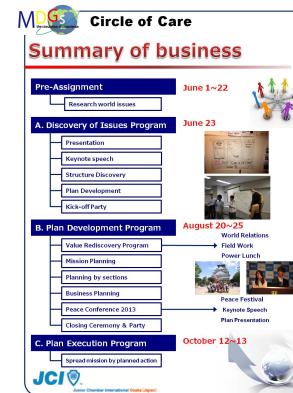
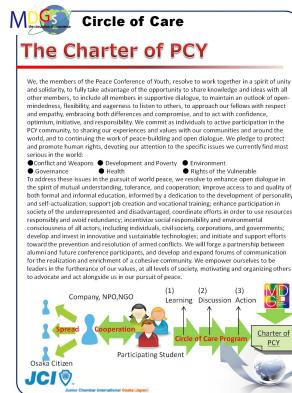
The percentage of the budget above: [41.8%](#)

How does this project advance the JCI Mission and Vision?

We took the following actions with the aim of advancing JCI Mission and Vision:

- Providing opportunities for students to take action through approaching MDGs' goal.
- Raising them to be future leaders.

As a result, they put the action plan they created into continuous practice. In addition, they are contributing to communities through their activities. For the reasons set forth above, we could advance the JCI Mission and Vision.



Award Category criteria

2

Membership Participation

By number, how many members were involved in this program? **443 members**

By percentage, how many members of your Local Organization were involved in this program? **45%**

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

[Roles of facilitators]

Facilitators are neutral in a discussion and help group work and discussions proceed smoothly with the aim of achieving an agreement and mutual understanding.

[Roles of attendants]

Attendants are present in each group to help facilitators. Facilitators coordinate the whole discussion, on the other hand, attendants take care of participant students close to them.

[Roles of evaluators]

Evaluators listen to students presentations about their action plans and see whether they are feasible or not. They also make students aware of a variety of things through expressing their opinions and asking questions to them as business people.



MDGs Circle of Care
B. Plan Development Program
vol.2

Collaborators

Chief Facilitator Mr. Tohiyu Hoshino & Mr. Virgil Hawkins
 Keynote speech Mr. Nakamura.
 Movie & picture Ms. Tsujimura.
 Supported by PCY graduate students
 The past committee member
Peace Conference 2013
 Peace festival – 34 organizations – Attraction by activists in the world
JCI Keynote Speech, Plan Presentation, Farewell Party

MDGs Circle of Care
C. Plan Execution Program

63%UP

247 members were engaged in management.
 The situation of a program
 Food Education Booth "AFOOD" Handbill, Recycling materials, Food education card game
 "Stage Dispatch!" It appealed to about 10,000 people.

Award Category criteria**3****Community Impact**

How did the Local Organization measure community impact for this project? [\[The number of participants in our program\]](#)

[\[The number of participants in our program\]](#)

We implemented our program three times. We verified whether people participated in our program repeatedly or not.

[\[Results of a questionnaire to participants \]](#)

We verified participants' positive changes with the use of a questionnaire.

-- Increase in people's interest in world issues.

-- Empathy to people who are approaching the issues.

-- Enhancement of sensibility to imagine an ideal world.

-- Enhancement of motivation to act proactively.

[\[Evaluation by professionals \]](#)

Dr. Toshiya Hoshino, Professor at Osaka University

Dr. Virgil Hawkins, Associate Professor at Osaka University They evaluated our program objectively.

Describe the actual community impact produced by this project. [\[The number of participants in our program\]](#)
[121-->367-->427 participants](#)

We could see an increase in the number of participants at each subsequent event.

[\[Results of a questionnaire to participants \]](#)

-- Increase in people's interest in world issues.

[--> 91% increase](#)

-- Empathy to people who are approaching the issues.

[--> 97% increase](#)

-- Enhancement of sensibility to imagine an ideal world.

[--> 82% increase](#)

-- Enhancement of motivation to act proactively.

[--> 91% increase](#)

[\[Evaluation by professionals \]](#)

Participant students had earnest discussions and worked on the difficult task of what to do for people suffering poverty. They organized a variety of programs full of ideas as below:

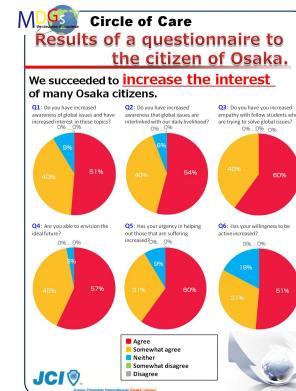
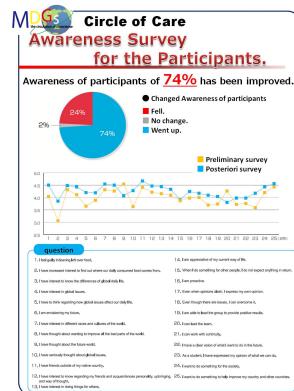
-- They provided dietary education to children through playing a game.

-- They developed a smartphone application and an education booklet which taught the importance of diet. It motivated people in the community to cherish diet and their dietary habits.

[\[Results of verification \]](#)

People who had not paid attention to people suffering from hunger and poverty became aware of

the significance of their activities through observing actual problems and seeing people working on the problems.



Award Category criteria

4

Link with UN Agencies or Partnerships

List any UN Agencies that participated in any way. Describe their involvement. (write N/A if none) **N/A**

List any other partners that participated in this program. (write N/A if none)

-- Embassy of the Republic of Benin to Japan
 -- My Farm, Inc.
 -- Kopernik Japan
 -- 34 organizations, such as International Interact organizations, NGOs, and NPOs in and around Osaka (for example)
 -- Osaka Association for UNICEF
 -- Save the Children Japan
 -- CISV-Kansai
 -- Osaka NPO Center
 -- Human Note
 -- 24 HOUR TELEVISION (Japan TV channel) etc.

* The name of organizations are on attached images.

How were partners engaged to participate in the program?

We provided opportunities for international interaction organizations, NPOs, and NGOs to share their activities with participants at their own booth. It enabled Osaka citizens to become aware of their activities contributing to world peace and the importance of acting with consideration for others.



MDGs Circle of Care
Cooperation of Companies and Government organizations

■ Companies

Kazuma Nishitsuji / My Farm, Inc. CEO
He is actively addressing food problems around the world. In the lecture, he discussed the process of his business from planning to implementation.

Toshihiro Nakamura / Kopernik, inc. CEO
He has extensive experience in international development gained during his career with the United Nations. During the lecture, he gave a presentation to help us understand his unique perspective through his lecture.

■ Government organizations

Zomahoun Dosso Cyr Rufin / Embassy of the Republic of Benin to Japan Ambassador Extraordinary and Plenipotentiary
Meeting many Japanese after his arrival in Japan, he came to think that a spirit of mutual aid was missing in the world of today. He said that Japanese youth needed to extend "circle of care", and take the initiative to lead the world. "It will be the shortest way", he stressed, to solve problems occurring around the world.

Honorary Consulate of the Kingdom of Cambodia in Osaka

JCI Junior Chamber International (Osaka Japan)

MDGs Circle of Care
Participating student's activity

The student who **continues activity positively grew up.**

Ani Minami / Wakayama University 2 grader
Participated in the Nakayama ASEAN project by selection in February, 2014. The present condition of Thailand or Laos was studied and the exchange with the student of 3 spot was performed.

Ryouke Machira / Doshisha University 4 grader
I would like to spread the merit of Japanese culture in the world. He thought that it was such a good opportunity to go to Thailand, and it obtained to brilliant. The hitchhike of the world is carried out in a kerchief than May, 2014.

Yuchi Kiyomari / Osaka Prefecture University master 2
It goes on to a graduate school and serves as representative of world cafe Kansai. The role of a facilitator which aims at self-actualization with a task is played.

Risa Ashida / Kansai Gaidai University 3 grader
She aims at the interpreter taking advantage of an enterprise experience. She challenged the interpreter of the soldier from overseas in IOF.

JCI Junior Chamber International (Osaka Japan)

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

What is the expected long-term impact of this project? [\[Long-term impact to participant students \]](#)

After getting a job, participant students are expected to become active citizens who will enact positive change in people through the following:

- To promote BOP (Base of Pyramid) business.
- To produce a variety of new ideas.
- To share and spread their activities through the network they built in the program.

[\[Long-term impact to local citizens \]](#)

We provided opportunities for local citizens to review their own behavior through the educational handbook and game the students created. Local citizens are expected to become more concerned about various world issues with the use of them. They are also expected to evaluate the activities of various organizations, companies and governments properly.

What changes would you make to improve the results of this project? [\[Enhancement of the qualifications of attendants \]](#)

Whether we can promote students' positive change or not depends on the attendants. From the start of our program, we will screen our members carefully and motivate them to develop their knowledge of various world issues. As a result of this, they will be able to give good advice with in order to solve the problems. It is expected to promote students' positive changes in a short period of time.

[\[Supporters Association \]](#)

We need a sustainable support system (Supporters Association) in which participant students will keep their experiences in mind forever.. They are expected to lead local citizens, companies and organizations as a member of the association. It leads to an increase in the number of people who will think about various world issues.

Our program is expected to be a sustainably viable one in which the following is expected:

- People build a viable plan.
- Local companies and organizations become interested in participant students and their plans.
- The students get a job at these companies and play active roles there.
- They support our program.

By being independent from JCI Osaka, we can maintain a support system for years. There is the possibility that our movement will spread permanently.

MDGs Circle of Care

The drawn action plan

1. Handbill which spreads "AI FOOD".

2. Teaching materials - raise awareness of food importance

3. Food education card game .

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The realized plan(Indirect Plan)

1. The handbill which spreads "AI FOOD".

2. Teaching materials - raise awareness of food importance

3. Food education card game .

MDGs Circle of Care

The future plan(Direct Plan)

Quinua is spread in the world and the structure of the **direct activity to poverty** is built.

Japan

The country troubled with poverty

Japan

MDGs Circle of Care

For a bright future...

Japan

The country troubled with poverty

Sustainable solution

MDGs

AIDS

JCI