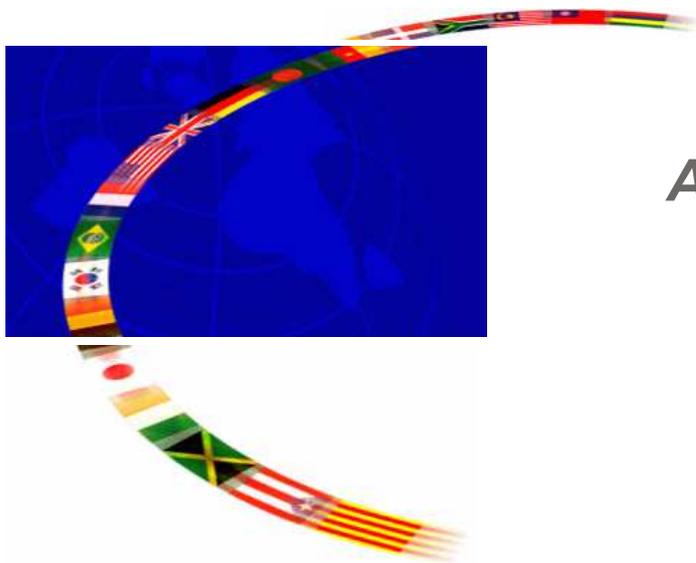




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2016 Jci Congress In Quebec, Canada  
Bridge to peace  
JCI Japan  
Best Inter-organization Collaboration Project



### Entry Information

Award Program:

Category:

### NOM Information

National Organization:

National President:



**Shigenari Yamamoto**  
E-mail: [japan@jci.cc](mailto:japan@jci.cc)

### LOM Information

Local Organization:

President:

President Email: [hiro.inoue1976@gmail.com](mailto:hiro.inoue1976@gmail.com)

### Basic Information

Duration : June 4 – September 9, 2016

Staff : 87 members

Sponsors : JCI Siwei 14 members, JCI City Lady 10 members, Yamagata city, Yamagata prefecture, Guest lecturer

Budget : \$500 US dollars

Profit / Loss : none

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

Who is benefited ? : The 250,000 citizens of Yamagata city

Objective : JCI Yamagata established the following objectives for the citizens of Yamagata city:

- reaffirming awareness of the importance of world peace issues -
- encouraging citizens to consider ways of resolving the problems our world faces - involving Yamagata city citizens in an effort to resolve these problems, and turning this into a sustainable movement

Before the JCI Asia-Pacific (ASPAC) Kaohsiung Conference, we carried out research to assess the level of interest in world peace issues. Our results showed that only 18% of young Yamagata city citizens have an interest in world peace issues.

Overview : JCI Yamagata had the opportunity to participate in the international JCI ASPAC Kaohsiung Conference. In the interests of furthering our goal of promoting world peace, we conducted a survey among the citizens of Yamagata city, and our results indicated that only 18% of young Yamagata city citizens are interested in world peace issues.

We formed overseas sister-chapter relationships with JCI Siwei (Taiwan) in 2008 and JCI City Lady (Hong Kong) in 2011. With JCI Siwei (Taiwan) and JCI City Lady (Hong Kong), we held a three-LOM dialogue to discuss the results of our research.

First, to raise awareness of the importance of world peace among the citizens of Yamagata city, the three LOMs produced three banners containing messages of world peace. These banners can be displayed anywhere and have the potential to be viewed by large numbers of city citizens. In this way, we turned the abstract ideas of the three LOMs into a tangible vision of concrete action.

We returned to our relative communities with these banners, and began an effort to change the consciousness of citizens who do not display an interest in world peace issues. We met with the mayor of Yamagata city to discuss world peace issues, and displayed our banner, which now contained a message we had written with the mayor, to the citizens of Yamagata city. We also met with the governor of Yamagata prefecture to discuss world peace issues, and likewise displayed our banner containing a message written with the governor to the citizens of Yamagata city.

The media covered these events, and we received five inquiries from local citizens, schools and companies requesting that JCI Yamagata provide further instruction regarding the issues that our world faces.

In order to provide more information regarding the issues and problems that our world faces, in addition to methods of resolving these problems, to these local citizens who had begun to display an interest in world peace issues, we organized a lecture for Yamagata city citizens on the subject of the newly-adopted United Nations Sustainable Development Goals (SDG) effort which the JCI organization has aligned itself with.

Lecture participants were surprised to learn that while drinking water is readily available in Yamagata city, there are regions of the world in which a person must walk several hours to obtain safe drinking water. The participants expressed a desire to convey these realities, along with the SDG effort, to the children who will shoulder the weight of the future.

We are now working to provide a curriculum that serves as a guide for the education of these children who will shoulder our future.

In addition, we informed JCI Siwei (Taiwan) and JCI City Lady (Hong Kong) of the water issues that the world is facing, and expressed an interest in learning about the world peace efforts that these two LOMs are undertaking.

Next year, the three LOMs will give presentations concerning their respective world peace efforts.

JCI Yamagata will present their results in Taiwan, JCI Siwei (Taiwan) will present their results in Hong Kong, and JCI City Lady (Hong Kong) will present their results in Yamagata city. In Yamagata city, JCI Yamagata will organize a presentation forum that is open to city citizens.

We will create opportunities for participating Yamagata city citizens to learn about and consider solutions to the many problems that our world faces.

Results : 58,000 Yamagata city citizens saw news of our message banner on television, while 153,760 city citizens read about our message banner in the newspaper. From among these persons, we received five inquiries expressing interest in learning more about the problems that our world faces.

We organized a lecture concerning the SDG effort for local citizens who had begun to show an interest in world peace issues.

24 Yamagata city citizens attended the lecture to learn more about the SDG effort. Through this lecture, they learned about global water issues, in addition to ways of combating these problems. Three participants expressed a desire to themselves teach the children who will shoulder our future about these realities and the SDG effort

We are now working to provide a curriculum that serves as a guide for the education of elementary and junior high school students on these issues. We will conduct a program that helps children grow into adults who can contribute to the effort to promote world peace.

We are providing guidance to local citizens who have begun to show an interest in world peace issues by:

- providing them with information that can serve as SDG teaching materials
- instructing them on how to submit a class proposal to an elementary or junior high school
- instructing them on how to conduct a class for elementary or junior high school students

We will spread word of this effort to the citizens of Yamagata city, and work to turn this into an undertaking that involves as many local citizens as possible.

We informed JCI Siwei (Taiwan) and JCI City Lady (Hong Kong) of the water issues that that the world is facing, and expressed an interest in learning about the world peace efforts that these two LOMs are undertaking.

JCI Siwei (Taiwan) is working to involve more people in the effort to combat global climate change.

JCI City Lady (Hong Kong) is working to involve more people in the effort to find solutions to the problem of poverty in developing countries.

Next year, the three LOMs will give presentations concerning their current world peace efforts.

JCI Yamagata will present their results in Taiwan, JCI Siwei (Taiwan) will present their results in Hong Kong, and JCI City Lady (Hong Kong) will present their results in Yamagata city.

In order to help the citizens of Yamagata city become more aware of the many problems that our world faces, JCI Yamagata will organize a presentation forum that is open to local city citizens.

Actions Taken : (January 28, 2016)

JCI Yamagata, JCI Siwei (Taiwan) and JCI City Lady (Hong Kong) met in Yamagata city to discuss this project.

(May 2, 2016)

JCI Yamagata surveyed Yamagata citizens to determine their level of interest in world peace issues.

(June 4, 2016)

At the ASPAC Kaohsiung Conference, we held a dialogue to discuss world peace issues and produced three banners containing messages of world peace.

(August 9, 2016)

Yamagata city elementary school students who had taken part in a program sponsored by JCI Japan to educate them on world peace issues met with the mayor of Yamagata city to inform him of the program results. These elementary school students are taking the initiative to learn about the problems that the world faces, consider solutions to these problems, and spread the word about these problems and solutions, and JCI Yamagata was highly impressed by their efforts. We were in attendance when the children met with the Yamagata city mayor, who was very interested to hear about both their efforts and the JCI efforts. With the mayor and the elementary school children, we wrote a message of world peace on our banner, which we then displayed together.

(September 2, 2016)

JCI Yamagata members and the elementary school students met with the governor of Yamagata prefecture to discuss problems facing international society and world peace issues. The governor told us that she had seen images of us holding up our banner with the mayor, and she displayed an interest in our efforts. The governor promised to promote the importance of world peace issues to the citizens of Yamagata prefecture. With the governor and the elementary school students, we wrote a message of world peace on our banner, which we then displayed together.

(September 9, 2016 [1])

We organized a lecture to learn about the SDG effort. Through this lecture, participants learned about the water issues that the world is currently facing, in addition to ways of combating these problems. Three participants expressed a desire to themselves teach the children who will shoulder our future about these realities and the SDG effort.

To put this plan into action, we are providing these interested citizens with:

- information that can serve as SDG teaching materials
- instruction on how to submit a class proposal to an elementary or junior high school
- instruction on how to conduct a class for elementary or junior high school students

We will spread word of this effort to the citizens of Yamagata city, and work to turn this into an undertaking that involves as many local citizens as possible.

(September 9, 2016 [2])

We informed JCI Siwei (Taiwan) and JCI City Lady (Hong Kong) of the water issues that the world is facing, and expressed an interest in learning about the world peace efforts that these two LOMs are undertaking. JCI Siwei (Taiwan) is working to involve more people in the effort to combat global climate change, and JCI City Lady (Hong Kong) is working to involve more people in the effort to find solutions to the problem of poverty in developing countries. Next year, the three LOMs will give presentations concerning their respective world peace efforts.

JCI Yamagata will present their results in Taiwan, JCI Siwei (Taiwan) will present their results in Hong Kong, and JCI City Lady (Hong Kong) will present their results in Yamagata city. In order to help the citizens of Yamagata city become more aware of the many problems that our world faces, JCI Yamagata will organize a presentation forum that is open to local city citizens.

Recommendations : (What we have achieved)

The citizens of Yamagata city have reaffirmed their awareness of the importance of world peace. After seeing the JCI banner, we received five messages telling us that our effort provided a “valuable opportunity to reconsider world peace issues.”

Yamagata city citizens have also begun to consider ways of resolving the problems that our world is facing. This was demonstrated in a questionnaire that we asked the 24 participants who attended the SDG lecture to complete, in which 19 participants told us that they considered the problem of obtaining safe drinking water to be the most important issue that the world currently faces, and 17 participants said that they believed that water supply infrastructure was necessary for the resolution of this problem.

Three of the 24 participants who attended the SDG lecture expressed a desire to themselves teach the children who will shoulder our future about these global realities and the SDG effort, which demonstrates that we have involved the citizens of Yamagata in the effort to resolve these problems, and have turned this undertaking into a sustainable movement.

(What is left to achieve)

We do not yet have sufficient information to determine how the classes conducted by these three participants changed the consciousness of the students in the classes. To allow us to continue to improve this program, it is necessary for us to ascertain how the consciousness of the children has been affected.

## Award Category criteria

# 1

### Objectives, Planning, Finance and Execution

What were the objectives of this program? We aimed to help program participants become capable of considering issues and taking action on their own initiative.

We established the following objectives:

- reaffirming awareness of the importance of world peace issues
- encouraging citizens to consider ways of resolving the problems our world faces
- involving Yamagata city citizens in an effort to resolve these problems, and turning this into a sustainable movement

How does this program align to the JCI Plan of Action? JCI Yamagata will continue to lead this effort to encourage greater numbers of citizens to make active efforts on their own initiative.

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

- Planning and production costs: 500 US dollars

We produced three banners containing messages of world peace.

- Speaker fees: 150 US dollars
- Venue fees: 140 US dollars

For the lecture, we engaged a speaker with a prolific speaking career.

- Publicity expenses: none

We carried out all publicity activities for this project on our own. We communicated our activities to city citizens through media such as news programs without incurring any expenses.

How does this project advance the JCI Mission and Vision? (JCI Vision)  
JCI Yamagata helped 24 Yamagata city citizens to develop a greater interest in world peace issues. JCI Yamagata also made it possible for three of these interested citizens to make their own contributions to the improved awareness of other citizens.

(JCI Mission)  
By displaying our banner to the citizens of Yamagata city, JCI Yamagata created opportunities for city citizens to reaffirm their awareness of the importance of world peace issues. By organizing the SDG lecture, JCI Yamagata created an opportunity for citizens to learn about the issues that our world is facing, in addition to ways of combating these problems.



## Award Category criteria

# 2

### Cooperation between the Local Organizations

How did the two organizations work together?

The three LOMs are working to involve local citizens in their respective efforts to combat three different global issues. Each of these three LOMs will give a presentation concerning their effort in another country, which will allow the citizens of that country to gain an awareness of a new global issue, enabling those citizens to consider the issue of world peace from a new perspective.

Describe how the tasks and planning of the project were divided between the organizations.

JCI Yamagata carried out a program to involve more people in the effort to resolve global water issues. JCI Siwei (Taiwan) carried out a program to involve more people in the effort to combat global climate change. JCI City Lady (Hong Kong) carried out a program to involve more people in the effort to find solutions to the problem of poverty in developing countries. The three LOMs worked together to consider world peace issues from three different perspectives.



**Award Category criteria**

**3**

**Impact on Members and Contribution to the JCI Vision**

How did the members of the Local Organizations benefit from running this project?

Before this project, only 27% of JCI Yamagata members expressed an interest in world peace issues. After listening to the ideas of JCI members from other countries and learning about their efforts, 35% of JCI Yamagata members demonstrated an interest in world peace issues. In addition, 35% of the remaining JCI Yamagata members gained an interest in world peace issues after attending the SDG lecture with local citizens.

Experiencing a change in our own consciousness enabled us to carry out this project from a standpoint that embodied an understanding of citizens who do not express an interest in these issues.

How did the program advance the JCI Vision?

JCI Yamagata was able to make the citizens of Yamagata city aware of our banner through media coverage. We displayed our banner with the mayor of Yamagata city, the governor of Yamagata prefecture, and children who had gained an interest in world peace issues. We enabled 24 Yamagata city citizens to develop a greater interest in world peace issues.

JCI Yamagata organized a lecture to learn about the SDG effort, and three participants expressed a desire to teach what they had learned to local children. We supported their efforts by providing instruction in how to effectively convey this content to the children.



## Award Category criteria

# 4

### Community Impact

How did the Local Organizations measure community impact? News of the banner that we displayed with the mayor of Yamagata city and the governor of Yamagata prefecture to reaffirm the importance of world peace issues was covered by mass media outlets.

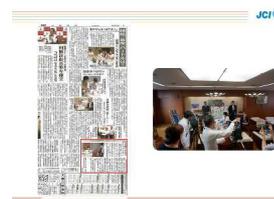
- Yamagata city has a newspaper circulation of 62,000, and with an average household size of 2.48, this means that 153,760 people read about our efforts in the newspaper.

- The news programs that covered news of our meeting with the mayor of Yamagata city and governor of Yamagata prefecture have an audience rating of 11.6%. Yamagata city has a population of 250,000, which means that 58,000 people viewed our efforts on the news.

The media also covered the lecture that we organized to learn more about the SDG effort.

- Yamagata city has a newspaper circulation of 62,000, and with an average household size of 2.48, this means that 153,760 people read about this lecture in the newspaper.

Describe the actual community impact produced by this project. We believe that citizens who had previously not expressed an interest in world peace issues will experience a change in their consciousness and gain a desire to themselves teach the children who will shoulder our future about the SDG effort. We believe that children who participate in the classes taught by these newly aware citizens will begin to understand and become conscious of the issues that our world currently faces. We believe that they will begin to consider ways of making world peace a reality, and that children who have experienced this change in consciousness will grow into adults who will convey the importance of world peace to other children.





**Award Category criteria**

**5**

**Long-term Impact of the Program**

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

By conveying the importance of world peace issues to the citizens of Yamagata city, JCI Yamagata will raise interest in these issues.

Citizens who gain an interest in world peace issues will learn more about the problems that our world faces, in addition to ways of resolving these problems.

By themselves conveying the importance of world peace issues to citizens who have yet to show an interest in such issues, these citizens will also help to raise interest levels among other citizens.

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

We are considering creating a system through which citizens of Yamagata city can contact us at any time with inquiries regarding the issues that our world faces.

We are considering using social networking services to spread information about the importance of world peace issues.

Every year, JCI Yamagata and the other two LOMs will each select a goal from among the SDGs, and will continue to create opportunities for local citizens to learn about and consider these issues.

