

## Section 1: Award Entry Details

(第1節: アワード応募の詳細)

Question 1 : Name (limit: 80)	質問 1 : 事業名
Tokyo Ethical Project	TOKYO エシカル・プロジェクト
Question 2 : National Organization (limit: 80)	質問 2 : 所属団体
JCI Tokyo	JCI 東京
Question 3 : Member (Nominator) (limit: 50)	質問 3 : 会員 (推薦者)
Nagahisa KITA	北 永久
Question 4 : Email (Nominator) (limit: 50)	質問 4 : 電子メール (推薦者)
kita.aq.law@gmail.com	kita.aq.law@gmail.com
Question 5 : Purpose (limit: 50)	質問 5 : 目的
Spreading and raising awareness of "ethical consumption" by utilizing the process of children learning about and communicating "ethical consumption."	子どもたちが「エシカル消費」を学び、発信する過程を活用した「エシカル消費」の普及・啓発
Question 6 : Start Date (limit: 50)	質問 6 : 開始日
February 1st 2023	2023年2月1日
Question 7 : End Date (limit: 50)	質問 7 : 終了日
June 16th 2023	2023年6月16日
Question 8 : Overview (Brief Description) (limit: 200)	質問 8 : 概要 (簡単な説明)
<p>In order to promote "ethical consumption", consumption behavior that is considerate to people, society, and the environment, which still has a low level of recognition, simply repeating symposiums and lectures will now be effective.</p> <p>In order to truly encourage people-, society-, and environment-conscious consumption behavior, it is necessary for the generation that understands the necessity of such consumption behavior as their own, i.e., junior high and high school students, to firmly input ethical consumption and passionately output it to adults, to sway their minds and change their behavior.</p> <p>For the children, it was meaningful training not only to learn about ethical consumption, but also to think about how to communicate it to adults and change their behavior. For adults, seeing children earnestly engaged in ethical consumption, the project was designed to create a movement to change their own behavior by</p>	<p>まだまだ認知度の低い「エシカル消費」(人や社会、環境に配慮した消費行動)を普及させていくためには、単純にシンポジウムや講演を繰り返しても、効果は期待できない。真に、人や社会、環境に配慮した消費行動を促すには、このような消費行動の必要性を自分事として捉えている世代、すなわち、中学生・高校生が、エシカル消費をしっかりとインプットし、それを大人たちに熱くアウトプットすることで、心を揺さぶり、行動を変容させていく必要がある。</p> <p>子どもたちにとっては、エシカル消費を学ぶだけでなく、それを大人たちに対して、どのように伝え、行動を変えてもらうかまでを考えることで有意義なトレーニングとなり、また、大人たちにとっては、子どもたちが真剣に取り組む姿を目の当たりにすることで、単に知識としてエシカル消費を学ぶのではなく、よりインパクトのある体験としてエシカル消費を吸収することで、自らの行動を変容させていくというムーブメントを生み出すプロジェクトとした。</p>

absorbing ethical consumption experience as a more impactful experience, rather than simply learning about it as knowledge.

Question 9 : Upload 2 to 3 high-quality project photos for promotional use. Select images that best represent the project's essence and standout features. (limit: 20)

Upload Pictures



Question10. Please upload the video showcasing your project, with a maximum length of 45 seconds. (limit: 20)

質問 9 : プロモーション用に 2~3 枚の高品質なプロジェクト写真をアップロードしてください。プロジェクトの本質や際立った特徴を最もよく表している画像を選んでください。

写真のアップロード

質問 10 : あなたあのプロジェクトを紹介するビデオを 45 秒以内でアップロードしてください。

Link (リンク) : [https://drive.google.com/open?id=1t2juYv3enCiBpNv2qLrWROtaZvAC\\_cMb&usp=drive\\_fs](https://drive.google.com/open?id=1t2juYv3enCiBpNv2qLrWROtaZvAC_cMb&usp=drive_fs)

Section 2 : Added value to JCI members and stakeholders

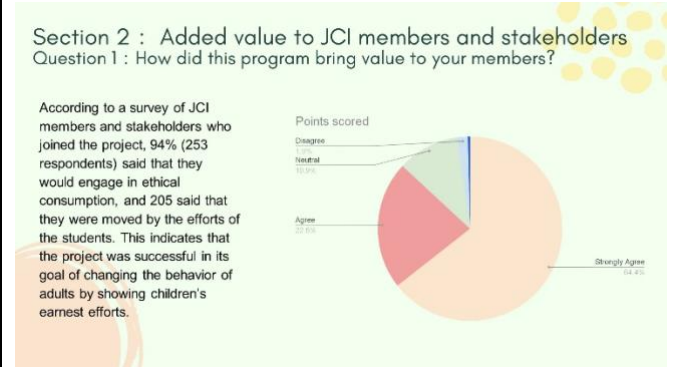
(セクション 2 : JCI メンバーおよびステークホルダーへの付加価値) :20 ポイント

Question 1 : How did this program bring value to your members? (limit: 300)

質問 1 : このプログラムは、会員にどのような価値をもたらしましたか？

This project started from the planning stage with

・本プロジェクトは、J C I メンバーが計画した企画にス

<p>stakeholders to identify the causes and issues of ethical consumption not being widely spread and to study solutions to them. This has enabled stakeholders to take a more proactive approach and create a stronger partnership.</p> <p>Stakeholders began to participate in the project as “their own project,” which brought many opportunities for growth and development to JCI members.</p> <p>Since the project focused on training students, Ministry of the Environment, Consumer Affairs Agency, and Tokyo Metropolitan Government endorsed the project, and some of Japan’s flagship companies (7-Eleven, docomo) actively participated in the project by holding workshops and making new proposals to the project.</p> <p>The project had strong impacts on the spread of ethical consumption, and the Tokyo Metropolitan Government has requested that it continue the project next year.</p> <p>According to a survey of JCI members and stakeholders who joined the project, 94% (253 respondents) said that they would engage in ethical consumption, and 205 said that they were moved by the efforts of the students. This indicates that the project was successful in its goal of changing the behavior of adults by showing children’s earnest efforts.</p>	<p>テークホルダーをインヴォルブするのではなく、計画段階からステークホルダーとともに、エシカル消費が普及していない原因と課題の抽出、その解決策を検討することからスタートしたので、ステークホルダー（行政、企業、中学生、高校生）がより主体的に取り組むようになり、より強い連携を生み出すことができた。</p> <ul style="list-style-type: none"> <li>・また、ステークホルダーが、本プロジェクトを、「JCIの企画」としてではなく、「自分の企画」として参加をするようになり、このことにより、JCIメンバーに対しても多くの成長と発展の機会をもたらした。</li> <li>・中学生のトレーニングを中心としたプロジェクトであったため、多くの行政機関（環境省、消費者庁、東京都）からの賛同を得ることができ、また、日本の最大手企業（セブンイレブン、docomo）も勉強会の開催やプロジェクトに対して新たな提案をするなど、積極的に本プロジェクトに参画した。</li> <li>・本プロジェクトは、エシカル消費の普及に対して強いインパクトを残したため、来年以降は、東京都が主催者となって本プロジェクトを継続したいという要請が、東京都よりなされた。</li> <li>・本プロジェクトに参加したJCIメンバーとステークホルダーに対するアンケートによれば、94%の253名が、「自分もエシカル消費に取り組もうと思う」と回答し、その理由として、205名が「中学生たちの取り組みに心を動かされたから」と回答をした。これは、本プロジェクトが企図した、子どもたちが真剣に取り組む姿を見せることにより大人たちの行動を変えるという狙いが成功したことを意味する。</li> </ul>								
<p>Upload Pictures</p>  <p>Section 2 : Added value to JCI members and stakeholders Question 1 : How did this program bring value to your members?</p> <p>According to a survey of JCI members and stakeholders who joined the project, 94% (253 respondents) said that they would engage in ethical consumption, and 205 said that they were moved by the efforts of the students. This indicates that the project was successful in its goal of changing the behavior of adults by showing children's earnest efforts.</p> <p>Points scored</p> <table border="1"> <tr> <td>Disagree</td> <td>10.0%</td> </tr> <tr> <td>Neutral</td> <td>10.0%</td> </tr> <tr> <td>Agree</td> <td>30.0%</td> </tr> <tr> <td>Strongly Agree</td> <td>50.0%</td> </tr> </table>	Disagree	10.0%	Neutral	10.0%	Agree	30.0%	Strongly Agree	50.0%	<p>写真のアップロード</p>
Disagree	10.0%								
Neutral	10.0%								
Agree	30.0%								
Strongly Agree	50.0%								
<p>Question 2 : How many members were involved in this program? (limit: 300)</p>	<p>質問 2 : このプログラムには、何人の会員が参加しましたか？</p>								
<p>[JCI Tokyo] 220 members</p> <p>[Stakeholders]</p>	<p>JCI 東京 220名 【ステークホルダー】 環境省 1名 消費者庁 1名</p>								

<p>Ministry of the Environment: 1  Consumer Affairs Agency: 1  Tokyo Metropolitan Government: 1  Online participation: 982 people  Junior high and high school students (including teachers): 30  Companies: 144</p> <p>Added Value</p> <p>JCI Tokyo members and stakeholders were not separated but worked as one team from the planning stage of the project.</p> <p>The measure of “cooperation with junior high school students for training” successfully created “collaboration among major companies,” which would normally be difficult to achieve.</p> <p>The project organized by JCI Tokyo created such a significant impact that the Tokyo Metropolitan Government later approached us to discuss the possibility of the Tokyo Metropolitan Government taking over as the organizer of the project next year and thereafter, and discussions are underway to realize this plan, which would greatly enhance JCI Tokyo’s presence in Tokyo.</p> <p>The project has created a change in the mindset and behavior of the junior high and high school students who participated in the project, and they have become active participants in other social contribution activities.</p> <p>The teachers felt the positive change in the students, and JCI Tokyo’s presence in the educational institution was also greatly enhanced.</p>	<p>東京都 1名  オンライン参加 982名  中学生・高校生（教員含む） 30名  企業 144社（144名）</p> <p>【付加価値】</p> <ul style="list-style-type: none"> <li>・ J C I 東京のメンバーとステークホルダーを、区別することなく、1つのチームとして、企画計画の段階からプロジェクトに臨んだ。</li> <li>・ 「中学生のトレーニングに対する協力」という形式を採用したことにより、通常では困難な「大手企業同士のコラボレーション」を生み出すことに成功した。</li> <li>・ J C I 東京の主催した本プロジェクトは大きなインパクトを生み出すものであったため、後日、東京都より、来年以降は東京都が主催者となって本プロジェクトを継承したいという打診を受け、実現に向けて協議を行っており、東京都に対する J C I 東京のプレゼンスを大きく向上させた。</li> <li>・ 本プロジェクトに参加した中学生・高校生の意識変革・行動変革を生み出し、他の社会貢献活動にも積極的に参加をするようになった。</li> <li>・ 生徒たちのポジティブチェンジを教員が感じたことで、教育機関に対する J C I 東京のプレゼンスも大きく向上した。</li> </ul>
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Section 2 : Added value to JCI members and stakeholders  
 Question 2 : How many members were involved in this program?

[JCI Tokyo]  
 220 members

[Stakeholders]  
 Ministry of the Environment: 1  
 Consumer Affairs Agency: 1  
 Tokyo Metropolitan Government: 1  
 Online participation: 982 people  
 Junior high and high school students  
 (including teachers): 30  
 Companies: 144



The measure of "cooperation with junior high school students for training" successfully created "collaboration among major companies," which would normally be difficult to achieve.  
 The project organized by JCI Tokyo created such a significant impact that the Tokyo Metropolitan Government later approached us to discuss the possibility of the Tokyo Metropolitan Government taking over as the organizer of the project next year and thereafter, and discussions are underway to realize this plan, which would greatly enhance JCI Tokyo's presence in Tokyo.

Section 3 : Objectives, Planning, Finance and Execution

(セクション3 : 目的、企画、財務、実行について) : 20ポイント

Question1 : What were the objectives of this program?  
 (limit: 300)

1: One of the objectives is to encourage citizens to engage in ethical consumption through intrinsic motivation.

In order for ethical consumption, i.e., human-, social-, and environmentally conscious consumption behavior to take root in society, it is necessary to change the behavior of citizens through a sustainable mechanism.

From this perspective, the objective of the project was to create a mechanism that would encourage people to voluntarily engage in ethical consumption through intrinsic motivation, rather than by providing economic incentives.

2: One of the ways to intrinsically motivate citizens to change their behavior by adults seeing the young generation working hard is to draw out people's "inspiring" hearts and use them as leverage to create intrinsic motivation. The goal was that the sight of junior high and high school students sincerely addressing the future crisis on the earth and appealing to adults would impress the adults, and that this power would be used to change the behavior of the adults.

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質問 1: このプログラムの目的は何でしたか？

①市民が、内発的動機によりエシカル消費を行うようになること

エシカル消費、すなわち人や社会、環境に配慮した消費行動を社会に定着させるためには、持続可能な仕組みによって、市民の行動変容を起こす必要がある。そのような観点から、経済的なインセンティブの付与をするのではなく、内発的な動機付けにより、自ら進んでエシカル消費を行うようになる仕組みづくりを目的とした。

②若い世代が懸命に取り組む姿を見て、大人が行動を変えること市民に内発的な動機付けを行うための方法の一つとして、人々の「感動」の心を引き出し、それをテコに内発的動機を生み出すことが考えられる。中学生・高校生が、将来の地球のピンチに対して、真摯に向き合い、大人たちに訴えかける姿は、感動を生み出し、その力で大人たちの行動変容を起こすことを目的とした。

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Section 3 : Objectives, Planning, Finance and Execution  
Question1 : What were the objectives of this program?



to encourage citizens to engage in ethical consumption through intrinsic motivation  
①to change the behavior of citizens through a sustainable mechanism  
intrinsic motivation > economic incentives

②to draw out people's "inspiring" hearts  
the sight of junior high and high school students sincerely addressing the future crisis on the earth and appealing to adults would impress the adults, and that this power would be used to change the behavior of the adults.

Question 2 : How did this program align with the 2023 JCI Plan of Action and the new global direction of JCI on enterprising leadership? (limit: 300)

■Global Changemaker

[Impact]

The program was designed for junior high and high school students, the future leaders of Japan, to provide them with input on how to create a sustainable society based on the theme of ethical consumption, and to have them think about how to communicate and take action to change the awareness and behavior of adults, rather than simply providing them with knowledge. By implementing the outputs of the program, the participating students were able to make significant positive changes.

By seeing the process of growth of the students and their output, adults realized the need to change their awareness and actions, and the program has created an impact in creating individuals and companies that actually took action.

[Motivate]

- Junior high and high school students
- Ministry of the Environment, Consumer Affairs Agency, Tokyo Metropolitan Government
- Companies
- Educational institutions

[Invest]

- 13,000 \$

[Collaboration]

- Ministry of the Environment, Consumer Affairs Agency, Tokyo Metropolitan Government

質問 2. : このプログラムは、2023 年青年会議所行動計画や、進取の気性に富んだリーダーシップに関する青年会議所の新しいグローバルな方向性とどのように整合していましたか？

■グローバルチェンジメーカー

【インパクト】

・ 将来の日本を担う中学生・高校生を対象として、エシカル消費をテーマに、持続可能な社会の作り方をインプットし、単に知識をインプットしただけで終わらせずに、大人の意識や行動を変革させるために、どのように伝え、アクションを起こすのかというアウトプットについてまで考え、実行させることにより、参加した中学生・高校生が大きくポジティブチェンジした。

・ 中学生・高校生が、上記のように成長していくプロセスを見て、また、彼らのアウトプットを受けて、大人たちが意識と行動を変える必要性を実感し、実際に行動に移す個人や企業を生み出すというインパクトを生み出した。

【モチベート】

- 中学生、高校生
- 環境省、消費者庁、東京都
- 企業
- 教育機関

【インベスト】

- 13,000 \$

【コラボレート】

- 環境省、消費者庁、東京都
- 企業
- 中学生、高校生
- 教育機関

【コネクト】

- 行政機関と中学生、高校生

- ・ Companies
- ・ Junior high school students, high school students
- ・ Educational institutions

[Connect]

- ・ Government agencies, junior high school students, high school students
- ・ Companies, Junior high school students, and high school students
- ・ Government agencies and companies

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Section 3 : Objectives, Planning, Finance and Execution  
 Question 2 : How did this program align with the 2023 JCI Plan of Action and the new global direction of JCI on enterprising leadership?



Question 3 : How did the project develop enterprising young leaders for this changing world? (limit: 300)

We focused on making the junior high and high school students who participated in this program realize that they could change the world. Even though they tried to put ethical consumption into action, they found it difficult to choose what to purchase on their own, and at first, they almost gave up on the idea that they could not spread ethical consumption by themselves.

However, instead of looking for reasons why they could not do it, we repeatedly asked them to think for themselves how they could do it and asked them to think through a presentation for promoting ethical consumption.

Many of the participating junior high and high school students responded, "I realized that we can change the world. This was the response we received from the participating junior high and high school students.

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- ・ 企業と中学生、高校生
- ・ 行政機関と企業

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質問 3 : このプロジェクトは、この変化する世界に対して、どのように進取の気性に富んだ若いリーダーを育てたか？

本プログラムに参加した中学生・高校生が、「世界は変えられる」と実感をしてもらうことに注力した。エシカル消費を行動に移そうとしても、中学生・高校生は、自分たちで何を購入するかを選択することが困難であり、当初は、エシカル消費の普及を自分たちで行うことはできないのではないかと諦めかけていた。

しかし、できない理由を探すのではなく、どうすればできるかを自分の頭で考えようと何度も声がけをし、エシカル消費普及のためのプレゼンテーションを考え抜いてもらった。

実際にプレゼンテーションを行い、それに対して、来場者が感動し、行動に移そうと思ったという感想が多数寄せられたことにより、参加した中学生・高校生から、「自分たちにも世界を変えられるんだと思いました。」という回答を得た。

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Section 3 : Objectives, Planning, Finance and Execution  
 Question 3 : How did the project develop enterprising young leaders for this changing world?

Track record of junior high and high school students  
 All 10 lectures and visit to companies and EXPOs

- 2/3 Lecture 1: Evaluation of Project Purpose
- 2/21 Lecture 2: Ethical Consumption (general discussion)  
Introduction of initiatives by the Consumer Affairs Agency
- 3/9 Lecture 3: Ethical Consumption (Fair Trade)
- 3/16 Lecture 4: Ethical Consumption (Food and Global Warming)
- 4/5 Lecture 5: Ethical Consumption (Fashion)  
Participation in Sustainable Fashion EXPO
- 4/17 Team presentations Kick-off meeting
- 4/22 Lecture 6: Presentation Preparation 1  
Introduction of initiatives by document
- 5/11 Lecture 7: Presentation Preparation 2  
Visit to Seven & I Holdings head office and introduction of initiatives  
Introduction of UNIQLO Dispensaries store
- 5/29 Lecture 8: Mid-term presentation
- 6/3 Lecture 9: Presentation Preparation 3
- 6/11 Lecture 10: Final preparation for the presentation



Section 4 : Impact on the Local Organization's brand awareness

(セクション4 : LOMのブランド認知度への影響) :10ポイント

Question 1 : How did this project increase awareness of JCI with future members? (limit: 300)

In addition to lectures and training for government agencies and corporations on how to create the new sustainable society that JCI Tokyo aims to create, debates were held with members, and joint events were created.

By having students (future prospective members) disseminating that information on SNS, raise awareness of JCI Tokyo was raised.

In the course of executing this project, we were able to build collaborative relationships with government agencies, especially the Tokyo Metropolitan Government, and various companies and organizations, and increased awareness of the JCI brand.

Upload Pictures

Section 4 : Impact on the Local Organization's brand awareness  
 Question 1 : How did this project increase awareness of JCI with future members?

In addition to lectures and training for government agencies and corporations on how to create the new sustainable society that JCI Tokyo aims to create, debates were held with members, and joint events were created.  
 By having students (future prospective members) disseminating that information on SNS, raise awareness of JCI Tokyo was raised.



Question 2 : Describe how your project helped raise awareness about the JCI brand. (limit: 300)

JCI Tokyo, an organization of young business leaders, was progressive in that it did not hold a one-off event, but rather showed both internally and externally how to create a sustainable society while training with the younger generation and making a significant impact on

質問 1 : このプロジェクトは、将来のメンバーに対して、どのように青年会議所の認知度を高めたか？

- ・ 行政機関や企業を対象に、JCI 東京が目指す新たな持続可能な社会の生み出し方について、講演やトレーニングを実施するとともに、メンバーとの間でディベートをしたり、共同でイベントをつくり、これを学生（未来の入会候補者）に SNS 発信してもらったりすることで、認知度を高めた。
- ・ 本プロジェクトを遂行していく中で、行政機関、特に東京都と様々な企業・団体との連携関係を構築することができ、JCIブランドの認知度を向上させることができた。

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質問 2 : あなたのプロジェクトが、JCI ブランドの認知度向上にどのように貢献したかについて説明してください。

- ・ 青年経済人の団体である JCI 東京が、単発的なイベントを開催するのではなく、若い世代とともにトレーニングをしながらも社会に大きなインパクトを与えながら持続可能な社会のつくり方を対内外に示した点で、先進的であり、政府や行政機関、企業、学生、その他市民に対して、JCI ブラ



society, and awareness of the JCI brand has increased among governments, administrative agencies, businesses, students, and other citizens.

The project was a major step forward in involving government agencies and corporations. The project was widely publicized, and the JCI brand was widely recognized by Japanese government agencies, corporations, and the general citizens.

When a debriefing session on this project was held jointly with the Tokyo Metropolitan Government, 144 companies participated, strongly endorsing the JCI Tokyo movement and making numerous requests for collaboration, resulting in broad recognition of the JCI brand among government agencies, companies, and the general citizens.

#### Upload Pictures

Section 4 : Impact on the Local Organization's brand awareness  
Question 2 : Describe how your project helped raise awareness about the JCI brand.

[JCI Tokyo]  
220 members

[Stakeholders]  
Ministry of the Environment: 1  
Consumer Affairs Agency: 1  
Tokyo Metropolitan Government: 1  
Online participation: 982 people  
Junior high and high school students (including teachers): 30  
Companies: 144



Question 3 : How did this project increase awareness of JCI with corporate sponsors or government officials? (limit: 300)

JCI's visibility has increased dramatically because the project is not simply sponsored by Japan's largest corporations, the Tokyo Metropolitan Government, the Ministry of the Environment, and the Consumer Affairs Agency, but rather by having the people in corporations and government agencies proactively participate in the project and work together to create it.

When JCI Tokyo and the Tokyo Metropolitan Government jointly held a debriefing session on this project, 144 companies participated, strongly endorsing the JCI Tokyo movement, and receiving numerous requests for collaboration, which led to

ンドの認知度を高めた。

・ 行政機関や企業を巻き込んで大きな一歩を踏み出したこと。本プロジェクトを広く宣伝したことにより、日本の行政機関、企業、一般市民に広く JCI ブランドが認知された。

・ 東京都と共同して本プロジェクトの報告会を開催した際には、144社の企業が参加し、JCI東京の運動に強く賛同し、連携に関する申入れが多数あったことから、行政機関、企業、一般市民にも広く認知されることとなった。

#### 写真をアップロードする

質問 3 : このプロジェクトは、スポンサー企業や政府関係者に対して、どのように JCI の認知度を高めることができましたか？

・ 本プロジェクトは、日本の最大手企業や東京都、環境省、消費者庁に、単純に後援をしてもらうだけではなく、企業や行政機関の担当者に主体的に参加をもらい、一緒にプロジェクトをつくっていくという方法を取っているため、JCIの認知度は飛躍的に向上した。

・ 東京都と共同して本プロジェクトの報告会を開催した際には、144社の企業が参加し、JCI東京の運動に強く賛同し、連携に関する申入れが多数あったことから、行政機関、企業、一般市民にも広く認知されることとなった。

widespread awareness of JCI among government agencies, companies, and the general citizens.

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Section 4 : Impact on the Local Organization's brand awareness  
Question 3 : How did this project increase awareness of JCI with corporate sponsors or government officials?



JCI's visibility has increased dramatically because the project is not simply sponsored by Japan's largest corporations, the Tokyo Metropolitan Government, the Ministry of the Environment, and the Consumer Affairs Agency, but rather by having the people in corporations and government agencies proactively participate in the project and work together to create it.

写真をアップロードする

### Section 5 : Impact on the Local Organization's membership growth

(セクション 5 : ローカル組織の会員数増加への影響) : 15 ポイント

Question 1 : What was the final increase in members thanks to this project (number and %)? (limit: 300)

Target number of participants: 214

Increase from January to August of project implementation period: 91

Achievement rate: 42%

The increase in members during this period was due to the fact that they decided to join JCI because they sympathize with our program and JCI's commitment.

Of the 91 members who entered JCI Tokyo, 100% have become committed to economic activities that focus on the Sustainable Development Goals.

Many members decided to join JCI because they agreed with the objectives of this project, and the project was able to contribute to JCI in membership expansion.

The students who participated in this program agreed with the objectives of this project and the activities of JCI, and although they do not currently meet the qualifications for JCI membership, they have become potential observers.

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質問 1 : このプロジェクトによる最終的な会員数の増加 (人数と%) を教えてください。

目標数 : 214 名

プロジェクト実施期間の 1 月 ~ 8 月における増加数 : 91 名

達成率 : 42%

・この期間で増加したメンバーは当プログラムそして JCI としての取り組みに共感し入会を決めた

・入会した 91 名のうち 100% が持続可能開発目標を重視した経済活動への取り組みを実践してくれるようになった

・本プロジェクトの目的に賛同して入会を決めたメンバーも多数存在し、本プロジェクトは会員拡大においても、JCI に寄与することができた。

・本プログラムに参加した学生には、本プロジェクトの趣旨や JCI の活動に賛同しており、JCI 入会資格は現状満たしていないものの、潜在的なオブザーバーとなっている。

写真のアップロード

Section 5 : Impact on the Local Organization's membership growth

Question 1 : What was the final increase in members thanks to this project (number and %)?

Target number of participants: 214  
Increase from January to August of project implementation period: 91  
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Of the 91 members who entered JCI Tokyo, 100% have become committed to economic activities that focus on the Sustainable Development Goals.  
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The students who participated in this program agreed with the objectives of this project and the activities of JCI, and although they do not currently meet the qualifications for JCI membership, they have become potential observers.

Question 2 : How did the Local Organization benefit from running this project? (limit: 300)

The Tokyo Metropolitan Government has been working to promote and raise awareness of "ethical consumption," which currently has a low level of recognition, but is struggling. By showing how working together with the younger generation can have a significant impact on society, the Tokyo Metropolitan Government approached JCI Tokyo to transfer the project to the Tokyo Metropolitan Government, which dramatically enhanced JCI Tokyo's presence

We were able to demonstrate our ability to mobilize and maneuver by showing our organizational skills to proceed in cooperation with government agencies, companies, and students.

In carrying out this project, JCI Tokyo succeeded in mobilizing not only many members of JCI Tokyo, but also more than 100 general citizen participants, greatly enhancing JCI Tokyo's visibility in society.

The project has also increased the unity of JCI Tokyo, and the creation of killer contents for the LOM has increased its appeal point, resulting in an increase in the number of prospective members.

The number of government agencies, corporations, and educational institutions that sympathized with the project increased, and in addition to providing sponsorship, they proactively participated in the project and jointly offered programs, creating new examples of collaboration that were not seen in previous years.

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質問 2 : このプロジェクトを実施することで、LOM はどのような恩恵を受けたのでしょうか？

・現状では認知度が低い「エシカル消費」の普及・啓発について、東京都も取り組んではいるものの、苦戦をしている状況下において、若い世代とともに取り組むことで、社会に大きなインパクトを与える方法を示すことで、東京都からプロジェクトを東京都に移管する打診を受けるなど、JCI東京のプレゼンスを飛躍的に向上させた。

・東京都、環境省、消費者庁、企業、学生とも連携して進めていく組織力を発揮し、動員力や機動力を示すことができた。

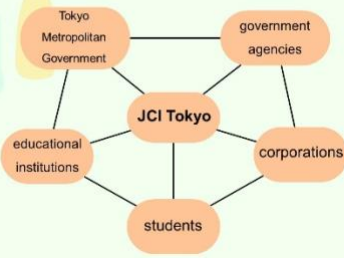
・本プロジェクトの遂行にあたり、JCI東京の多くのメンバーのみならず、100名を超える一般参加者を動員することに成功し、JCI東京の社会への認知度を大きく向上させた。

・JCI東京の結束も高まるとともに、LOMのキラーコンテンツを創出したことにより、アピールポイントが増し、メンバーからの紹介も含めさらに入会候補者が増加した。

・本プロジェクトに共感した行政機関や企業、教育機関が増え、協賛金の提供だけでなく、本プロジェクトに主体的に参画し、共同でプログラムを提供するなど、例年にない新たな連携事例が生まれた。

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Section 5 : Impact on the Local Organization's membership growth  
Question 2 : How did the Local Organization benefit from running this project?



The Tokyo Metropolitan Government has been working to promote and raise awareness of "ethical consumption," which currently has a low level of recognition, but is struggling. By showing how working together with the younger generation can have a significant impact on society, the Tokyo Metropolitan Government approached JCI Tokyo to transfer the project to the Tokyo Metropolitan Government, which dramatically enhanced JCI Tokyo's presence.

Question3 : Describe how your project targeted membership growth. (limit: 300)

The project of public interest was widely recognized by corporations and citizens and was carried out in cooperation with the Tokyo Metropolitan Government and students.

By involving many citizens, organizations, government agencies, and companies in this project, we aimed to create fans of JCI Tokyo and achieve membership growth of 214 members in total, as well as to grow our membership by addressing various issues in collaboration with many stakeholders.

The members in charge of expansion notified prospective members of the project in advance and encouraged them to participate in the project.

・ The project was widely publicized through the website and social media such as Facebook.

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Section 5 : Impact on the Local Organization's membership growth  
Question 3 : Describe how your project targeted membership growth.

By involving many citizens, organizations, government agencies, and companies in this project, we aimed to create fans of JCI Tokyo and achieve membership growth of 214 members in total, as well as to grow our membership by addressing various issues in collaboration with many stakeholders.

The members in charge of expansion notified prospective members of the project in advance and encouraged them to participate in the project.



質問 3 : あなたのプロジェクトがどのように会員拡大を狙ったかを説明してください。

・ 公益性の高い本プロジェクトを企業、市民に広く認知させ、東京都や学生とも連携して行った。

・ 本プロジェクトに多くの市民、団体、行政機関や企業を巻き込むことにより、JCI東京のファンを生み出し、計214名の membership growth を目指すとともに、多くのステークホルダーと連携をして様々な課題に取り組むことにより、会員の成長を目指した。

・ 拡大担当のメンバーより、入会候補者には、事前に本プロジェクトの告知がなされ、プロジェクトへの参加を促した。

・ ホームページや公式 Facebook 等のソーシャルメディアを活用し、幅広く告知をした。

写真をアップロード

Section 6 : Impact on the Local Organization's finances

(第6節 : LOM の財政への影響) : 20ポイント

Question 1 : What was the financial surplus or loss of the project? (limit: 300)

The budget in this project was executed without surplus

質問 1.プロジェクトの財政的な黒字・赤字は何でしたか？

プロジェクトについての経済的な余剰または損失はなかつ



and loss.

### 1. Budget execution as deliberated

The budget deliberated and passed by the board of directors was executed without surplus and loss.

### 2. Execution of the project with many sponsorships

23% of the total budget was covered by external sponsorship, and many people were involved in the project as a public interest incorporated association.

[Total budget] US \$13,000

[Sponsorships] US \$3,000

### 3. Non-monetary sponsorship

The number of government agencies, corporations, and educational institutions that sympathized with the project increased, and in addition to providing sponsorship money, they proactively participated in the project and jointly offered programs, creating new examples of sponsorship not seen in previous years.

7-Eleven . . . Free special seminars on ethical consumption by executive officers

Docomo . . . Publication of articles on this program on its website (free of charge)

UNIQLO . . . Complimentary commemorative gifts, Installation of recycling box

Tokyo Metropolitan Government . . . Publication of articles on this program on its website, JC members to speak at conferences organized by the Tokyo Metropolitan Government, Providing PR time

### Upload Pictures

Section 6 : Impact on the Local Organization's finances  
Question 1 : What was the financial surplus or loss of the project?

【Execution of the project with many sponsorships】  
23% of the total budget was covered by external sponsorship, and many people were involved in the project as a public interest incorporated association.

【Non-monetary sponsorship】  
The number of government agencies, corporations, and educational institutions that sympathized with the project increased, and in addition to providing sponsorship money, they proactively participated in the project and jointly offered programs, creating new examples of sponsorship not seen in previous years.

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Tokyo Metropolitan Government . . . Publication of articles on this program on its website, JC members to speak at conferences organized by the Tokyo Metropolitan Government, Providing PR time

Question 2 : How will the surplus be used to grow your local organization? (limit: 300)

1.The budget deliberated and passed by the board of

た。

### 1 審議可決通りの予算執行の実施

理事会にて審議可決した予算を余剰および損失なくプロジェクトの予算として執行した。

### 2 多くの協賛金によるプロジェクトの実行

総予算に対して、23%を外部からの協賛金で賄い、公益社団法人として、より多くのステークホルダーを巻き込みプロジェクトを実行した。

【総予算】

13,000 \$

【協賛金】

3,000 \$

### 3 金銭以外の協賛

本プロジェクトに共感した行政機関や企業、教育機関が増え、協賛金の提供だけではなく、本プロジェクトに主体的に参画し、共同でプログラムを提供するなど、例年のない新たな協賛事例が生まれた。

セブンイレブン . . . 執行役員によるエシカル消費に関する特別セミナーの無償提供

Docomo . . . 本プログラムに関する記事の HP 掲載（無償）

UNIQLO . . . 記念品の無償提供、リサイクルボックスの設置

東京都 . . . 本プログラムに関する記事の HP 掲載、東京都主催のコンファレンスへの JC メンバーの講師登壇、PR タイムスの提供

### 写真のアップロード

質問 2.余剰金は LOM の成長のためにどのように使われますか？

1.審議可決通りの予算執行の実施



directors was executed without surplus and loss.

2. Execution of the project with many sponsorships  
23% (US \$13,000) of the total budget (\$3,000) was covered by external sponsorship, and many people were involved in the project as a public interest incorporated association.

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Section 6 : Impact on the Local Organization's finances  
Question 2 : How will the surplus be used to grow your local organization?

1.The budget deliberated and passed by the board of directors was executed without surplus and loss.  
2. Execution of the project with many sponsorships  
23% (US \$13,000) of the total budget (\$3,000) was covered by external sponsorship, and many people were involved in the project as a public interest incorporated association.

Category	Percentage
sponsorship	23.1%
membership fee	76.9%

理事会にて審議可決した予算を余剰および損失なくプロジェクトの予算として執行した。

2.多くの協賛金によるプロジェクトの実行  
総予算 (US \$13,000) に対して、23% (\$3,000) を外部からの協賛金で賄い、公益社団法人として、より多くの方を巻き込みプロジェクトを実行した。

写真のアップロード

Section 7 : Long-term Impact of the Program  
(セクション7 : 青年会議所メンバーおよびステークホルダーへの付加価値) : 15ポイント

Question 1 : .What is the expected long-term impact of this project? (limit: 300)

Children who receive training will change the world. Today's junior high and high school students have a native sense of ethicality. Furthermore, children who have realized that "the world can be changed" will grow up and go out into the society, where they will realize an ethical society.

Ongoing Practice of the Program  
This program is expected to be continued after the organizer is changed from JCI Tokyo to Tokyo Metropolitan Government. The process of children learning about a sustainable society, appealing to adults, and the adults being moved by their sincere appeals will change the awareness and behavior of both adults and children, and this process will continue to generate a large movement in society.

Create partnerships with government agencies and companies.  
The aim of this program is to use the training of junior high and high school students to make an impact on society. Because this is a program to train the younger

質問1 : プログラムの長期的な影響 ?

- ・ トレーニングを受けた子どもたちが世界を変える  
今の中学生・高校生は、エシカルネイティブな感覚を有しているが、さらに、「世界は変えられる」と実感した子どもたちが成長し、社会に出ていくことで、実際にエシカルな社会が実現する。
- ・ 継続的なプログラムの実践  
本プログラムは、主催者が JCI 東京から東京都に変更されたうえで、継続していく見込みである。子どもたちが持続可能な社会を学び、それを大人に訴え、その真摯な訴えに感動し、大人も子どもも意識が変わり、行動を変えていくというプロセスが継続していくことにより、社会に大きなムーブメントを起こすことが可能となる。
- ・ 行政機関や企業との連携を生み出す  
中学生・高校生のトレーニングを活用して社会にインパクトを与えるというのが、本プログラムの狙いである。若い世代を育てるプログラムであるからこそ、行政機関や企業との連携のハードルを下げることができ、行政機関と企業との連携や、企業間の連携を生み出し、より大きなインパクトを社会に与えることができる。

<p>generation, it is possible to lower the hurdles for collaboration with government agencies and companies, creating partnerships between government agencies and companies and between companies, and thus having a greater impact on society.</p>	
<p>Upload Pictures</p> 	<p>写真のアップロード</p>
<p>Question 2 : 2.What changes would you make to improve the results of this project? (limit: 300)</p>	<p>質問 2 : このプロジェクトの成果を向上させるために、どのような変更を加えますか？</p>
<p>Introducing children teaching each other into the school curriculum</p> <p>In this project, experts trained junior high and high school students to address the need for ethical consumption to adults. In order to improve this outcome, the trained junior high and high school students could conduct training for the generation younger than themselves as one of the outputs of this project, which would increase its effectiveness. In addition, this teaching will not be limited to the JCI Tokyo program but will become an official school curriculum in collaboration with government agencies and companies.</p> <p>Gaining the endorsement of more companies</p> <p>Since this program is a practical training program for junior high and high school students, it is easy to obtain the endorsement of many companies. By taking advantage of this characteristic, when companies are trying to implement ethical consumption initiatives but do not know what to do, we will create a system in which corporate cooperation for this project is an ethical consumption initiative, and by involving many companies, we can make the project grow into a project that can have a greater impact.</p>	<ul style="list-style-type: none"> <li>・子ども同士の教え合いを学校のカリキュラムに導入する</li> </ul> <p>本プロジェクトでは、専門家が中学生・高校生をトレーニングし、大人たちに向けてエシカル消費の必要性を訴えかけた。この成果を向上させるためには、トレーニングを受けた中学生・高校生が、自分より年下の世代に対して、本プロジェクトのアウトプットのの一つとしてトレーニングを実施することで効果が高まると考えられる。</p> <p>また、この教え合いは、JCI東京のプログラムにとどまらず、行政機関や企業との連携により、学校の正式なカリキュラムとしていく。</p> <ul style="list-style-type: none"> <li>・より多くの企業の賛同を得る</li> </ul> <p>本プログラムは、中学生・高校生のトレーニングを実践するものであるため、多くの企業の賛同を得やすい。この特性を活かして、企業がエシカル消費への取り組みを行おうとしているが、何をすればいいのかわからないという場合に、本プロジェクトに対する企業協力を行うことがエシカル消費への取り組みになっているという仕組みをつくり、多くの企業を巻き込む形で、より大きなインパクトを与えるられるプロジェクトに成長をさせる。</p>

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### Section 7 : Long-term Impact of the Program

Question 2 : What changes would you make to improve the results of this project?



Introducing children teaching each other into the school curriculum  
Gaining the endorsement of more companies



## 写真のアップロード