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JCI ™

# Be Better

## NEWSLETTER

### 2011



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# The Path to Global Responsibility

The road to a brighter future cannot be paved by individual citizens alone. It will take the efforts of business, government and civil society to achieve our shared global goals. Explore the possibilities of taking your company or organization to the next phase of global responsibility.

## Globalization

According to the UN Global Compact's research on how globalization is changing our world, there are an estimated 78,000 transnational corporations with more than 780,000 foreign affiliates. However, people in the world's high-income countries account for 81.5 percent of total private consumption spending, while people in the world's low-income countries account for just 3.6 percent. As our global business network expands, our world is faced with challenges because of this difference. Billions of people still live without access to safe drinking water, proper sanitation, electricity or proper nutrition. These challenges can be addressed as companies and organizations align their actions with the Ten Principles of the UN Global Compact.

## Sustainability

Originally an ecological concept, sustainability is now applied to the business world. Businesses and organizations that join the UN Global Compact commit to sustainable practices in their everyday affairs, by adopting environmental and human rights policies. Companies and organizations become aware of how their decisions today must have a positive effect on future generations and encourage sustainable development.

## Corporate Responsibility

Companies aligned with the UN Global Compact transform their corporate strategies, operations and corporate culture. This move towards responsibility boosts morale and productivity, strengthens the corporate reputation, improves efficiency and reduces costs. It also helps businesses and organizations manage risk and discover opportunities. The Global Compact network allows participating companies to develop solutions together by sharing experiences and tackling the challenges of turning responsibility into action.

## A Commitment to Action

The UN Global Compact's vision of creating "a more sustainable and inclusive global economy" is aligned with the JCI Mission and encourages young active citizens everywhere to join the quest for sustainability. JCI members around the world have a commitment to promote the Ten Principles and encourage businesses and organizations to sign up for the UN Global Compact. Visit the President's Corner at [www.jci.cc](http://www.jci.cc) and review the process for your company or organization to join the UN Global Compact today.

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**HUMAN RIGHTS**  
**LABOR**  
**ENVIRONMENT**  
**ANTI-CORRUPTION**  
**PARTNERSHIPS**  
**FOR DEVELOPMENT**

## The Ten Principles of the UN Global Compact

### Principle 1: Human Rights

Businesses should support and respect the protection of internationally proclaimed human rights

**Principle 2:** and make sure that they are not complicit in human rights abuses.

### Principle 3: Labor

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

**Principle 4:** the elimination of all forms of forced and compulsory labor;

**Principle 5:** the effective abolition of child labor; and

**Principle 6:** the elimination of discrimination in respect of employment and occupation.

### Principle 7: Environment

Businesses should support a precautionary approach to environmental challenges;

**Principle 8:** undertake initiatives to promote greater environmental responsibility; and

**Principle 9:** encourage the development and diffusion of environmentally friendly technologies.

### Principle 10: Anti-Corruption

Businesses should work against corruption in all its forms, including extortion and bribery.



# Seven Secrets to a Successful Meeting

Think about your last Local Organization meeting. Was there an agenda? Were most members able to accommodate the time and place? Was it well-attended? Did the meeting stay on-task? Were members welcoming to guests and respectful of their peers?

If you had a good meeting, you will be able to answer yes to all of those questions.

JCI Local Organization meetings play an important role in the overall success and impact of the organization. They function as the primary method of sharing ideas and information with members and advancing the JCI Mission.

Productive meetings are fundamental to every JCI Local Organization. Effective planning allows the organization leadership and members to announce important dates, secure the best partners, introduce programs and events and promote them well in advance to ensure participation.

Use these seven responsibilities as a checklist for your next Local Organization meeting:

- 1. Purpose** – The meeting must have a defined purpose.
- 2. Location** – Pick a meeting place that is centrally located and adapted to the purpose, a comfortable temperature and quiet and free from interruption.
- 3. Advance Notification** – Make sure members are well informed as to when and where the next meeting and upcoming events are taking place. The more notice you provide, the more members can plan on attending.
- 4. Agenda** – An agenda prepared in advance will expedite the meeting and make it more productive.
- 5. Room Arrangement** – Make sure there are enough seats for large meetings, arranged so everyone can participate, whether the meeting is a discussion, group activity or presentation.
- 6. Stay on Schedule** – The meetings should be run properly and kept within a two-hour limit. Efficient and productive meetings can boost the morale of the members. The meeting should start and end at a published time out of respect for the busy lives of JCI members.
- 7. Minutes** – Local Organization Secretaries are tasked with keeping minutes and distributing copies of the minutes from the previous meeting to keep the members informed. Approval or amendment of the previous meetings' minutes should be the first thing on the agenda.

Organized and productive meetings are the key to keeping your members interested and involved. General membership meetings provide the time and environment to spark the passion for impact, share ideas and make plans to take action to create a better world.

For more helpful tips on the fundamentals of managing a JCI Local Organization, visit [www.jci.cc](http://www.jci.cc) and log in to the Members' Site for more tools, guides and resources.




# 2011 JCI GLOBAL PARTNERSHIP SUMMIT

## Active Citizenship for A Better World

June 20-23  
New York City

JCI is joining forces once more with our international partners to unite young active citizens with leaders of business, government and civil society. Together, we will engage thought leaders from these three sectors to explore best practices in collaboration, leading the conversation with the unique JCI perspective.

This year's Summit will highlight strategic partnerships and how they can be implemented at the local level to face the critical challenges of the world through the framework of the UN Millennium Development Goals (UN MDGs). This meeting of like-minded individuals will also showcase outstanding projects from all three sectors to motivate and inspire active citizens to create positive change.

Delegates will hear from a variety of world-renowned speakers discussing positive change through cross-sector collaboration, including:



Gillian Sorensen, Senior Advisor and National Advocate at the UN Foundation, has had a long career working with and for the UN. She is a member of the Council on Foreign Relations and the Women's Foreign Policy Group. In addition to her public service and commitment to the UN, she has also been a delegate to three U.S. Presidential conventions.



Georg Kell, Executive Director of the UN Global Compact Office, has worked with the UN for more than two decades. He is one of the UN Global Compact's key architects and has led the initiative since its launch in 2000. A native of Germany, he holds advanced degrees in economics and engineering from the Technical University of Berlin.



Fred Dubee is a professor who teaches at the post-graduate level at universities in Austria, Switzerland, Australia and China. He is the Executive Director (International) of the MBA Center and Global Management Institute at Shanghai. He also serves as a Special Advisor to the UN Global Compact with a focus on supporting the development of the Global Compact Network in China.



Wayne Clark is an economics graduate who has built his career as an internal communications and employee engagement practitioner. He has worked throughout Europe and North America and is the Managing Partner of the Best Companies Partnership, which assists in the production of the Sunday Times "Best Companies to Work For" lists. He was recognized in 2009 by HR magazine as one of the top influential thinkers in Human Resources.

Summit sessions will include an energetic, fast-paced background view of the UN MDGs along with a look at the progress that's been made and the work still left to do around the world. Another session involves an activity based on how to incorporate the UN Global Compact's principles of responsibility and sustainability into companies or organizations in your community. Rooted in the promotion of creating partnerships for a better world, the Summit also provides delegates with an opportunity to examine partnerships with government through advocacy, partnerships with business through sustainability and partnerships with civil society through targeted cooperation.

Join leaders from the three sectors as well as JCI members, guests and supporters from across the globe for collaboration and creative solutions to create a better world.

Register by June 10, 2011 at [www.jci.cc/summit](http://www.jci.cc/summit).





# Making it Count: Turning New Members into Young Active Citizens

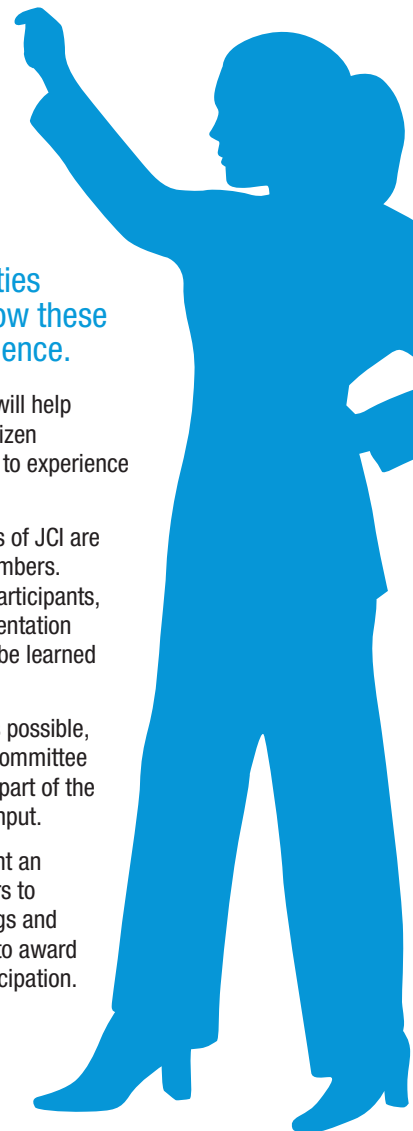
Expanding global impact starts with each JCI member. To grow our impact on communities worldwide, JCI must motivate members who share our passion for the JCI Mission. Follow these steps to empower them to create positive change and make the most of their JCI experience.

As young active citizens, JCI members take responsibility for the success of their communities and provide unique solutions to face challenges and create a better world. In this process, members must identify individuals in their communities to help implement these solutions. New members have three important qualities: curiosity, energy and enthusiasm. We can satisfy the curiosity with information, harness their energy with relevant activities and encourage their enthusiasm with effective management. With these simple actions, the new member will become a passionate young active citizen and a leader of the future.

- 1. Orientation:** Organize an orientation session for a small group of new members. Ensure they understand the JCI Mission, Vision and Values.
- 2. Mentor:** Assign an active and experienced member to be responsible for the needs of the new member. Learning through example is great way for a new member to become a contributor to their JCI Local Organization.
- 3. Member Interest Review:** Create a written survey about the member's interest in JCI. Include questions about leadership, types of projects, partner projects or interest in international events. This helps you learn about the expectations and potential contributions of the new member.
- 4. Exposure:** Let the new members introduce themselves at a general membership meeting to gain confidence.
- 5. New Member Project:** Organize a New Members Project Course (downloadable from the members' section of [www.jci.cc](http://www.jci.cc)) and educate the individuals on the importance of community needs assessment, effective

project execution and evaluation. This will help members understand the JCI Active Citizen Framework and provide an opportunity to experience and accomplish a project.

- 6. Basic Training:** Learning the basics of JCI are important to the integration of new members. Parliamentary procedure for meeting participants, public speaking, project planning, presentation skills and basic JCI protocol should all be learned early in a member's JCI career.
- 7. Assign Responsibility:** As early as possible, appoint the new member to a project committee so he or she will feel like an important part of the team and have an opportunity to give input.
- 8. Incentives and Awards:** Implement an incentive program for the new members to award them for participation in meetings and projects. You can also use this system to award existing members for outstanding participation. But always remember, the JCI Mission remains the driver behind membership involvement.



## Look Who's Talking: Bright JCI Beginnings

We all remember the start of our time in JCI – the excitement, the enthusiasm and the motivation. Check out what some real JCI members had to say when asked “What first started your dedication to JCI?”



“Training. Developing myself as a trainer makes me also a better communicator, presenter, salesman, marketer, leader. In JCI, Training is the Swiss knife of self development.”

— **Timo Wallenius**  
JCI Finland



“My passion for helping the community, not just my local community but my international community started my dedication to JCI!”

— **Gemma Fletcher**  
JCI United Kingdom



“My dedication to JCI started when I began going to leadership trainings and programs organized by JCI executives in my chapter. It's the best I have ever seen.”

— **Nathaniel Boluwatife Oba-Omotayo**  
JCI Nigeria



“I decided to be dedicated to JCI when I experienced the excellent formal conduct, when I was intrigued by the inspirational leadership and the JCI Vision. I saw a better future for Zimbabwe and I decided to spread JCI.”

— **Isheanesu Makambira**  
JCI Zimbabwe



# Kodama's Essential Words and Phrases

JCI 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 the United Nations

In 1945, rising from the adversity of the Second World War, the founders of Junior Chamber International and the United Nations chartered their organizations based on the premise that young people working towards mutual understanding could prevent another holocaust. Each holding their first General Assembly in 1946, JCI and the UN were already working in sync as they aimed to spread peace throughout the world.

In 1954, the United Nations Economic and Social Council (UNESCO) granted JCI a special consultative status, defining the supportive relationship between JCI and the UN.

For more than 60 years, JCI members across the globe have remained dedicated to supporting UN efforts. Their work to strengthen the vision of the UN aligned with the JCI Mission and Vision, prove their distinct partnership is a powerful force in making the world a better place.



In 1978, JCI President Carl Peterson meets with UN Secretary General Kurt Waldheim. Seated from left are Waldheim, Peterson, JCI Representative to the UN Bernhard Musil, JCI Secretary General Carroll Bouchard and JCI U.S.A. Executive Vice President Al Simenson.

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