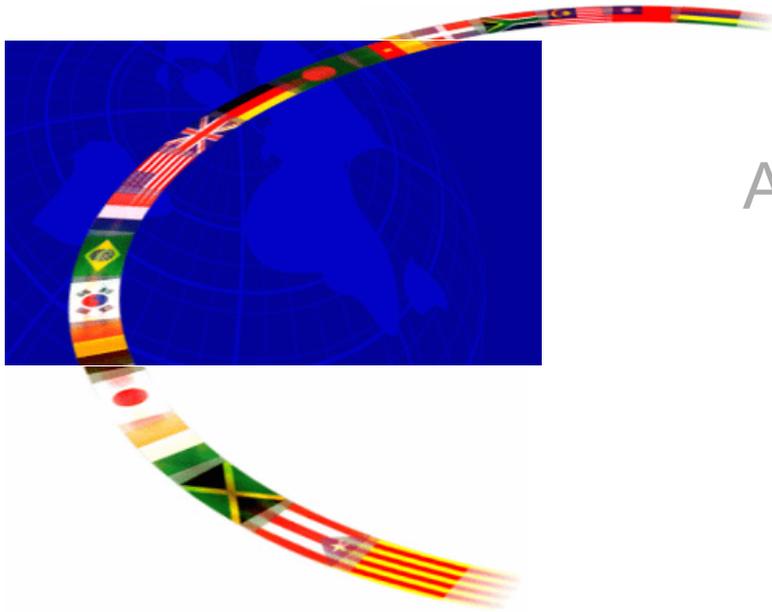




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
"Diamond Children" -Children who will change the
future of Japan-
JCI JAPAN
Best Local Growth & Development 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;
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LOM Information

Local Organization:

President:

President Email: info@akitajc.jp

Basic Information

Duration : June 6, 2012 - November 30, 2012

Staff : Six member

Sponsors : 1. Shouichi Saitou Store (200 meals worth amount of traditional food.) 2. Toraya (Permission to use)

Budget : 668 US dollar

Profit / Loss : None

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

Who is benefited ? : 320 thousand people living in Akita city.

Objective : JCI Akita took actions with an aim of expanding Jaycee in the long term.

1. We focused on junior high and high school students.
2. We evoked students' will to help and work for the local society and supported their action.
3. We promoted students' "Positive Change" by letting them notice how important and great it is to support and work for a local society.

It is crucial for JCI Akita to increase the number of members in order to improve its movement. Therefore, our committee has offered a chance for junior high and high school students to think about issues in a local community and try to work it out. It is because in order to develop future Jaycee, it is necessary for those who are going to work in the future to understand to significance of local development.

We let students to do everything basically on their own from planning to actual carry out. By supporting their regional development program to success, we make "Positive Change" within each of them. As a result, there will be more people from younger generation to actively participate in local development, which means that future Jaycee can be expanded.

In Akita, there are there are no opportunity for junior high and high school students to think and work for local area.

So we offered an opportunity for students to think and act for local community with JC. Our goal is to expand the membership in the future by motivating students toward contribution activities to the local areas.

Overview : We allowed junior high and high school students organized a committee so that they can plan and work it out as a town development movement. JCI Akita has supported the activity.

- We invited people who are well experienced and was once a member of "United Children", which is a group of junior high and high school students working for local area development all over Japan, and held a lecture for junior high and high school students in Akita.

- By notifying the works of United Children in the lecture, we motivated students from Akita to join the local area development.

- We distributed a handout to the junior high and high school to announce the recruitment of the new members for "Committee of Local Area Development by Junior High and High School Students".

- We have discussed about some issues in Akita and ways to improve the situation at the committee.

- Students focused on a issue that traditional foods are no longer common among families nowadays. They have come up with a recipe that arranges traditional food to be more modern. Students came up with a program to offer recipe and sell the product and they carried out the plan.

- Those who joined the committee found the activity to be fun, and

launched "Akita United Children" on their own!

- They are aggressively joining the programs of Akita JC today.

Results : 1. Junior high and high school students have pondered over the local area development on their own and made an action.
2. "Positive Charge" of those who participated in the program has become true.

According to the hearing to the students after the program, they have experienced the local area development and contribution to the area. They were also willing to work continuously. As a result, students have created United Children, which can be said as the children's JC, in Akita by themselves. Also, there were total of 60 junior high and high school students joining the local area development program that focuses on support program from the damage of the Great East Japan Earthquake, environmental protection program, and Akita's fermentation brewage culture.

Students succeeded in getting assets from companies. Also, they have volunteered for snow removal after the program. From these facts, it can be said that motivation of students toward a contribution to local areas and their activeness have improved.

Until now, JCI Akita was aiming only toward elementary students and did not promote to junior high and high school students. Throughout this program, JCI Akita got connection to the elder age group. We were able to get the results of "Positive Charge" to the elder students as expected, and for the development of future Jaycee candidate, we got much more than what had been expected.

Actions Taken : 2011, 9~ Our committee have decided to organize a program for older children who are more close to the age who start working
2011, 12 Decided to set a target to junior high and high school students
2012, 1 Focused on a United Children and searched about their activities.
2012, 2 Asked for lectures to the members who have once participated in United Children.
2012, 3~4 Started to create a flyer to announce about the lecture and the "Committee of Local Area Development by Junior High and High School Students". Distributed them to 18,000 students in junior high and high schools in Akita city
2012, 5 Invited two of the graduate members of United Children for the lecture.
2012, 6 Held a kickoff meeting for "Committee of Local Area Development by Junior High and High School Students"
2012, 6~10 Held the committee for 15 times
2012, 10 Program has began. Supported junior high and high school students to cook and sell the traditional foods in the area.
2012, 10 Program ended. Supported students to establish Akita United Children
2012, 11 Program inspected. Reflected on the program.

We have decided to offer a chance for students in junior high and high school to join the local area development.

To do so, we focused on the United Children, did some research, and asked for a lecture.

As the lecture was held, we recruited students who got interested in local area development.

We created "Committee of Local Area Development by Junior High and High School Students"

After teaching students how to conduct a meeting, we let them work on their own.

They held meeting 15 times within a period from June until October.

We helped the meeting by giving some advice when the topic got stuck. Students decided to establish "Akita United Children", so we supported them.

On the day of the project, we helped students and supported them. Successfully established Akita United Children, and "Committee of Local Area Development by Junior High and High School Students" changed its name to "Akita United Children".

We had a meeting with students to reflect on the project.

Recommendations : After the project, we got comments from students' parents such as "My daughter got to work with people who would never known each other without this project, and as she work in the committee she became more bright and outgoing," and "The way of talking have changed as my child discuss with elder members of the committee."
Some students have also commented that "I joined the committee to change my passive attitude to interact with others. As I work in the committee, I realized that I was changing. My anxiety soon became anticipation," and "I have never thought about Akita like this before joining the committee, and I got to realize that there are so many things that need to be improved and solved."
We held the project to let the students explore and notice how fun it is to work for local areas and its importance.
As a result, we were able to lead the project to the foundation of "Akita United children".

Foundation of Akita United Children.

We did not mention anything about starting up a group since we believed that it is only possible with the will of students.

By letting students know about the United Children before making a committee, we tried to make them aware of the group.

We first expected the "Committee of Local Area Development by Junior High and High School Students" to end with in the year 2012. So it was surprising to know that students wanted to work more for local area development by founding Akita United Children.

It is sure that the lecture and seminar held by the graduates of United Children played a large role for students to think in such way.

There are tremendous differences in students' motivation in starting up a new United Children between us suggesting them to startup the Unite Children on our own and students working on setting up the organization on their own.

So we tried to get them motivated toward starting the organization.

The most important feature of this program was to let the junior high and high school students to work on their own to experience the social development.

Adults can have a program for themselves at any time. It is important to develop next generation.

AKT Akita Television, 134,000 households viewable/ We were interviewed on the day of the program. Our activity was on-air for three minutes at the evening news.

Asahi Shinbun(Newspaper Company) 37,000 copies/ We were interviewed on the day of the program. There was an article about the program on the next day's newspaper. (1/6 of the page with picture.)

Akita Sakigake Shinbun(Akita's local newspaper company) 240,000 copies/ lecture was interviewed. There was a small article about the lecture on the next day's newspaper.



Award Category criteria

1

Strategic Plan

What were the main objectives of the program?

JCI Akita took actions with an aim of expanding Jaycee in the long term.

1. We focused on junior high and high school students.
2. We evoked students' will to help and work for the local society and supported their action.
3. We promoted students' "Positive Change" by letting them notice how important and great it is to support and work for a local society.

How does this program advance the plan of action of the Local Organization?

It is crucial for JCI Akita to increase the number of members in order to improve its movement.

Therefore, our committee has offered a chance for junior high and high school students to think about issues in a local community and try to work it out. It is because in order to develop future Jaycee, it is necessary for those who are going to work in the future to understand to significance of local development.

We let students to do everything basically on their own from planning to actual carry out. By supporting their regional development program to success, we make "Positive Change" within each of them. As a result, there will be more people from younger generation to actively participate in local development, which means that future Jaycee can be expanded.

How does this project advance the JCI Mission and Vision?

Promoting JCI Mission

JCI Akita created "Committee of Local Area Development by Junior High and High School Students". We succeeded in offering students to change positively by letting them work for local development on their own.

Promoting JCI Vision

JCI Akita supported students who are interested in local area development to create their network. Succeeded in creating a network of students and JCI Akita. JCI Akita has obtained a leading role in the area. Shared a recognition of JCI as a Top Global Network in the area.



Award Category criteria

2

Involvement of Local Board of Directors and Members

By number, how many members were involved? **6Members**

By percentage, how many members were involved in the program? **70%**

How many Local Board members were involved in the project? **25Members**



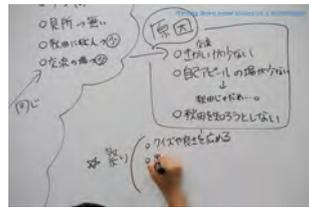
Award Category criteria

3

Methods of Implementation

<p>What methods and/or activities were used to grow and develop the Local Organization?</p>	<p>We organized "Committee of Local Area Development by Junior High and High School Students" for students from junior high and high school at actively participate in local area development and recruited students.</p> <p>-They first came up with kinds of ideas such as having a school festival at the area. Students did not fully understood the concept of "junior high and high school students realizing the situation of local areas" and "carry out a project to solve the issue".</p> <p>-We tried to make each student to have a responsibility on social development by keeping four things in mind which are "what do we want to do", "produce satisfaction within a society", "keep challenging", and "take in others and tell them our faith".</p> <p>-There were some students who keep saying "We can't do it," every time when new idea has come up. There were meetings that did not make any progress, and also meetings where everybody kept silent.</p> <p>-One of the graduates from United Children gave us an advice about the project. The advice encouraged students and we focused on one topic to solve, which is traditional foods in the local area. This progress made our confidence and hope come back again.</p> <p>-Students started to think of recipes using traditional foods. They tried again and again to serve the food in the best way and finally created the recipe. Then students started to look for ingredients they will use for the recipe by asking local companies and stores for support. President of the company understood and agreed with students' idea and supported them with 200 packs of ingredients.</p> <p>-Students improved their responsibility, relations with different kinds of people, and altruistic spirit through this project.</p>
<p>Which method/activity was the most effective in recruiting new members? Why?</p>	<p>Students have experienced how fun and important it is to work for social development through the program.</p> <p>To share the idea to other students at the similar age group, they established "Akita United Children" and spread the information to other students in their school.</p> <p>As a result, students who are willing to work for social development have increased.</p> <p>Even a teacher from a school where none of the members belongs to has asked about the United Children, which is the evidence for the increasing students who are interested in social development.</p>
<p>Which method/activity was the most</p>	<p>Changes and improvements in the members of JC who were not supportive toward the activity.</p> <p>By listening to the lecture of United Children,</p>

effective in developing current members? Why? members of JC noticed about the students' activeness and their no fear for failing, and it improved the members' consciousness about local area development. Also, those members who were not supportive toward the activities become more supportive.



Award Category criteria

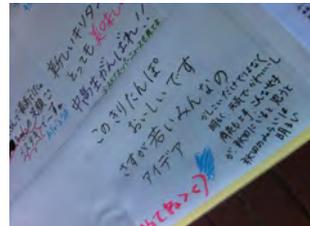
4

Results Achieved

By number, how many new members were recruited by this program? 0

Which objectives did the program achieve? JCI Akita was able to establish students' will to work for local area. We were also able to notify them about the importance of development and contribution to the local society. We promoted students' "Positive Charge" by making them realize how valuable their action is.

What was the most important outcome of this program? Students gained confidence that they can work for local development, and wanted to organize a place where they can continuously work on it. As a result, they established United Children, which can be considered as children's JC, in Akita.



Award Category criteria

5

Long-term Impact of the Program

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

United Children is an independent organization that they have established. This organization will expand a chance for junior high and high school students to join the local development. After having such an experience, they will join JCI after going out to the society as a new member and work for the movement of JCI. Also, there will be an organization that is similar to United Children from our community and expand the movement.

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

We must improve our "Advice for the Meeting Held Only by Children". It is because we faced situations such as our advice from an adult's point of view have stopped the meeting, and being unable to make their plans to come true. We must learn from the way the graduates from United Children support student without denying their opinion.



Picture taken on September 2013, United Children joined the environmental project of JCI Akita and had a booth for them to expand their members.