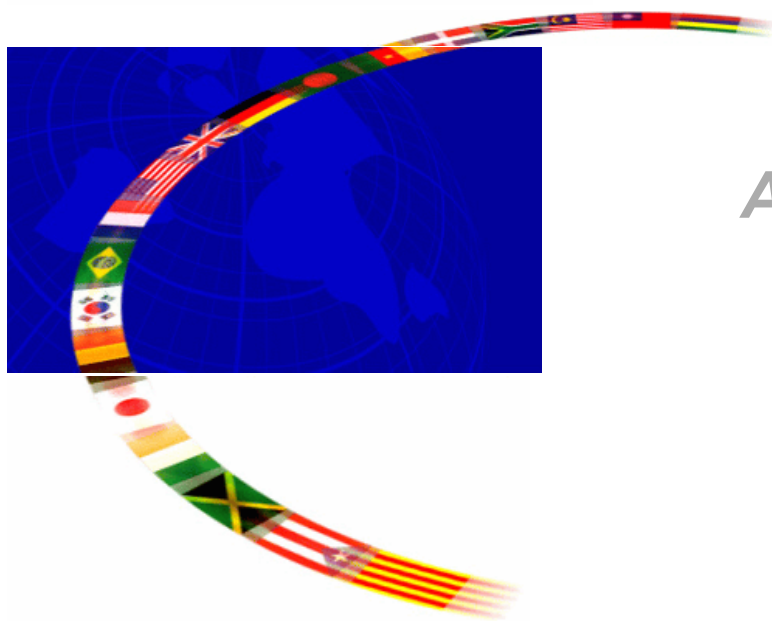




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2014 Jci World Congress  
Fostering Ethical Spirit  
JCI JAPAN  
Best Local Corporate Social Responsibility (CSR)  
Program



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

#### Entry Information

Award  
Program: 2014 JCI World Congress

Category: Best Local Corporate Social Responsibility (CSR) Program

#### 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 : From Dec.18, 2013 to Dec.31,2014

Staff : 52 members

Sponsors : Imperial Household Agency, Board of the Crown Prince's Household, JETRO, NGOs, Minist

Budget : US \$ 56,747

Profit / Loss : None

In which UN MDG best fit (if apply) ?: Develop a global partnership for development

Who is benefited ?: 2.67 million people living in Osaka

#### Objective : **[Main Objective]**

1) To help companies understand the importance of not only pursuing their profit but also contributing to a community.

2) To help citizens understand companies conducting a program for a community and motivate them to support them.

Through these actions, we try to make root among citizen of Osaka the mind of "fair trade" We stay the increase of a cleavage in society between rich and poor by "fair trade".

To promote Fair Trade, it will help to stop or decrease the number of servitudes, children labors that encourage UN global compact principle 4 and principle 5. It makes free enterprise and help to develop the correct economy.

#### **[Second Objective]**

•To involve outstanding persons in the world in JCI Osaka activities, JCI Osaka will be global network by young active citizens.

•To focus on problems in the world by Osaka citizens, we can transcend the sovereignty of nations and can make positive change.

•To invite young people from overseas and feel Japanese tradition and our sense of value, we offer the chance of positive change for them by understanding different culture.

#### Overview : **[Selection of TOYP members who cooperate the program]**

TOYP (The Outstanding Young Persons) points people who work on social development activities for the problems that are exceeded nation or region through the economic action. Our object for the program of this year is Fair Trade.

Then, we selected 5 young persons by recruiting from embassy, consular office and introducing by past TOYP members.

#### **[Inviting TOYP members to Japan]**

We explained the meaning of the program, then invited to Osaka to let them announce their activities to JCI Osaka members and Osaka citizens. They all understand our meaning and accepted the program.

#### **[Preparation and holding the forum]**

We decided to hold a forum for the announcement of their activities for members.

We sat the date and place of the forum then invited JCI members and Osaka citizens as audiences. We exchanged opinions about what they announced and we also had a lecture of ethical professor to make a greater effect.

#### **[Offering opportunities for TOYP members]**

We offered projects below to make positive change for young active TOYP members by facing different sense of value and the present condition of Japan.

1) Feeling Japanese culture through Japanese traditional tea ceremony and taking a walk around Osaka castle.

2) Visiting the store of ethical fashion.

- 1, selection of materials (organic cotton, recycled cotton)
- 2, Purchase of materials (buying from developing countries)
- 3, Product of items (using natural stain instead of chemical stain to color)
- 4, Distribution (fair trade)

#### **[Cooperation with administration]**

For continuous operation of fair trade, we cooperated with Osaka city and its administration called JETRO and Ministry of Economy, Trade and Industry.

#### **[Presentation in Imperial House]**

Imperial House is the oldest dynasty in the world and it's the symbol of Japan.

JCI Osaka have been keeping to make an audience with imperial family for 32 years.

Our theme "fair trade" will be more acceptable for people as long as we have a strong connection with the Imperial House. Also for TOYP members will be encouraged that blood royal understand their activities to make positive change.

#### **[Compilation of report and distribution]**

To make sure our project and let it continue, we published TOYP report which include the presentation in Imperial House. We distributed the report to several association includes Osaka city and JETRO. We believe the fair trade project lasts forever with citizen of Osaka.

#### **Results : [Participants in the forum]**

As a result of our publicity, we had 252 participants, and all of them could have lecture of TOYP members.

#### **[Result of questionnaire]**

94.7% of participants in the forum thought that they would like to participate or cooperate TOYP member's economics activities. In this point, we believe that we could inform the keystone of fair trade. Also, some of JCI members actually started to social development activities because of the forum.

#### **[Continuation of relationship between the Imperial House]**

As the Imperial House understood our theme of program, we could have an audience with the royal family. Also we could connect the relationship to next year.

#### **[Appeared in media]**

JCI Osaka had an interview from the media who were interested in our program with Imperial House, below.

Osaka daily newspaper (Circulation 8,000)

Not only the audience of the forum, but also a lot of another people could have chance to know what fair trade is.

#### **[Feature]**

It takes a time to see the result of fair trade, so first of all, we should let people understand the system and feature of it. We have just started the beginning, it will take a time to make the result, however, we made a big step to create it.

#### **Actions Taken : [Research on ethical business]**

We visited companies and organization engaged in research on ethical business.

Dec. 18th Ethical Penelope Co. (Promoting fair trade)

Jan. 8th JETRO Osaka Office

Jan. 23rd Ministry of Economy, Trade and Industry

Jan. 23rd JETRO Tokyo Office

Jan. 24th Delphys Inc. (Doing researches on ethical business)

Jun. 4th People Tree. (Promoting fair trade)

Jun. 21st Mother House. (Promoting fair trade)

#### **[Research on international issues]**

We participated in organizations and events to recognize various problems in the world.

Feb. 3rd ONE WORLD FESTIVAL

Feb. 22nd Japan Asian Association & Asian Friendship Society" Visiting the home land of Kilimanjaro Coffee"

Mar. 8th Japan Asian Association Head Office "Lunch at Haruharo"

May. 4th EARTHDAY KOBE, 2013

#### **[TOYP Program]**

◇Sep. 5th (Thu.)

TOYP members came to Japan.

◇Sep. 6th (Fri.)

They inspected Osaka.

◇Sep. 7th (Sat.)

TOYP forum

◇Sep. 8th (Sun.)

TOYP members wrote a report and inspected Osaka.

◇Sep. 9th (Mon.)

They inspected Tokyo and had an audience with Imperial family.

◇Sep. 10th (Tue.)

They returned to their countries.

#### **[Making TOYP report and Distribution]**

◇Dec. 15th

Finishing the manuscript of TOYP report

◇Dec. 25th

Decision of where to distribute

◇Before Dec. 30th

Dispatch of the report

#### **Recommendations : [Theme]**

The profit may be decreased at first if the business model was fair trade. However, people have to know the importance of fair trade. We try to let them know what it is.

#### **[Method]**

Just holding the forum is not enough to announce to a large number of people. Therefore we had the JCI program which has a strong connection with the Imperial House. It makes stronger impact to people to know what the fair trade is.

#### **[Motivation for the TOYP members]**

To have a forum with members in Japan, we should try to let them understand and make familiar with Japanese culture (includes Imperial House) to make them fans of Japan.

#### **[Evaluation]**

From our theme, fair trade takes a long time to make the result and hard to show it in our one-year-term program. It will be needed a large amount of fund and environment, so it is quite hard to start personally. Moreover, even if it has been started, it is hard to get profit instantly. However, it is nothing unless we start the action. We believe that the fair trade will be world's standard because of JCI in the future.

We also believe that the Imperial House had a good impression about fair trade. That makes us enthusiasm about keeping the project.

## Award Category criteria

# 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program?

Be well-known fair trade.

We would like young businessmen from overseas explain the model of fair trade which is keeping in overseas to Osaka citizen, and make the foundation of the concept of the fair trade. Because of the business model of fair trade, we can prevent the spread of wealth and poverty. This leads to that to prevent held in bondage, and also avoid child labor, to promote the 5 and the United Nations Global Compact Principle 4. By that, to build a liberal society, it is possible to realize a correct economic development.

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

Realization of fair trade is one which facilitates the economic growth of developing countries. It is an activity itself towards the achievement of "the promotion of a global partnership for development" of the United Nations MDG's. Therefore, because it promotes the UN MDG's, that this project relates to fair trade, encouraging Osaka citizens, to spread the understanding and its recognition is along the activity plan of JCI. In addition, because the match United Nations Global Compact fourth principle, also to the fifth principle, that or pre-solicitation at the time, this business, and to publicize the report at the time of the post is that it continues to publicity about the philosophy of United Nations Global Compact it is along the activity plan of JCI at the point.

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

We prioritized budget allocation to travel and staying expenses to invite outstanding young people in the world.

And then, we allocated sufficient budget to site and advertisement expenses so that many Osaka citizens could participate in a forum.

On the other hand, part of staying cost could be cut down by arranging a home-stay on the first day for TOYP members. It also enabled them to understand Japan more deeply.

In addition, we could use Osaka municipal hall as a site of a welcome party with support from Osaka city. It successfully led to cutdown of cost and promoted their understanding of Osaka history.

Regarding "Osaka Program" and "Tokyo Program", their expenses could be also cut down. This is because we made an effort to achieve their

understanding of Japanese history and current situation without spending

How does this project advance the JCI Mission and Vision?

#### Against JCI Mission

Youth and many, including JCI Osaka members participated in the forum. By touching the lecture talking about social entrepreneurs to this participant, further, in spite of the same generation, has been working in practice for social problem solving, and is provided with the opportunity of change of mind. In addition, by weaving the audience to the imperial family values and different foreigners were invited, was to provide the opportunity for greater awareness to grow further.

#### Against: JCI Vision

We invited to Osaka social entrepreneurs who work to resolve the problem of society abroad. Then, by

Osaka JC members to act in one week both with a hospitality, it was possible to build an intimate relationship between the TOYP members and JCI Osaka members. It prompted the construction of a global network.



今、私たちは、  
自国の主権を守る為にも、  
世界の為は何をするべきか  
深く考えなければ  
ならない時代に在ります。

We are living in a generation  
what should be  
done for the world  
and own country's  
autonomy.



## Award Category criteria

## 2

## Community Impact

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

This time, to solicit with recognition is the target first. Even perform fair trade, etc. themselves actually in addition to capital, common public perception is required on the side of the society. Therefore, we investigated with questionnaire public perception, to measure the impact on society.

○ survey results (252 people)

Q: In the forum before, did you know and Ethical Fashion, Fair Trade?

A: 60% do not know

Q: After the keynote speech, did you feel the need and ethical fashion, fair trade?

A: 93.9% felt the need

Before and after the forum, change of consciousness could be confirmed clearly.

When viewed as a percentage, it is possible to evaluate her have got recognized for most of the project participants, and led to a change in consciousness.

The idea fair trade, of ethical, This indicates the possibility that take root in the community. Impact is not small.

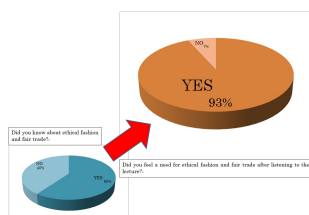
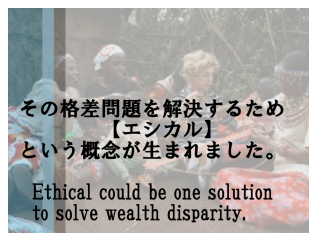
Describe the actual community impact produced by this project.

○ More than anything else, for people who do not know about fair trade at all, we spread the understanding and the recognition successfully. As a result, people began to spread in the following manner.

1) Increase the support of companies dealing with Fair trade products spreads Understanding the contents of fair trade to the general public who participated in the Forum, they had decided to purchase goods at its price, but people who buy the products of fair trade without minding the price became higher increased.

2) Newly appeared among the companies that participated in the Forum, through their own business, and wants to do efforts to solve problems that exist in the world. [www.serendip-jp.com/](http://www.serendip-jp.com/)  
In addition, people who embrace an interest in the idea of ethical and fair trade, begin to prepare for the construction business has also appeared.

3) There were officials purchases of school in the fashion industry.  
Through the forum, told through the concept of ¥"ethical from the fashion industry.¥" In the school of their own, the parties will tell the students this idea.





## Award Category criteria

## 3

## Alignment to One or More of the Ten Principles through Concrete Measures

Which of the ten principles of CSR did this project target?

## Principle 4

By promoting fair trade, to build an equal economic relations with developing countries. Forcing the company of developing countries absurd conditions is eliminated. I was targeted to the realization of world reserves, such as unreasonable excess silver obtained labor conditions – forced, bondage, wage deceased workers.

## Principle 5

For the same reason as Principle 4, unequal terms of trade, leading to harsh labor. It is possible that in the promotion of fair trade, to reduce the causes of child labor.

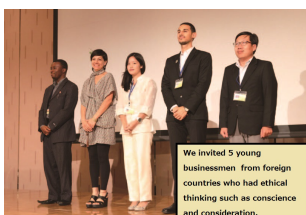
How did this project contribute to the promotion or implementation of the ten principles of CSR?

I was invited from overseas adult economic man of five originating the idea of ethical fair trade.

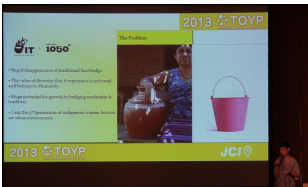
First of all, we got to know in Osaka citizens that child labor and harsh labor actually exist in the world. In Japan, labor legislation has been developed by the Government, director are in good condition. Therefore they can feel the fact actually. Next, in order to reduce child labor and hard labor, rather than products that are exploitation, it is possible to promote the purchase of products that are traded at fair price, then the companies promote fair trade be assistance, with the understanding that it is a silver bullet.

In fact, young businessmen understood the promoting fair trade that is present in the world, the promotion of fair trade is not a story of a pipe dream never.

Promotion of fair trade, was able to stand on the start time to promote Principle 4 of the CSR, the principles 5 and hence in this way.







## Award Category criteria

## 4

## Results Achieved

Which objectives did this program achieve? For "achieving productive employment and full of all people, including women, young people, the decent work", recognized by the people of the town the idea that they did not know at all until now called Ethical Goal1-B of the Global Compact goals were.

"An open, rule-based, it is possible to build a financial system and trade predictable, non-discriminatory" to the recognition in the people of the town, the idea of fair trade, which has not been very conscious ever Goal8-A were.

It was able people of the city to recognize that the promotion of Fair Trade Ethical is an important technique and concrete to avoid forced labor, child labor.

What were the concrete results of the project? In questionnaire, while 60% of the participants answered "do not know" and in "Did you know is the keynote lecture of this time, and ethical fashion, fair trade?", the keynote later, indeed became the result that feel the need and ethical fashion, fair trade also 93.9% of the people.

○ Circle of support of companies that deal with fair trade products spreads

General public who participated in the Forum are asked to understand the contents of fair trade, until now had decided to purchase goods at higher or cheap or to see the price, but people who buy the products of fair trade be higher increased.

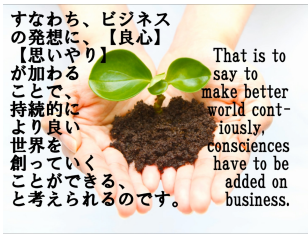
○ Companies working on fair trade in new also appeared

From among the companies that participated in the Forum, through their own business, in order to carry out efforts to solve problems that exist in the world, companies that cause business newly appeared.

[www.serendip-jp.com/](http://www.serendip-jp.com/)

In addition, people who embrace an interest in the idea of ethical and fair trade, begin to prepare for the construction business has also appeared.

○ That has been able to get interested for fair trade and the idea of the Ethical to a member of JCI Osaka.



## Award Category criteria

## 5

## Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI Osaka came to be more recognized by people through the following activities:

○To have many contacts with companies, groups, and individuals that promote ethical thinking for the purpose of running TOYP program.

○To promote many citizens' s participation in TOYP forum.

We could improve trust with other organizations through running this long-lasting program with the support of Osaka city, and in cooperation with Imperial Household Agency, Board of the Crown Prince' s Household, embassies and consulates in other countries.

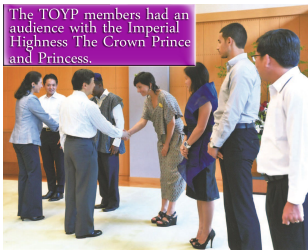
○We also could foster trust from Imperial family because we took 5 TOYP members to them this year, too, which was our 32nd audience with them.

How did the program advance the JCI Mission?

○Through the program, JCI Osaka members could spend two weeks with outstanding TOYP members. Because of this experience, it was a good opportunity to gain the good motivation to improve ourselves.

○JCI members could feel the change of consciousness from the questionnaire. Moreover, we could bridge to next year with the tradition and the important event with the imperial family. Thus, as we could feel the success of the program, JCI members could have more self-confidence which helps us to continue the positive act and motivation to try to make the good change to improve.





## Award Category criteria

## 6

## Long-term Impact of the Program

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

We gave the opportunity to recognize Osaka citizens, ethical, and fair trade, the idea was not familiar.  
In addition, it was possible in the conduct of the business of this time, youth and business people that are ethical, fair trade abroad in fact, to create a border between Osaka and Japan.

It has been constructed for the expansion, the foundation and spread ethical, fair trade future by this business.

As long-term effects, based on this foundation, in Osaka often consumption from abroad relatively, by ethical, fair trade is widespread, and thus, by its influence, MDG's, is CSR it will be promoted is expected.

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

That it repeatedly, continues complained of importance ethical, fair trade, to continue expanding, the awareness of the concept is required.  
This time, in a technique called TOYP, I expanded awareness.

In the same method, the effect is limited.  
Therefore, in the method of the publicity of another, it should appeal the importance of ethical and fair trade.

Note that in order to maximize the effect of the use of techniques TOYP using once, the presence of a tool called reports compiled is important. It should be such ruminant the results obtained in the present approach as long as they use this report, it is possible.

On the other hand, that in economic activity and private life of JC outside, and practice ethical, fair trade, JCI Osaka all members involved in the business of this time is going to day-to-day reduction and universal is more important than anything.

In business more than other, gimmick for characterizing conscious members of the importance of activities in JC outside (ex, ethical of JC outside, for fair trade, equivalent to the person who made an excellent JC activities who are able to practice etc.) to be honored at the treatment is necessary.

