

Be Better.™

JCI 

Be Better NEWSLETTER 2011



2011: Issue 1

Launch into Action at the 2011 JCI Area Conferences

This year we begin a new decade and embrace new opportunities to connect with JCI members from across the globe. Embark on a journey to meet JCI members who share your passion for positive change and discover innovative ways to solve problems in your community and build a better world at the 2011 JCI Area Conferences.

JCI Conference of the Americas – Willemstad, Curaçao

Join your fellow JCI members in this dynamic Caribbean port city of Willemstad. One of six UNESCO World Heritage sites in the Caribbean, Curaçao is rich with diverse people, architecture and cuisine which reflect its long multicultural history. Discuss your UN Millennium Development Goal projects over some *erwtên soep* (thick pea soup with pork, ham and sausage) or other *Krioyo* dishes at Willemstad's old market. Explore restored national monuments and immerse yourself in the dynamic art scene after plunging into the crystal blue Caribbean waters.

JCI Africa and Middle East Conference – Bamako, Mali

JCI Mali extends a warm welcome from their capital city of Bamako. Located on the Niger River, it is the fastest growing city in Africa and the sixth fastest in the world. Must-see sights include the National Museum of Mali, a museum of archaeology and anthropology and the triangular Monument de la paix. After a long day of forums and assemblies, relax with some *griot* music, similar to American blues. After the Conference, journey to the fabled Timbuktu, the historic intellectual and commercial meeting point known as "Athens of Africa."

JCI Asia-Pacific Conference – Manila, Philippines

Enjoy the sights and sounds of Manila, also known as the first Global City, for its position as the center of world trade in 1565. Take a break after discussing a JCI *Nothing But Nets* project to see one of Manila's many museums or the famous Manila Cathedral. The Rizal Monument, honoring the country's hero José Rizal, stands in beautiful Rizal Park which rests in the heart of Manila's business and cultural district. The nightlife in Manila offers an exciting array of discotheques, cafes, casinos and lounges, so plan to hit the town with your new friends.

JCI European Conference – Tarragona, Catalonia

Located on the Mediterranean coast, this thriving European city will entertain JCI members with delicious cuisine and a rich history. Known for its Carnival celebration every February, Tarragona is home to the Popular Retinue, a great parade of dancing and acrobatics. After participating in the Conference forums, be sure to explore the Roman and pre-Roman ruins, accompanied by well-preserved Cyclopean and Phoenician architecture in the heart of the city. Delegates might find it difficult to avoid the beautiful Mediterranean beaches just outside of Tarragona, which offer white sands and clear blue water for a relaxing day on the coast.

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MAY 11-14
BAMAKO, MALI



MAY 4-7
WILLEMSTAD, CURAÇAO



MAY 26-29
MANILA, PHILIPPINES



JUNE 1-4
TARRAGONA, CATALUNYA

2011 JCI Global Partnership Summit June 27-30, 2011 • New York

This year, JCI is joining forces once more with our partners including the United Nations to unite young active citizens with leaders of business, government and civil society. Together, we will address the critical challenges facing the world and how the coordinated efforts of these three sectors can lead the way to sustainable global change through the framework of the United Nations Millennium Development Goals (MDGs). Learn more at www.jci.cc/summit.

The Recipe for a Better World

JCI is mixing up the ingredients for positive change to enhance how JCI members create an impact. With the JCI Active Citizen Framework, JCI introduces a concrete method of developing, executing and tracking your efforts to ensure successful projects and sustainable solutions to problems in our communities and world.



The JCI Active Citizen Framework, formerly known as the JCI Better World Framework, and an outcome of the resolution of the 2010 JCI Global Partnership Summit, was adopted by the JCI General Assembly at the 2010 JCI World Congress. The Framework describes a better path to positive change. JCI carefully studied the elements of successful local and national projects over the course of several years to develop a comprehensive system for carrying out projects, engaging partners and monitoring results that effectively address community problems. With the UN Millennium Development Goals (MDGs) as a key ingredient, the JCI Active Citizen Framework provides a global platform for measurable, results-driven actions that produce positive change.

The JCI Active Citizen Framework is divided into steps that describe the process for combining all the ingredients to create a meaningful project and ensure a sustainable impact beyond the project's conclusion. All JCI Local Organization initiatives should be organized in the context of this framework. Tools and training to facilitate the implementation will be developed and rolled out throughout the year.



A JCI Official Training course, JCI Impact, will introduce members to the JCI Active Citizen Framework and provide skills to assess their community's needs, take action and access resources. JCI members will explore their role in the development of their community and in achieving the MDGs. Participants will learn to

work with partners – government, businesses and civil society – to address these needs.



After this activation course, members carefully examine their own community to identify the problems that their JCI Local Organization can address. Through meeting with community leaders, discussion, surveys and observation, JCI members can choose to tackle the issues that are most relevant to both the community and the members.

The implementation of a solution to a community problem will be considered in three steps intended to chronologically lift a community from poverty: Health and Wellness, Education and Economic Empowerment, and Sustainability. Depending on the state of the community, your organization may address one or all of the steps to help advance toward a better world. JCI members can adapt these three areas of action to any community based on its unique needs.



Following the 2010 JCI Global Partnership Summit, JCI committed to developing partnerships across the three sectors – business, government and civil society. The JCI Active Citizen Framework will also provide a context for building partnerships with entities aligned with our goals. By uniting resources and leveraging each other's strengths, we can achieve more than by just working independently.



The next step in a successful project is to measure and collect the results that the project has created. By monitoring and evaluating our results, we ensure effectiveness and make educated decisions about how to proceed. Armed with this data, we can showcase our results in concrete terms to sponsors, partners and the community to prove that we have delivered on our promise of positive change.

To become the leading global network of young active citizens, JCI must lead in thought, words, actions and results. We must turn our focus outward toward activities that are relevant to our communities. Instead of resting on yesterday's projects, we will look to the future and create tomorrow's solutions. JCI is uniquely situated to make great progress toward global development. The JCI Active Citizen Framework provides the structure we need to act as one global team and create global impact.

Renewing the Fight Against Malaria

JCI members step up to the JCI *Nothing But Nets* challenge in 2011 as the campaign to fight malaria continues.

Even though the world has made progress in ending malaria deaths over the past decade, a child is still dying every 45 seconds from a malaria infection. With a donation of USD \$10 to the JCI *Nothing But Nets* campaign, a bed net is sent to Africa, providing a protective covering for a family of four to sleep at night safe from malaria. This year, JCI members, friends, organizations and partners continue to take their efforts to the next level to reach JCI's goal of one million nets delivered by 2015.

A Look Back

JCI members across the globe have been raising awareness about malaria through the JCI *Nothing But Nets* campaign since 2008, and the word is spreading. In 2010, members raised more than USD \$500,000, which doubles campaign donations from the previous two years. This impact will purchase and distribute more than 50,000 life-saving bed nets in Africa. Here's a look at JCI's largest donors by Area:

Africa and the Middle East: JCI Cameroon, JCI Gabon, JCI Botswana

Asia and the Pacific: JCI Japan, JCI India, JCI Korea

The Americas: JCI USA, JCI Brazil, JCI Canada

Europe: JCI Switzerland, JCI Denmark, JCI France



Kito the Mosquito, the JCI *Nothing But Nets* mascot, and 2010 JCI President Roland Kwemain promote the campaign at the 2010 JCI World Congress Morning Show.



From January 15 to 30, 2011 a team of JCI members participated in the 2011 Budapest-Bamako Rally to raise funds for JCI *Nothing But Nets*. Above, Kito the Mosquito gets the JCI rally car ready to depart Budapest.

At the 2010 JCI World Congress in Osaka, Japan, along with the Countdown to Congress campaign, members donated more than USD \$335,000. The JCI Morning Show brought members together to discuss progress made, the importance of malaria prevention and new ways to save lives in 2011.

According to the World Health Organization's World Malaria Report for 2010, global funding for malaria has increased in the past decade. By the end of 2010, 289 million bed nets have been delivered to Sub-Saharan Africa since 2008. This is enough to cover 76% of the 765 million people at risk for malaria. The worldwide progress is tremendous, however there are still families at risk or affected by this disease that need help.

What can you do in 2011?

JCI members across the globe have a number of ways to get involved with raising money and increasing awareness for *JCI Nothing But Nets*. Community projects like fundraisers and events can be a fun and creative way to increase support for the campaign. Get your fellow members, family and friends to send nets and save lives.

JCI members across the world can also donate by dedicating their birthdays to saving lives in Africa. Join the JCI *Nothing But Nets* Birthday Campaign and encourage your family, friends and co-workers to donate nets on your birthday to combat malaria. Tell them how they can save lives in your honor and make a strong impact on those at risk for malaria around the world.

Raising funds for JCI *Nothing But Nets* can be fun and rewarding, but it's up to you to make it happen. Increase your impact and make a strong effort to improve the lives of others to create a better world. Set goals on a large level with your Local Organization and on a personal level for your contribution to sending nets to save lives in 2011.

Look Who's Talking

Now is the time to take action to make a bigger impact on the world. With the JCI Active Citizen Framework set to usher in a new era of positive change, JCI members told us how they're taking JCI to the next level in 2011.



"JCI Maldives will strive to make a difference and keep working to move our nation and the world away from conflict, poverty, disease, climate change and also help save lives. With JCI *Nothing But Nets*, and through OMOIYARI, we can solve problems and offer trainings that empower more youth."

—**Shaneez Saeed, JCI Maldives**



"Positive change on a world scale is our audacious goal. We want to achieve this through encouraging Active Citizenship and by building a leading global network. Let's invest more time and effort on making more connections between JCI Local Organizations, JCI National Organizations, partners, sponsors, NGOs and governments and let's share more information, knowledge, successes and development opportunities."

—**Robbert van Waart, JCI the Netherlands**



"We will take JCI to the next level by not only implementing the impact of one or two, but by working on the retention of new and old members alike. There is power in numbers especially in when we are talking of bringing about positive change."

—**Mercy Kamanura, JCI City, Zimbabwe**



"To create an even greater impact, JCI should return to the basics of the Organization and empower JCI Organizations worldwide to work on successful projects, resuming discussions with passion, motivating and involving the community with issues that must be dealt with by its citizens. We must again become the main forum for discussions in our communities."

—**Charles Mena, JCI Ecuador**



Kodama's Essential Words and Phrases

Secretary General Edson A. Kodama is his name and world travel is his game. Take some travel tips from the SG and discover common phrases to use at the 2011 JCI Area Conferences. Boost your communication confidence before embarking on your 2011 JCI adventures.

**JCI Conference of the Americas
in Willemstad, Curaçao**
Local language: Papiamentu

**JCI Africa & Middle East Conference
in Bamako, Mali**
Local language: Bambara

**JCI Asia-Pacific Conference
in Manila, Philippines**
Local language: Filipino

**JCI European Conference
in Tarragona, Catalonia (Spain)**
Local language: Catalan

Hello!

Papiamentu: Kumbai!
Bambara: I ni sokoma!
Filipino: Kamusta!
Catalan: Hola!

Good morning.

Papiamentu: Bondia.
Bambara: I ni sokoma.
Filipino: Magandang umaga.
Catalan: Bon dia.

Good afternoon.

Papiamentu: Bontardi.
Bambara: I ni kilé.
Filipino: Magandang hapon.
Catalan: Bona tarda.

Hello, my name is _____.

Papiamentu: Kumbai, mi nòmber ta _____.
Bambara: I ni sokoma né toko yeko _____.
Filipino: Ako si _____.
Catalan: Hola, em dic _____.

How are you today?

Papiamentu: Konta ku bo awe?
Bambara: I bejokodi bí?
Filipino: Kamusta?
Catalan: Com et trobes, avui?

I don't speak Papiamentu/Bambara/ Filipino/Catalan.

Papiamentu: Mi no ta papia papiamentu.
Bambara: Né té bamanankan fô.
Filipino: Hindi ako nagsasalita ng Tagalog.
Catalan: No parlo català.

Yes/no

Papiamentu: Si / nò
Bambara: Awo / Ayi
Filipino: Oo / Hindi
Catalan: Sí / no

I don't understand.

Papiamentu: Mi no ta komprondé.
Bambara: N' ta famu.
Filipino: Hindi ko naiintindihan.
Catalan: No t'entenc.

How much does this cost?

Papiamentu: Kuantu esaki ta kosta?
Bambara: Djoli dedo?
Filipino: Magkano po?
Catalan: Quant costa?

Where is the bathroom?

Papiamentu: Unda e baño ta?
Bambara: koliké nièken bèmi?
Filipino: Saan ang banyo?
Catalan: On són els lavabos?

Thank you.

Papiamentu: Danki.
Bambara: I ni thié.
Filipino: Salamat po.
Catalan: Gràcies.

Goodbye.

Papiamentu: Ayó.
Bambara: Kanbè.
Filipino: Paalam.
Catalan: Adéu.

A Look Back: JCI and Sustainable Business

JCI members have a history of working for sustainability and responsibility in business. At the second JCI World Congress in 1947, 1946/47 United States Junior Chamber National President Seldon Waldo said "We are interested in business and commercial affairs... as business relates to the development of your country and my country and the building of a better place in which to live."

In 2005, JCI officially committed to advancing Corporate Social Responsibility (CSR) around the world to spread the word about how profitable business is sustainable business. Since 2008, JCI has worked with the UN Global Compact, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. JCI members across the globe promote the ten principles in their companies to build a better community through sustainability. Learn how to get involved at www.jci.cc/media/en/presidentcorner/globalcompact



On October 27, 2005 JCI began the largest worldwide effort to promote Corporate Social Responsibility (CSR) on the occasion of the JCI World Congress held in Vienna. JCI aims to align businesses with the principles of CSR in 2011 through our partnership with the UN Global Compact.

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