



## Young Active Citizens

# Go Global

## at the 2012 JCI Area Conferences

With more than 5,000 Local Organizations in more than 100 countries and territories, only JCI offers such a diverse international community of young active citizens. In 2012, embark on a new journey to connect with JCI members from across the globe who share your excitement for creating sustainable positive change.

### JCI Conference of the Americas, Curitiba, Brazil

Join your fellow JCI members in the exciting city of Curitiba, located in southern Brazil. Curitiba is known for its evergreen landscape, complete with flourishing pine trees, flowers and a variety of exotic foliage. Discuss your UN Millennium Development Goal projects while strolling around the beautiful Curitiba Botanical Garden, including an entrance carpet made of flowers, a theatre and a library. Explore the Japanese Square, the Wire Opera House or immerse yourself in a wide variety of art and architecture at the Oscar Niemeyer museum with your new friends. Curitiba is also known for its efficient bus system, making transportation to and from the Conference venues and sightseeing very easy.

### JCI Africa and the Middle East Conference, Casablanca, Morocco

Casablanca will extend a warm welcome to you from the economic and cultural capital of Morocco. Industry booms in Casablanca and the city is also home to contemporary fashion and the arts. After a long day of forums and assemblies, relax on the beach or take an evening to visit some of the vibrant entertainment lounges. Must-see sights include the King Hassan II Mosque, the Casablanca Cathedral or Les Bains Ziani, where you can relax with some spa treatments. This intriguing city also takes pride in its traditional Moroccan dining experience, consisting of seven course meals, music and traditional belly dancers.

### JCI Asia-Pacific Conference, Hong Kong

Enjoy the sights and sounds of Hong Kong, a city whose name means "fragrant harbor" in Cantonese. This vibrant metropolis is home to more than seven million people. Shaped by both eastern and western influences, the city is filled with glitzy shopping malls, extravagant dining venues and a variety of diverse architecture. Conference delegates can take a break after their day of service in the Hong Kong community to climb the steps up to the Giant Buddha or ride the Star Ferry around Victoria Harbor. For some other exploring with your new JCI friends, check out Hong Kong's museums with exhibits ranging from film to teaware to racing.

### JCI European Conference, Braunschweig, Germany

Located in the heart of Germany, this historic European city is full of medieval sights, including civic buildings, churches and squares. Known as the Lion City, Braunschweig is home to many prestigious research institutes attracting great minds from around the world. The art and culture scene also has a lot to offer, from traditional performance theatre to eclectic contemporary art. Take a post-training stroll in the green parks of the city center or buy some gifts at one of the indoor shopping malls or outdoor markets. After the Conference concludes, stay to see a basketball or football game and cheer on Braunschweig's talented athletes.

2012: Issue 1



MAY 2-5 • CURITIBA, BRAZIL



MAY 23-26 • CASABLANCA, MOROCCO



JUNE 7-10 • HONG KONG



JUNE 13-17 • BRAUNSCHWEIG, GERMANY

## 2012 JCI Global Partnership Summit

July 25-27, 2012 • New York

In 2012, JCI members will reunite with our partners to build on the commitments of the 2011 JCI Summit. After launching UN Millennium Development Goal (UN MDG) projects around the world for JCI Active Citizen Day on December 11, 2011, we will be bridging from resolutions to concrete action in 2012. Together with leaders of business, government and civil society, we will address the critical challenges facing the world. Learn more about JCI's premier partnership event at [www.jci.cc/summit](http://www.jci.cc/summit).



# Fighting Malaria Reaches New Heights

JCI *Nothing But Nets* steps up the challenge in 2012 as the campaign to fight malaria continues.

With a donation of US \$10 to the JCI *Nothing But Nets* campaign, you can save a life by providing an insecticide treated net, covering for a family of four to sleep at night, safe from malaria. JCI members, friends, organizations and partners have made great strides in the fight against malaria in 2011, nearly reaching the US \$1 million mark. This year, they will continue to increase their efforts to end malaria deaths.

#### A Look Back

Since 2008, members have raised more than US \$975,000. This impact has purchased and distributed more than 97,500 life-saving mosquito nets in Africa. Here's a look at JCI's largest donors by area for 2011:

**Africa and the Middle-East:** Mauritius, South Africa and Rwanda

**Asia and the Pacific:** Japan, Hong Kong and Korea

**The Americas:** USA, Canada and Colombia

**Europe:** The Netherlands, Sweden and Italy



In January 2011, JCI members kicked off a year of creative fundraising with the Budapest-Bamako Great African Rally, which provided a unique platform for building awareness of the need for action against malaria. Eight JCI teams from Belgium, Hungary and Latvia made stops at several JCI Local Organizations along their rigorous journey and raised enough funds to distribute 4,000 nets with the aid of BestNet Europe, Ltd.

From September 3 to 7, 2011, JCI members set sail to save lives at the first ever JCI Regatta, held around the Kornati Islands near Biograd, Croatia. More than 50 JCI members participated in this four-day sailing event, spreading awareness and raising €11,000 for JCI *Nothing But Nets*. Register now at [www.jci-regatta.com](http://www.jci-regatta.com) for the 2012 JCI Regatta, held September 1 to 5, 2012, also in Croatia.



In August, JCI Executive Director of Growth and Development Arrey Obenson joined the UN Foundation and other partners on an educational trip to raise awareness for *Nothing But Nets* in Cameroon. "From my experience, I now know that it is more than just a net handed to a needy person. It brings a new outlook on life, a cultural change and hope for a brighter future for millions of people across Africa," Obenson said.



At the 2011 JCI World Congress in Brussels, Belgium, along with the JCI Countdown to Congress campaign, members donated more than US \$86,600. UN Foundation *Nothing But Nets* Campaign Manager Andrea Gough helped celebrate the passion of JCI members for saving lives.



#### What can you do in 2012?

Community projects like fundraisers and events can be fun and creative ways to increase support for the campaign. You can also 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.

Spread the word to your National and Local Organization about our huge accomplishment of raising more than US \$975,000 and help contribute and Make it a Million! Passionate JCI members must step up and jump ahead in the race to end malaria deaths by taking the fundraising total to a new level.

As you and your fellow members race to a million, there is an exciting prize in store for the representatives of the top three JCI National Organizations and top individual who raise the most funds for the purchase and distribution of nets in 2012. For their dedicated participation in the UN Foundation *Nothing But Nets* campaign, top fundraisers will have the opportunity to experience hands-on how the money that they raised is saving lives in Africa by accompanying the UN Foundation and other partners on a mosquito net distribution trip in 2013.

# Changing the World One Step at a Time

On your way to your first JCI Local Organization meeting of the year, you pass by a homeless man asking for a few coins. You generously lend him what you can. Walking away, you think, "I can do more than feed this man for just a day," and you resolve to find a way to make a real impact on poverty in your community.



You and your JCI Local Organization members start your needs analysis by talking to a homeless shelter administrator, who explains that most visitors are poor because they can't find jobs. So you talk to area employment agencies and discover that companies will not hire the impoverished because they are uneducated.

You then speak vocational trainers who tell you the impoverished individuals never finished primary school because they lacked a positive influence to motivate them. Finally you have come to the root of poverty in your community and it's time to develop a creative solution to provide support to school children and break the cycle of poverty. The key is engaging as many parties in your community as possible.



Starting with the individuals you spoke with, you establish measurable key goals for your project. Keeping the goals in mind, you and your fellow JCI members work to carry out your solution. Whether through an after school tutoring program, mentoring arrangement or other ongoing support, you and your collaborators create a powerful and lasting impact.



Both during and after the completion of your project, meet with project stakeholders and talk about your efforts and what next steps you must take. Whether it's continuing the efforts you've been making or adapting your strategy to changing needs, you will only create lasting change by ensuring your projects are relevant and effective through ongoing evaluation.



Although every community is unique and each has its own issues, your project may be relevant to many other JCI members. Be sure to upload your projects to the JCI website to share your best practices with others. You can not only help change your community, but also help those seeking to change theirs throughout the world.

Keep reading to learn about a real project in El Salvador that used the JCI Active Citizen Framework as a guide.

## Project Profile: El Salvador

### JCI members in El Salvador analyze community needs to create change.

In October 2011, JCI teamed up with the Pan American Health Organization (PAHO) to test the JCI Active Citizen Framework in a real community with a new group of JCI members in El Salvador. JCI worked with the government, the chamber of commerce and the Federation of Industries of the State of Parana in Brazil, and decided to focus on CAISA, a health center for poor adolescents.



Together, the group analyzed data from the city of San Salvador, CAISA and the United Nations. At first, JCI members and these stakeholders expected to focus their project on the health center. However, they quickly learned that many people in this community live on less than US \$1 a day, and that unemployment of young people ages 15 to 24 is a big problem.



After learning these statistics, they decided to focus on youth unemployment to benefit the community across many sectors. The project will train young people and connect them with job opportunities through internships with local businesses. When more young people are employed, they will be able to afford their own healthcare, reducing the overwhelming demand at CAISA, whose typical patients cannot afford those services. For PAHO, it means a healthier community. And for San Salvador, it means young people are working, contributing to the economy and helping to build a stronger city.



With careful needs analysis, JCI members in El Salvador were able to start a project that is making a lasting impact. Working with stakeholders expands the depth of a project and leads to sustainable community change. Use this project from San Salvador as a model for taking action in your communities in 2012.

# Spotlight JCI



Didn't get a chance to be part of your Spotlight JCI Area Team at the 2011 JCI World Congress in Brussels? Test your knowledge with these questions and prepare for your chance to be 2012 Spotlight JCI Champion at this year's World Congress in Taipei!

**1. Which city will host the UN Conference on Sustainable Development in 2012 and JCI World Congress in 2013?**

- a. Rio de Janeiro
- b. Kyoto
- c. Mexico City
- d. Geneva
- e. Johannesburg

**2. Which of these is NOT a word for "cheers," a phrase used when toasting to good health, at a 2012 JCI International Event?**

- a. Fi sahetek
- b. Saúde
- c. Prost
- d. Tulgatsgaaya
- e. Yambuy

**3. In which 2012 Area Conference city will you find the King Hassan II Mosque, designed by French artist Henri Prost?**

- a. Casablanca
- b. Braunschweig
- c. Hong Kong
- d. Curitiba
- e. Tarragona

**4. What food are you most likely to grab on the go between programs at the 2012 JCI European Conference in Braunschweig?**

- a. Pretzels
- b. Nachos
- c. Crepes
- d. Waffles
- e. Falafel

**5. In what 2012 JCI Conference city would you be most likely to eat in a churrascaria while drinking a caipirinha?**

- a. Braunschweig
- b. Casablanca
- c. Curitiba
- d. Hong Kong
- e. Taipei

**6. Which of the following is NOT a spoken language of one of the four countries that will host a 2012 JCI Area Conference?**

- a. Arabic
- b. English/Chinese
- c. Spanish
- d. Portuguese
- e. German

**7. In which 2012 JCI event city would you hear the word "Yambuy" while raising a glass to your health?**

- a. Manila
- b. Braunschweig
- c. Curitiba
- d. Damascus
- e. Hong Kong

**8. Which of the following is NOT a currency of one of the 2012 JCI Area Conference host nations?**

- a. Dirham
- b. Dollar
- c. Real
- d. Guilder
- e. Euro

Answers: 1.a 2.d 3.a 4.a 5.c 6.c 7.e 8.d



## A Look Back: JCI Senator #1

Inspired by US Jaycees' Crew, JCI Board of Directors members assembled at the 1952 JCI World Congress in Melbourne, Australia to develop an organization for JCI alumni. JCI President Phil Pugsley and John Armbruster of the US Jaycees led the discussions to establish a fund to build the first permanent World Headquarters for the organization. Together, the JCI Board of Directors founded the JCI Senate to honor past members for their achievements, to provide current members with a valuable source of guidance and to finance the establishment of a permanent location for JCI administration. In honor of his service to the organization, the first JCI Senatorship was given to Joachim Gonzales, who died while serving as JCI Secretary General.



JCI members observe the groundbreaking in 1950 for the first permanent JCI World Headquarters, funded by the JCI Senate.

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