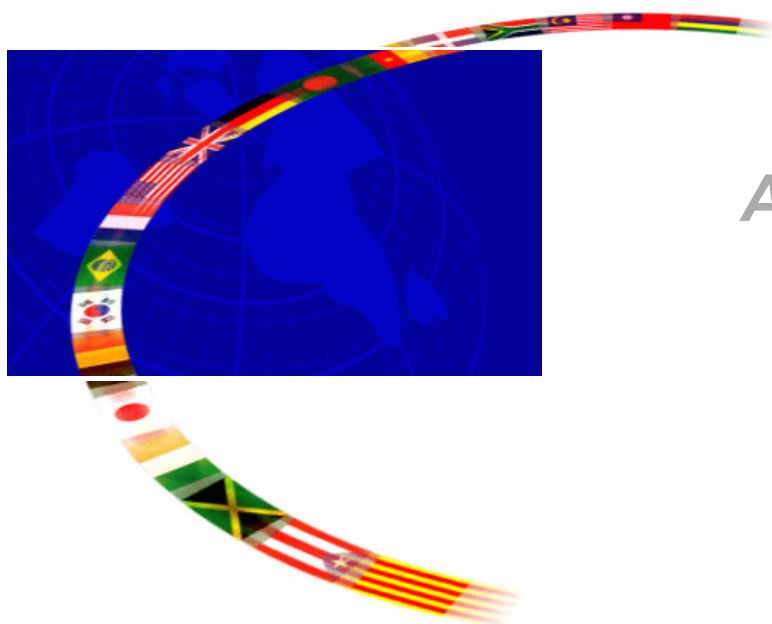




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *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: 2014 JCI World Congress

Category: Best Local UN MDG Project

#### NOM Information

National Organization: JCI JAPAN

National President:



**Kazuya Suzuki**

E-mail: [japan@jci.cc](mailto:japan@jci.cc)

#### LOM Information

Local Organization: JCI Osaka

President: Norimasa Nakatani

President Email: [nori72nori72wanokokoro@gmail.com](mailto:nori72nori72wanokokoro@gmail.com)



### 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 in 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 =  $X \times Y$ .

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.

**MDGs Circle of Care**  
**The Charter of PCY**

We, the members of the Peace Conference of Youth, resolve to work together in a spirit of unity and solidarity, to fully take advantage of the opportunity to share knowledge and ideas with all other members, to include all members in supportive dialogue, to maintain an outlook of open-mindedness, flexibility, and openness to listen to others, to approach our fellows with respect and empathy, embracing both differences and commonalities, and to act with confidence, optimism, initiative, and responsibility. We commit as individuals to active participation in the PCY community, to sharing our experiences and values with our communities and around the world, and to continuing the work of peace-building and open dialogue. We pledge to protect and promote human rights, devoting our attention to the specific issues we currently find most urgent in the world.

● Conflict and Weapons ● Development and Poverty ● Environment  
● Governance ● Health ● Impact of the Subculture

To address these issues in the pursuit of world peace, we resolve to enhance open dialogue in the spirit of mutual understanding, tolerance, and cooperation. Improve access to and quality of both formal and informal education, informed by a dedication to the development of personality and self-actualization, support job creation and vocational training, enhance participation in society of the underrepresented and disadvantaged, coordinate efforts in order to use resources responsibly and avoid redundancy, increase social responsibility and environmental consciousness of all actors, including individuals, civil society, corporations, and governments; develop and invest in innovative and sustainable technologies, and initiate and support efforts toward the prevention and resolution of armed conflicts. We will forge a partnership between alumni and future conference participants, and develop and expand forums of communication for the realization and enrichment of a cohesive community. We empower ourselves to be leaders in the furtherance of our values, at all levels of society, mobilizing and organizing others to advocate and act alongside us in our pursuit of peace.

Company, NPO, NGO (1) Learning (2) Discussion (3) Action  
JCI Participating Student Charter of PCY

**MDGs Circle of Care**  
**Summary of business**

**Pre-Assignment** June 1~22  
Research world issues

**A. Discovery of Issues Program** June 23  
Presentation  
Keynote speech  
Structure discovery  
Plan Development  
Kick-off Party

**B. Plan Development Program** August 20~25  
Value Rediscovery Program  
Mission Planning  
Planning by sections  
Business Planning  
Peace Conference 2013  
Closing Ceremony & Party  
World Relations  
Field Work  
Power Lunch  
Peace Festival  
Keynote Speech  
Plan Presentation

**C. Plan Execution Program** October 12~13  
Spread relation by planned action

**MDGs Circle of Care**  
**Program schedule**

	6/12	6/13	6/14	6/15	6/16	6/17	6/18	6/19	6/20
Pre-Assignment									
A. Discovery of Issues Program									
B. Plan Development Program									
C. Plan Execution Program									

**MDGs Circle of Care**  
**We held 36 plan meetings.**

Staff Meeting - 18 times  
Learning all member - 3 times  
Planning all member - 3 times  
Simulation meeting - 3 times  
Meeting with some cooperators - 9 times

Award Category criteria

Membership Participation

2

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.





## 3

## Award Category criteria

## Community Impact

How did the Local Organization measure community impact for this project? .....

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

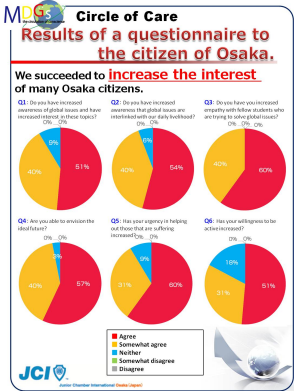
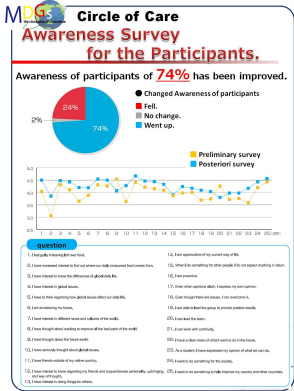
[\[ Results of a questionnaire to participants \]](#)  
-- Increase in people's interest in world issues.  
~~--> 91% increase~~  
-- Empathy to people who are approaching the issues.  
~~--> 97% increase~~  
-- Enhancement of sensibility to imagine an ideal world.  
~~--> 82% increase~~  
-- Enhancement 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

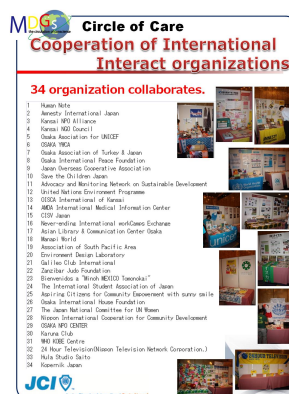
List any other partners that participated in this program. (write N/A if none)

--- 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.





# Participating student's activity

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




**Kent Mitsui**  
/ **Wakayama University 2** grade

I participated in the Wakayama ASEAN project in February in 2014.  
The present condition of Thailand or Laos was studied on the exchange with the student of a school was performed.

**Ryosuke Machira**  
/ **Doshisha University 4** grade

I would like to spread the merit of Japanese culture in the world. He thought that I was such and it subscribed for the plan of a company, and it came to brilliant. The hitzuke of the world is carried out in a lecture than March 2014.





**Yutshi Kiyonari**  
/ **Osaka Prefecture university master 2**

I go on to a graduate school and serves as representative of world club Kansai.  
The role of a facilitator which aims at self-actualization with a talk is played.

**Risa Ashida**  
/ **Kansai Gaidai University 3** grade

She aims at the interpreter taking advantage of an experience. She challenged the interpreter of the bidder from overseas in TOPP.





## 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.

