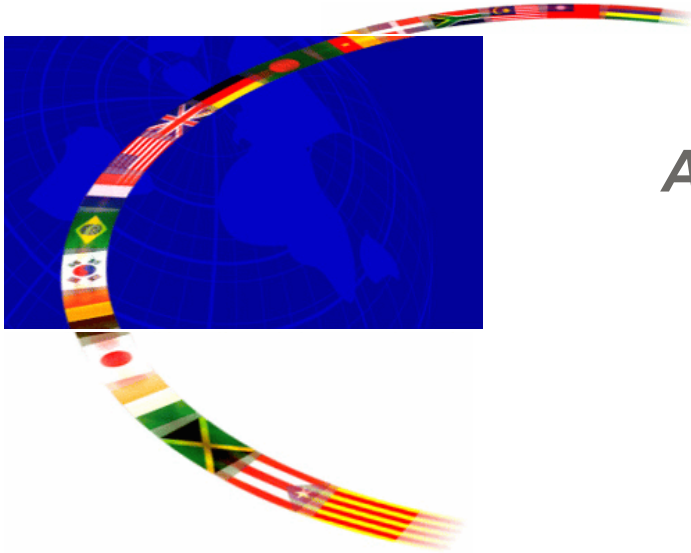




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
wanpaku sumo
JCI JAPAN
Best Local Corporate Social Responsibility (CSR)
Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program:

Category:

NOM Information

National Organization:

National President:



Shigenari Yamamoto
E-mail: japan@jci.cc

LOM Information

Local Organization:

President:

President Email: s-shirosaka@shoei-group.com

Basic Information

- Duration : May 31st, 2015
 Staff : 588 member
 Sponsors : Osaka city, Osaka City Board of Education, Osaka City Sports and Welfare Association, Osaka Sports G
 Budget : US\$76,400
 Profit / Loss : 0
 In which UN MDG best fit (if apply) : ?
 Who is benefited ? : 115,870 students from national, private, and public elementary schools in Osaka, and from foreign elementary schools.
 Objective : This program is run for children. The objective is to produce many active children who can take the initiative and act toward their goal.
 Overview : 1. Workshop for a referee and Orientation on May 7th, 2015 •JCI Osaka let its members attend a lecture class for a referee so as to avoid misjudgment in a sumo wrestling. •JCI Osaka held an orientation for its members to tell them the schedule and the safety measures of the day. 2. Orientation on May 30th, 2015 •JCI Osaka held an orientation for its members and cooperating organizations to tell them the schedule, their roles, and safety measures of the day. 3. Sumo wrestling tournament in Osaka city. Date and time: May 31st Sun, 2015 9:00 - 17:40 Venue: Osaka Prefectural Gymnasium (Bodymaker Colosseum)
 Results : [1]The target number of participants of non-JCI Osaka member was: 1,500 children 20 volunteers + 4 judo therapists + 30 Judo Federations + and 1 nurse = 55 people The number of pre-registered participants was: 1,368 people The number of participants was: 1,220 elementary school students + 144 kindergarten students = 1,364 students JCI Osaka could achieve 1,512 participants including pre-registered participants and kindergarten students, which was more than the target number of participants, 1,500. The results of questionnaire showed that JCI Osaka could produce many active children who can take the initiative and act toward their goal. [2]The target number of participants of JCI Osaka members was: 15 administrators + 520 members from other boards + 55 board members = 590 people The number of participants of JCI members was: 15 administrators + 519 members from other boards + 54 board members = 588 people [3]The results of questionnaires to participants were as follows: JCI Osaka received answers from 1,241 participants. The results showed that JCI Osaka could achieve 86% of its goal on average. 1. Did you want to be cheered by others and do your best? 94% of the participating children answered that they wanted to be cheered by others and did their best. 2. Did you think you want to make your dream come true after watching "Slide Show on a Dream in The Future?" 75% of the participating children answered that they want to make their dream come true. 3. 91% of participating children answered that they could behave courteously.
 Actions Taken : Meeting at Osaka Prefectural Gymnasium on December 15th, 2014. Meeting at Osaka Prefectural Gymnasium on December 25th, 2014. Meeting at Osaka Prefectural Gymnasium on January 7th, 2015. Check of equipment in a storehouse on January 10th, 2015. Meeting at Osaka Prefectural Gymnasium on January 20th, 2015. Check of equipment in a storehouse on January 26th, 2015. Visit to Isegahama stable on March 6th, 2015. Meeting with a head coach of Isegahama stable on March 19th, 2015. Meeting with Yokozuna Harumafuji of Isegahama stable on March 22nd, 2015. "Yokozuna" is the highest rank in sumo.
 Recommendations : JCI Osaka could achieve its goal as follows: JCI Osaka received answers from 1,241 participants. The results showed that JCI Osaka could achieve 86% of its goal on average. 1. Did you want to be cheered by others and do your best? 94% of the participating children answered that they wanted to be cheered by others and did their best. 2. Did you think you want to make your dream come true after watching "Slide Show on a Dream in The Future?" 75% of the participating children answered that they want to make their dream come true. 3. 91% of participating children answered that they could behave courteously.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

The objective is to produce many active children who can take the initiative and act toward their goal.

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

This program can cultivate children's sensitivity. It plans to create a community where JCI Osaka members nurture children in cooperation with local citizens, companies, organizations and the government so that children can have formative experiences continuously. For the reason set forth above, this program aligns to the JCI Plan of Action.

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

JCI Osaka distributed leaflets and posters to elementary schools and companies that JCI Osaka members work. That's why JCI Osaka could run this program without spending money on media such as a magazine.

How does this project advance the JCI Mission and Vision?

JCI Mission This program's objective is to produce many active children who can have a big dream, take the initiative and act toward their goal. JCI Vision JCI Osaka runs this program to develop many active leaders and produce many active children who can have a dream.



Award Category criteria**2****Community Impact**

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

JCI Osaka successfully produced many active children who can take the initiative and act toward their goal.

Describe the actual community impact produced by this project.

JCI Osaka went to schools in the whole area of Osaka city and distributed leaflets of this program. JCI Osaka members helped the vice principal understand this program's content and objective. Teachers told about this program to their students. The students handed the leaflets to their parents. The parents understood the content and objective of this program, and applied for it. This process made all the people in the community communicate with each other.



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?

This program targeted the 8th principle on environment. JCI Osaka set a goal to undertake initiatives to promote greater environmental responsibility.

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

28 local companies in Osaka city provided goods such as stationery, toys, sweets and daily necessities for 1,500 children who have a bright future.



Award Category criteria**4****Results Achieved**

- Which objectives did this program achieve? This program successfully produced many active children who can take the initiative and act toward their goal.
- What were the concrete results of the project? This program could produce many children who can take on challenges to make their dream come true. Through this program, these children understood the importance of doing their best for their dream.



Award Category criteria

5

Impact on Local Organization

How did the Local Organization benefit from running this project?

JCI Osaka let many Osaka citizens know about JCI Osaka's activities.

How did the program advance the JCI Mission?

JCI Mission This program produced many active children who can have a big dream, take the initiative and act toward their goal.



Award Category criteria

6

 Long-term Impact of the Program

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

Participating children will grow up to be adults who have a dream. They will take on challenges to make their dream come true without giving up.

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

In order to cultivate children's sensitivity continuously, JCI Osaka needs to create a system where participants can take part in the program repeatedly, and many new elementary school students can participate in it, too.

