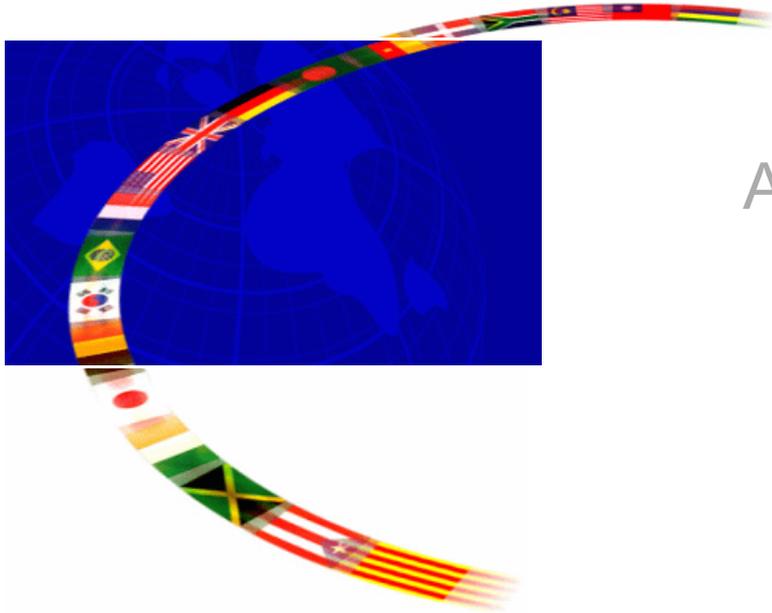




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



# Awards Entry

2013 Jci World Congress  
Power of Sports  
JCI JAPAN  
Best Local Community Empowerment Program



**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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[secjic@mrh.biglobe.ne.jp](mailto:secjic@mrh.biglobe.ne.jp)

#### LOM Information

Local Organization:

President:

President Email: [kawaijmc@hm3.aitai.ne.jp](mailto:kawaijmc@hm3.aitai.ne.jp)

### Basic Information

Duration : Sep 13,22 and Oct 6,20,2012

Staff : 12 members

Sponsors : Rugby Football Union, Toyota Motor Corporation Rugby Team, Local sports clubs, Toyota city hall

Budget : 7,000(USD)

Profit / Loss : None

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

Who is benefited ? : 400,000 citizens who live in Toyota, especially for elementary schoolchildren

Objective : The activity purpose of JCI Toyota is the community development, so we did the following things.

1. Next-generation training through the sports.

We aimed next generation people get the following things through the sport.

A. Pleasure which exercises sports

B. Friendship

C. OMOIYARI

D. Hope to the future

2. Creation of the citizen who trains the next-generation voluntary.

Creation of the area much better than now by them.

[Background]

It progresses a decrease in the birthrate in Japan, so children is decreasing every year now.

While the children supporting Japan in the future are decreasing, it is necessary to offer an opportunity of various learning to children more, to grow up to be an adult supporting the area.

Moreover, in order to do next-generation training more effectively, it is necessary to create the citizen who can do next-generation training in the area voluntary.

Overview : JCI Toyota planed and executed two projects on the theme of a sport toward the achievement of the goal.

We appealed to the citizens and management of two projects was performed by collaboration with supporters.

1. Holding of a sport meeting for next-generation people

1-1. The briefing session for team managers. (Leader training)

- Explanation of a method of leading for next-generation and a characteristic of the game in order to the achievement of the goal.

1-2. Tag Rugby practice game. (Next-generation training)

- Divide the participants into 25 teams (6 per a team) and practice the game.

- The participants practice in a team, and bonds with a teammate and OMOIYARI are grew up.

1-3. The 1st JC Friendly Cup Tag Rugby Tournament

- Holding of the qualifying round by 5 leagues. (5 teams per a league)

- Holding of the final tournament by the league winners.

- A competition in the meeting is effective for raising friendship and OMOIYARI which the participants learn through practice games.

- The talk session of a pro rugby player and the kick competition between a participant and a pro rugby player were performed as an attraction and it was the place where we thought the hope for the future.

2. Creation of the citizen who trains the next-generation voluntary.

- JCI Toyota provided citizens the know-how of recruitment and management.

- JCI Toyota provided opportunities which the citizens developed their

strong points and could actively act.

[Supplementation]

- Tag Rugby is the ball game which eliminated touch plays, such as a tackle, from original rugby. It is a sport which anyone can safely enjoy, regardless of sex or age.
- Toyota stadium is nominated for the proposed site of 2019 Rugby World Cup held in Japan.
- In a selection of events JCI Toyota focused on two points which was effective for training of young people and for development of the area, so we selected Tag Rugby.

Results : [The results of purposes in 1]

Next-generation people got following things through sports.

- 1-A. Pleasure which exercises sports
- 1-B. Friendship
- 1-C. OMOIYARI
- 1-D. Hope for the future

[The reasons]

JCI Toyota took the questionnaire to 150 next-generation people who participate this project about following questions and got answers.

1. Did you think that friendship and OMOIYARI with teammate were important when you teamed with people who met for the first time?  
91% of the next-generation people answered "Yes". The majority of the reasons were that they could cooperate with unfamiliar people and shared the pleasure with them.  
They could learn naturally about friendship and OMOIYARI unique to a group game through sports.
2. Did you think about the hope for the future after you met pro rugby players nearby and listened to his talk?  
85% next-generation people answered "Yes".
3. Many people said that they had pleasure and would like to do once again in free description.

We could convey the pleasure which exercises sports.

JCI Toyota inquired of the next-generation people who participated this project about following questions and got answers.

1. Do you live with friendship and OMOIYARI even now after 6 months?  
91% next-generation people answered "Yes".
2. Did you conveyed OMOIYARI to someone around you (classmate and schoolmate)?  
46% next-generation people answered "Yes".
3. Why didn't you convey OMOIYARI to people around you?  
Many people said that they had no timing to tell and didn't know.
4. Do you want to convey OMOIYARI to people around you after this?  
Many people said that they want to convey at the time to tell.
5. Why do you want to convey OMOIYARI ?
  - If OMOIYARI spread, everybody can live pleasantly.
  - It is a normal idea as a person.
  - We would like to make the school with OMOIYARI.

[The results of purposes in 2]

We created the citizen who trains the next-generation voluntary.

[The reasons]

JCI Toyota inquired of the supporters who were concerned with this project.

The following are the results.

#### 1. Toyota Rugby Football Union

- We collaborated with local sport clubs and held periodically the Tag Rugby class for next-generation people by starting of this project.
- We instructed in only rugby before this project started, but we also came to instruct in Tag Rugby by starting of this project.
- We would like to concern with this project continuously.

- We could know the organization except us which did the next-generation training and we could spread out the network.

## 2. Toyota Municipal Board of Education

- We held the Tag Rugby leader class for teachers in 2013 and we could spread to school education.

## 3. Toyota Motor Corporation Rugby Team

- We held the Tag Rugby class as the activity of our company which contributes society.
- We would like to dispatch an active player on the next meeting and more concern with the next-generation training.

### Actions Taken : Oct to Dec.2011

Deliberation with administrative agencies  
(Understanding the present situation of the area, and the determination of directivity) (Deliberations: 4times)

### Jan to Feb.2012

Deliberations with the organizations concerned (Deliberations: 11times)

### Mar to Jul.2012

Planning of this enterprise (Meetings: 8 times)

### Aug.2012

Recruiting of participants

### Sep.10.2012

Team determination meeting

### Sep.13.2012

Team managers briefing session

### Sep.22.2012

The 1st practice game

### Oct.6.2012

The 2nd practice game

### Oct.20.2012

The 1st JC Friendly Cup Tag Rugby Tournament, Questionnaire to participants

### Oct.23.2012

The total and analysis of a questionnaire, Drawing up a business report

### Oct.24 to 26.2012

Hearing and business reporting to supporters

### Nov.14.2012

Business reporting to administrative agencies

### Nov.16.2012

Taking over meeting to next fiscal year

### Jan.26.2013

Hearing about progress to supporters

### Apr.25.26.2013

Hearing about progress to next generation participants

Recommendations : JCI Toyota was successful in getting following things in the 1st JC Friendly Cup.

- 1-A Pleasure which exercises sports
- 1-B Friendship
- 1-C OMOIYARI
- 1-D Hope for the future

The factors of a success were following things.

1. The sport was used for the technique which anyone can participate with enjoyment.
2. Children who met for the first time made up a team and concentrated raising a team through practice etc.
3. A competition in convention form heightened the effect.

Especially using Tag Rugby which was a new sport was effective, because it was first sport for anyone and there was no individual difference.

## Next-generation training through the

sports was also a very effective technique in every Local Organization that created a environment which they could naturally learn.

But, we took the questionnaire to the teammate whether OMOIYARI and friendship with your teammate were important. As the result, 9% of them answered "No". The reason why they could not win was in a majority. You should be careful when you carried out in convention form because fueling excessive competitive spirit obstructed the achievement of the original purpose.

In the process of hearing, a lot of people of next-generation understood about OMOIYARI, though only a half of them took the action which they conveyed the heart to people around them. The majority of reasons were that they had no timing to tell and didn't know.

We needed to explain instances which were based on next-generation life except sports. For example, in what situation you convey.

JCI Toyota was successful in creation of the citizen who trains the next-generation voluntary.

The factors of the success were following things.

1. JCI Toyota provided the know-how of management which we cultivated so far.
2. JCI Toyota provided opportunities which the citizens who acted individually so far got to know each other, cooperated and developed their strong points.

As saying in the hearing to supporters that we collaborated with local sport clubs and held periodically Tag Rugby class for next-generation people by starting of this project, there are some organizations in the area which are working individually and the citizens noticed that cooperation between organizations had a big effect and they could move to the action.

We noticed that citizens wanted to do next-generation training but some citizens worried about funds and how to management, so they could not move to action.

JCI Toyota considers these things in future business plan and provides citizens opportunities which they can work actively and leads them to work voluntary.

JCI Toyota got the comments from the following organizations.

#### 1. Toyota Rugby Football Union

- We heartily respect the passion and the energy which JCI Toyota considers the area.
- We would like to continue to concern continuously with JCI Toyota.
- We got the opportunity to connect with other organizations and we could collaborate expect this enterprise and could expand our activity.

#### 2. Toyota Municipal Board of Education

- We were impressed by the activity and proposal power of JCI Toyota.
- We took the proposal of JCI Toyota to school education.

#### 3. Toyota Motor Corporation Rugby Team

- We heartily respect the passion and the energy which JCI Toyota considers the area.
- We would like to dispatch active players in next convention and continue to concern continuously with JCI Toyota.

Two local newspaper companies told the contents of this enterprise to the area.

A company publishes it once.

The number of distribution households is 95,000.

B company publishes it once.

The number of distribution households is 10,000.

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program?	<p>The activity purpose of JCI Toyota is the community development, so we did the following things.</p> <p><u>1. Next-generation training through the sports.</u> We aimed next generation people get the following things through the sport.</p> <p>A. Pleasure which exercises sports B. Friendship C. OMOIYARI D. Hope to the future</p> <p><u>2. Creation of the citizen who trains the next-generation voluntary.</u> We create of the community much better than now by them.</p>
How does this program align to the JCI Plan of Action?	<p>This is equal with an activity plan of JCI following, JCI provides young people with an opportunity to be active citizens, solution-providers through concrete action to create positive change.</p> <p>JCI Toyota promote that a citizen participates in community development positively.</p> <p>1. Provide the opportunity to participate in community development to the citizen. 2. Creation of the citizen who concern community development voluntary.</p>
Was the budget an effective guide for the financial management of the project?	<p>There was not the extrabudgetary expenditure.</p> <p>The breakdown of budget   US\$7,000 Meeting place construction costs   US\$3,750 Public information costs   US\$1,650 Participation souvenir costs   US\$670 Insurance costs   US\$625</p> <p><u>The laborer of the budget cut</u></p> <p>1.JCI Toyota explained about the community development that we perform for the city to Toyota city hall and Toyota Motor Corporation, and we were able to get an understanding and cooperation to the project and the action from them.</p> <p>2.We have used the playground free from Toyota city hall, and there are free offer of some participation souvenirs from Toyota Motor Corporation.</p>

How does this project advance the JCI Mission and Vision?

[The promotion of the JCI mission]

JCI Toyota promoted JCI mission by the following.

1. We made the opportunity when the next-generation do positive change.
2. We provided the opportunity to do positive change that the citizen participated in community development.

[The promotion of the JCI vision]

JCI Toyota promoted JCI vision by the following.

1. We let a citizen understand importance of the community development.
2. We increased the active citizen in the area through this project.

JCI Toyota took action on its own initiative so that citizens could practice community development positively.



We provided opportunity next generation people get the following things through the sport.

- A. Pleasure which exercises sports
- B. Friendship
- C. OMOIYARI
- D. Hope for the future



Next-generation training through the sports was a very effective technique that created a environment which next-generation people could positive change.



Next-generation training through the sports was a very effective technique that did together "See", "Hear", "Experience".



JCI Toyota took action on its own initiative so that citizens could practice community development positively.

## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? **12 members**

By percentage, how many members of the Local Organization were involved in this program? **76%**

Describe the main roles of the participating members in this program. [The offer of the opportunity to participate in community development to the citizens]

1. JCI Toyota members exchanged opinions with the citizens about community development. Exchange opinions with the city hall about community development. (2 members)  
Exchange opinions with companies and organizations in the area about community development. (4 members)  
Exchange opinions with the citizens about the community development project. (4 members)
2. The role which creates the program  
The meeting about program creation with the citizens. (2 members)  
The meeting about the role allotment with the citizens. (3 members)  
Examination and creation of the program contents. (4 members)

[Practice of the community development project]  
JCI Toyota members performed the construction, administration of this project.  
Making and the distribution of the handbill (3 members)  
Recruitment of participants and management (4 members)  
The arrangement of the meeting place (1 member)  
Preparations for equipment (2 members)  
The schedule meeting of the day with the citizen (2 members)  
The construction of the meeting place (8 members)  
Progress management of the project day (10members)



**This program was made by 12 key members.**



Oct to Dec,2011  
 Deliberation with administrative agencies  
 (Understanding the present situation of the area,  
 and the determination of directivity)  
 (Deliberations: 4times)  
 Jan to Feb,2012  
 Deliberations with the organizations concerned  
 (Deliberations: 11times)  
 Mar to Jul,2012  
 Planning of this enterprise (Meetings: 8 times)



JCI Toyota members performed the construction,  
 administration of this project.  
 Making and the distribution of the handbill (3members)  
 Recruitment of participants and management  
 (4 members)  
 The arrangement of the meeting place (1 member)  
 Preparations for equipment (2 members)  
 The schedule meeting of the day with the citizen  
 (2 members)  
 The construction of the meeting place (8 members)  
 Progress management of the project day (10 members)



JCI Toyota held the lesson for the citizens, the citizens  
 participated in community development, and we  
 provided the opportunity to do positive change.  
 JCI Toyota increased active citizen in the area through  
 this project.

## Award Category criteria

## 3

## Community Impact

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

1. JCI Toyota did the questionnaire and the hearing to

the participants in this project.

- We asked them a question "what you were able to get by this project?"

- We asked whether "could you continue having the thing which you got

by this project?" and

- "could you actually act the thing which you got by this project?"

2. JCI Toyota heard it to the supporter who participated in this business.

- I asked you a question whether the hearing contents "took any action after this business".

3. JCI Toyota evaluated the project by the number of

times that this project was reported at the newspapers.

- A company publishes it once. The number of distribution households is 95,000.

- B company publishes it once. The number of distribution households is 10,000.

Describe the actual community impact produced by this project.

From the hearing result to the supporters, the citizens did positive change and practiced community development positively by the project which we held.

As a result of hearing

1. Toyota Rugby Football Union

We collaborated with local sport clubs and held periodically the Tag Rugby class for next-generation

people by starting of this project.

2. Toyota Municipal Board of Education

We held the Tag Rugby leader class for teachers in 2013 and we could spread to school education.

3. Toyota Motor Corporation Rugby Team

They held the Tag Rugby class as the activity of our

company which contributes society.



Questionnaire to the participants OMOIYARI and friendship with your teammate were important!!



The citizen did positive change took action on their own initiative. Toyota Motor Corporation Rugby Team held the Tag Rugby class as the activity of our company which contributes society on Mar 10, 2013.



JCI Toyota inquired of the supporters who were concerned with this project.



The citizen did positive change took action on their own initiative. Toyota Municipal Board of Education held the Tag Rugby leader class for teachers on Apr 6, 2013.

## Award Category criteria

## 4

## Impact on Local Organization

How did the Local Organization benefit from running this project?	<p>[The recognition improvement to the community]</p> <p>1. The recognition of JCI Toyota to the community improved as the organization which had high contribution to society. This project was sent to the community through the media.</p> <ul style="list-style-type: none"> <li>▪ A company publishes it once. The number of distribution households is 95,000.</li> <li>▪ B company publishes it once. The number of distribution households is 10,000.</li> </ul> <p>2. We were able to build the relations were closer to administration by receiving a high evaluation from them by this project. Toyota city officer gave the following comment to us.</p> <ul style="list-style-type: none"> <li>▪ We were impressed by the activity and proposal power of JCI Toyota.</li> <li>▪ We took the proposal of JCI Toyota to school education.</li> </ul>
	<p>[The nature improvement of the LOM members]</p> <p>This project was changed the mind of the JCI Toyota members.</p> <ul style="list-style-type: none"> <li>▪ JCI Toyota members did positive change by being engaged in community development with the citizens.</li> </ul>
How did the program advance the JCI Mission?	<p>JCI Toyota promoted JCI mission by the following. JCI Toyota provided the opportunity to participate in community development to the citizen through this project. The citizens were able to take action of community development voluntarily by starting of this project, so we were able to create the better area.</p>
How did the project advance the JCI Vision?	<p>JCI Toyota promoted JCI vision by the following. JCI Toyota was able to increased the citizens who were able to take action of community development voluntarily through this project. We were able to build the network in the area by having a citizen and administration understand action of JCI Toyota. This will be the foundation of global network.</p>



The newspaper company "New Mikawa Times" was telegraphed the contents of this project to the area.  
 Reported in the newspaper: Oct 30, 2012  
 Circulation: 10,000



The newspaper company "The Mid-Japan Economist" was telegraphed the contents of this project to the area.  
 Reported in the newspaper: Nov 27, 2012  
 Circulation: 95,000



Flyer  
 Distributed to 150 children in Toyota City  
 Our popularity has risen



JCI Toyota was able to increase Active Citizen through this project.  
 We were able to build the network in the area by having a citizen and administration understand action of JCI Toyota.



## Award Category criteria

## 5

## Long-term Impact of the Program

- What is the expected long-term impact of this project?
- [The influence in the area]
1. The citizens who were able to take action of community development voluntarily through this project involve other citizens, and they perform community development.
  2. The citizens become to take action of community development voluntarily even sports except the tag rugby by the said article.
  3. The citizens take action of community development in the field except sports.
- [Influence in LOM]
1. Because the community development project that we perform spreads, the recognition of JCI Toyota to the community improve more.
  2. The recognition of JCI Toyota to the community improved as the organization which had high contribution to society.  
Because the recognition and the contribution of JCI Toyota to the community improve, JCI Toyota members increase, and our nature improve.
  3. Because JCI Toyota members increase, and our nature improves, we can perform better social
- The community development by each other of citizens and the JCI Toyota members becomes active, and be promoted to create the better area.
- What changes would you make to improve the results of this project?
- The problems and the remedies in this project of JCI Toyota are the followings.
1. Because made citizen's role allotment too much clear, the difference occurred in the citizen's consciousness and positive change.  
As the remedy, it is to increase of the citizen's meetings, and all the members perform each role by sharing the same idea.
  2. More citizen's participation promotion.  
As the remedy, it is to utilize the media, and do more effective publicity work.
  3. Increase the opportunities when more citizens have positive change.  
As the remedy, Increase the opportunities to participate by making a league form through the year not one meeting form.

4. Promote the community development that citizens performs voluntarily.

As the remedy, we provide the opportunity of positive change to many citizens, and to increase the citizens who were able to take action of community development voluntarily and to open a local network.



In a selection of events JCI Toyota focused on two points which was effective for training of young people and for development of the area, so we selected Tag Rugby.



The citizen did positive change took action on their own initiative.



The talk session of a pro rugby was performed as an attraction, it was the place where we thought the hope for the future.



The kick competition between a participant and a pro rugby player was performed as an attraction, it was the place where we thought the hope for the future.