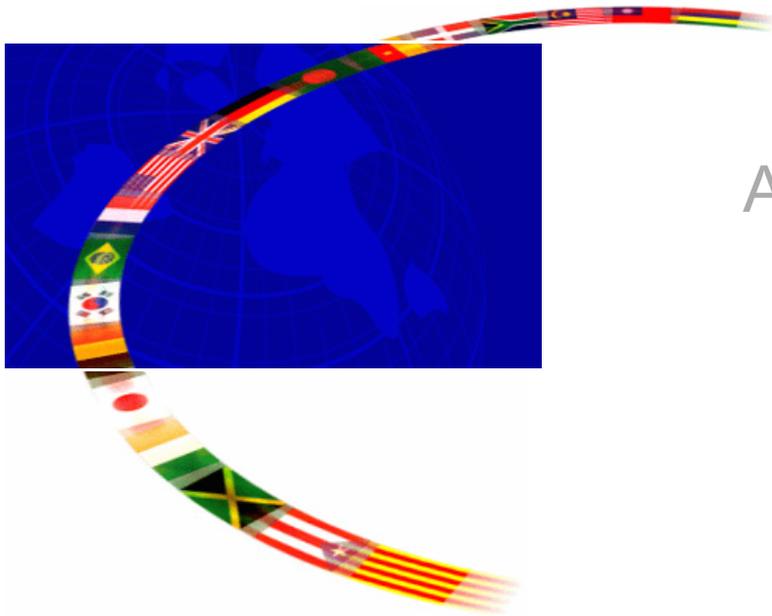




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2013 Jci World Congress
a Piece of Peace
JCI JAPAN
Best Local OMOIYARI Project



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: shigenari@yamakin-gold.co.jp

Basic Information

Duration : October 4th - 9th, 2012

Staff : 56 Members

Sponsors : National Osaka Graduate School of Intl Public Policy, Supporting Companies, past PCY Participant

Budget : \$106,722.00

Profit / Loss : None

In which UN MDG best fit (if apply) ? : Develop a global partnership for development

Who is benefited ? : College-level students that will evolve into the next-generation of world leaders.

Objective : The main objective of the program was to instill motivation to produce the following results:

1. [To accurately assess the global problems](#) and issues that require solutions
2. [To understand that people](#) see problems depending on circumstances and perspective.
3. [To look beyond](#) cultural, ethnic and national differences to form connections with people from around the world.
4. [To face challenges](#) with drive and passion.
5. [To take an active role](#), assume responsibilities, and perform their duties.

Overview : The main goal of the PCY(Peace Conference of Youth) is to instill participants with the motivation to take the decisive actions necessary for the realization of world peace.

It is a program designed to promote leadership qualities in college students from around the world so that they may find the solutions necessary for a lasting global peace.

Students selected from across the globe are gathered in Osaka, Japan to discuss world peace.

To better understand the concept of mutual understanding, the participants will have to find ways to go beyond the religious, national, and cultural issues that exist between them. They will instead have to work together to share ideas and principles of peace, gaining understanding the differing perspectives of others with compassion.

The theme of PCY2012 was ["a Piece of Peace"](#). The meaning of the theme is simple:

It says that all of us have a desire for world peace in our hearts.

Through compassion, we can come together to take action and make the world a more peaceful place.

For the PCY2012 program, we assigned students to work in groups to discuss and develop business plans based around a "Sustainable Development Mechanism" that if acted on, will lead to world peace.

PCY2012 was held based on the view that a ["Sustainable Development Mechanism"](#) is necessary for world peace, and if we work together, will implement them to create a better world.

[PROGRAM INITIATIVES]

1. [Recruit students from around the world](#) who exhibit leadership qualities with the potential to lead the next generation of society.

2. Provide an opportunity to learn about world peace.
3. Provide an environment where students from around the globe can discuss and share values, ideas, and experiences in order to achieve world peace.
4. Provide an opportunity for students to gain compassion and understanding for the different perspectives that each possess to further the chances of world peace.
5. Provide an environment where a plan of action can be created to achieve a lasting world peace.
6. Provide an opportunity for the students to take initiative and form a commitment to see their business plans put into action for the sake of world peace.

(*see images of schedule for more details)

[Post-Program Investigation and Support]

1. Conduct a survey to investigate the positive changes on student participants.
2. Create a social network for the purpose of information sharing among student participants.
3. Establish a support group for businesses to continue to support student participants in the future.
4. The PCY2012 program included the participation of ;
14 International students
10 Domestic students
Total 24 students

Results : After the conclusion of the project, JCI Osaka conducted a questionnaire with the participants for further analysis:

The results were as follows:

[Q1] Have any of your perspectives changed or strengthened because of your participation in PCY 2012? Please mark all that apply:

Responses:

- Opinion regarding other countries (83%)
- Approach to communication (48%)
- Way to approach teamwork (42%)

[Q2] Please write some specifics about your answers from above.

Responses:

- "I realized that the spread of trust is the foundation for positive global relations and world peace"
- "I realized that attitude and a willingness to take collaborative action is not enough. Real action is necessary."
- "Because of PCY2012, I was able to better understand the opinions of the global community through the other participants"
- "Self motivation and planning are important before taking action."

[Q3] Has there been a change that will affect how you will behave in the future?

Responses:

- "I think it is easier to accept different values when there are real people and relationships involved. It is an attitude that will strongly influence my dreams of world peace in the future."

- "The PCY experience instilled a curiosity and confidence in me. It makes me want to continue to grow."
- "I now have a new way of thinking about collaboration. In the future, I will work with others on a case-by-case basis. Roles in groups are important, and it is important that we fulfill each role properly."

[Q4] How will you utilize the ideas and plans you developed as part of your team in the future?

Responses:

- Through implementing the business plan, finding shared values, and by forming strong bonds.
- I will continue to be actively engaged in realizing the plan for the future.
- Raise awareness through the utilization of brochures, social network technologies and university bulletin boards.
- Create a business plan with peers and take action so that maximum awareness can be achieved.

[Q5] Please give us your comments on PCY2012

Responses:

- Through the serious discussions about peace with the students from other countries, there is a real enthusiasm that exists. It was a very valuable experience. I was also able to identify the inadequacy of my skills, and to discover the true meaning of "development" and "peace" through learning about others and constructive debate.
Because of the PCY, I plan to develop my knowledge and skills on an ongoing basis. I will look back on PCY as a time where I learned a lot, and will continue to take an active role in achieving a global peace.

Actions Taken : All of planning and preparation for PCY have taken by JCI osaka with a lot fo supports of supporters.

It is the "PCY";

- Be held with students from all over the world
- They met in PCY and stay together for a week in osaka
- They have to create their Action Plan(business plan) for world peace in this program

We, JCI osaka have taken actions to make the purpose true.

[General Actions by staff]

- Oct, 2011
Beginning planning for PCY 2012
Research and investigation
- Jan, 2012
Selection of JCI osaka members for PCY, PCY 2012 Staff meeting
- Feb, 2012
Staff meeting for PCY Theme
- Mar, 2012
Beginning of relation building with partner organizations
- Apr, 2012
Facilitator training for 2012 PCY Staff and past PCY Staff
- May, 2012

- Determined Application guidelines
- o Jun, 2012
 - Call for student participation
 - Select and decide Facilities
- o Jul, 2012
 - Selection for domestic students
- o Aug, 2012
 - Selection for International students
 - Held seminar for domestic students
 - Participation final selections
 - Decide all program schedule and details
- o Sep, 2012
 - Action plan preparation with JCI osaka and domestic students
- o Oct, 2012
 - PCY 2012 Start
- o Nov, 2012
 - After-project activities (still continueing)

[Actions by staff during PCY2012 program]

- o PCY Students picked up from the airport
- o Orientation
- o Welcome party
- o Mutual understanding and peace recognition Program (Value Rediscovery Program)
- o Group work
- o PCY Main Forum
- o Farewell Party
- o Take students to the airport for return home

(*see images of schedule for more details)

Recommendations : [Important points for the program like PCY]

- o Due to the scope of the theme, a lively discussion was elicited from the student participants. The scope of the theme requires special consideration. When the scope is too limited, ideas can be constrained, whereas if it is too large, the discussion will not be focused enough.
- o The support of PCY participants from the prior year was very important. They helped current year PCY participants by sharing PCY experiences and providing them with motivation.
- o The process of planning was important for both the business plans created by the students, the presentation of the plans to JCI Osaka members and citizens. With the presentation being a main requirement of the program, the students had to be determined and prepared to make the presentations to the audience. When the efforts of the students were combined with the presentation in front of the local citizens, it created a circle of support that can continue to perpetuated. All members will continue to be eager to work for a lasting world peace, and can continually find inspiration from fellow JCI Osaka members.

[Evaluations for PCY2012]

- o Business plans devised by the PCY participants were submitted for evaluation in a Business Social Innovation contest overseas. One student volunteered an entry and received second place recognition for the "Social Business Accelerator" award hosted by "One Young World" on October 18th, 2012.

The entry was for the "Hopkit Project".

A video link for the project can be found at: "[Hopkit](#)"

The above project was a creation by a PCY2012 participant group as an idea for a "Sustainable Development Mechanism".

- The current plan is to continue PCY next year with the theme of "Education and Poverty" that students decided upon.
- PCY received the Exercise Promotion Award at the Local Chapter General Convention.

Award Category criteria

1

Objectives, Planning, Finance and Execution

What were the objectives of this program?

The PCY program targets young people from around the globe, with the goal of developing the next generation of leaders.

The program seeks those with the motivation and decisiveness needed to lead the world into a prosperous future.

1. To identify the urgent issues and problems the world faces.
2. To investigate problems from a critical point of view with the consideration of multiple perspectives.
3. To overcome the boundaries in culture and values to discover mutual respect and understanding.
4. To take on difficult challenges with passion and focus.
5. To find a role and perform effectively in a team-based environment.

JCI Osaka aims to instill the next generation of leaders with the importance of world peace, with an emphasis on taking action to tackle the issues that will lead to a better world.

How does this program align to the JCI Plan of Action?

The PCY Program aligns with the JCI Plan of Action as follows:

- A. The main purpose of the PCY Program is for the development of the next generation of leaders, a main goal for JCI.
- B. As leaders of the next generation, PCY members can continue to spread awareness and educate others for the realization of a lasting world peace.
- C. The goals and message of the PCY Program are aligned with the three pillars of the OMOIYARI movement.
 1. Mutual Understanding
Students are introduced to counterparts from different countries, cultures, and religious backgrounds, leading to a heightened sensitivity for diversity and mutual understanding.
 2. Compassion
The program provides participants with the opportunity to learn about the continuing problems of hunger and poverty. Through discussion and planning, they can take the action needed to solve and prevent the suffering that the problems cause.

3. A Sense of Duty PCY promotes the importance of education, planning, and the responsibility for following through.

Was the budget an effective guide for the financial management of the project?

The budget was an integral guide for financial management throughout the entirety of the PCY project.

Using the PCY program budget on previous years as a baseline, analysis concluded that spending efficiencies could be further refined.

Spreading the awareness of the PCY program was placed as a priority in the budget, with **43.4%** of spending planned for publishing the opening report and student business plans in a famous business magazine, and also for the PCY main forum.

The remaining budget was allocated for student PCY participant accommodations and related costs.

During the execution of the budget, sponsors bore the costs associated with the planned publishing expenses.

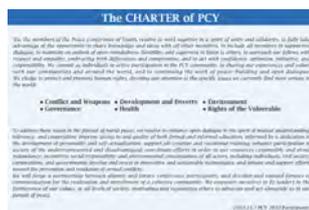
How does this project advance the JCI Mission and Vision?

The PCY program was developed from the ground up to promote the JCI vision for the achievement of a lasting world peace.

One of the main foundations of the project is for the development of the next generation of leaders, and to give them the opportunity to take action to solve global problems. With the business plan presentations at the PCY2012 Main Forum, students were able to share business plans that forward the vision of world peace.

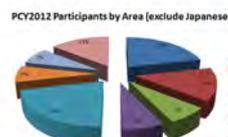
With each audience member engaged in the presentation, awareness for the JCI vision was increased.

The influence of JCI will continue to be enhanced through each PCY, and each PCY member.



PCY2012 Participants (include Japanese)

Nationally	participant	Area	participant
Croatia	1		
Croatia	1	Europe	3
Macrodoria	1		
Canada	1	North America	2
USA	1		
Guatemala	1	Central America	1
Argentina	1	South America	1
Iran	1		
Iran	1	Middle East	3
Morocco	1	Africa	1
Russia	1	Europe	1
Kazakhstan	1	Asia	2
Vietnam	1	Asia	10
Japan	18	East Asia	18
	24	Total	24



PCY2012 SCHEDULE 1			
Time	Activity	Resource	Location
7:00			
8:00	Assembly	Assembly	Assembly
8:30	Assembly	Assembly	Assembly
9:00	Assembly	Assembly	Assembly
9:30	Assembly	Assembly	Assembly
10:00	Assembly	Assembly	Assembly
10:30	Assembly	Assembly	Assembly
11:00	Assembly	Assembly	Assembly
11:30	Assembly	Assembly	Assembly
12:00	Assembly	Assembly	Assembly
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21:00	Assembly	Assembly	Assembly
21:30	Assembly	Assembly	Assembly
22:00	Assembly	Assembly	Assembly
22:30	Assembly	Assembly	Assembly
23:00	Assembly	Assembly	Assembly

PCY2012 SCHEDULE 2			
Time	Activity	Resource	Location
7:00			
8:00	Assembly	Assembly	Assembly
8:30	Assembly	Assembly	Assembly
9:00	Assembly	Assembly	Assembly
9:30	Assembly	Assembly	Assembly
10:00	Assembly	Assembly	Assembly
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21:30	Assembly	Assembly	Assembly
22:00	Assembly	Assembly	Assembly
22:30	Assembly	Assembly	Assembly
23:00	Assembly	Assembly	Assembly

Award Category criteria

2

Cooperation for the Sake of World Peace

How did this project extend the presence of peace in your community?

This project extended the presence of peace in our community:

[Initial Actions]

***By recruiting students

- 56 JCI members were recruited to staff, and learned about the issues relating to world peace.
- Universities and volunteer organizations were informed about the PCY.
- 30 domestic students learned about world peace with 82 members.
- Entry Candidates, Domestic : 60 students Overseas : 50 students
(Entry Requirements: Essay, official transcript, and academic recommendation)
- ***By recruiting supporting companies -56 staffs recruited supporting companies with approval for PCY2012 policy.
- Corporate Support : 12 organizations

[PCY program]

By the development of participants, we expanded it. Achieved through two educational components:

***The Value Rediscovery Program:

- The relationship between daily actions and their global effect.
- Local activity can have global influence.
- Shared purpose to realize lasting world peace.
- Taking action for realizing a lasting world peace.

***Group Work:

- Impediments to peace were identified by participants.
- Created a business plan for a “Sustainable Development Mechanism” that can lead to world peace.

[Main Forum]

- The PCY2012 Main Forum gave opportunities for citizens to take action for world peace.
- A Lecture was given emphasizing the importance of following through on actions for world peace.
 - Business plans were presented.

[PCY2012 Support System]

The new Support System is for accepting help from outside entities. Aid can be accepted in the form of manpower, experience, and financial help. All who attended forum were informed of the new system and encouraged to utilize it in when supporting PCY in the future.

[Magazine]

A famous business magazine printed PCY2012 business plans and solicited further funding. The magazine was available in every Shinkansen executive seat.

How was cooperation used to promote peace?

The successful execution of the PCY2012 action plan was made possible due to the cooperation from the following groups:

1. Universities and volunteer organizations provided publicity for PCY and recommended students for the candidate selection process.
2. Previous year PCY members helped greatly through sharing their experience, greatly enhancing the efficiency of the planning process and the best practices in communicating the concepts of world peace.
3. Active community members also cooperated through volunteering, spreading information about PCY, and through local newspaper publicity.
4. For the first time in a history of the program, PCY garnered the support of multiple corporate sponsors.

Through their generosity, they greatly aided the young participants in their quest for finding the solutions that will lead to world peace. Corporate sponsor cooperation resulted in \$11,111 in financial support from 12 companies.

A portion of the funds were utilized to publish PCY business plans created by the student participants in a famous local business magazine.



PCY2012 Value Re-Discovery Program
Learn about the obstacles to peace that exist in the world, and how to recognize how each person is affected by it.



Group Work
Participant groups created plans and discussed ways to create a "Sustainable Development Mechanism" that could lead to world peace. After each group was finished planning, the students and JCI Osaka staff voted on and evaluated the points of each group's plan of action.



PCY2012 material published in a business magazine



A sample from the PCY 2012 article



Award Category criteria

3

Community Impact

What was the intended community impact? To develop exceptional students from our community into leaders of the next generation who will be actively work towards world peace.

JCI Osaka and PCY members intended to impact the community in the following ways.

- Instill an interest in community members to learn more about world peace.
- For interest can grow into action, as community members implement ideas that move towards world peace.
- PCY members can act on their ideas for a "Sustainable Development Mechanism" so that anyone in their local communities can participate in the realization of world peace.

Describe the actual community impact produced by this project. After the conclusion of the PCY Program, the following results were observed:

1. Improved understanding of the relationship between poverty and education.
2. JCI Osaka concluded that a support system was necessary to help spread awareness.
3. JCI Osaka made the ordinary citizens recognize that they could act in the name of world peace.
4. The support system provided an opportunity for more people to participate.
5. Citizens became self motivated in taking action to find solutions to the problems that impede world peace, independently from JCI Osaka.

The impact in the community were observed as follows:

[During the PCY Program]

- Students designed a business plan to achieve a "Sustainable Development Mechanism" that will lead to world peace.
- A Support system was initiated to solicit assistance from businesses and volunteers for the program.

[Post Project Observations]

- The PCY Member-designed "Hopkit" project was initiated to solve the problem of poverty

through education.

[[Project "Hopkit" information]]

See image below for details.

The following project was a creation by a PCY2012 participant group as an idea for a "Sustainable Development Mechanism".

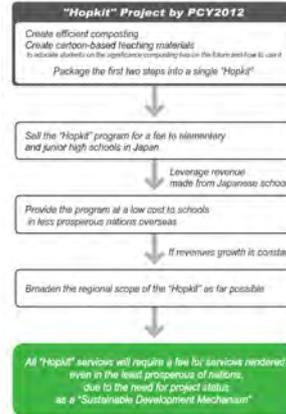
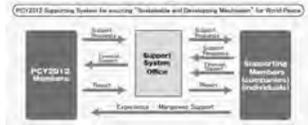
A video link for the project "Hopkit" can be found at: ["Hopkit"](#)



A PCY2012 Main Forum Poster



PCY2012 Main Forum



Award Category criteria

4

Impact on Local Organization

How did the Local Organization benefit from running this project?

1. The Local Organization benefited greatly from the new relationships formed with volunteer organizations and universities throughout the project. Through coordination with JCI Osaka members, the relationship should stay strong well into the future.
2. Through participation in the PCY program, students learned about the OMOIYARI philosophy by creating sustainable business plans aimed at promoting world peace.
3. Awareness of the JCI Osaka organization and the PCY program were raised through publicity in a local business magazine. With a print of 15 million copies, the community was introduced to the goals of PCY and the concepts relating to world peace, a great benefit to JCI Osaka.
4. JCI Osaka members were thoroughly educated in the concepts of OMOIYARI and the philosophy of Jaycee during the preparation of the PCY Program. In executing the program, all of the philosophies and practices of JCI were put to practical, real-world use.

How did the program advance the JCI Mission?

[For students]

Through the training the next generation of leadership, the program advance the JCI Mission.

- Top-tier students were educated about the OMOIYARI spirit and the JCI Philosophy.
- By participating in the PCY Program, the students were given an opportunity to practice what they had learned, walking the path to become the next generation of leaders.
- Through discussion and sharing of cultures, values, and stories about their lives, each PCY member strengthened their concept of mutual understanding.
- Compassion was cultivated as students realized the influence and responsibilities they possessed.
- Problem solving and planning processes were made to be as inclusive to local citizens as possible.

[For citizens]

PCY2012 was conducted to present opportunities to the citizens.

- The conference was an opportunity to engage people previously indifferent to the concept of peace, and educate them in the concepts surrounding peace.
- PCY2012 gave the public opportunities to take action for peace by participating in the business plans created and presented by the PCY members.



PCY Seminar for domestic students 82 JCI Osaka members & 30 domestic students learned about world peace and PCY.



PCY2012 Welcome Night
PCY2012 Welcome Night was held to serve as an ice-breaker for students. Students tried Japanese drum performance.



PCY2012 Committee members
56 committee members were responsible for students participation, discussion, and advice. PCY2012 Student participants were encouraged to be proactive.



PCY2012 Closing Ceremony
After much debating and hard work, the participants confirmed their friendship to each other and a lifetime movement towards world peace. For taking part in the program, participants received PCY2012 diplomas from JCI Osaka on completion.

Award Category criteria

5

Long-term Impact of the Program

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

The purpose of the PCY Program is to cultivate the next generation of leaders so they have the skills necessary to create a lasting world peace. The expected long-term impact of the program is as follows:

- Because of their participation, PCY members will continue to act with the goal of a lasting world peace.
JCI Osaka members who took part in PCY will utilize their personal network to take action and educate others with the aim of world peace.
- All participants in PCY will continue to use the notions of compassion and mutual understanding throughout their lives.
- The vision and philosophy of JCI will be perpetuated into local communities by putting PCY member business plans into action.

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

For the eternal world peace, PCY has to exist as an Organization.

We must continue to take actions in order to extend our policy in the following ways;

1. Continue to spread awareness of PCY among young people, and inform them of how to participate in the program.
2. Continue to refine the Support System to accept aid from local citizens and corporations in the most efficient way possible.
3. Create a system for PCY participants to stay in touch with each other and keep track of their actions beyond university.
4. A process should be designed for non-selected candidates so that they can cooperate with PCY members in the execution of business plans.
5. PCY should eventually evolve into an independent, self-sustaining program, separate from JCI Osaka. It must be the systems to aid in the self-reliance of the program will continue to be developed.

With these improvements, the PCY program will be in its most effective state, it must be dynamic and continue to be refined and improved.

"Hopkit" Project Presentation by students



PCY 2012



PCY2012 Field Work
 In order to reaffirm the links that Japan shares with the world in everyday life, a half-day of fieldwork was conducted. Students learned about connections during a planned stroll through the city of Osaka.



Brainstorming for peace



"a Piece of Peace" to the world from PCY2012