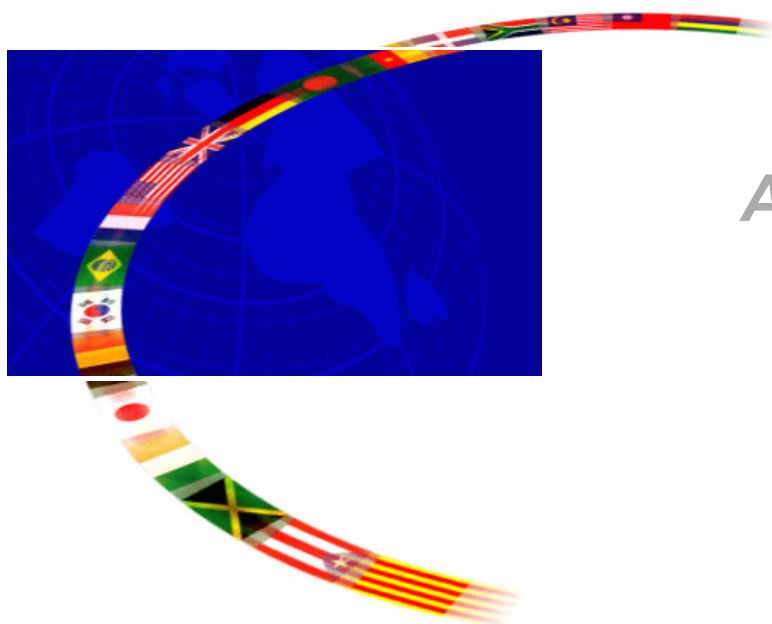




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
OMOIYARI Spirit
JCI JAPAN
Best Local OMOIYARI Project



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award
Program: 2014 JCI World Congress

Category: Best Local OMOIYARI Project

NOM Information

National Organization: JCI JAPAN

National President:



Kazuya Suzuki

E-mail: japan@jci.cc

LOM Information

Local Organization: JCI Tokyo

President: Keisuke Sugawara

President Email: office@tokyo-jc.or.jp

Basic Information

Duration : May 2014 – July 2014
 Staff : 25 members
 Sponsors : Embassy of Mongolia in Japan Embassy of Japan in Mongolia Zolic Foundation in Mongolia K.K. Baseball
 Budget : 7,000 USD
 Profit / Loss : 0
 In which UN MDG best fit (if apply): ?:
 Who is benefited ? : 1.2 million of people live in Ulaanbaatar, Mongolia 12.35 million of people live in Tokyo, Japan
 Objective : **JCI TOKYO** achieves everlasting world peace.
 For the purpose, **JCI TOKYO** intended for people around the world to act assertively to spread **OMOIYARI** spirits as a **GLOBAL MORALITY** towards **the World Peace**.

1. Opportunities for **Positive Change**

In order to achieve **the World Peace**, **JCI TOKYO** changes attendees' mind throughout experience of **OMOIYARI** spirits for both of citizens in Ulaanbaatar and ones in Japan.

2. Active Citizen who pursue **the World Peace**

The People who changed their mind start acting toward **the World Peace**.

The action of active citizen impact to the whole world.

Appendix:

OMOIYARI is a Japanese concept and philosophy that means anticipating the needs of the other person, and to meet those needs before that person has to ask for what they need. This is based on reliance each other person who accepts and respects to others.

In order to achieve everlasting world peace, we need to pursue actions for preventing starvation and war. Towards the society realized, we need mutual understanding each other.

JCI TOKYO, as a member of global organization, needs to contribute to spread out **OMOIYARI** spirits all over the world by cross border projects by co-working with JCI colleagues in other countries.

Overview : In order to achieve the objective of **the World Peace**, **JCI TOKYO** and **JCI Ulaanbaatar Central**, "**JCI UBC**", led the project of "RESPECT each other! **WANPAKU SUMO** Spirit to the World as **GLOBAL MORALITY**".

JCI TOKYO and **JCI UBC** conducted a project of **WANPAKU SUMO**, in Ulaanbaatar. **WANPAKU SUMO** is physical education program to learn **OMOIYARI** spirit through Japanese traditional culture of SUMO, old style wrestling in Japan.

Winner of each grade categorized by age participated the national tournament in Japan as a representative of Mongolia.

Both of Japanese and Mongolian children generated deep friendship each other through the program of mutual understanding in Tokyo.

They understood **OMOIYARI** by developing global cross border friendship.

JCI TOKYO and **JCI UBC** impact **Positive Change** to citizens both of Tokyo and Ulaanbaatar by touching the project through TV program and internet program.

SUMO is a Japanese traditional wrestling and it has been called Japanese national sports. **WANPAKU SUMO** is a sport for 4-6 grade children to develop **OMOIYARI** spirit through playing SUMO. Through the game of SUMO, **JCI TOKYO** targeted to settle output on factors outlined below;

1. Bow at the beginning of a game to show respect to counter person and

2. Baw at the end of the game to thankful to share the time
3. After the game, the winner treats the looser with respect and the looser applaud someone's effort

Children participated the program understood what **OMOIYARI** is.
WANPAKU SUMO spirit is **OMOIYARI** based on mutual understanding.

They took action with citizens of Ulaanbaatar towards world peace through making a use of media such as appearing on live TV, newspaper and internet news etc.

Results : **JCI TOKYO** provided citizens both in Ulaanbaatar and Tokyo with opportunity to take action towards **the World Peace**. As a result, **JCI TOKYO** achieved to increase Active Citizen through the project. The detailed result is outlined below.

1. Citizens successfully made **Positive Change** by understanding **OMOIYARI** spirit through **WANPAKU SUMO**

Participants

1. Ulaanbaatar, Mongolia
 207 children (age of 9-12)
 55 children (age of under 9)
 500 parents and observers
 27 cooperative organization and media -
2. Tokyo, Japan
 8,500 people: Participants and observers of National tournament

Participants' Voice 89% of participants answered they understood and expressed **OMOIYARI** spirit

Comments from participants:

"At the beginning of the program, I didn't understand the explanation of **OMOIYARI**, but at last I understood that through the game."

"I understood **WANPAKU SUMO** spirit through watching games by others."

"I understood the spirits after discussing about **WANPAKU SUMO** spirit with friends."

"My heart moved by watching JCI members of both LOMs cooperated to deal with operations."

"It was impressed that children respected each other even if they won or lost the game."

As a result of hearing and comments from attendees, JCI concluded that we made citizens of Ulaanbaatar **Positive Change** by understanding **WANPAKU SUMO** spirit through experiencing themselves and watching games of others.

2. Participated children took action with citizen of Ulaanbaatar towards **the World Peace** through making a use of media such as appearing on live TV, newspaper and internet news etc.
 1. The first time appearance on TV in Mongolia
 The day before the project date, 30 minutes on live program JCI Ulaanbaatar Central explained **WANPAKU SUMO** spirits by using photos and videos of Japan's national tournament of WANPAKU SUMO.
 Announcement of the project
 2. The second time appearance on TV in Mongolia
 The day after the project date, 30 minutes on live program **JCI TOKYO** and **JCI UBC** appeared on TV show with children of winners of the tournament
 The children explained WANKAKU SUMO spirit by demonstrating SUMO and showing video of the project in Ulaanbaatar.

Other distributions:

Newspaper: 5 articles

Internet news: several (Ministry of Culture, Tourism, and Sports in Mongolia / Japan embassy in Mongolia)

As a result of survey after the project, **JCI Ulaanbaatar Central** decided to conduct **WANPAKU SUMO** tournament in Ulaanbaatar next year. This is a certain achievement of resonance and understanding **WANPAKU SUMO** spirit. Children, who achieved **Positive Change**, became Active Citizen to take action to achieve **the World Peace** by using media such as TV show to spread out **WANPAKU SUMO** spirit.

Actions Taken : **In year 2013,**

August:

JCI TOKYO began to look into feasibility of this project and held 6 regional meetings

October:

JCI TOKYO officially offered to **JCI UBC** about this project.

November:

The first official meeting between two chapters in Ulaanbaatar

In year 2014,

January:

Each chapter explained about this project to each country administration and embassy.

January to March:

JCI TOKYO and **JCI UBC** held sectional meeting in each country

April:

Both chapters gathered and held joint meeting in Ulaanbaatar, Mongolia Began to find operating partner, and to gather participants
23rd May: The 1st appearance on TV show
24th May: The 1st day of the project
25th May: The 2nd day of the project
26th May: The 2nd appearance on TV show

May to June:

Post survey to related organization
Analyzed survey result from children June: Both chapters gathered and held joint meeting in Tokyo.

July:

Both chapters gathered and held joint meeting in Tokyo.
Three children, who won the tournament in Ulaanbaatar, visit to Tokyo Held JCI training program of mutual understanding and children both from Tokyo and Ulaanbaatar participated to the program.
Winners of **Ulaanbaatar tournament** participated **WANPAKU SUMO** national tournament in Japan.

Recommendations : **JCI TOKYO** and **JCI UBC** cooperated with each other and served a cumulative total of 9,300 citizens of both countries to be able to understand what **WANPAKU SUMO** spirit by taking action of world peace. As a result, **JCI TOKYO** and **JCI UBC** achieved to increase active citizen through the project.

At WANPAKU SUMO Ulaanbaatar tournament,

JCI TOKYO and **JCI UBC** provided all participants of 262 children with opportunity to develop mind of **OMOIYARI**.

800 citizens joined the project and understood **OMOIYARI** through watching the game of children playing hard.

Members of **JCI TOKYO** persuade themselves that **WANPAKU SUMO** spirit is **GLOBAL MORALITY** through this project collaborating with **JCI UBC**.

Comments from participants;

1. From **JCI TOKYO** members;
 "Cross national collaboration project brought me a new discovery of **GLOBAL MORALITY**."
 "I was happy to communicate with citizens of Ulaanbaatar about Japan's **WANPAKU SUMO** spirits."
 "I was impressed that children in Ulaanbaatar express **WANPAKU SUMO** spirits after understanding what it is though they did not understand."
2. From **JCI UBC** members;
 "I could feel friendship between JCI globally because of understanding **WANPAKU SUMO** spirit as **GLOBAL MORALITY**.
 " "I was moved by Japanese spirit of **WANPAKU SUMO** and that of **OMOIYARI** even I was familiar with SUMO."
 " I also had opportunity of **Positive Change**. I felt **WANPAKU SUMO** spirit connects to **the World Peace** through a sports event at hand."
3. From government related:
 Two government officials from each country took a role of presenter of award to winners at the award ceremony.

Ms.Oyungerel Tsedevdamba,
 Minister of Culture, Sports, and Tourism of Mongolia
 "I have appreciation to **JCI TOKYO** to take place this project in Ulaanbaatar with collaborating with JCI members of Ulaanbaatar. By watching games, I also felt that both JCI members promoted bonding of **OMOIYARI** between two countries and the objective certainly got handed from Japan to Ulaanbaatar. This precious mindset also could get handed to all over the world."

Takenori Shimizu Ambassador of Japan Embassy in Mongolia
 "I really thank you all dedicated in this project especially to **JCI TOKYO** members. This is a meaningful opportunity to spread the world about **OMOIYARI** through Japanese traditional culture of SUMO. I really felt that everyone attending the project, who are participants, parents, and audience, touched with **OMOIYARI** and **WANPAKU SUMO** spirit and could understand what it is."

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

JCI Tokyo achieves everlasting world peace. For the purpose, JCI Tokyo intended for people around the world to act assertively to spread OMOIYARI spirit as a Global Morality towards the World Peace.

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

JCI TOKYO and JCI UBC provided citizens both in Ulaanbaatar and Tokyo with opportunity to feel and understand OMOIYARI to take action towards the World Peace. JCI TOKYO aimed at achieving everlasting world peace with collaborating with JCI JCI UBC. As a result, number of active citizen increased through the project. It can be referred from 2014 JCI Action Plan.
"A shift from numbers to impact. A shift from words to actions. Actions that Impact, Motivate, Invest, Collaborate and Connect. Actions that will enable JCI to unite all sectors of society to create sustainable impact in 2014 and beyond."

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

There was no spending going over budget. The budget is 7,000 USD and here is the break down.

Venue Costs: 0 USD, provided by cooperating partner
Production Costs: 3,275 USD
Public Relation Costs: 703 USD
Documentation Costs: 88 USD
Insurance Costs: 210 USD
Transportation Costs: 2,308 USD
Other: 389 USD

Donations: 10 Mongolian domestic companies provided goods, products and advertisement support thanks to effort of JCI UBC.

How does this project advance the JCI Mission and Vision?

Advance the JCI Mission
JCI Tokyo and JCI UBC promote JCI Mission. JCI Tokyo and JCI UBC provided the opportunity of positive change with new resolve for the everlasting world peace by letting citizens to understand respect each other as OMOIYARI. Children in both Tokyo and Ulaanbaatar, who achieved Positive Change, became Active Citizen.

Advance the JCI Vision
JCI Tokyo and JCI UBC promote JCI Vision. JCI Tokyo and JCI UBC, as a leader in each local society, became global networkers by utilizing JCI's strength of global organization. Those, who recognize to take action to the World Peace, expanded OMOIYARI to the world of cross national border.

JCI Tokyo and JCI UBC increased the number of Active Citizen among local society who aspire world peace based on OMOIYARI, especially in Ulaanbaatar.



Award Category criteria

2

Cooperation for the Sake of World Peace

How did this project extend the presence of peace in your community?

JCI TOKYO tried to develop strong partnership by collaboration of this project with JCI UBC to achieve the everlasting world peace. Members of JCI TOKYO and JCI UBC became global networkers by utilizing JCI's strength of global organization. Those, who recognize to take action to the world peace, expanded OMOIYARI to the whole world with cross national border.

How was cooperation used to promote peace?

JCI TOKYO provided citizens of each country with OMOIYARI of importance to mutual understanding among cross cultural countries. Especially cooperation with JCI UBC is important to lead mutual understanding from JCI members to citizens. This brought recognition of OMOIYARI as global morality to achieve world peace.



Award Category criteria

3

Community Impact

What was the intended community impact?

1. Opportunities for positive change
In order to achieve the world peace, JCI Tokyo changes attendees' mind throughout experience of OMOIYARI spirits for both of citizens in Ulaanbaatar and ones in Japan.
2. Active Citizen who pursue the World Peace
The People who changed their mind start acting toward the World Peace.

The action of active citizen impact to the whole world.

Describe the actual community impact produced by this project.

1. Penetration between JCI Tokyo and JCI Ulaanbaatar Central is stronger
2. This project connected children between Tokyo and Ulaanbaatar.

Citizen of each country recognized each other country and JCI chapter with worldwide friendship.



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

1. Members of JCI TOKYO and JCI UBC had strong international friendship with each other. This is a big fruits of collaborating project between cross national chapters.
2. Members of JCI TOKYO and JCI UBC had admiration from participants and government related organization. Also members of JCI TOKYO impact a society of Ulaanbaatar by appearing on TV and newspaper.
3. This project accepted in Ulaanbaatar and it created a foundation of the project self-operated by JCI UBC with support by JCI TOKYO.

Action of JCI TOKYO impact to other country through this project and it brings successful branding to society.

How did the program advance the JCI Mission?

JCI TOKYO and JCI UBC promoted JCI Vision JCI TOKYO and JCI UBC, as a leader in each local society, became global networkers by utilizing JCI's strength of global organization. Those, who recognize to take action to world peace, expanded OMOIYARI cross national border.

JCI TOKYO and JCI UBC increased the number of ACTIVE CITIZEN among local society who aspire world peace based on OMOIYARI, especially in Ulaanbaatar.

 **Wanpakku Sumo Tournament** JCI
Ulaanbaatar 2014
"RESPECT each other!
OMOIYARI to the World as a Global Morality!"



 **Wanpakku Sumo Tournament** JCI
Ulaanbaatar 2014



Children in both Tokyo and Ulaanbaatar, who achieved Positive Change, became Active Citizen.



 **Wanpakku Sumo Tournament** JCI
Ulaanbaatar 2014
Both of Japanese and Mongolian children developed deep friendship each other through the program of mutual understanding in Tokyo.



 **Wanpakku Sumo Tournament** JCI
Ulaanbaatar 2014

Through this project collaborating with JCI Ulaanbaatar Central, Members of JCI Tokyo persuaded themselves that WANPAKU SUMO spirit is GLOBAL MORALITY.



Award Category criteria

5

Long-term Impact of the Program

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

1. Children and citizen, who did **POSITIVE CHANGE** through this project, keep taking action to world peace with OMOIYARI. They spread the world on OMOIYARI.
2. Citizen impact and generate cross national movement led by OMOIYARI as global morality.

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

1. With sustainable partnership between JCI TOKYO and JCI Ulaanbaatar, this project is spread out to other chapters in Mongolia to settle the spirits to nationwide so that citizens of Mongolia have **POSITIVE CHANGE**.
2. In order to achieve everlasting world peace, projects like this should be settled in other countries with collaboration those local chapters of JCI so that OMOIYARI spirits can be spread out to the world.

