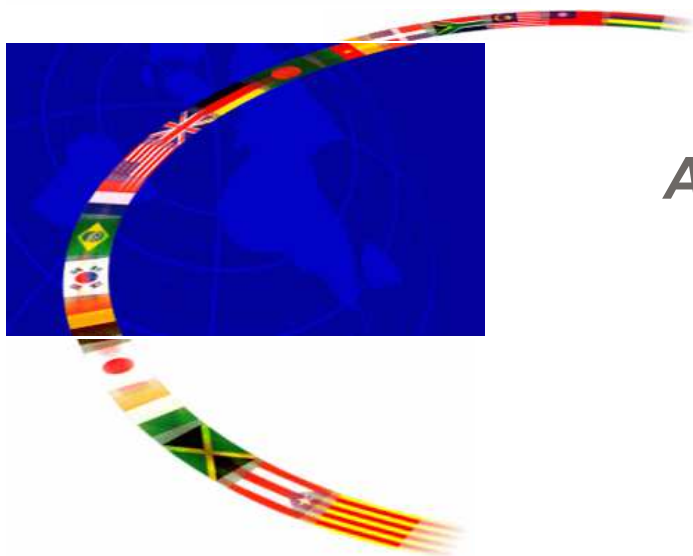




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2016 Jci Congress In Quebec, Canada
Let' s Launch a School reform ! It's the key of
making next leaders
JCI Japan
Best Local Personal Skill Development Program



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: a.matsumoto@m-sangyo.com

Basic Information

- Duration : September.5th.2015
 Staff : 109member
 Sponsors : Cooperation,Regional companies registered in TOYOTA CITY
 educational volunteer supporters group,Tea
 Budget : 400,000USD
 Profit / Loss : 0
 In which UN SDG best fit (if apply) : ?:
 For students from first to sixth grade in TOYOTA municipal JYOSUI KITA elementary school
 Who is benefited ? : For regional companies
 For people who live in TOYOTA CITY.
 Objective : Aimed to bring about changes in attitudes and to create a positive change by cooperating with the community,companies,members of the Junior Chamber.To make these changes,we created a new training ground for programs targeting children.
 Overview : The member of the Junior Chamber and the coordinators of regional companies conducted a program for children to experience and hear the stories about how things are made or how the company works.That will lead building up a close connection between the children and the community.
 Results : Hearing Verification
 Participants
 Gave children a good chance to set a vision towards regional companies→90% of the participants answered [Satisfied]
 Want to experience more of the JOB experience →90% of the participants answered [Want to participate continusly]
 Regional coordinators
 With the help of the community and regional companies,children were able to learn things they would not learn at school→100% of the coordinators answered [Satisfied]
 Members of the Junior Chamber
 Felt that in order to conduct this project,the help of regional companies and schools are absolutely imperative→85% of the members answered [Agreed]
 Actions Taken : Actions taken to organize the project→April,1st till the current day [10times in total] elementary school[7times in total]Went to check the actual place
 April 1st to April 17th Recruited companies and organizations to participate
 May 13th to June 10th Request support and backup to Ministry of Education,TOYOYA CITY
 July 13th to 3rdRecruited school children fo the program.
 August 1st to August 10th Requested interviews to various media.
 September 5th Have a questionnaire to the visitors,groups and companies at the festival.
 Recommendations : Achieved●children
 96% answered that were able to learn about society though variety of experience.●Business enterprise
 Succeed to give provident plan and foresight.●Member of Junior Chamber
 Produced 5 senior associate as coordinator which cuminated with pleasant sensation to other members.
 Unachieved
 ●Chiildren
 Less impact due to fewer paarticipants.
 Solution→Need active public relations stunt.
 ●Bussiness enterprise
 Ended as an isolated influence.
 Solution→Organize periodically.
 ●Menber of Junior Chamber
 There were less cooperation of community,business enterprise and public

administration.

Solution→Closer cooperation with the local community.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?	It is primarily intended to create a positive change and transformation of consciousness by encouraging and supplying new education style along with member of Junior Chamber, business enterprise and locals cooperation.
How does this program align to the JCI Plan of Action?	Achieve understanding of importance of firm local community with elementary school centered that involve local residents and increasing activity that relates people, business enterprise and locals fits with JCI action plan.
Was the budget an effective guide for the financial management of the project?	A business enterprise and organization have participated with no-host since it serves as PR to the local community. Free venue due to usage of the elementary school. Spent much of budget as instructor fee, since we conducted a lecture to increase the number of adult visitors. Allocate budget to all elementary and junior high school as PR to eradicate Saturday class in the community.
How does this project advance the JCI Mission and Vision?	JCI Mission This meeting gave public administration and business enterprise an opportunity of positive change. We were able to receive receptive attitude that relationship between people, business enterprise and community leads to create firm local community through Saturday class. JCI Vision We carried out the project in collaboration with schools and business enterprise. We proposed to hold this project periodically with collaboration with schools, public administration and Junior Chamber International TOYOTA, hence fulfill a creation of a vibrant community.

2 Award Category criteria Membership Participation

By number, how many members were involved in this program? 11 MEMBER

By percentage, how many members of the Local Organization were involved in this program? 109

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

- Coordinators and staffs of the class 36 people
- Main coordinator 5 people
- Assistants and staffs 30 people
- Junior Chamber hall staff 50 people



Award Category criteria

3

Skills Developed

What skills were developed in this program?

HOW to make mayonnaise by manufacturer...acquired knowledge in producing products
 How to publish newspaper by newspaper company...wonder things about everyday life.
 How to generate electricity by an electric power company...acquired knowledge in science
 Learn about life and death by a funeral company...wonder about life
 Held a mock trial by alawyer...gain knowledge about laws.
 Learn about road safety by automobile company...gain knowledge about everyday life.
 Learning the importance of money by a bank...gain importance in value of things.

How were these skills developed?
 Describe the methods and activities used.

Technique
 People of actual business enterprise gave guidance and lecture using video and materials.
 Activity
 Children are utilizing learned ideas and acquired technology in their life.



Award Category criteria

4

Impact on Participants

- What was the intended impact on the participants?
- Improvement of learning motivation by holding a class with children interest.
Transact the motivation into action that forces self-sustainability.
In addition,we thought that program of local business enterprise will develop community interests as well as providing education opportunities.
- Describe the actual impact on the participants.
- Succeed to obtain new knowledge by holding class of children interest.
It became an opportunity of local community,business enterprise and people to become together.
There was a request to hold a class that both parents and children can participate.
New business enterprise expresses an interest in attending.



Award Category criteria**5****Long-term Impact of the Program**

What is the expected long-term impact of this project?	<p>I believe sustained action with bringing additional excitement will expand to a new education style.</p> <p>It is hoped that closer relationship between children,business enterprise and locals will lead to the formation of strong local community.</p> <p>Increasing participants from business enterprise will give more learning opportunity to children.</p>
What changes would you make to improve the results of this project?	<p>Sustained action and repeating projects are essential in order to keep commitment from participants.</p> <p>Cultivation and new participants from business enterprise is needed to produce more coordinator.</p> <p>Planning under cooperation of public administrator and schools are necessary.</p>