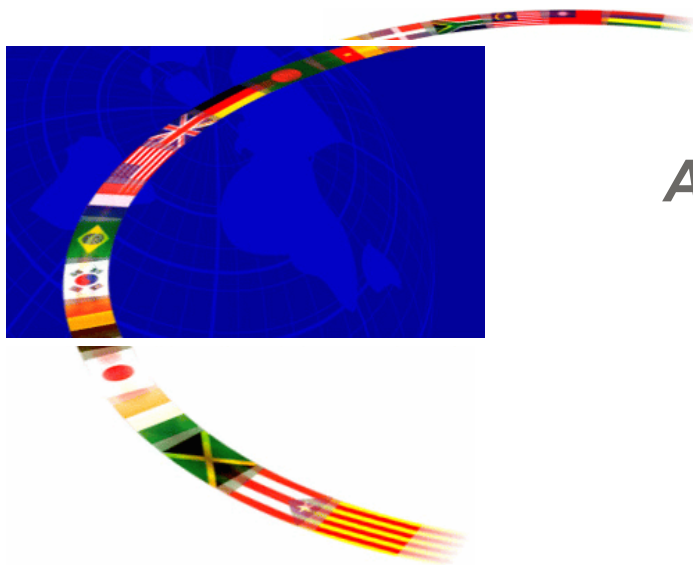




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Asia-pacific Conference
Etsushi Aratani, President of JCI Hiroshima
JCI JAPAN
Most Outstanding Local President



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: jt-r27@js4.so-net.ne.jp

Basic Information

Duration : 1st January to 31th December, 2015

Staff : 140 member

Sponsors : Hiroshima Prefecture, Hiroshima City, The MAZDA Foundation

Budget : 717,036 US US Dollar

Profit / Loss : 0

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

Who is benefited ? : Hiroshima Citizens 1.18 million people and Hatsukaichi citizens 110,000
people

Objective : 1. JCI Hiroshima members will take the initiative to become model "active
citizens"

2. Effectively communicate the content of JCI activities, involve as many
people as possible in our activities, and conduct activities that result in far
reaching results that ripple onward like a large wave

3. Nurture the next generation of highly inspired "active citizens"

4. Conduct community development through "active citizen" leadership

Overview : 1. Taking the initiative to become model "active Citizens", we actively
prepared for the national convention while progressively conducting
activities to increase membership

2. To effectively promote our activities, we conducted a review of
implementing new external communications. Our members we able to
share a common view of how our members should conduct themselves in
these modern times

3. In order to nurture children that will become Hiroshima's future leaders,
we strove to instill a feeling in children by children that they are an active
part of the local community

To nurture future "active citizens" we conducted programs that allowed us
to be intermediaries with the local community, schools, and related
organizations

4. In order to conduct community development through "active citizen"
leadership, we conducted programs to validate passionate young
Hiroshima citizens and had them create their own peace promotion
programs

Results : 1. National Convention: The year 2015 was a year of preparation for the
upcoming JCI Japan National Convention. Throughout this preparation,
President Etsushi Aratani continuously took the lead and strove to
strengthen relations with government, related organizations, and local
citizens. As a result, partnerships were strengthened in line with the JCI
Active Citizen Framework of "Health and Wellness", "Education and
Economic Empowerment", and "Sustainability". In addition, JCI Hiroshima
members were able to share the city's vision. This resulted in an
acceleration of JCI Hiroshima community development activities.
Membership expansion: Fourteen new members have remained in the
organization for more than 7 years, resulting in long-term contributions to
community development in Hiroshima

2. New public relations activities: Reviewed traditional public relations
methods, created a 5 year vision and instilled a shared consciousness
among the members. As a new public relations method, we created a
large wall mural projecting Hiroshima JC's vision to the citizens of
Hiroshima

3. Future Leaders Program: According to surveys, 92.3% of children who
participated in the programs said that their participation gave them a
chance to think about the community.

Partner programs with educational institutions: We realized the
importance of the relationship between parents or guardians and

educational institutions. DVDs and guidebooks that were created based on the contents of our programs have been distributed to many schools and are being used as educational materials.

4. Hiroshima TOYP: Publicly recognizing the passion of young Hiroshima citizens resulted in increased motivation in these young people. Self-created Peace Promotion Programs: Surveys said that 80% of the children who participated said that the programs gave them an opportunity to think about peace issues in their daily lives and possible actions and solutions.

Actions Taken : JCI

6/11-14 JCI Asia-Pacific Conference in Kota-Kinabalu, Malaysia
7/7-9 The 28th JCI Academy in Tokyo
7/28-31 JCI Global Partnership Summit in New York, USA
11/38 JCI World Congress in Kanazawa, Japan

JCI Japan

1/22-25 JCI Japan New Year Conference in Kyoto
3/22 JCI Japan General Assembly
7/18-19 JCI Japan Summer Conference in Yokohama
8/9 JCI Japan Chugoku District Council (DOM) Congress in Kure
1/31 JCI Japan Hiroshima Bloc Council (BOM) New Year Conference in Fukuyama
9/13 JCI Japan Hiroshima Bloc Council (BOM) Congress in Onomichi
9/24-27 JCI Japan national convention in Hachinohe

JCI Hiroshima

7/11 Future Leaders Program: Hiroshima Kid's Debate 2015 "Let's Be Local Heroes to Make Our City a Better Place"
8/1 Hiroshima TOYP: Hiroshima Awards 2015
8/6 Self-created Peace Promotion Program: Children's Peace Declaration 2015 – Sending the Message with a Smile
8/18 New Public Relations Activity: Hiroshima JC Mid-term Vision 2020
8/22 Educational Institution Partner Program – Let's Go To School! 2015 Everyone's School Project
10/10-11 New Public Relations Activity: Design Hiroshima 2015 – Let's Draw! Hiroshima's Future
10/10-11 New Public Relations Activity: Kid's City 2015

Recommendations : 1. Preparations for the national convention resulted in the successful creation of solid connections with local government organizations. With regards to membership expansion, several long-standing members (more than 7 years) were able to successfully create a solid base for the future of the organization.

2. With regards to new public relations activities, we reviewed potential new methods, and left creation of quantitative and objective strategies to the following year

By raising internal and external consciousness of the mid-term vision program, members have begun to continually think of 5-year program structuring

3. Future Leaders Program – We confirmed that through our programs, ways of thinking have changed among children. Educational materials (DVDs, guidebooks) created through partner programs with educational institutions have been distributed to other schools, and we anticipate that "active Citizens" in the community, at schools, and at home will continue to pursue activities

4. Holding a reception recognizing passionate young Hiroshima residents, involving award recipients, government, and sponsors resulted in easing of conducting activities by "Active Citizens". We were able to hold the Self-created Peace Promotion Program on August 6. Last year, it was also held on August 6, which shows that a sustainable base has been created.

Award Category criteria

1

Leadership, Motivation, Inspiration of Members

Please give an example of how this Local President acted as a leader.

The LOM slogan "Make a Hero!" was created by President Etsushi Aratani, and he took the initiative to actively pursue the following two policies.

1. JCI Hiroshima members will not become "heroes", but will strive to create many local citizen heroes that conduct community development

2. Conduct activities that match the vision of Hiroshima in 5 years, and how JCI members should truly conduct their activities. Take the initiative and act in promoting the importance of membership expansion among current members, and show quantitative data to members.

In addition, by adding the JCI Active Citizen Framework into the LOM, we were able to teach that way of thinking to the members, which further contributed to the deployment of LOM programs.

Please give an example of how this Local President motivated and inspired members.

Through his own experience of working with JCI Japan, he told members of the importance of participating in JCI international meetings. This resulted in many members participating in various JCI Conferences (i.e. JCI ASPAC, JCI World Congress, JCI Global Partnership Summit, etc.).

Provided growth opportunities for members – 28 members 2 delegates were seconded to JCI Japan. His vision for Hiroshima in 5 years, and his thoughts on how JCI Hiroshima should truly conduct its activities was well understood by members who directly connected to the implementation of activities. These activities are continuing to this day.



Award Category criteria

2

Community Impact

- What work has this person done in their community? President Aratani fulfilled his role as an intermediary between the community, homes, and schools, and created close partnerships.
- He has conducted youth development programs with the themes of "Independence" and "Mutual Assistance". He searched for passionate young citizens in Hiroshima and held the Hiroshima TOYP recognizing their activities.
- He strove to make the people of the "International City of Peace and Culture" Hiroshima re-think the definition of peace and discussed the importance of activities promoting world peace. Through these activities, he provided a boost to the "Active Citizen" program.
- How has this work benefited the community? Created a synergistic effect on school education by creating partnerships between the community, homes, and educational institutions.
- Increased the number of children interested in government councils and the community.
- Enhanced community development, through the Hiroshima TOYP, which has continued since 2013.
- Through programs to think about peace, changed the way of thinking of local citizens from "Taking things for me" to "Giving to others".



Award Category criteria

3

Impact on Local Organization

What responsibilities did this person take on as a JCI member?

Since becoming a member in 2008, President Etsushi Aratani has actively participated in JCI activities and has taken on all positions for which he was nominated.

2009 JCI Hiroshima (LOM) Secretary of the Hiroshima Dream Design Committee
 2010 JCI Hiroshima (LOM) Secretary to the President
 2011 JCI Hiroshima (LOM) Vice-Chairman of the Public Relation Committee
 2011 JCI Japan (NOM) Member of the OMOIYARI Network Commission
 2012 JCI Hiroshima (LOM) Chairman of the Implementing Past Proposal Committee
 2013 JCI Hiroshima (LOM) Senior Executive Director
 2014 JCI Hiroshima (LOM) Member of General Affair Committee
 2014 JCI Japan (NOM) Chairman of the Constitution and Compliance Enforcement Committee
 2015 JCI Hiroshima (LOM) President

How did this member's contributions benefit their Local Organization?

The president positively changed many local chapter members through his initiative and activities.

1. Succeeded in acquiring funding from public interest foundations in Hiroshima through a large number of presentations on the importance of nurturing the next generation of active citizens.

2. Greatly increased the presence and visibility of JCI Hiroshima to the citizens of Hiroshima through the creation of a large wall mural showing the JCI Hiroshima's vision.

3. Instilled a way of thinking in members to always think 5 years ahead and promote activities that motivate local citizens to act.





Award Category criteria

4

Participation in JCI Events

Describe the member's participation in events and projects of their own Local Organization.	Member participation figures in brackets 1/15 New Year Meeting (90%) 2/5 General Meeting (99%) 9/17 General Meeting (99%) 12/12 End of Year Meeting (85%) 2/20 February Regular Meeting (85%) 3/5 March Regular Meeting (85%) 4/4 April Regular Meeting (90%) 4/20 April Second Regular Meeting (85%) 5/20 May Regular Meeting (85%) 6/5 June Regular Meeting (80%) 6/20 June Second Regular Meeting (85%) 7/4 July Regular Meeting (90%) 7/21 July Second Regular Meeting (85%) 8/5 August Regular Meeting (85%) 8/20 August Second Regular Meeting (85%) 10/5 October Regular Meeting (85%) 10/20 October Second Regular Meeting (85%) 11/20 November Regular Meeting (85%) 8/18 DESIGN! Hiroshima JC 2020 (75%)
Describe the member's participation in events and projects of other Local Organizations, the National Organization and Internationally.	JCI 6/11-14 JCI Asia-Pacific Conference in Kota-Kinabalu, Malaysia 41 members 7/28-31 JCI Global Partnership Summit in New York, USA 4 members 11/38 JCI World Congress in Kanazawa, Japan 85 members JCI Japan 1/22~25 JCI Japan New Year Conference in Kyoto 104 members 1/31 JCI Japan Hiroshima Bloc Council (BOM) New Year Conference in Fukuyama 100 members 7/18~19 JCI Japan Summer Conference in Yokohama 90 members 8/9 JCI Japan Chugoku District Council (DOM) Congress in Kure 100 members 9/13 JCI Japan Hiroshima Bloc Council (BOM) Congress in Onomichi 100 members 9/24~27 JCI Japan national convention in Hachinohe 90 members



Award Category criteria

5

Exemplification of JCI Values in Personal Life

How does this member exemplify the JCI Values in JCI activities?

President Aratani created the slogan "Make a Hero!" and continuously conducted activities by thinking about how things should be 5 years later.

He conducted activities that encouraged JCI members not to conduct community development activities themselves, but instead create many local citizen "heroes" that conduct community development.

He also researched the JCI Active Citizen Framework, implemented it in the activities of JCI Hiroshima and conducted several activities solidifying the "Active Citizen" concept in Hiroshima.

Further, promoting the values of "The brotherhood of man transcends the sovereignty of nations", conducted a meeting with JCI Stockholm on the occasion of the 50th anniversary of their sister club agreement at the JCI World Congress.

Which JCI Value does this member exemplify most in his or her JCI activities?

President Aratani's personal credo is "That earth's great treasure lies in human personality". He held in great regard the "human personality" of JCI Hiroshima members and local citizens and conducted many activities to create "community development heroes". He believes that by creating more "community development heroes", our city will continually develop.



Award Category criteria

6

Exemplification of JCI Values in JCI Activities

How does this member exemplify the JCI Values in his or her personal life?

President Aratani is the executive vice president of a professional 300-member civil engineering company working toward Hiroshima's development. Thus, not only through JCI but also through his company, he is contributing to the development of Hiroshima. A large scale landslide disaster occurred in Hiroshima and he has continuously led not only JCI members but also his company in post-disaster reconstruction.

Which JCI Value does this member exemplify most in his or her personal life?

President Aratani believes "That service to humanity is the best work of life", not only with regards to JCI activities but also in other parts of life. His mission in life is to contribute to working with the citizens of Hiroshima in developing the city. He personally serves humanity, but also through his theme "Make A Hero!" he is striving to raise the future leaders of Hiroshima.

