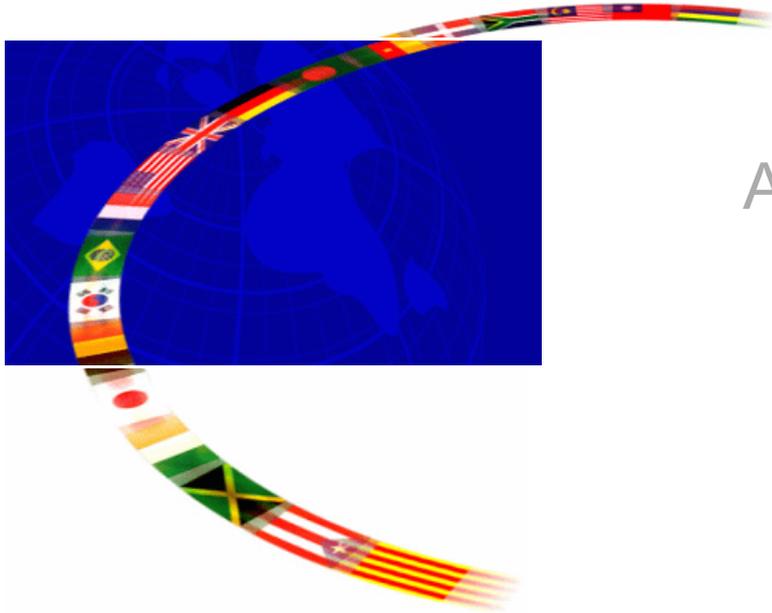




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



# Awards Entry

2013 Jci World Congress  
Nadeshiko Project  
JCI JAPAN  
Best Local UN MDG 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: [sasajima@sasajima-j.jp](mailto:sasajima@sasajima-j.jp)

### Basic Information

Duration : 2013-05-21, 2013-08-17, 2013-08-18

Staff : 30 Members

Sponsors : Mitsui Fudosan Co., Ltd.

Budget : 76000 US Dollar

Profit / Loss : None

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

Who is benefited ? : 130 million population living in Japan

Objective : The Program was initiated for the purpose of developing Japan to a lighter level by changing people's mindset that men and women should work closely with each other from the bottom of our hearts. The Program aims at changing the mindsets of the people who consciously or unconsciously have the bias of "because we are men" or "because we are women" so that they can embrace problems and try hard to find solutions.

Overview : In the world, Japan is an under-developed country in terms of gender diversity while the female office holders and managers stay around 2% and 5.5% respectively (data source: The Small and Medium Enterprise Agency). On the other hand, women are strongly willing to participate in the society. According to the investigation made by Intelligence, the largest Japanese employment support agency, among 1000 females aged between 25 and 35, 73% hope that they can work until at least 65 years old. The Program aims at pinpointing the current problems and defining the social visions in order to solve those problems. The Program specifies the social visions by finding problems and their solutions in the society where both men and women are part of it. So it can help the troubled managers, women who are working and men find the solutions to specific problems by better understanding the women's characteristics and put them in good play continuously. With the career people as the starting point, Japan will be made into a society where women can play a more important role. As a result, the concept of Gender Diversity itself may disappear while we can make our society a better one where men and women are equal, actively involved in all parts of the society. The Program was first planned by a female only committee of JCI Tokyo, the first of its kind. In Japan, almost all the members of JCI Tokyo are men. As the Program was planned by the committee made of females, every involved lady has been so active never seen before. In May 2012, the Program was carried out with the theme of "Not bound by the borders of hearts to make Japan a brighter future with women playing more important roles". A fashion show was also staged by common male and female members to depict the image of working women Mr. IKKO, a well-known Japanese transgender beautician, delivered a speech about what the borders of hearts are. The panel discussion focused on success stories of introducing diversity management, and specific methods on how to solve problems when the companies start to give full play to females. The expert panel included Masako Tanaka, representative of Tanaka Souken who has made a fast retailing company (UNIQLO) to bounce back in the shape of V, Yumiko Kamata, a director of East Japan Railway Company who has succeeded in making the six month turnover exceed 200 billion Yen by better utilizing the railway station as the retail facilities from the viewpoint of ladies, and Soah i, who are a beautiful life producer successful as a manager and an artist. The Program implemented in August 2012 was themed on "WWC (World Women Confederation) - The World is my stage". Coordinated by Ms. Ohe, Chief Editor of WEDGE, a famous monthly in Japan, such experts as managers working in foreign funded enterprises, ambassadors from Islamic countries and specialists from Asia Pacific rim talked about the importance of fundamental mindset and communication rather than communicating by words in order to learn the common mindset and communication methods in the world. Moreover, Aya Sumimoto, a famous

actress and now an animal protection activist, Uhara, an entrepreneur and politician engaged in PR branding, and Ms. Stephen, an instructor for Miss Universe talked about communication, their own utilization and production method. In order to learn the real diplomatic experiences in overseas countries, Fumiko Hiyashi, mayor of Yokohama and a role model who has pioneered in stepping into the society and politics as a female, who had the opportunity to run APEC and talk with Mrs. Hillary Clinton talked about her growing steps, the foundation of her current stand point, and the diplomacy regarding world market and political situation based on her own experiences. The August Program was a two day event when sub forums were held focusing on beauty, international society, finance, match-making activities and love. Based on the May and August Program events, two press handouts were created respectively. The handouts were distributed after the events. The handouts were effectively distributed to spread the purpose of the Program organized by JIC Tokyo, which is to promote the change of people's mindset in order to make our society a better one where men and women can work closely with each other from the bottom of our hearts.

**Results :** According to the questionnaire, 73% participants in May Program have higher awareness about the importance of cooperation between men and women while getting to know the difference of two genders compared to that before the event. Actually 85% participants in August Program have got fresh understanding. Regarding the May Program, 756 participants came to the event though the number of expected participants were 700. Among them, 470 were not members of JIC Tokyo. We were able to communicate our claims to more external participants. The questionnaire was carried out towards the participants in May and August Program. Though the answer rate was not high, about 30%, it was helpful to prove the event effects. Especially the questionnaire made in May Program helped prepare the contents of August Program. And the handouts were created by referencing to the questionnaire results. Thanks to the Program, the participating members have learnt the importance of cooperation between men and women from the bottom of their hearts while understanding the difference between them. Though Vice President, Executive Vice President and President responsible the Program are men, they have learnt the importance of mutual recognition after the events were successfully held via cooperating with females by respecting each other. The objective evidence is that the percentage of female directors is expected to reach 10% two years since the Program was started. This is an unexpected achievement before the events. The Program was implemented to encourage the participating female JIC members nationwide. One year later, the national JIC Nadeshiko Women Group was established. Therefore, this JIC Tokyo campaign should spread nationwide to activate the female members. The members have taken the lead to remove the bias related to gender and change the mindset, one step closer to a society where it is taken as granted that men and women should equally involved in all parts of social life. According to the questionnaire carried out in August Program, more than 95% common participants replied that they have changed their mindset.

**Actions Taken :** 2012 January: established Nadeshiko Committee in JCI Tokyo. Started preparing the plan. February - March: mainly decided on the May Program plan and created Nadeshiko Press Vol. 1. April 11: Nadeshiko Committee adopted the decision on May Program and started the discussion about the August Program. April 27: The Executive Committee adopted the decision on May Program and started the discussion about the August Program. May 14: Nadeshiko Committee discussed about the August Program. May 15: Nadeshiko Press Vol. 1 articles contribution. May 21: Implemented the May Program and completed Nadeshiko Vol. 1. June - July: Prepared Press Vol. 2, collected and analyzed the questionnaire about the May Program. June 13: Nadeshiko Committee discussed about the August Program. June 27: The Executive Committee discussed about the August Program. July 9: The Executive Committee adopted the decision on the August Program. August: Nadeshiko Press Vol. 2 articles contribution August 17: Completed Nadeshiko Press Vol. 2 August 17 -

18: Implemented the August Program September - October: collected and analyzed the questionnaire about the August Program. Summarization and next year plan by the Committee.

Recommendations : Generally speaking: The Program was initiated to enhance the awareness that both men and women should work closely with each other to make Japan a better society and change people's mindset. Consequently, though the Program was organized by JCI Tokyo most of whose members are men, over half participants were women and it has aroused widespread echoing among different levels. And according to the questionnaire survey, over 80% participants have started to realize the necessity of mindset change and take specific actions. As the female members were actively involved in the Program from planning to operation including the May and August events and two handouts preparation), JIC Tokyo has attracted attention from other JIC branches. The members, especially women, from other JIC branches nationwide participated in the Program (50 in May and 80 in August) and made their comments and thoughts. All the comments are positive while over half said that they have understood that the Japanese women have excellent power. This trend has spread to other JIC branches and members with more dynamic female member activities. Moreover, the JIC members have been more closely tied up. The national JIC Nadeshiko Women Group was established in July thanks to the Program. That is to day, the JIC mainly made of male members have made the nation know the importance of women power with the Program as the starting point. Moreover, we have established closer ties with other associations. Three associations have shown their interests in the Program and we have received their proposals for cooperation. About the May Program: The opening fashion show depicted women splendid in different jobs and the images of men supporting them in the back. As in IKKO's keynote speech and the following questionnaire survey, we have reached common understanding from a great number of normal citizens by using the method of entertainment. The participants felt that the show has depicted the persons who are committed to work and life by overcoming the borders between men and women, making their own dreams come true, and acquiring the understanding from the society. The panel discussion focused on the personality and capability difference rather than the gender by touching upon the importance of Diversity Management. The panel discussion has led to the conclusion that the gender label is outdated. We should recognize the personality of different genders, help each other make excellent achievements, and create a prosperous society. The environment where working women are welcome means that employers have no gender bias against men or women and this is the time when a variety of personalities and capabilities are accepted. This is our target and we should make an inclusive society. About the August Program: The theme of overcoming the borders between men and women were positively received by the participants who have started to realize the importance of the topic. Based on this, the August Program further touched upon how to give full play to our own personalities rather than becoming a normal person. In the globalized society nowadays, we should give full play to our own personalities and create an environment which is tolerant of difference. And the participants should break their own boundaries and find new potential opportunities. During the first day panel discussion, two foreign experts used easy words to explain on how to find ourselves in the globalized society. The Vice President of JETRO also delivered a speech on Active Japanese Women in the Globalized Society by talking about his workplace. The words were close to our own lives rather than that of a remote world. Mr. Ohe acting as the coordinator made summarization from time to time to make the audience better understand the topics. He succeeded in leading the audience to understand on how to find ourselves in the globalized society and to relate ourselves to the globalization from the viewpoint of the audience who is not often personally involved with foreign countries by providing detailed hints and final summarization. Fumiko Hayashi talked about how she explored her own position in the strict Geinokai by dramatically modifying the dance. Quite some responders said that her speech helped them understand the

meaning of self respecting and self releasing from the viewpoint of a manager. Some others were impressed by the concept of toughness, doing what should be done, and the importance of animal protection. There were also comments that her speech were a bit distracted from the topics. According to the questionnaire survey results, the second day panel discussion and workshop were held in an interesting way though they were a bit abstract in order to achieve the conference purpose. Regarding the speech delivered by major Fumiko Hayashi, quite some participants said that it's worth listening to and it's good study. However, the August Program was not as good as the May Program in terms of mobilization due to lack of promotion. Future actions: Understand ourselves, open our minds, understand our own country and traditional culture, enhance our communication capabilities which are not only reliant on words, and make ourselves closed related to the globalization. We should actively make ourselves related to other nationalities and other cultural communicates, have the attitude to embrace other cultures and nationalities. And the branches should respect different regions while working together to shoulder the responsibilities of bridge making. Moreover, the voices of the audience are to be communicated via the Committee's Facebook account after discussion and sharing at the workshop. The growing personal communication capabilities are related to creating a mature society. In a true sense, it will lead us to create a globalized society where other personalities are duly respected. External recognition: The May Program won the Excellent Award in the field of National Life Support by Award Japan 2012.

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program? The Program was initiated for the purpose of developing Japan to a lighter level by changing people's mindset that men and women should work closely with each other from the bottom of our hearts. It is important to foster talents necessary to Japan in the globalized society, who can contribute to building a brighter future. As the Program was planned by the committee made of females, every involved lady has been so active never seen before. In addition, JCI features very high percentage of male members and the Program was the first try of its kind which was proposed, planned and implemented by female only committee so that both men and women can learn from our hearts that it is important to respect and help each other.

How does this program align to the JCI Plan of Action? The Program was carried out with an aim to building a society where men and women respect and help each other, in compliance with the concepts of UN MDG #3 and #5 promoting gender equality and upgrading of female status. As Japan is a late starter in this regard, the Program was a try to build a society where a variety of capabilities and personalities are tolerated and respected disregard of gender. (Reference: corresponding parts of JCI Action Plan Seek the establishment of a partnership with a UN or other international agency to promote gender equality and maternal health (MDGs 3 and 5)) It does comply with JCI Action Plan 2013 which aims at responding to the world's needs by changing the awareness of involved members

Was the budget an effective guide for the financial management of the project? The total budget amounted at 76000 USD among which about 26000 USD came from sponsorship. About 60% of the budget was spent on the event site related items. As both the May and August Program was held in the large sized retail place in Ropponki, one of CBDs in Tokyo, the site related expenses were quite high but we have solicited a lot of sponsorship with mobilization.

How does this project advance the JCI Mission and Vision? JCI Mission: The Program was related to the theme of positive change with an aim to providing development opportunity to youngsters and build a better society in terms of both the event itself and event structure. JCI Vision: To promote a society where people respect each other from the global viewpoints.



## Award Category criteria

## 2

## Membership Participation

By number, how many members were involved in this program? **30 Members**

By percentage, how many members of your Local Organization were involved in this program? **40%**

Describe the main roles of the participating members in this program.

**Executive Vice President: Takashi Hasuike Vice President & General Administration: Tetsuro Watanabe Chairman: Yoko Nitadori Vice Chairman: Ikuko Yogi, Mami Hatano, Hiroko Komuro, Yumi Fukushima Executive Committee Chairman: Sumie Takazawa VIP: Miki Konishi, Yukie Ishiyama, Masami Mizuno, Nami Yoshioka Guard and Guide: Mitsunori Kimura, Masato Tanaka, Masakatsu Goto, Maho Shinagawa Reception: Kumi Kitamura, Aya Miyamoto, Masashige Izumi Report and Photo: Tomoharu Fujita Accessory and Prints: Mii Nagano Fashion Show: Yayoi Tochino**



## Award Category criteria

## 3

## Community Impact

- How did the Local Organization measure community impact for this project? At different stages during the Program implementation, questionnaire surveys were carried out. The questionnaire survey results were analyzed among the Program participants. Moreover, regarding two Nadeshiko Press handouts, the interviews were carried out to check whether this is a good start to exert positive impacts on the local communities or not. The participating JCI members who do not live in the Program neighborhood also carried out follow-up check to see whether new programs with the same theme and purpose could be started in their respective neighborhood or not.
- Describe the actual community impact produced by this project. According to the questionnaire survey results, about 90% Program participants have had their awareness enhanced somewhat. By brining this home with the Project as the starting point, this kind of campaigns were started across the country to build a society where full play is given to women power and both men and women highly respect and help each other.



## Award Category criteria

4

## Link with UN Agencies or Partnerships

List any UN Agencies that participated in any way. Describe their involvement. (write N/A if none) **N/A**

List any other partners that participated in this program. (write N/A if none) **Mitsui Fudosan Co., Ltd. Tokyo Genki Project  
Asakusa Shop Association Hollywood Beauty Group**

How were partners engaged to participate in the program? **Mitsui Fudosan Co., Ltd. Hollywood Beauty Group :  
They provided their hall. Tokyo Genki Project  
Asakusa Shop Association : As show members**

## Award Category criteria

## 5

## Long-term Impact of the Program

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

Changing our own mindset and promoting our own values are the first step to build a better society. Not only has this been learned by the event participants and members, but also will they act more actively by making better use of different personalities and respecting the other people in order to build an inclusive society. Similarly, our connections can be widened by furthering the bonds with other associations and people who share the same free and positive concepts and actions. From the long term point of view, it is for sure that the Project can be spread to the whole country and women can play a more important role. With the Program as a starting point, we will, on the long run, build a society where both men and women are equally involved, never seen in the history of Japan.

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

The campaign should be further promoted to improve the results. The similar movements have been started across the country like waves. They should be widely reported and covered by a lot of media. The Project was completed successfully with the power of women only. In the future, women can take the lead while men's power is also involved to complete the event, so that we can step closer to build a society where men and women supplement and help each other

