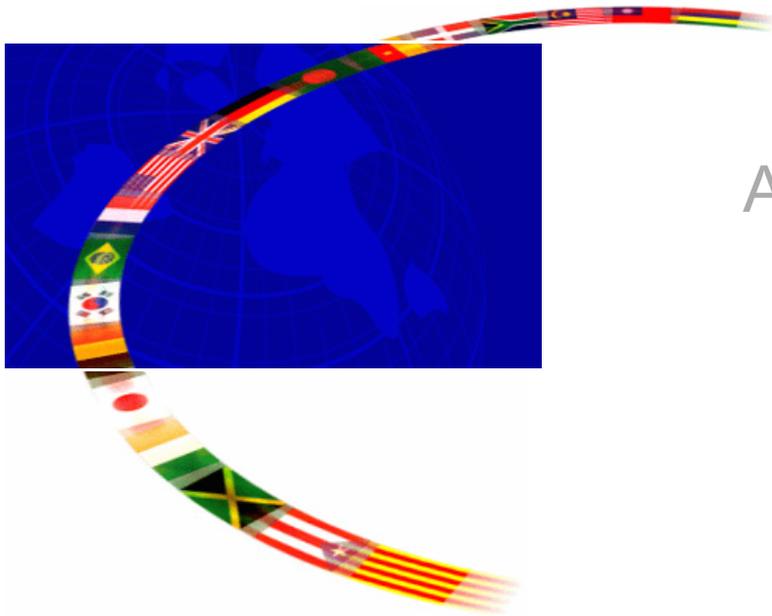




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## Awards Entry

2013 Jci World Congress  
Mr Obata : CHANGE!  
JCI JAPAN  
Most Outstanding National President



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

#### Entry Information

Award Program:

Category:

#### NOM Information

National Organization:

National President:



Kosuke Obata

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#### LOM Information

Local Organization:

President:

President Email: [info@akitajc.jp](mailto:info@akitajc.jp)

### Basic Information

Duration : January 1 - December 31, 2013

Staff : 27 members

Sponsors : NONE

Budget : NONE

Profit / Loss : NONE

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

Who is benefited ? : He works for all of those who live in Japan, which number is 128 million, and 37,795 members of JCI Japan.

Objective : As the JCI Japan National President, he has acted with THREE goals.

1. To make a chance of becoming a pioneer of a new era for all Japanese.
2. To deepen the connection among Japanese.
3. To contribute to the World Peace to last forever at the same time.

The following five are the goals that must be obtained in order to reach the three objectives.

1. Make a proposal about what ideal Japan is.
2. Develop local leaders who are able to predict the future.
3. Promote a private diplomacy that aims for the everlasting World Peace.
4. Establish the organization that is able to meet the expectations of the society.
5. Reconstruction of Japan from the local level.

Overview : 1. He made a proposal about what ideal Japan is.

- A. To obtain this goal, he established five committees
- B. He made opportunities for all members and Japanese citizens to become more conscious about the following issues.
  - (1) Constitutional Issues
  - (2) Territorial/Territorial Waters Issues
  - (3) Energy Issues in Japan
  - (4) TPP (Trans Pacific Partnership) Issues
  - (5) Recovery from the damage of the Great East Japan Earthquake
  - (6) Construction of the political choice by the policy standard
- C. JCI Japan has deepened its relationship with Diet members and relevant ministries and agencies, making a political proposal.
- D. JCI Japan held Summer Conference 2013 for two days in order to share its activities with general public and members. Approximately 25,000 people have come, and 9,882 were the members of JCI Japan.

2. He developed local leaders who are able to predict the future.
  - A. He established nine committees to achieve this goal.
  - B. He held a forum to promote the recovery of the area and people from the damage of the Great East Japan Earthquake, and also held a memorial service for them. 580 non-member participants and 3,580 member participants.
  - C. JCI Japan held a school 22 times to develop regional producers with a total of 660 participants.
  - D. JCI Japan held a school six times for members to develop leaders of local companies with a total of 180 participants.
  - E. JCI Japan looked for young people who are doing outstanding works in local communities and gave them an award, promoting their action all over Japan and helping them to expand their work. (TOYP of Japan)
  - F. He held seminars at 54 Blocs of JCI Japan in order to get more people joining JCI Japan. By September 2013, 1,531 people have joined JCI Japan.
  - G. He held meetings at 48 Blocs with LOM Presidents and held a lecture at 27 of those places.
  - H. JCI Japan has worked to raise the percentage of people voting in order to get more citizens' participation in politics.

3. He promoted a private diplomacy that aims for the everlasting World Peace.

A. He established six committees to achieve this goal.

B. He attended all of the JCI meetings in 2013.

January 7-13/JCI January Executive Committee/Board Meeting

May 1-4/JCI Conference of the Americas

May 8-11/JCI Africa and the Middle East Area Conference

May 29- June 1/JCI European Conference

June 13-16/JCI Asia Pacific Area Conference

July 22-23/JCI Midyear Executive Committee Meeting

July 24-27/JCI Global Partnership Summit

November 4-9/JCI World Congress Taipei(scheduled)

C. Officers and appointees sent from JCI Japan to JCI in 2013:

JCI Vice President:Mr. Kazutaka Amaki

JCI Committee Chairman: Mr. Keita Endo

Special Assistant to the President (for sponsorship):Yuichiro Nakagawa

Special Assistant to the President (for sponsorship):Masahiro Noguchi

Special Assistant to the President (for sponsorship):Hidehiro Kimura

Special Assistant to the President (for sponsorship):Yamato Inoue

D. He encouraged JCI Japan members to actively participate in JCI meetings.

Asia Pacific Area Conference enrollment: 2,501 members

Global Partnership Summit enrollment: 70 members

4. He established the organization that is able to meet the expectations of the society.

A. He made three committees to achieve this goal.

B. He presented his plan to the approximately 10,000 participants at the 2013 JCI Japan Kyoto Convention in January.

C. He used the following media to promote more about JCI Japan. (1) JCI Japan's official website (2) Facebook (3) JCI Japan's monthly printed magazine, "We Believe" (4) Press releases (5) Newspapers (6) E-mails (7) Radio (8) Flyers (9) Yokohama Aurora Vision

D. He changed the system of sending information from post office to local organizations to uploading them on the website of JCI Japan for them to download. This did not only improve the information communication, but also lowered the cost of sending information.

5. Recovery of Japan from the local level.

A. He established eight committees to achieve this goal.

B. He supported disaster area from the Great East Japan Earthquake continuously.

C. JCI Japan held the convention of recovery from the Great East Japan Earthquake, sending messages for Japan's recovery in the future.

D. JCI Japan held a school for six times to develop local producers with a total of 110 participants.

E. JCI Japan awarded outstanding projects by Local Organization Members at JCI Japan Awards Ceremony. The information of the projects is put on the website.

F. JCI Japan strengthened an investigation into social stock and the cooperation with the affiliate in the area.

Results : 1. He made a proposal about what ideal Japan is.

A. He established five committees to achieve this goal.

B. He made opportunities for all members and Japanese to learn more about the following six issues.

(1) Constitutional Issue

JCI Japan has worked under his strong leadership, holding town meetings at 47 places in Japan with a total of 13,212 participants.

(2) Territorial/Territorial Waters Issue

Under his great leadership, JCI Japan taught members and citizens to recognize themselves that they all have a right to think and speak out as a citizen of Japan. JCI Japan also held a "Territorial and Territorial Waters Recognition Program" to young generation, teaching basic knowledge

about Japanese Territory and Territorial Waters and its importance.

(3) Energy Issues

He worked to establish the policy for the safe and secure energy, and also to establish energy literacy.

“Japanese Energy Choice Forum” was held at SUMMER CONFERENCE 2013 by him.

He also held a seminar to think about the energy issue for 14 times at each prefectures.

(4) TPP (Trans Pacific Partnership) Issues

He established national strategy and business strategy from an economical aspect that can lead the global society.

“Global Economic Strategy Forum” was held at SUMMER CONFERENCE 2013 with an approximate participant of 2,000.

(5) Recovery from the damage of the Great East Japan Earthquake  
Based on “Guide for a Recovery from the Great East Japan Earthquake,” he supported the people in the devastated area for eight times. He also held a “Smile Design Project” to get children at the area to join the activities of Local Organization Members.

(6) Construction of the political choice by the policy standard

To let people know more about the political choice by the policy standard, he opened a website that compares the policies of those who are going to be a candidate.

2. Develop local leaders who are able to predict the future.

A. He established 9 committees to achieve this goal.

He promoted the recovery of the devastated area and people from the damage of the Great East Japan Earthquake by hosting the forum, and also held a memorial service for those who live in the area. There were 580 non-member participants and 3,580 member participants.

C. JCI Japan held a lecture for 22 times to develop regional producers with a total of 660 participants.

D. JCI Japan had an open lecture six times for members to develop leaders of local companies with a total of 180 participants.

E. JCI Japan searched for young generations who are having remarkable works in local communities and awarded them, which is to promote their action all over Japan and helping them to expand their work. (TOYP of Japan)

F. He held seminars at 54 Blocs of JCI Japan in order to get more people joining JCI Japan. By September 2013, 1,531 people have joined JCI Japan.

G. He held meetings at 48 Blocs with LOM Presidents and held a lecture at 27 of those places.

H. JCI Japan has worked to raise the percentage of people voting in order to get more citizens' participation in politics.

On July 21st, there were open discussion which gives weight to the manifest of each party at the Upper House election. The voting rate for the Upper House election was 52.61%.

3. Promoted a private diplomacy that aims for the everlasting World Peace.

A. He participated in the following meetings.

January 7-13, 2013 - JCI JEM/JBM

May 1-4, 2013 - JCI Conference of the Americas

May 8-11, 2013 - JCI Africa and the Middle East Area Conference

May 29-June 1, 2013 - JCI European Conference

June 13-16, 2013 - JCI Asia Pacific Area Conference

July 22-23, 2013 JCI MYE

July 24-27, 2013 JCI Global Partnership Summit

November 4-9, 2013 JCI World Convention(Scheduling)

B. JCI Japan has appointed following board member and the assigned staffs.

JCI Vice President: Mr. Kazutaka Amaki

JCI Committee Chairman: Mr. Keita Endo

6 other appointed personnel

- C. He encouraged the members in Japan to participate in meetings, 2501 registered for the convention in Asia Pacific region, and 70 registered for Global Partnership Summit
- D. JCI Japan held a Japan Night in order to have an international and personal interaction at the Asia Pacific Area Conference, running 65 booths. There were 280 participants and 150 of them were from overseas.
- F. JCI Japan has gathered candidates of the president of National Organization Member to have a JCI ACADEMY COMMISSION at Fukuyama, Hiroshima with a participation of 65 delegates from abroad and 99 delegates from Japan. It was a great chance to learn, discern, and expand the network within and out of country.
- G. JCI Japan has promoted the Nothing But Nets campaign, collecting ¥11,203 at the point of September 9th. The money was used to donate mosquito nets to prevent malaria.
- H. He has attended to the New Year ceremonies at the Inaugural Conventions held at the following four Asia Pacific National Organizations: JCI Taiwan, JCI Macao, JCI Hong Kong, and JCI Cambodia. He also attended the National Conventions held at all of the six national organizations from the Asia Pacific area: JCI Taiwan, JCI Hong Kong, JCI Mongolia, JCI Cambodia, JCI Macao, and JCI South Korea
- I. He has donated 100 thousand US dollars to the JCI and got the honor of David Chua-Unsu Patron.
- J. JCI Japan held the "Russia Mission Program" for college students which has been continuing as a part of private diplomacy, aiming to develop a leaders of the next generation who will contribute to the understanding and peace between Russia and Japan.

4. He established the organization that is able to meet the expectations of the society.

- A. He made three committees to achieve this goal.
- B. He presented his plan to the approximately 10,000 participants at the 2013 JCI Japan Kyoto Convention in January.
- C. He used the following media to promote more about JCI Japan. (1) JCI Japan's official website (2) Facebook (3) JCI Japan's monthly printed magazine, "We Believe" (4) Press releases (5) Newspapers (6) E-mails (7) Radio (8) Flyers (9) Yokohama Aurora Vision
- D. He changed the system of sending information from post office to local organizations to uploading them on the website of JCI Japan for them to download. This did not only improve the information communication, but also lowered the cost of sending information.

5. Recovery of Japan from the local level.

- A. He established eight committees to achieve this goal.
- B. He supported disaster area from the Great East Japan Earthquake continuously, visiting six of the LOM.
- C. JCI Japan held the convention of recovery from the Great East Japan Earthquake, sending messages for Japan's recovery in the future. He held a forum at Sendai, Miyagi inviting the Minister of Reconstruction to suggest the vision of recovering Japan in the future with 3,000 participants.
- D. JCI Japan held a school for six times to develop local producers with a total of 110 participants.
- E. JCI Japan awarded outstanding projects by Local Organization Members at JCI Japan Awards Ceremony. The information of the projects is put on the website.
- F. JCI Japan strengthened an investigation into social stock and the cooperation with the affiliate in the area. Also JCI Japan opened a market twice to promote the appealing parts of local areas. 400 booths and 25 thousand people, 10 thousand were general public.

Actions Taken : He participated in the following projects.

January:

New Year Convention in Asia regions (Taiwan, Hong Kong and Macao)

JCI JAPAN New Year Convention (Kyoto)

JCI JEM/JBM

February:

Board of Directors meetings (7 locations)

March:

Board of Directors meetings (17 locations)

JCI Japan Great earthquake disaster revival & creation forum

April:

Board of Directors meetings (17 locations)

May:

JCI Conference of the Americas

JCI Africa and the Middle East Area Conference

Board of Directors meetings (7 locations)

June:

JCI European Conference

JCI Asia Pacific Area Conference

July:

JCI ACADEMY

JCI MYE

JCI Global Partnership Summit

SUMMER CONFERENCE 2013

September:

Russia Mission (the Russia Youth Mission in Russia)

Japanese version of TOYP

October:

JCI JAPAN National Convention

Recommendations : He was able to get results from this year's three basic rules that he has set to himself. His project succeeded in making concrete results which have contributed in notifying JCI Japan and 698 LOM within the country to the people and media.

People got closer and recognized the importance of being with and helping each other as a result of five projects.

Developing local leaders who can predict what is going to happen in the future and the private diplomacy for the world peace are some of the most outstanding progress of this year's Focus JCI Japan.

He also has succeeded in strongly promoting the recovery of devastated area of the Great East Japan Earthquake and empowering Japan from its local level.

JCI Japan believe that it is very important to put a large effort on these projects in the future.

National President Ikawa has interviewed Japanese Prime Minister Shinzo Abe for JCI Japan's monthly magazine. He talked on topics that relates to JCI Japan's 2013 theme.

- Suggestion of quick revival from the Great East Japan Earthquake Disaster.

- Suggestion of Constitution draft

- National President Ikawa promised to work on issues in Japan as a young generation.

JCI Japan members across the country read his interviews and gained a full understanding of the various activities conducted by JCI Japan.

The interview was focused on relevant information on the campaigns and activities that JCI Japan conducted.

Another point that must be mentioned is that interviewees were all professionals with deep knowledge and experience on each topic, and the technical views and opinions they provided allowed readers to gain an excellent understanding of the topics that has been covered.

## Award Category criteria

## 1

## Administration

Did this National President achieve 100% Efficiency?

Yes. He has worked to achieve 100% of his goals without compromising.

How did this National President effectively administer the organization?

He established following three committees with an independent status to supervise implementation of projects by each other.

1. Financial Examination and Inspection Committee which is focused on financial matters.
2. Constitution/Bylaws and Compliance Enforcement Committee which deals with compliance management.
3. Committee to Support Acquisition of Public Interest Corporation Status by the Local Organizations.

With the help of Taiju Research Institute, Inc. (a nonprofit policy recommendation organization that is not affiliated with any political party) he evaluates all projects that has been carried out by each committees.



## Award Category criteria

## 2

## Leadership, Motivation, Inspiration of Members

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

He has shown leadership to all of the 685 Local Presidents in Japan.

**【Background】** Many Local Presidents had been facing a diverse number of challenges and were looking for solution.

There were different kinds of challenges such as a decrease of the number of members, time consuming registration, negative attitudes toward accepting positions, and feedbacks and differentiation from other organizations on the activities and campaigns of JCI Japan.

**【Activities】**

- He conducted a questionnaire survey to recognize the challenges and questions that Local Presidents face.

- He analyzed the results of the survey and prepared answers and solutions.

- He held meetings with all of the Local Presidents at 48 locations throughout Japan.

- He gave lectures to encourage the members at 27 locations around Japan.

- In his lectures, he suggested that prefectures should show appreciation to the partners of JCI Japan from overseas who offered such a great support to Japan and JCI Japan following the Great East Japan Earthquake last year with the help of JCI Operation Hope.

**【Results】**•He has improved an awareness among Local Presidents and helped them to perform their leadership by actively increasing the members.

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

He enhanced the awareness of members as Local Presidents within Japan and encouraged them to take appropriate action.

**【Background】** Due to the damage from earthquake and tsunami two years ago, there was an issue about finding a place to dispose debris left in the areas that were destroyed.

Japanese government had requested some municipalities for their help in accepting the debris. However, some residents without correct knowledge opposed to it. Therefore, mayors could not give their approval for the acceptance of debris in their municipalities.

**【Activities】** Taking quick action, National President Ikawa did a questionnaire regarding the formulation of policy, to the mayors throughout Japan.

**【Results】** Local Presidents who were aware of the seriousness of the issue were then requested to contact their mayors and ask them to complete the questionnaire. From 998 municipalities where the questionnaires were submitted, 590 were completed within approximately one week. He analyzed the results to organize policies and submit them to the

Ministry of the Environment.



NWM president and LWM president Round table talk



Recruiting new members



JCI Japan Great earthquake disaster revival and creation forum



Issue of constitution town meeting

## Award Category criteria

## 3

## Activities: Impact of Projects

What national projects achieved the greatest impact during the National President's tenure?

**【Background】** JCI Japan did a survey to approximately 3,000 people to evaluate the awareness of the issues of territorial and territorial waters.

The survey showed that only 3.2% of respondents had accurate knowledge of the status of national borders at the three locations which are in disputed areas. The survey showed the low level of awareness among the Japanese people about the matter. In the meantime, incidents associated with the disputed areas occurred in April of 2013, resulting in the raise of awareness among the public regarding territorial and territorial water issues.

**【Activities】** He has been promoting JCI Japan's efforts to raise awareness of territorial and territorial water issues. In response to taking in public opinions, he urgently implemented the program in additional locations (18 locations throughout Japan, in addition to those already selected).

How was the National President involved in the organization's projects?

The people who recognized the territorial problem that Japan had some other time opened the meeting to think about a territorial problem in each area (45 areas)



Territorial problem Forum in Hokkaido



The JCI Academy Commission at Fukuyama



a school to develop global producers



JCI Asia Pacific Area Conference

## Award Category criteria

## 4

## Attendance at JCI Events

Describe the National President's attendance at national and local JCI events.	<p>He has participated in the following LOM projects and gave lectures and speeches.</p> <p>His lecture was given at three Local Organization meetings, encouraging the members to take action.</p> <p>As he held the activities and campaigns of JCI Japan, number of members who work as a part of the JCI Japan have increased.</p> <ul style="list-style-type: none"> <li>• He participated in the New Year ceremonies at four Local Organizations, namely, JCI Yubari, JCI Sendai, JCI Namie and JCI Akita, where he made encouraging speeches.</li> <li>• He attended 10 anniversary ceremonies, which were held at JCI Fukuoka, JCI Ofunato, JCI Shimonoseki, JCI Kesenuma, JCI Nihonmatsu, JCI Fukaya, JCI Kitakami, JCI Fujieda, JCI Nagano, and JCI HitachiOta.</li> </ul>
Describe the National President's attendance at international JCI events.	<p>He attended all JCI meetings.</p> <p>January 7-13/JCI January Executive Committee/Board Meeting</p> <p>May 1-4/JCI Conference of the Americas</p> <p>May 8-11/JCI Africa and the Middle East Area Conference</p> <p>May 29- June 1/JCI European Conference</p> <p>June 13-16/JCI Asia Pacific Area Conference</p> <p>July 22-23/JCI Midyear Executive Committee Meeting</p> <p>July 24-27/JCI Global Partnership Summit</p> <p>November 4-9/JCI World Congress</p> <p>Taipei(scheduled)</p>



JCI Conference of the Americas



JCI Global Partnership Summit



JCI Africa and the Middle East Area Conference



JCI January Executive Committee/Board Meeting

Award Category criteria

5

Participation in JCI

How did the National President participate in national JCI activities?

He participated in the following NOM projects.  
 –New Year ceremonies at the Inaugural Conventions of the following Three Asia Pacific National Organizations: JCI Taiwan, JCI Macao, and JCI Hong Kong.

The Russia Youth Mission.  
 National Conventions of the following six Asia Pacific National Organizations: JCI Taiwan, JCI Macao, JCI Cambodia ,JCI South Korea , JCI Mongolia ,and JCI Hong Kong.

How did the National President participate in international JCI activities?

- He increased the chance for members of JCI Japan to take part in JCI events.
- As a result, the number of JCI Japan members registered for the JCI Global Partnership Summit became 164, the largest ever.
- He strongly supported the holding of OMOIYARI seminars both in Japan and overseas.
- The seminar was held 17 times in Japan. Both conference and JCI Academy was held at the seminar. Altogether over 1,000 people took part.
- He was responsible for having the 26th JCI Academy for National Presidents and JCI Japan members, with the participation of 70 overseas participants from 70 countries.



New Year ceremonies (JCI Taiwan)



New Year ceremonies (JCI Hong Kong)



New Year ceremonies (JCI Macao)

