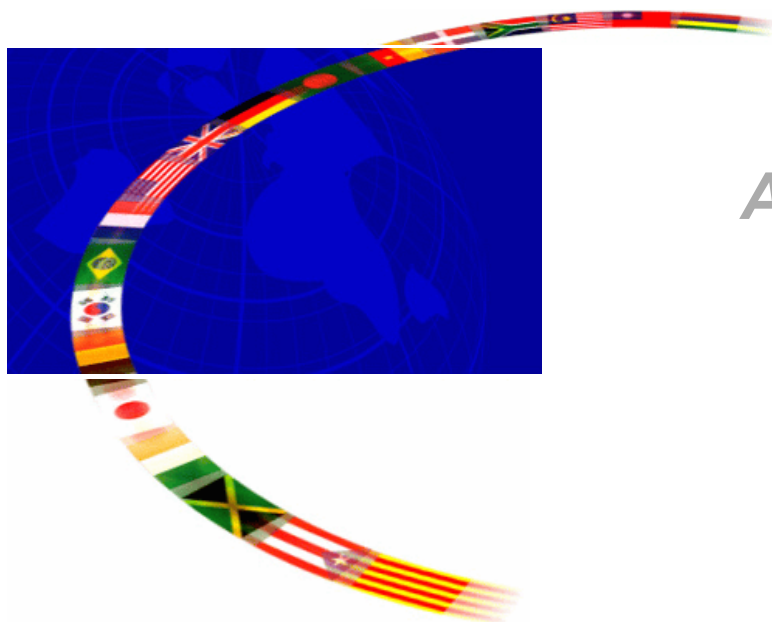




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2014 Jci World Congress
Design the Future
JCI JAPAN
Most Outstanding Local President



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program: 2014 JCI World Congress

Category: Most Outstanding Local President

NOM Information

National Organization: JCI JAPAN

National President:



Kazuya Suzuki

E-mail: japan@jci.cc

LOM Information

Local Organization: JCI Kanazawa

President: Takanori Ura

President Email: uratakgt@yahoo.co.jp

Basic Information

Duration : January 1, 2013 - December 31, 2013

Staff : 201members

Sponsors : Kanazawa City's 460,000 citizens, government and corporations

Budget : None

Profit / Loss : None

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

Who is benefited?: Kanazawa City's 460,000 citizens

Objective : President Masahiro Fujiya's objectives are:

1. To increase opportunities for JCI Kanazawa members to **engage in JCI.**
2. To make JCI Kanazawa members **create positive change and work actively.**
3. To increase the number of **active citizens** in Kanazawa City.
4. To build **recognition of JCI Kanazawa.**

Overview : Improvement of members' quality

1. President Masahiro Fujiya **correctly informed members of JCI movement.**
2. President Masahiro Fujiya **took strong leadership in attracting 2015 JCI World Congress.**
3. **Many members participated in JCI Events** thanks to his strong leadership.
4. Those members who participated in JCI Events **acted positively and promoted JCI movement.**

Increase in the number of active citizens

1. President Masahiro Fujiya **correctly informed citizens of JCI movement.**
2. **Government and many corporations agreed to the content of JCI movement** thanks to his strong leadership.
3. President Masahiro Fujiya **promoted many citizens' participation** by informing them of the movement.
4. **Citizens had an opportunity to develop an awareness of social contribution** by participating in JCI projects.

Building recognition of JCI Kanazawa

1. President Masahiro Fujiya created opportunity to **correctly pass on JCI movement to citizens.**
2. President Masahiro Fujiya **built recognition of Local Organization Member** by bringing in many new members.

- Results :
1. His lead in participating in all of the JCI Events led to **many participants from members.**
 2. Members of JCI Kanazawa **conducted 19** projects as leaders of the community.
 3. Citizens of Kanazawa participated in 19 projects and we had **more active citizens.**
 4. **JCI Kanazawa's recognition was built** through its projects and we brought in **43 new members.**
[The number of JCI Kanazawa members who participated in JCI Events]
JBM(January 9-13, 2013) Participants: 15
Conference of the Americas (May 1-4, 2013) Registrations: 12 / Participants: 12
Africa and Middle East Conference (May 8-11, 2013)

Registrations: 12 / Participants: 12

European Conference (May 29-June 1, 2013) Registrations: 11 / Participants: 11

Asia-Pacific Conference (June 13-16, 2013) Registrations: 146 / Participants: 85

MYE (July 22-23, 2013) Participants: 12

GPS (July 24-26, 2013) Registrations: 29 / Participants: 13

World Congress (November 4-9, 2013) Registrations: 206 / Participants: 58 (including senior members)

JCI Kanazawa members who completed the Grand Slam: 4

5. **65 members among those who created positive change were assigned to JCI or JCI Japan in 2014.**

6. **JCI Kanazawa succeeded in attracting 2015 JCI World Congress thanks to the members' dedicated effort.**

Actions Taken : 2013 JCI Kanazawa President Masahiro Fujiya **participated in all of the JCI Events.**

JBIM (January 7-13, 2013) President Masahiro Fujiya **held VIP Dinner hosted by JCI Kanazawa.**

Conference of the Americas (May 1-4, 2013)

Africa and Middle East Conference (May 8-11, 2013)

European Conference (May 29-June 1, 2013)

Asia-Pacific Conference (June 13-16, 2013)

MYE (July 22-23, 2013) President Masahiro Fujiya **promoted the bid for World Congress.**

GPS (July 24-26, 2013)

World Congress (November 4-9, 2013) President Masahiro Fujiya **held VIP Luncheon hosted by JCI Kanazawa.** He made a speech to attract 2015 JCI World Congress in General Assembly and **made a successful bid** to host it.

2013 JCI Kanazawa President Masahiro Fujiya **contributes to JCI.**

He donated \$2,000 to JCI Foundation.

He donated \$1,000 to JCI Nothing But Nets.

He completed the Grand Slam.

President Masahiro Fujiya was commended by JCI Japan President Obata for his Local Organization's highest participation rate in JCI Events in JCI Japan.

Recommendations : The article that JCI Kanazawa made a successful bid to host 2015 JCI World Congress was published in a local newspaper (circulation of 310,000).

The projects JCI Kanazawa conducted for the local community were published in a local newspaper 12 times (circulation of 310,000).

President Masahiro Fujiya was featured in special program broadcast on local television owing to his strong leadership as JCI Kanazawa President (700,000 household viewership).

Award Category criteria

1

Leadership, Motivation, Inspiration of Members

Please give an example of how this Local President acted as a leader.

President Masahiro Fujiya

1. Took the lead in participating in 4 area conferences, JBM, MYE, GPS and World Congress and he himself joined all of them.
2. Made a successful bid to host 2015 JCI World Congress.
3. Offered JCI Kanazawa members opportunities to get positively involved in JCI and to improve themselves.
4. Played a leading role in acting to bring in new members.

Please give an example of how this Local President motivated and inspired members.

President Masahiro Fujiya offered JCI Kanazawa members opportunities to get positively involved in JCI and had more active members.

President Masahiro Fujiya thought it important to talk with individual members and took action. As a result, all members worked together toward the same goal.

1. Participation in 4 area conferences, JBM, MYE, GPS and World Congress
2. VIP Dinner in JBM and VIP Luncheon in World Congress, both of which were hosted by JCI Kanazawa
3. Japan Night booth in ASPAC and World Congress
4. 2 members joined JCI Academy in Fukuyama and completed it.
5. Recruited 43 new members
6. More Local Organization Members who created positive change participated in the projects.





Award Category criteria

2

Community Impact

What work has this person done in their community?

President Masahiro Fujiya **conducted 19 projects for the local community.**

President Masahiro Fujiya correctly informed the community of JCI movement. Government, 5 corporations and 8 NPOs agreed to cooperate in 19 projects of JCI Kanazawa. Especially in projects to promote CSR (Corporate Social Responsibility), President Masahiro Fujiya gained a lot of cooperation. Japanese corporations still lack awareness of CSR compared to Western corporations. It has made a great contribution to the community that more corporations engaged in CSR activities.

Corporations and citizens understood and agreed to JCI movement, and they acted with us.

Corporations and citizens developed an awareness of social contribution, which led to more active citizens.

How has this work benefited the community?

To correctly pass on JCI movement leads to building JCI's recognition.

JCI Kanazawa informed the local community of JCI Kanazawa's projects.

More citizens understood and agreed to JCI Kanazawa's projects.

Increase in the number of active citizens in the local community means contribution to the community.

The local community becomes **a sustainable society.**

The Mayor of Kanazawa City says as follows regarding 2015 JCI World Congress Kanazawa, Japan, "The flags of JCI, an international organization, will be displayed in Kanazawa City during the world congress and that will upgrade Kanazawa."





Award Category criteria

3

Impact on Local Organization

What responsibilities did this person take on as a JCI member?

[2003]
Joined to JCI Kanazawa, Regular Meeting Commission

[2004]
Community Future Vision Commission
JCI Japan Public Relation Commission

[2005]
Vice Chairman, Regional Collaboration Commission

[2006]
Membership Commission

[2007]
Vice Chairman, Membership Commission

[2008]
Chairman, Next Generation's Education Commission

[2009]
Regional Collaboration Commission
JCI Japan ASPAC Support Commission

[2010]
Vice President

[2011]
Secretary General

[2012]
Executive Vice President
Chairman, JCI Japan Mutual Understanding Establishment Commission

[2013]
President

JCI Senator No. 71847

How did this member's contributions benefit their Local Organization?

President Masahiro Fujiya conducted research studies on issues in the local community.
President Masahiro Fujiya took strong leadership in succeeding in 19 projects.
President Masahiro Fujiya improved members' sense of responsibility and activity through JCI projects.
President Masahiro Fujiya **inspired members' commitment to the projects.**
President Masahiro Fujiya provided strong leadership, which led to **43 new members.**
President Masahiro Fujiya conducted 10 committees and **developed 17 leaders.**
The 17 leaders created positive change owing to President Masahiro Fujiya's actions.
The 17 leaders contribute to the local community as young global networkers.



Masahiro Fujiya

Got cooperation from the government for the World Congress

JCI Junior Chamber International KANAZAWA



Masahiro Fujiya

JCI KANAZAWA was decided hold the 2015 JCI World Congress

JCI Junior Chamber International KANAZAWA

100% participation for the Regural Meeting!!



Masahiro Fujiya

JCI Junior Chamber International KANAZAWA

JCI KANAZAWA was commended for



Local Organization's highest participation rate in JCI Japan

JCI Junior Chamber International KANAZAWA

Award Category criteria

4

Participation in JCI Events

Describe the member's participation in events and projects of their own Local Organization.

New Year's Reception – 146 members attended (86%)
 Corporate CRS Promotion Project – 65 members attended (35%)
 Local Economy Revitalization Project – 138 members attended (74%)
 Developing Youth Quality Project – 48 members attended (26%)
 Community Future Vision Project – 143 members attended (76%)
 Citizens Forum to Think about Problems in Community – 146 members attended (78%)
 Japan Night Booth (ASPAC in Gwangju) – 85 members attended (45%)
 Japan Night Booth (World Congress in Rio de Janeiro) – 58 members attended (31%)

Participation rate of Regular Meeting
 Jan.(85%), Feb.(92%), Mar.(95%), Apr.(88%), May(100%), Jun.(87%), Jul.(93%), Aug.(85%), Sep.(87%), Oct.(83%), Nov.(86%), Dec.(89%)

Describe the member's participation in events and projects of other Local Organizations, the National Organization and Internationally.

Number of participants who attended JCI Japan projects from JCI Kanazawa
 JCI Japan New Year's Conference (January 17–20, 2013) Participants: 127
 JCI Academy (July 7–12, 2013) Participants: 2
 JCI Japan Summer Conference (July 20–23, 2013) Participants: 129
 JCI Japan National Conference (October 3–6, 2013) Participants: 146

Number of participants who attended JCI projects from JCI Kanazawa
 JBM (January 7–13, 2013) Participants: 15
 Conference of the Americas (May 1–4, 2013) Participants: 12
 Africa and Middle East Conference (May 8–11, 2013) Participants: 12
 European Conference (May 29–June 1, 2013) Participants: 11
 Asia-Pacific Conference (June 13–16, 2013) Participants: 85
 MYE (July 22–23, 2013) Participants: 12
 GPS (July 24–26, 2013) Participants: 13
 World Congress (November 4–9, 2013) Participants: 58

4 JCI Kanazawa members including him completed the Grand Slam.

Participation to IBM



Masahiro Fujiya

JCI Junior Chamber International KANAZAWA

Participation to GPS



Masahiro Fujiya

JCI Junior Chamber International KANAZAWA

Participation to Africa area Conference



Masahiro Fujiya

JCI Junior Chamber International KANAZAWA

Participation to MYE



Masahiro Fujiya

JCI Junior Chamber International KANAZAWA

Award Category criteria

5

Exemplification of JCI Values in Personal Life

How does this member exemplify the JCI Values in JCI activities?

President Masahiro Fujiya **thinks it important that Local Organization Members understand JCI movement and take action.**

President Masahiro Fujiya believes that improving Local Organization Members' quality contributes to local community development.

President Masahiro Fujiya himself participated in all of the JCI projects together with many Local Organization Members.

President Masahiro Fujiya provided Local Organization Members opportunities to be involved in JCI projects.

Local Organization Members understood JCI movement and created positive change.

Those members who created positive change conducted projects for the local community.

Which JCI Value does this member exemplify most in his or her JCI activities?

President Masahiro Fujiya **put it into practice that 'earth's great treasure lies in human personality.'**

President Masahiro Fujiya believes that people grow further by meeting other people.

President Masahiro Fujiya thinks it important to talk face to face with individual members.

President Masahiro Fujiya **met many people and passed on JCI movement.**

Local Organization Members also passed on JCI movement influenced by his action.

JCI Kanazawa brought in 43 new members by building the recognition of JCI and JCI Kanazawa.



Award Category criteria

6

Exemplification of JCI Values in JCI Activities

How does this member exemplify the JCI Values in his or her personal life?

President Masahiro Fujiya always **acts for other people's benefit, not for his own benefit.**

As a management executive, President Masahiro Fujiya introduces human resources development program for contribution to the local community. His employees are acting not only for their corporation's benefit but also for the local community.

President Masahiro Fujiya **contributes not only to JCI but also to government or NPO.**

Executive board member, Ishikawa Environmental Conservation Association

Executive board member, Ishikawa Educational Development Association

Executive board member, Ishikawa Committee for Promotion of Sports for the Disabled

Executive board member, Kanazawa Youth Development Council

Executive board member, Kanazawa Tourism Promotion Council

Which JCI Value does this member exemplify most in his or her personal life?

President Masahiro Fujiya **always puts it into practice that 'service to humanity is the best work of life.'**

His action changed the awareness of his family and his employees.

There were more active citizens closest to him.

His family and his employees are involved in local contribution activities with him.

President Masahiro Fujiya has made the speech at many gatherings other than JCI and expresses the greatness of taking action for other people.

