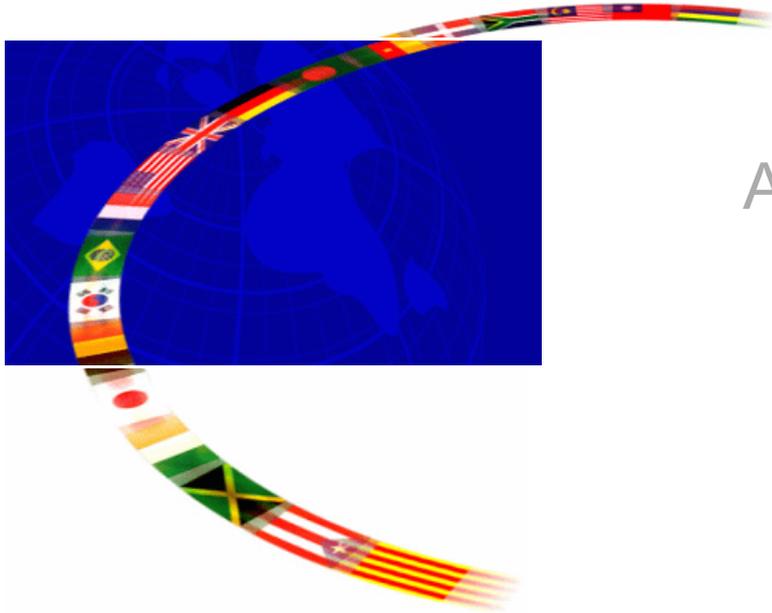




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
Build our mutual trust!
JCI JAPAN
Best Local OMOIYARI Project



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Kosuke Obata

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LOM Information

Local Organization:

President:

President Email: takezo8808@gmail.com

Basic Information

Duration : October 8, 2012

Staff : 40 members

Sponsors : City of Nagoya, Nagoya City Board of Education, 3 LEGO-Group companies

Budget : US\$16660

Profit / Loss : NONE

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

Who is benefited ? : 2.2 million pupils who go to elementary schools in Nagoya City and people who live in Nagoya City

Objective : The purpose of this program is to apply OMOIYARI as a norm of conduct in order to have a vision or a goal in terms of community development.

This will lead to building of a stable community achieving sustainable development.

Ultimately world peace can be realized.

[Background]

1. According to the public opinion poll of Nagoya City, ONLY 4.8% of the citizens answered that they are currently take part in the community development.

2. If there are not many citizens that participate in community development, there is no opportunity of mutual understanding, therefore, solving local challenges is impossible.

3. In solving community problems, it is required to apply OMOIYARI as a norm of conduct;

Recognition of challenges in community development.

↓

Mutual understanding of a different set of values of others,

↓

specific action towards problem solving.

4. The next generation is requested to take part in community development because they play a key role in building future Nagoya City.

5. For that purpose, it is necessary to offer an opportunity for mutual understanding with others to the next generation

so that they can find a future vision or goal in terms of community development.

Overview : [Overview]

Our program is nothing but the processes of OMOIYARI; mutual understanding, compassion and doing what you should do.

JCI Nagoya has gathered 100 people belonging to the next generation to implement Youth Fostering Program in 3 steps.

1. Learn & Think:

- An expert in community development has accepted to cooperate as a facilitator (an expert in advancing the program).

- The next generation learns about local history & culture watching the JCI Nagoya's research videos.

- The next generation discusses attractiveness and challenges of the community together with community representatives

under the theme of "A town where the citizens live with OMOIYARI as a norm".

- Get ideas on community development.

- An opportunity is provided to imagine the ideal future of the community.

2. Specify & Express:

- The next generation expresses what they think about the community

future by means of LEGO bricks, applying the same concept.

- 10 teams consisting of 10 members from the next generation are formed.
- JCI Nagoya members offer support to these teams as a mentor (advisor in advancing the program).
- Presentation of individual brick work is made within a team. Discussion about each work within a team.
- Consolidate the ideas of individual creation to produce one total brick work as a team.
- Discuss within a team what should be done in order to create the community as imagined in the completed work.
- Combining each member's idea found in a work, one complete work is produced by a team.
- Discussion in a team regarding what to do in order to create the community as expressed in the completed brick work.
- Creation of the future by cooperating in a team, making use of individual ideas.

3. Transmit & Implement:

- All works are exhibited in the event site where 3000 citizens gather.
- Presentation of the creation is made to the parents of the next generation and visitors, followed by exchange of opinions.

Results : [SUMMARY OF THE RESULT]

The next generation discovered a vision or a goal regarding community development with OMOIYARI as a norm of conduct.

1. The next generation discovered a vision or a goal regarding community development.
2. The next generation established mutual understanding through discussions respecting each other's vision/goal.
3. In the presence of mutual understanding as mentioned above, the next generation produced a work together under a common theme, which ended in having a common vision on community development
4. The next generation understood the importance of "doing what should be done" while continuing discussions of how to realize the future community the image of which is depicted in their works.

[REASONS]

The reason for 1:

- 100 next-generation participants were able to clarify their visions/goals by getting ideas on community development through discussions with local experts.

Then they were able to express such ideas in a LEGO brick work.

The reason for 2:

- 90% of the participants answered that they were able to understand and respect others through working together to produce a joint work.

The reason for 3:

- 85% of the participants answered that their creation was in accordance with the theme of "a town where citizens live with OMOIYARI as a norm" through working together to produce a joint work.

The concept of the creation was uniform as "a town where citizens live with OMOIYARI as a code of conduct".

Examples of titles of creation:

" A town full of green and beauty"; "A town of minor traffic accidents"

The reason for 4:

- The next generation had discussions on what should be done in order to realize the future community image given in the work.

(example)

Work title: A town with full of green and beauty;

Discussion of this title:

comments such as "to pick up trash" or "to plant flowers together" were presented.

(example)

Work title: A town of less traffic accidents;

Discussion of this title:

Comments such as to observe traffic rules or to drive carefully were presented.

They came to the conclusion that they take the initiative to do what they can do so as to achieve these approaches.

Actions Taken : [Progress of the project plan]

Year 2012:

March: Project planning;

April: Observation of other organization's projects, Verification of successful cases;

May: Holding of a council of advisers meeting on reconsideration of community development;

June: Discussion and selection of contents (approaches) ;

July: Demonstration and verification JCI Nagoya members, Project planning;

August: JCI Nagoya members attended mentoring course;

September: Accept applications; Start of PR activity;

October: Holding of the project event;

November: sending thank-you notes;

follow-up verification with cooperative companies; Schedule meeting on future activity.

Project event's schedule:

Reception:

-Greeting of organizers, Presentation of the event;

Part 1 start:

-Presentation of images of community research by JCI Nagoya,

-Discussion by the next generation and the experts in community development;

Part 2 start:

-Instruction of how to assemble LEGO bricks, Creation of individual work;

-Formation of a team (JCI Nagoya members serve as mentor);

-Presentation of individual work;

-Sharing of each idea through discussion;

-Production of a work by team, integrating each one's idea;

-Presentations of works among participants;

Part 3 Exhibition of works at the event site;

-Presentation of works to visitors/exchange of opinion;

-Wrap-up by the experts in community development

Recommendations : Our program is nothing but the process of OMOIYARI; mutual understanding, compassion and doing what you should do.

1. The inner self, ideas and set of values of an individual are extracted by giving a form to an image to produce LEGO brick works.

2. Such individual ideas are integrated into a new work under a common theme.

-Fresh perspectives and new ideas of others are shared within a team to think about community development together and it is clarified what kind of actions can be initiated.

3. Having discussion using LEGO bricks as a medium of expression, a state of mind to take interest in what others think and to try to understand them.

-Expressing what you think about to others and making efforts to be understood and cooperated by others.

-Learning how to interpret the meaning of a work objectively as well as understanding different opinions.

All these steps will lead to formation of a trusting relationship.

[The Process to project success]

Giving form to ideas and images of an individual which verbal expressions cannot cover.

↓

Sharing of such ideas and images among team members.

↓

Sharing of such ideas and images as those of a team.

↓

Giving a form to the ideas and images shared within a team.

In this OMOIYARI process, an individual can feel that he/she is contributing to community development while playing a different role. Moreover, motivation is enhanced by visualizing individual sense of value and contribution in a work. This procedure enables to change individual awareness and action into a positive direction.

[Problems that need improvement]

-A team consisted of 10 members.

-This means that there were 10 different ideas to consolidate and it was difficult for the next generation to integrate all of them.

-There were some works in which all ideas were not included.

[Solution]

-To form a team with smaller number of members.

-JCI Nagoya members will further enhance mentoring ability to support the activity.

[Advantage of this program]

-Being a program where people of the next generation can cooperate each other.

-This facilitated POSITIVE CHANGES

[Message to the members of the coming year]

-Continuation of this program.

-Making use of this program among Local Organisation in order to clarify the common images/goals of attitude, quality and skills desired for community leaders.

[Comments of a person in charge of partner companies]

Representative of the citizen's organization:

The program provided positive change in children's growth.

I would like you to continue;

The effectiveness of the program was proved.

I hope JCI NAGOYA members will disseminate this program to other groups and regions.

[Medias]

Coverage in a local newspaper (circulation: 2.76 million)

News report on a local TV station (subscribers: 4.8 million households)

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

The purpose is for the next generation to have goals and vision of community development as a standard of conduct "OMOIYARI".

1. Only 4.8% of the citizens in NAGOYA work actively for community development.

2. Because of the few numbers of active citizens there aren't much opportunities for mutual understanding and community developments halts.

3. In order to solve the problem, it is important to make OMOIYARI the standard of conduct

-Acknowledge the tasks that we should solve ourselves.

-For the next generation to understand each others' thoughts and to work towards explain their own opinion and obtain understanding and cooperation from others.

-Share values, vision and goals amongst the next generation towards problem solving.

-Cooperate with the next generation and work actively towards solving problems.

4. Vision about and goals about the community's future are necessary in order for next generation to become active citizens.

The will build a community that develops sustainably. This ultimately leads to work peace.

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

This program corresponds to the following 3. points.

1. The purpose of creating citizens of the next generation who works actively corresponds with JCI's active project.

2. Having the aim of holding views and goals for future to create active citizens.

3. Corresponds to the policy of the OMOIYARI activity.

-Mutual understanding

For the next generation to have objective discussions on all the lego block works.

This leads to mutual understand by recognizing diversity of the opinions.

-Compassion

For the next generation who are brought up from different backgrounds to work together and create lego blocks works by sharing different ideas and values.

It builds mutual trust.

-Do what we must do

Discuss what to must be done in order to achieve common visions and goals and work together towards success.

Was the budget an effective guide for

To deepen the mutual understand, a generous budget have been utilized towards representing more

the financial management of the project?

clearer values and thoughts of the next generation.

- A tutor development seminar for JCI members.
- Expenses for the implementation of highly specialized facilitation.
- Supply of particular parts of lego blocks.

65 % of the total budget have been used for the above.

How does this project advance the JCI Mission and Vision?

Promoting the JCI mission

JCI created opportunities for the next generation in the community to promote mutual understanding and change their thought positively by cooperating with each other.

JCI promoted the importance of mutual understanding through lego block for the next generation and provided opportunities for the citizens to know the importance of OMOIYARI.

Promoting the JCI vision.

JCI Nagoya influenced the next generation to promote the importance of OMOIYARI and gave them a positive change.

Through a lego block event where 3000 of citizens participated,JCI Nagoya promoted the importance of OMOIYARI.

From this the number of citizens who share the importance of OMOIYARI was increased by 3000.

Objectives, Planning, Finance and Execution



Meeting with Specialist

May: Holding of a council of advisers meeting on reconsideration of community development:

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Objectives, Planning, Finance and Execution



Leaflet for publicity
Build our Future Town Nagoya with LEGO!

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Objectives, Planning, Finance and Execution



Meeting with Town community members

To Recognize the problem concerning community development of our city, JCI nagoya held a meeting with Town Community members:

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Objectives, Planning, Finance and Execution



Meeting with Law enforcement

To Recognize the problem concerning community development of our city, JCI nagoya and Town Community members held a meeting with Law enforcement

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Award Category criteria

2

Cooperation for the Sake of World Peace

<p>How did this project extend the presence of peace in your community?</p>	<p>40 JCI NAGOYA members learnt about mutual understanding.</p> <p>JCI NAGOYA let the next generation in the community understand the importance of mutual understanding.</p> <p>The important points are respecting other people's values and work actively cooperating with others. JCI NAGOYA created opportunities allowing the next generation to have initiative and to work towards promoting the importance of OMOIYARI.</p> <p>The next generation provided the opportunity for citizens to change their thoughts positively. From this, the next generation has learnt that their active action gives a positive change to the community.</p> <p>From JCI Nagoya to the next generation ↓ From the next generation to the citizens ↓ From the citizens to other citizens</p> <p>The next generation has learnt that once a connection occur, it leads to a chain of positive changes and eventually gives a positive change to the world.</p> <p>A sustainable development of a stable society = A society in which world peace has been accomplished.</p>
<p>How was cooperation used to promote peace?</p>	<p>1. Cooperation with Lego block related companies</p> <p>Lego block has a good evaluation as an educational tool.</p> <p>For the next generation who has immature thoughts and expression, constructiong lego block has following effects:</p> <ul style="list-style-type: none"> -It helps their expression and summarizes thier opinions. -Other people's opinion are expressed by block and is easy to understand. -Combining of blocks which were made by different person=the process of combining each other's ideas and helps their understanding intuitively. <p>Because of these effects, the next generation was able to understand the importance of OMOIYARI easily.</p> <p>2. Cooperation with the society development specialists</p> <p>The society development specialists agreed with the purpose of OMOIYARI and played the role of telling the next generation that there are many values and the importance of accepting them. Providing various ideas which helps the next generation to have vision and goals and helped the project to proceed smoothly.</p> <p>3. Cooperation with Nagoya city and the Board of Education in Nagoya</p> <p>The article has been published in information magazines in Nagoya and newspapers</p>

towards schools.
Succeeded in promoting the OMOIYARI movements
outside of the project effectively.

Cooperation for the Sake of World Peace



World Peace!

She was holding "World Peace" in Japanese.
By joining other's work together with own one,
Next generation learned OMOIYARI action and
World Peace.

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Cooperation for the Sake of World Peace



Presentation of their work

Next generation had a presentation in front of people
and express their OMOIYARI action and World Peace
along with their work.

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Discussion about World Peace



OMOIYARI action

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Cooperation for the Sake of World Peace



one piece of work joined
with others and became
ONE big piece of work!



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Award Category criteria

3

Community Impact

What was the intended community impact?

The next generation acknowledges the importance of OMOIYARI and work cooperatively to change their thoughts positively.

The next generation to have initiative and have visions and goals in order to act in the regional societies.

The next generation promotes OMOIYARI movements to the citizens.

From increasing the number of people who understands OMOIYARI, it leads to chains of positive changes.

From this, the effects spread from communities to nations, nations to the world and build world peace. [Details]

-The next generation accepts and shares different ideas and values, and builds a relationship of mutual trust.

-In the process of creating lego block works, the next generation shares visions and goals and work cooperatively.

-In order to achieve their visions and goals, the next generation discusses their tasks and makes a positive change.

-The next generation promotes the importance of OMOIYARI and makes a positive change towards the citizens.

Describe the actual community impact produced by this project.

1. By discussing with the specialists in the communities, 100 next generations got ideas for developing societies and established the visions and goals clearly.

They were able to express the common theme as lego block works.

2. The next generation acknowledged the diversity of values and difference between values.

90% of the next generation answered that they understood each other's opinion and respected it.

3. The next generation created one work following one common theme by combining several ideas.

This process required them to share ideas and values, and work cooperatively.

Through the creation of the work, 85% of participants answered that they made their work based on the theme.

Example of the title of works

"The beautiful town with a lot of green" "The town which has less number of accidents"

4. The next generation discussed about what to do towards the realisation of the vision of the work.

The idea shown was able to be practiced and the fact that their own movement causes the realization of world peace was acknowledged.

As a result of the discussion, the conclusion came to

“Do actively what we can do”

5.

The next generation promoted the OMOIYARI movements to 3000 citizens through lego block works.

the solid presentation from the younger next generation gave a big impact to the citizens.

“Knowing how the next generation think about the local community motivated us”

“Felt an importance to rethink about the development of the community by knowing the next generation’s thoughts”

“We must have an initiative for the bright future of the next generation”

Community Impact



My "World Peace"



Next generation's passion toward World Peace moved citizen's heart

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Community Impact



Understanding of JC Movement

This project deeper citizen's understanding of JC movement.

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Community Impact



Our Dream city "NAGOYA" "

Through building their dream city, Next generation realised how important to accept others and share thoughts.

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Community Impact



Created new community

JCI Nagoya had organized community meeting based on OMOIYARI action after project.

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Award Category criteria

4

Impact on Local Organization

- How did the Local Organization benefit from running this project?
- Improved evaluation of Local Organization from administration**
 A person who is in charge of Nagoya city and the Board of Education in Nagoya have inspected the project.
 The evaluation was good and it is being considered to be taken into the program for Youth Education in Nagoya city.
- Improved level of familiarity to the citizens**
 The project has been taken up by the local newspaper and TV.
 It has also been taken up by the administrative papers.
 The level of familiarity of JCI as a party that takes action with citizens has improved.
- The driving force of the OMOIYARI movement**
 The next generation has learnt the OMOIYARI movement and spread it into the communities through the program.
 The member of JCI Nagoya has deepen their understanding about the OMOIYARI movement from the process of the program including the preparation.
- How did the program advance the JCI Mission?
- Encouragement of the next generation to take OMOIYARI as standards of conduct.**
 -Provided opportunities to the next generation to learn the importance of the OMOIYARI movement through creating lego block works.
 -Provided opportunities to the next generation to change positively by mutual understanding and cooperative work.
 -Provided opportunities to the next generation to promote the OMOIYARI movement through lego block works.
 -Provided opportunities to the community to set off a chain reaction of positive changes.

Impact on Local Organization



JCI Nagoya members learned OMOIYARI action

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Impact on Local Organization



New Leadership

Through this project, member of JCI Nagoya deeper their understanding of leadership and devote their JC life as a next leader.

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Impact on Local Organization



JCI Nagoya members learned leadership

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Impact on Local Organization



increased visibility of JCI Nagoya

Year by year, visibility of JCI Nagoya increased and since this project was announced by prefectural public relations magazines, it helped more visibility of JCI Nagoya on our society.

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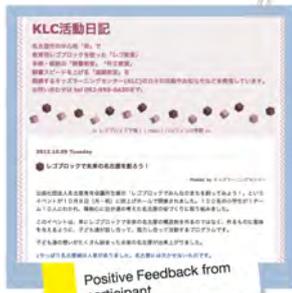
Award Category criteria

5

Long-term Impact of the Program

- What is the expected long-term impact of this project?
- Through the project, the next generation will increase their interests in participating in the development of the community.
As a result, it causes an increase in the number of active citizens.
It leads to the creation of a stable community with sustainable development.
With the usual action based on OMOIYARI carried out by the next generation propagating to the citizens, the spirit of mutual understanding will be settled into the local community.
Set off a chain reaction of positive changes.
Ultimately, it will have a big contribution to the realisation of world peace.
- What changes would you make to improve the results of this project?
1. It is not very easy to hold the program as the role of the facilitator is very big and the program is highly specialized.
Therefore, the program needs to be generalized.
 - Hold lectures on expressing ones' own ideas and values clearly and improve ones' skills to create lego blocks.
 - To discuss about the works based upon the plot helps bring out their understanding of other people's ideas and values easily.
 2. This program needs to be applied to various fields of companies and the effects of the movements spread to more citizens.
 - A program that defines clearly the common images and goals about the necessary way of thinking, talents and skills as a leader of companies.
 - A program that makes participants aware of effective partnerships with business associates, and provides a chance in behavior modification.
 - A program that combines various ideas related with business and adopt it into the process before defining business plans, strategies and principles.
 3. Apply the program into Local Organization and serve the purpose of learning the necessary way of thinking, talents and skills to be a community leader.

Impact on Local Organization



Positive Feedback from participant

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Impact on Local Organization



Importance of community development

Next generation realised how community development is important for their society.

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Impact on Local Organization



Discuss with specialist

Next generation asked and discussed with specialist and deeper their thoughts, ideas, and OMOIYARI action.

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Impact on Local Organization



Omoiyari action and World Peace to society

Omoiyari action and World peace which next generation learned through this project pass on to society and it have positive effect on society.

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