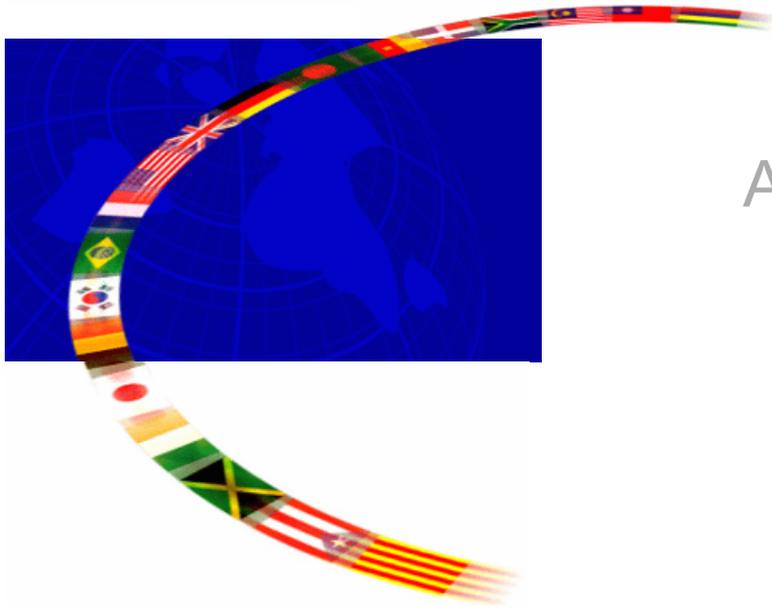




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## Awards Entry

2013 Jci World Congress  
"Creating disaster resilient city" by creating user-friendly system that people support community, and community support their people.  
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](mailto:yu-ai2@oregano.ocn.ne.jp);  
[secjic@mrh.biglobe.ne.jp](mailto:secjic@mrh.biglobe.ne.jp)

#### LOM Information

Local Organization:

President:

President Email: [shigenari@yamakin-gold.co.jp](mailto:shigenari@yamakin-gold.co.jp)

## Basic Information

Duration : Jul, 2012 ~ Sep, 2013

Staff : 56Members

Sponsors : Social Welfare Council of Osaka-city Cooperation: Suyntoryfoods co.,ltd.  
Dydo DRINCO co.,ltd.

Budget : US\$ 7,928

Profit / Loss : US\$ 1,345

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

Who is benefited ?:  
Citizens who have worked or are living in Osaka, 3.92 million people.  
(Population of Osaka City 2.67 million people. The working population of  
Osaka City 1.25 million people.)

Objective : Japan is disaster-prone country. We have many typhoons, earthquakes,  
and tsunamis. Doing something after the disaster is too late. To create an  
better community [Creating Disaster Resilient City], there should be some  
system which people can support their own community by themselves.

1) Individual Social Responsibility

As a community, let people know what they can do to prepare for the  
disaster, and encourage them to create positive change by having a sense  
of individual social responsibility.

2) Corporate Social Responsibility

Let companies know the importance of supporting their own community,  
and encourage them to create positive change by corporate social  
responsibility.

3) Easy-supporting-your-community system

Build a system which can support society sustainably, specially when we  
faced the disasters.

Overview : We created a system which can support our community sustainably by  
just buying daily product from the companies who cooperate with the  
donation, and the donated money goes to community to make community  
be better.

This system will be able to work for varied purpose of donation, secure  
universality, and the diffusive.

We will use drink VENDING MACHINES in order to collect donation.

We have 2,562,500 drink vending machines in Japan, and from those  
vending machines, there are 2,255,819,900,000 yen (about US\$22,558  
million) sales a year. Suppose one drink is 100yen (US\$1), vending  
machines are selling 22,558,199,000 vverage cans per year.

JCI Osaka think it is very important to create a system which people and  
company in the community can easily contribute to their community.  
Thus JCI Osaka came to the idea to use vending machine to create an  
system to collect donation which will be put back into the local  
community. 5 yen (about US\$0.05) per every purchase will go to the local  
community for the preparation of disaster. When this system is expanded  
to whole Japan, 112,790,995,000 yen (about US\$1,127,909,950) will be  
able to spend to community.

There are some good POINTs of this project, easy to participate, easy to  
contribute.

For citizens:

Highlight the individual duties that contribute to development within the

community. You don't have to change your life style or do something special to contribute to your community. When buying beverage, just choose the right vending machine which you can support your community.

For companies:

Develop an awareness of social responsibility that contribute to development within the community. Vending machines are provided from the beverage company for free. If you have will to cooperate to your community, all you have to do is to put the vending machine to your property and pay electric running cost, and profits goes to you and to community(US\$0.05 per drink).

The system detail:

1. US\$0.05 per drink goes to donation, and that money is collected by beverage company.
2. All the donation money through buying drink from vending machine goes to their own community.
3. you can check how each community uses the donation money via home page, and each community have to make an blog report how they used the donation money for.

\*This is very important. Many times, the people who donated have no opportunity to know how their donation money is used for. If you know HOW your money is used, it will encourage you to contribute more.

Results : This system enabled;

1. People to realize the importance of Individual responsibility and to easily contribute to community sustainably.
2. Company (even small-sized business) to aware the importance of supporting community and to start contribute to their community sustainably.
3. Company to have more profit because more people start to use donation type vending machine, so even if the company donated US\$0.05 per drink, their profit increased, which caused win-win result.
4. All the people, company, community to see how the donation money used via JCI Osaka website and each community blog website.

<http://www.osaka-jc.or.jp/sasaeai/index2.html>

The each donation money goes to each communities. Money was passed to each community social welfare council for first year.

Osaka city East Yodogawa social welfare council US\$238

Osaka city North social welfare council US\$238

Osaka city Minato social welfare council US\$243

Osaka city Sumiyoshi social welfare council US\$612

Osaka city Naniwa social welfare council US\$14

Actions Taken : 1. Meeting with beverage company. For the first year, we could be able to get cooperation from Suntory foods, which is the biggest beverage company in Japan. And also Dydo Drink, which is the biggest vending machine beverage company in Japan.

2. Exchange opinions with other organizations and community social welfare councils.

3. Design Image character for the project.

4. Start to collect company who can cooperate to this project, and held orientation meeting.

5. Demonstration of the donation vending beverage machine in JCI Osaka event witch had visitor of 80,000 citizens.

6. Hold 4 times of meeting with social welfare councils.

7. Donated to each social welfare councils.
8. Held a debriefing session with cooperating company, social welfare councils, and citizens.
9. Report the donation result via JCI Osaka website and community website.
10. Keep increasing company who can cooperate to settle vending machine to their property.

Recommendations : In order to make people donate as a habit and to create [disaster resilient city], we insist on the method which is sustainable, universalistic, and diffusive. The very important point of this project is to make people and company realize the importance of Individual and Corporate responsibility to community. And another important point is to make it easy to contribute to their community. And thus we came to the conclusion to use vending machines, which is integrated into Japanese everyday life.

We got the cooperation from Suntory foods which is the biggest beverage company in Japan and Dydo drinks which is the biggest beverage vending machine company.

We chose social welfare council as a counter partner. This council is public organization all over Japan (1920 councils in Japan) and once disaster happen, these councils play a coordinating role in each community, collecting information, donation money, volunteers. These councils used the donation money for rescue items for disaster relief and disaster volunteer raising cost. And you can see the way the money used on the website of JCI Osaka and social welfare council blog website.

<http://www.osaka-jc.or.jp/sasaeai/index2.html>

Coca Cola also step forward to cooperate to this project, and we will start with them too. We believe this system has great potential with using many things or everyday habit around us, like train pass or coin parking or supermarket purchase, and so on. If you have will to contribute to community, you can start it right away. This system enable everybody to be involve in your community easily.

## Award Category criteria

## 1

## Objectives, Planning, Finance and Execution

What were the objectives of this program? Japan is disaster-prone country. We have many typhoons, earthquakes, and tsunamis. Doing something after the disaster is too late. To create an better community [creating disaster resilient city], there should be some system which people can support their own community by themselves.

## 1) Individual Social Responsibility

As a community, let people know what they can do to prepare for the disaster, and encourage them to create positive change by having a sense of individual social responsibility.

## 2) Corporate Social Responsibility

Let companies know the importance of supporting their own community, and encourage them to create positive change by corporate social responsibility.

## 3) Easy-supporting-your-community system

Build a system which can support society sustainably, specially when we faced the disasters.

How does this program align to the JCI Plan of Action? The 2013 JCI Plan of Action includes concept of using personal development to create positive change by having a sense of individual social responsibility. We are responsible for our family, friends, business, and community, environment and future. This program create positive change by having a sense of Individual Social Responsibility and Corporate Social Responsibility.

Was the budget an effective guide for the financial management of the project? Settling the budget in advance, we could be able to accomplish our objective of the program effectively and in a low-cost with the cooperation of Santory foods co. ltd, and Dydo drink co, ltd..

How does this project advance the JCI Mission and Vision? **JCI MISSION**  
Through providing an opportunity for citizen to aware the importance of social responsibility and to act with their own will, we empower young people to create positive change.

**JCI VISSION**

Through this program, JCI Osaka has just started to create a global network of young active citizen by creating sustainable system for human beings to support each other easily with using something which can be daily routine application.



## Award Category criteria

## 2

## Community Impact

How did the Local Organization measure community impact for this project? We accomplished all the objectives we planned at the very beginning. We accomplished all the objectives we planned at the very beginning. Japan is disaster-prone country. We have many typhoons, earthquakes, and tsunamis. Doing something after the disaster is too late. To create an better community [creating disaster resilient city], there should be some system which people can support their own community by themselves.

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## 3) Easy-supporting-your-community system

Build a system which can support society sustainably, specially when we faced the disasters. Japan is disaster-prone country. We have many typhoons, earthquakes, and tsunamis. Doing something after the disaster is too late. To create an better community “creating disaster resilient city”, there should be some system which people can support their own community by themselves.

Describe the actual community impact produced by this project. By doing this project, we had to increase the understanding of community people why it is important to support each other in the community. And we also have to increase the understanding and awareness of the importance of the role of the community companies to agree to settle a donation type vending machine.

Regardless of the size of the companies and organizations, this system is easy and friendly to whoever want to support their community. In addition, the user had to use this project actively as an opportunity to support own community.

Key point of this program is you can participate this project without changing your lifestyle, all you have to do is to choose to buy your daily drinks from the donation type vending machine in your community.

Additionally, what this project highly acclaimed is we provide a website for community people where they can check how much donation and how those

donation is used for.

Also we have limited the usage of this donation to purchase [stockpile of disaster relief supplies], and to the training expenses for [disaster volunteer training], which is also evaluated large in the project.



### 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? **We placed the goal to respect and support of internationally proclaimed human rights. By having a sense of individual social responsibility, we could be able to provide safety to our community (from natural disaster)**

How did this project contribute to the promotion or implementation of the ten principles of CSR? **This program (system) is created in order to support you and your community by fulfill your social responsibilities. Supporting community, there should be 3 leading character, government, company, and citizen. JCI Osaka created a new system that these three necessary leading character can cooperate and support each other for all of their profit by fulfill your social responsibilities, and make it possible to provide safety to your community by yourselves.**



## Award Category criteria

## 4

## Results Achieved

- Which objectives did this program achieve?
- We could be able to accomplish all the objectives that we settled before we started the project.
- 1) Individual Social Responsibility  
Citizen can carry out their social responsibility to support community by not changing their lifestyle big, but by changing their daily habit to choose to buy drinks from the donation type vending machines. This program is hung up with easiness and sustainability.
  - 2) Corporate Social Responsibility  
This program made cooperative company easy to contribute to their community. What all these companies have to do is to settle this donation type vending machines to their own property. And the beverage company will calculate sales and donate US\$0.05 per drink to the community.
  - 3) Easy-supporting-your-community system  
Mentioned above, the important point of this program is we provide an opportunity for everybody to easily contribute to their community. If their is a WILL, there are way to contribute to your community easily and daily.
- What were the concrete results of the project?
- 1) We provide a system let everybody contribute easily to their community.
  - 2) Regardless of the size of your company, your company can contribute to your community easily.
  - 3) Beverage company is also aware importance of contributing to the community and supported this program. In addition, other beverage company came forward to start this system together.
  - 4) We collected US\$1,345 of donation from all the vending machines, and donated to each communities social welfare council.
  - 5) We could be able to create good cooperative framework of government, companies, and citizens (with companies, beverage companies, and social welfare council), and we will be able to expand this system more and more.



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We introduced the donation type vending machine to public facilities

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Award Category criteria

# 5

## Impact on Local Organization

How did the Local Organization benefit from running this project? **Structure cooperative framework**  
 We created good cooperative framework of government, companies, and citizens. This framework will be a big help for JCI Osaka to further JCI Mission in whatever different project we will do in the future.

**Value improvement of JCI**  
 We gain recognition of JCI and upgraded it's raison d'être to community. In evidence of our increased recognition, we could be able to have more than 250 new members this year.

How did the program advance the JCI Mission? **Through providing an opportunity for citizen to aware the importance of social responsibility and to act with their own will, we empower young people to create positive change.**

More you committed to this project, more you will be able to influence an impact to community. This program structured the cooperative framework which connect citizen, company, and government with the same vision and objectives of saving our own community by ourselves with their social responsibility. We are confident of being the global network of young active citizens.





Award Category criteria

6

Long-term Impact of the Program

What is the expected long-term impact of this project? We will be able to collect donation money continuously. This means we provided an opportunity for community people to continuously contribute to community. Thus, each community in Osaka city will be able to support their people and to prepare for disaster.

And when this system is expanded to whole Japan, we will be able to collect 112,790,995,000 yen (about US\$1,127,909,950) donation a year, continuously to our community.

What changes would you make to improve the results of this project? We can refer this system to many other methods, like subway ticket machine, coin parkings (parking pay through con machine), and Reward Cards. JCI Osaka made people notice the basic ideas of unlimited possibility to support each other in our community.

\*In Japan many things are mechanized, and there are many easy and assured way to collect donation money.



System of this project was published in the Journal Proceedings of the Social Welfare Council in each local community.



We will protect the result in the donation itself using.



We will be obliged to the cooperation of a lot of donations collected this year.



System of this project was published in the Journal Proceedings of the Social Welfare Council in each local community.

