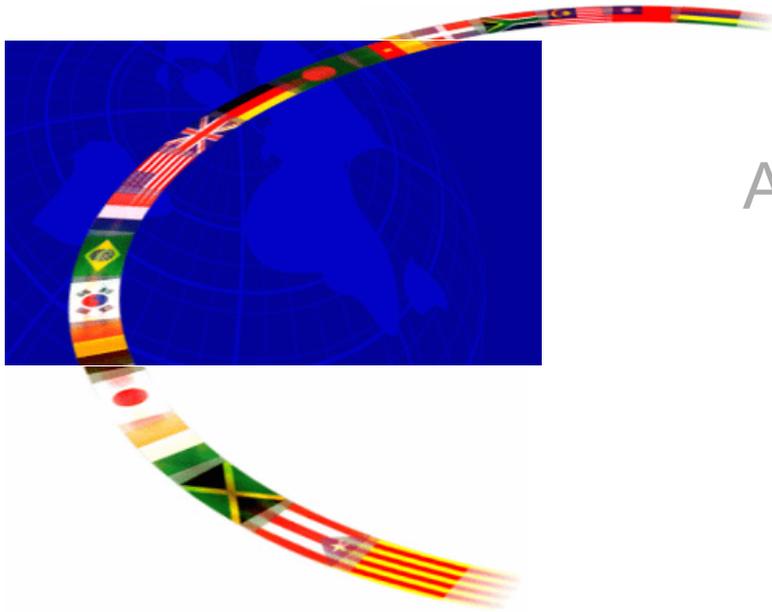




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
"Build our town" Project
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:



Kosuke Obata
E-mail: yu-ai2@oregano.ocn.ne.jp;
secjic@mrh.biglobe.ne.jp

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 citizens living in Nagoya City including pupils who go to elementary schools in Nagoya City.

Objective : [Objective 1]

We, JCI Nagoya should create next generations who implement OMOIYARI in terms of community development.

[Objective 2]

We, JCI Nagoya should encourage citizens and raise awareness of social contribution to achieve Objective 1 above.

Achieving objectives will lead to the creation of a stable community that can realize sustainable development.

[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;

4. Mutual understanding of other's values caused by OMOIYARI produce mutual respect of human pesonality.

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

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

7. For that purpose, it is necessary to raise awareness of the importance of fostering the next generation by OMOIYARI to citizens

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

Overview : [Overview]

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

LEGO group companies supplied LEGO bricks and gave a lecture on brainstorming seminar using LEGO bricks so that JCI Nagoya members can serve as a menter for a team.

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.

The next generation will learn about the history and the culture of the community using films.

For the next generation, it is an opportunity to think about the community development seriously through discussion with intellectuals.

The image of future community is expressed with LEGO blocks, which is a good training opportunity to give specific expressions.

10 different ideas of the next generation will be integrated to make one total creation, which is a training of taking action after understanding the necessity and benefits of cooperating for the community development.

By discussing what should be done in order to realize the image of LEGO creation, awareness as a central player of community development will grow.

By exhibiting creations in the event site where many citizens come, motivation on community development of the next generation will be enhanced.

The next generation takes initiative in thinking about community future in the form of presentation to the citizens at the event site.

Using this as an opportunity to encourage visitors who see the creations to change positively.

Results : [SUMMARY OF THE RESULT]

[Result 1]

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

1. The next generation learned to respect for human rights mutually by having a vision or a goal regarding community development with OMOIYARI as a code of conduct.

2. The next generation learned that good environment in the city was kept by citizens who have a vision or a goal regarding community development with OMOIYARI as a code of conduct.

[Result 2]

Citizens' awareness of social contribution was developed by fostering the next generation.

[REASONS]

[Reason for Result 1]

The reason for 1:

- Through the process, they learned the difference of values and personality of other participant's;
- 90% of the participants answered that they were able to understand and respect others through working together to produce a joint work.
- 85% of the participants answered that they worked together with their teammates to create a future town with a respect for other participant's opinion = other participant's values and personality.

The reason for 2:

- Through the process, under the mutual understanding of the next generation, Environment-conscious city plan was created;
- (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.

[Reason for Result 2]

Comment by a person in charge, of a LEGO Group company, cooperative partner of this project

At first, I simply thought it was an excellent project.
 As the budget was too small to buy many LEGO bricks as required, I really wanted to cooperate to the greatest extent possible, so I decided to apply this project as a CSR activity of our company.
 I am sure that this event has brought favorable change to children's growth.
 I want you to continue and I am willing to continue our support, too.
 The effectiveness of the program was proved.
 I hope that JCI members will disseminate this program to other organization as well as other communities.

Persons responsible from Nagoya City government and Nagoya City Board of Education came to see the project. As the project was highly appreciated, adoption of this project as a youth education program of Nagoya City is under consideration.

Result of Hearing to the citizens who visited the site:

"Knowing how the next generation thinks about the community was stimulating."
 "As I learned about what the next generation thinks about, I felt it necessary to re-examine how the community development should be."
 "First of all, we must take action for bright future of the next generation."

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 introduced by a LEGO Group company;
 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

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

JCI Nagoya's vision was understood by many citizens.

JCI Nagoya was succeeded in educating CSR activities of companies and being understood.

JCI Nagoya was succeeded in making the citizens initiate actions.

Recommendations : [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.

[Comment by a person in charge, of a LEGO Group company, cooperative partner of this project]

At first, I simply thought it was an excellent project.

As the budget was too small to buy many LEGO bricks as required, I really wanted to cooperate to the greatest extent possible;

so I decided to apply this project as a CSR activity of our company.

I am sure that this event has brought favorable change to children's growth.

I want you to continue and I am willing to continue our support, too.

The effectiveness of the program was proved.

I hope that JCI members will disseminate this program to other organization as well as other communities.

[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? [Objective 1]
 We, JCI Nagoya should create next generations who implement OMOIYARI in terms of community development.
 Our project is defined as an implementation for making the next generation respect each individual's values by applying OMOIYARI as code of conduct and as a tool to bring about a social development.

[Objective 2]
 We, JCI Nagoya should encourage citizens and raise awareness of social contribution to achieve Objective 1 above.

The achievement of our objective is expected to lead to a cultivation of a sustainable community development.

How does this program align to the JCI Plan of Action? [About Objective 1]
 This program corresponds to the following 2 points.
 1. Our project in educating active citizens of the next generation corresponds to JCI Objective.
 2. Having the aim of holding views and objectives for the future in creating active citizens.

[About objective 2]
 JCI Nagoya corresponds to creating opportunities for the local citizens to educate their future generations, and achieve positive changes by contributing to their society.
 To deepen mutual understanding, we took a great concern in clearly expressing our ideas and values in concern with the next generations of the local community.

Was the budget an effective guide for the financial management of the project? A budget saving planning for our CSR activities
 Originally, if all the Lego blocks were to be prepared through self fund, the budget would have reach 120% of the current figure.
 JCI Nagoya discussed with the person in charge of the cooperative companies about the planning of the first project. The cooperative companies decided to carry out the project as CSR activities and supplied 50% of the Lego block expenses.
 As a result, the budget of the project were cut down saving 20% of the estimated cost.
 Though it costs US\$3. 2. 00 for a JC member to provide educational seminars that are classified as business seminars as a mentor on that day, it was provided for free as a CSR activity.

How does this Advancement of JCI mission

project advance the JCI Mission and Vision?

[Objective 1]

The next generation in the community understood the importance of OMOIYARI and positively changed their opinions by acknowledging the importance of practicing OMOIYARI for the development of the society.

[Objective 2]

Under the initiative of JCI Nagoya, our project has proceeded by local companies, administrations and local citizens out of acts of social responsibility in bringing awareness in cultivating OMOIYARI within their community.

Advancement of JCI Vision

[Objective 1]

Under initiative of JCI Nagoya, the next generation of 3.000 citizens in the community were provided opportunities to change positively including parents. From our project the following leads have established:

From JCI Nagoya to the next generation



From the next generation to the citizens



From the citizens to other citizens

[Objective 2]

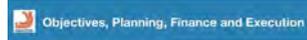
Under the initiative of JCI Nagoya, local companies, administrations and citizens established a network in order to educate their next generations about the importance of OMOIYARI by carrying out our planned project.

Our program achieved in causing the local citizens understand the importance of creating cooperative network.



Meeting with Specialist

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

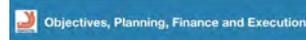


Leaflet for publicity



Meeting with Town community members

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



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





Award Category criteria

2

Community Impact

How did the Local Organization measure community impact for this project? [Objective 1]
An investigation of the results of action was carried out by the participants of the project, and collected surveys were taken into consideration in each stage of our project.

[Objective 2]

Comment by a person in charge of a LEGO Group company, cooperative partner of this project

When we were offered this project, we simply thought it was a great project.

Nonetheless, some people thought that the budget was too little to buy enough Lego blocks.

However, we obviously wanted to contribute to the project and cooperate as CSR activity of our company.

It projected a good opportunity for the children's growth.

We hope that the project will continue and we are willing to cooperate again in the future.

This project proved in positive result.

We would like the members of JCI Nagoya to further spread the program to other groups and communities.

A person 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.

Describe the actual community impact produced by this project.

– Participants who became aware of society development through the next generation also participated in other next generation development projects of JCI NAGOYA which were held on that day.

– 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.

– JCI NAGOYA created opportunities allowing the next generation to have initiative and to work towards promoting the importance of OMOIYARI. 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.

From JCI Nagoya to the next generation

↓

From the next generation to the citizens

↓

From the citizens to other citizens

The next generation has learnt that once a connection occur, it leads to a chain of positive changes and eventually gives a positive change in the world.

Community Impact



Presentation of the creation to visitors!



To create their Lego bricks town, the next generation discusses attractiveness and challenges of the community with passion!

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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

3

Alignment to One or More of the Ten Principles through Concrete Measures

Which of the ten principles of CSR did this project target? The project defined following 2 goals derived from the 10 CSR principles.
 Principle 1: "Companies must respect and support in protecting human rights, which is declared as international responsibility."
 Respecting human rights of others is core of OMOIYARI movement.
 Respecting others is protecting others' human rights.
 The companies which participate the project support protection of human rights.
 Principle 8 "Companies must take initiative in taking a big responsibility in relation to the environment." The goal of our project is defined as to create a sustainable community development through by implementing OMOIYARI movement.
 The companies which participated in our project cooperate in creating sustainable society.

How did this project contribute to the promotion or implementation of the ten principles of CSR?
 – JCI NAGOYA expressed to the participating companies about the importance of CSR activities related to human rights and environments.
 – Cooperative companies demonstrated great interest in their responsibility in understanding the current situations of their community, and carry out our CSR activity plans for human rights and environment movement.
 – JCI Nagoya established new networks between local companies and community.
 – Cooperative companies took social responsibilities related with the protection of human rights and environment by practicing CSR activities.

Alignment to One or More of the Ten Principles through Concrete Measures



Meeting with Lego Companies

JCI NAGOYA explained the importance of CSR activities related with human rights and environments towards companies.

Alignment to One or More of the Ten Principles through Concrete Measures



Lego as Environment-conscious Company

Garbage made by Lego: Lego had already had some enterprise as Environment-conscious Company.

Alignment to One or More of the Ten Principles through Concrete Measures



Mentoring course introduced by Lego Group company

August: JCI Nagoya members attended mentoring course introduced by a LEGO Group company;

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Alignment to One or More of the Ten Principles through Concrete Measures



Tutoring the next generation

Takahi HASUMUMA, Official Facilitator of LEGO Group company gave a lecture to next generation.

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Award Category criteria

4

Results Achieved

- Which objectives did this program achieve? [The Achievement of Objective 1]
The project has succeeded in letting the next generation encompass visions and objectives about the development of their society, while respecting human rights based on the OMOIYARI sandard of conduct.
The new young generation has realized that their positive initiative and actions will lead to a positive impact on their community.
- [The Achievement of Objective 2]
– Succeeded in improving the citizens’ motivation in society contributing in coaching the next young generation in a similar manner as Objective 1 highlighted above.
- What were the concrete results of the project? [Concrete Results from Achievement of Objective 1]
All of the 100 participants were able to express their own vision and objectives in regards to the Lego block work, and was able to present their opinions to other participants in the group.
- 90% of the participants answered “They understood each other’s opinion and respected it.”
 - 85% of the participants answered that they made their work based on the theme of “the town living on following OMOIYARI as standards of conduct”
 - The next generation were divided into groups and discussed about what must be done towards the implementation of the vision of the work and each group presented their opinions.
 - The next generation gained opportunities to change 3,000 citizens positively through presentations and exhibitions.
From this, the next young generation has learnt that their active actions will give a positive change to their community.
- [Concrete results from the achievement of objective 2.]
- Improved companie’s motivation in the contribution of society and the desire to continue the project.
 - It has been considered into the program for Youth Education in Nagoya city and similar original project will be carried out by administration for future.
 - After seeing the positive changes in the next generation, the visiting citizens were motivated to take action in bringing up the next generation.

Results Achieved

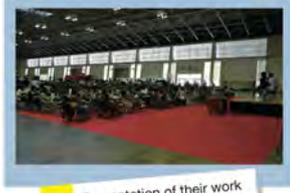


World Peace!

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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Results Achieved



Presentation of their work

Next generation had a presentation in front of People and express their opinion about the future Nagoya City where citizens are conscious about Human Rights and environment.

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Results Achieved



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



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Results Achieved



What to do in order to create the community as expressed in the completed brick work?



Next generation discussed seriously

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Award Category criteria

5

Impact on Local Organization

<p>How did the Local Organization benefit from running this project?</p>	<p>Improved evaluation of local organization by the administration</p> <p>A representative in charge of Nagoya City administration and the Board of Education in Nagoya has inspected our project.</p> <p>The outcome of the evaluation was positive, and it is now being considered to be taken into the program for Youth Education in Nagoya city.</p> <p>Commitment to CSR activities in cooperation with local organization of companies.</p> <p>By the numerous discussions from the project planning stage through result of the project, a solid network with local companies has been established, making cooperation for future activities possible.</p> <p>Improved level of familiarity to the citizens</p> <p>The project has been featured in the local newspaper and Television.</p> <p>It has also been reported in the administrative papers.</p> <p>JCI Nagoya was recognized widely as a organization which takes actions together with citizens.</p> <p>The advancement of OMOIYARI Movement</p> <p>The next young generation has learnt about OMOIYARI Movement through our program and spread its philosophy into their community.</p> <p>The member of JCI Nagoya has deepened their understanding in OMOIYARI Movement from the process of the program including the preparation.</p>
<p>How did the program advance the JCI Mission?</p>	<p>[About Objective 1]</p> <ul style="list-style-type: none"> -Encouragement of the next young generation to take OMOIYARI as standards of conduct. -Provided opportunities to the next generation to understand the importance of OMOIYARI Movement through creating Lego block work. -Provided opportunities to the next young generation to change positively by mutually understand and cooperate with our project. -Provided opportunities to the next young generation to promote OMOIYARI Movement through Lego block work. -Provided opportunities to the community to set off a chain reaction of positive changes. <p>[About Objective 2]</p> <ul style="list-style-type: none"> -JCI Nagoya encouraged the local companies to become more aware of the social responsibility by contributing in our CSR activities and cooperating with other local companies and administrations in order to establish a network in promoting OMOIYARI Movement.

Impact on Local Organization



JCI Nagoya members learned how to provide opportunities for the next generation to change positively.

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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

6

Long-term Impact of the Program

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

–Companies are given opportunities to become aware of the importance of CSR activities and acknowledging to support the citizens’ OMOIYARI Movement, which means taking increased responsibility in protecting human rights.

Through the project, the next young generation is motivated to become more involved in their community development .

As a result, our project led to an increased number of active local citizens.

Our project resulted in the cultivation of a sustainable development of the community.

–By the continuing action based on OMOIYARI Movement carried out by the next young generation, the concept of mutual understanding within the citizens is expected to permanently settle within the local community.

This sets off an ongoing chain reaction of positive changes.

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

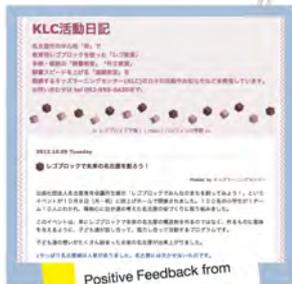
1. Increase the number of companies participating
It is important for JCI Nagoya to promote the value of our CSR activities, and to inform that our program leads to the development of leadership in companies. It is also necessary to encourage more participation of other companies in the future.

2. There was some difficulties in holding the program as the role of the facilitator was too extensive and our program is highly specialized.
Therefore, the program needs to be somewhat less specialized.

3. By the practice of our program within the local organizations, the needs for the local community leader to adapt these foundation of new ways of thinking, talents and skills will be understood.

4. By the practice of our program within the local organizations, the needs for the local community leader to adapt these foundation of new ways of thinking, talents and skills will be understood.

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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