

# 2017

FACED WITH THREATS TO PEACE

# IMPACT

JCI MEMBERS PERSISTED IN TAKING UNITED ACTION

# REPORT

TO ACCOMPLISH THE IMPOSSIBLE.





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COVER PHOTOS (TOP DOWN): JCI HONG KONG,  
JCI ZIMBABWE, JCI ECUADOR | THIS PAGE (FROM  
LEFT): JCI MADAGASCAR, JCI SWITZERLAND





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“My journey as an active citizen has no limit because the problems that undermine my community are numerous. Therefore it is vital for me to always be taking action and to pass on my achievements to future generations.”

– Mohamma–Romary Foche (on right),  
JCI Yaounde Excel (Cameroon) Member



“  
Young people  
are not the problem.  
They are the  
solution.”





JCI ECUADOR

# The Opportunity of Youth

Young people around the world are told by authority figures, the media and possibly by themselves at some point that they are causing a problem—that they are the problem. We live in a world where the growing youth population worldwide is painted as a threat to stability, and where the challenges we face today are because of young people.

Policymakers and government institutions charged with providing education, health services and other assistance can be overwhelmed by the sheer size of today's youth population. Countries with limited resources or weak economies face additional challenges to meet the rapidly growing demand for jobs and income-earning opportunities for the millions who are approaching employment age. It is easy for young people to be perceived as part of the problem, when in reality they are vital to the solution.

There has never been such an abundance of young people and never again will there be such vast potential for innovation, accelerated development and meaningful social change. Today's young people are in a stronger position than any generation before them to end poverty, fight inequality and injustice and combat climate change. Young people are the world's most powerful and untapped resource to ensure sustainable development.

## Our Mission

To provide development opportunities that empower young people to create positive change.

## JCI Vision

To be the leading global network of young active citizens.

## JCI Values

- That faith in God gives meaning and purpose to human life;
- That the brotherhood of man transcends the sovereignty of nations;
- That economic justice can best be won by free men through free enterprise;
- That government should be of laws rather than of men;
- That earth's great treasure lies in human personality;
- And that service to humanity is the best work of life.



JCI LITHUANIA



## JCI CHANGEMAKER

### AGNES MUKONKA-MUJURU

JCI City Zimbabwe (Zimbabwe)  
Member Since February 2011

Wanting to create life changing and meaningful projects in her community, Agnes Mukonka-Mujuru joined JCI to improve her project development and leadership skills. She believes that young people have a responsibility to take ownership of their communities by becoming active citizens who shape a better future for them and generations to come. She was empowered to pass her knowledge along by doing a needs analysis for Blossoms Children's Home — a donation-based home for underprivileged children in Zimbabwe — which helps give children life skills, social skills, career guidance, as well as knowledge on how to utilize their land for gardening and farming. Using her needs analysis, she showed them how to raise their own funds and grow food for consumption so they no longer had to rely on donations.

**"I am an active citizen because I cannot bear to complain and watch things go however way. Silence and passive citizenship are a vote for mediocrity. I like to be part of the sustainable solutions that impact our communities positively."**

There are currently 1.8 billion young people ages 18–25 on this planet.<sup>1</sup> This number is only expected to increase as 2030 approaches since over 25% of the world's population is 15 years of age and younger.<sup>2</sup> It is not only their remarkable numbers, but also their traits and experiences that position them as a critical component for creating a better world. Each new generation is more digitally connected and tech savvy, more educated and exposed to the broader world and more comfortable in a collaborative and changing environment. At the same time, young people are becoming more ethnically diverse and with that generally more respectful of individual fundamental rights. These factors contribute to their inherent drive to be agents of change rather than passive spectators.

Over the last decade, the world has witnessed how these qualities have led to an increase in young people driving change and demanding freedom and respect for their rights. They have taken to social media and the streets, demanding improved conditions for themselves and their communities, while also leveraging opportunities to learn, work and participate in decisions affecting them. Today, young people are growing up with a global mindset allowing them to better understand their important role and responsibility to make the world better. However, according to the AIESEC Youth Speak report, which surveyed over 150,000 young people, only 56% of respondents worldwide volunteer their time, resources and energy toward a particular cause.<sup>3</sup> While many wish and expect 100% of youth to volunteer, JCI recognizes that young people are looking for opportunities beyond traditional volunteer experiences. These individuals desire to take concrete action that creates direct impact within their community and the world. While they understand their power and expect engaging opportunities, many face obstacles to making the difference that they desire in the world; they face greater under-employment and are earning less than previous generations. If the desire to effect change is not matched with the opportunity to do so, young people may take part in nontraditional civic engagement, turn away from civic participation completely or pursue more dangerous measures as we have seen evidenced by the recruitment of disenfranchised young people by extremist groups.

So how can communities, nations and the world at large harness this untapped resource and channel the energy of young people toward positive change? The answer is through providing opportunities that engage, empower and activate young people to become active citizens of their community. Active citizenship has been described as: empowering citizens to have their voices heard within their communities; providing a sense of belonging and a personal stake in society; and instilling values of democracy, equality and diverse culture.<sup>4</sup> It is this same sense of belonging and personal stake in community that young people desire when



# 1.8 billion

## YOUNG PEOPLE

ages 18 – 25 currently live on this planet.<sup>1</sup>

This number will only increase as 2030 approaches since 25% of the world's population is 15 years of age and younger.<sup>2</sup>



they turn to extremist groups such as ISIS, Boko Haram or al-Shabaab. Through diverse programs and experiences, active citizenship can be cultivated within individuals and communities, empowering people to become active citizens who take responsibility for local issues and find targeted, sustainable solutions that benefit the community and the world. Each day JCI empowers young people with the opportunities that transform them from ordinary individuals into active citizens who take extraordinary action for sustainable development. By developing active citizens and fostering active citizenship in grassroots communities, we empower the next generation of young people to be actors effecting the positive change they want to see in their community and country, rather than causing negative change or passively witnessing and accepting the status quo.

Young people are set to inherit chronic social, economic and political challenges that businesses, governments and civic organizations are unable to solve without engaging youth. They must collaborate with all sectors to make progress. To devise solutions to these problems, young people need the skills, knowledge and confidence that harness their power to change the world.

Young people are not the problem. Young people are the solution. They are the answer to a prosperous and peaceful world for all.

<sup>1</sup> "The Power of 1.8 Billion Adolescents, Youth and the Transformation of the Future: State of the World Population 2014." United Nations Population Fund (UNFPA). 2014.

<sup>2</sup> "World Population Prospects: 2017 Revision." United Nations Department of Economic and Social Affairs, Population Division. New York, 2017

<sup>3</sup> "Youth Speak Global Report 2016." AIESEC, 2016, [issuu.com/aiesecinternational/docs/report\\_youthspeak\\_2016](https://issuu.com/aiesecinternational/docs/report_youthspeak_2016).

<sup>4</sup> Hoskins, Bryonny. "Measuring Active Citizenship in Europe." Institute for the Protection and Security of the Citizen, CRELL Research Paper 4-EUR 22530 EN. 2006. [ec.europa.eu/jrc/sites/jrcsh/files/jrc-coin-measuring-active-citizenship-2006\\_en.pdf](https://ec.europa.eu/jrc/sites/jrcsh/files/jrc-coin-measuring-active-citizenship-2006_en.pdf).





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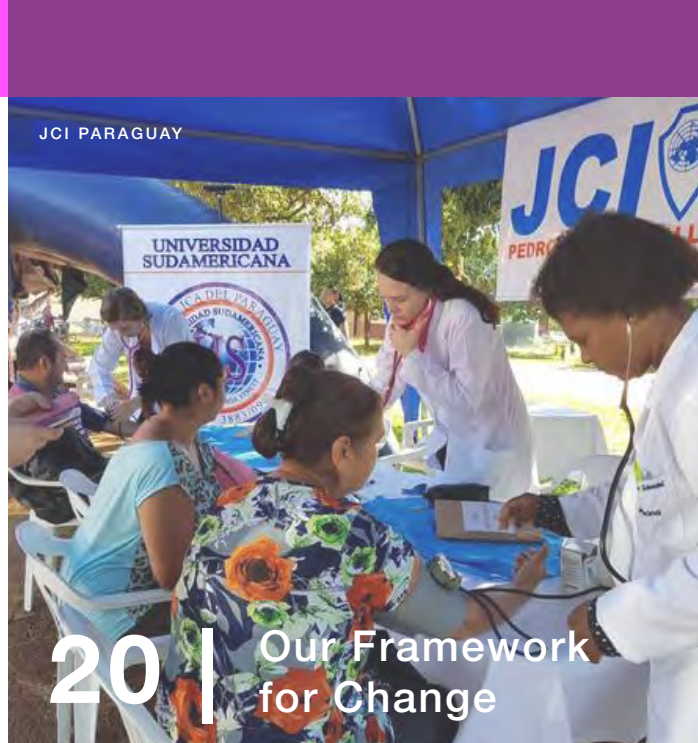
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02

The Opportunity  
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JCI Events



# Introduction



## Message from the 2017 JCI President Dawn Hetzel

My dear fellow Active Citizens,

Thank you for a truly incredible year of impact in 2017. It was a year of building relationships and empowering each other and those around us through collaborative action for positive change. In my travels I witnessed your commitment, passion and dedication to Building a Better Future for your communities and the world.

In 2017, we saw the Peace is Possible campaign culminate in the International Summit on Peace. Young people from around the world gathered to stand as advocates for peace and committed themselves and their communities to resolute action. Through everyday local projects and national events we continued to advance the Global Goals for Sustainable Development. During the JCI Global Partnership Summit we connected with like-minded organizations and learned more about how we collaborate for even greater impact. We have empowered young leaders who are able to identify the relevant goals in their communities and create action plans for local impact that together effect global change.

In every corner of the world, I was amazed and inspired by your stories of impact. I am in awe of what we accomplish each and every day and who we are as the leading global network of young leaders and active citizens. Let's continue to share our stories and continue to challenge and encourage young people to be leaders of impact.

As active citizens we take our responsibility to heart and are compelled to act. We are powerful changemakers when we stand together and say: I am JCI! You are JCI! We are JCI!

And when we come together, empower one another and work together, then we will indeed Build a Better Future!

A handwritten signature in black ink that reads 'Dawn A. Hetzel'.

Dawn Hetzel  
2017 JCI President

## Fun Facts About President Dawn Hetzel

**Presidential Tagline**  
Build a Better Future

**Presidential Hashtag**  
#IamJCI

**Favorite Airport Visited**  
Singapore Changi Airport

**Favorite Food Experience**  
Mangos in the Philippines

**Favorite Travel Experience**  
All experiences regarding culture, food and tradition



# What was your most impactful JCI moment in 2017?

During a meeting with a former JCI TOYP honoree, he said he felt like he had failed since his project didn't reach everyone in his country. I was so sad because he was forgetting about the thousands of people that he did reach and impact! In that moment I realized that it's not about whether our projects change the world; if we change one person's life, then to them, we did change the world because we changed their world, and that's what is important!

JCI GLOBAL PARTNERSHIP SUMMIT



JCI PHILIPPINES

## 2017 IMPACT NUMBERS

58

COUNTRIES  
VISITED

160

GLOBAL, NATIONAL AND  
LOCAL JCI EVENTS ATTENDED

205

PARTNER EVENTS  
ATTENDED

107

AIRPORTS VISITED

538,827

KILOMETERS TRAVELED

307

DAYS ON THE ROAD



CONFERENCE OF THE AMERICAS



JCI JAPAN | KYOTO CONVENTION

# Introduction

## Message from the JCI Secretary General Arrey Obenson



### Follow Secretary General Arrey Obenson Online

Keep up to date on where he travels, who he meets and how he is impacting people around the world.

 /ArreyObenson

 @aobenson

 @aobenson

Dear citizens of the world,

While 2017 consisted of global challenges ranging from increased threats to peace caused by long standing conflicts, a record increase in refugees and youth radicalism as well as extreme climatic conditions, JCI audaciously challenged the status quo positioning ourselves as having the tremendous capability to unite all sectors of society to create sustainable impact.

Collaboration was at the center of our activities. JCI partnered with the Government of Sarawak to host the International Summit on Peace in Kuching, Malaysia that attracted the participation of nearly 750 peace makers and built a coalition of about 30 participating organizations. We continued embracing the Global Goals for Sustainable Development through the WeDo! 2030 Festival at the 2017 JCI World Congress in Amsterdam, where we also renewed our partnership with the UN SDG Action Campaign.

The Global Youth Empowerment Fund demonstrated how the JCI Active Citizen Framework can drive impact in communities. By increasing the number of projects funded, we opened the organization to a world of new opportunities at the grassroots level. The Fund allows us to build a network of changemakers who identify challenges in their communities and take action to create sustainable impact.

Last year's events were a source of inspiration as they introduced high-powered speakers to serve as role models for our members. We partnered with the reputable Dale Carnegie Training to develop the new JCI Facilitator course to enhance the skills of our members, and also introduced "The Journey" — a great experience to demonstrate the path that young people can take to transform from being an ordinary to extraordinary citizen through JCI.

Like every year, 2017 presented its own challenges to the organization, particularly due to limited resources. While we did not achieve our projected fundraising goals, we made significant impact in all other aspects of the organization. We served as responsible stewards and managers of the revenue streams that flowed into the organization and ensured that we invested the resources in the areas that foster the mission of the organization.



Arrey Obenson  
JCI Secretary General



## What was your most impactful JCI moment in 2017?

The adoption of the Youth Proclamation on Peace at the International Summit on Peace in Malaysia. The founder of JCI hoped that, “From within the walls of the soul of this organization, a message would come forth that would stir the people toward the establishment of a permanent and everlasting world peace.” Over 100 years later, that dream was manifested by hundreds of young people—not just JCI members—who resolved to take the future into their own hands and committed to become actors for peace. That moment marked a turning point, a new page in JCI’s history. It was an incredible manifestation that the future of the world belongs to those who dare to dream.

JCI AFRICA AND THE MIDDLE EAST CONFERENCE



## 2017 IMPACT NUMBERS



**23**  
COUNTRIES  
VISITED

**25**  
GLOBAL, NATIONAL AND  
LOCAL JCI EVENTS ATTENDED

**93,000**  
IMPRESSIONS FROM  
TWEETS

**65**  
ORGANIZATIONS  
ENGAGED





# Who We Are

JCI MALTA



About JCI Brochure  
[impact.jci.cc/AboutJCI](http://impact.jci.cc/AboutJCI)

## 102

### YEAR LEGACY

of sustainable impact since our global movement's founding by Henry Giessenbier Jr. in 1915 in his hometown of St. Louis, USA, where the JCI World Headquarters currently resides.

## 11

### MILLION MEMBERS

have contributed to JCI's legacy of impact over time, creating one of the world's largest networks of active citizens.

We are a global movement that challenges the status quo. We inspire young people to recognize their responsibility to create a better world and empower them to drive change.

We are a grassroots movement of young active citizens ages 18 to 40 who are dedicated to creating positive change in our communities around the world. In more than 5000 communities across nearly 120 countries, our members are recognized for embracing new ideas, collaboration and diversity. We demonstrate passion and courage to address the most critical challenges of our time. We empower young people by developing their skills, knowledge and understanding enabling them to stand up, make informed decisions and lead their community to take concrete action for sustainable impact.

**We are ordinary individuals who do extraordinary things.  
We are on a mission to change the world.**

We are individuals who see challenges not as obstacles but as opportunities. We have the audacity to stand up and take action for what is just. We more than often choose the difficult but right path to change the world. We do not only talk about how the world should look—we take grassroots action to make sure our vision becomes a reality. We work as one united team to create positive change, amplifying our global voice.

**We are JCI.**





JCI HONG KONG

# 200,000

## EXTRAORDINARY PEOPLE

currently make up JCI's global network of active citizens dedicated to creating sustainable change through leading grassroots initiatives in their unique communities as members, alumni, supporters or donors.

# 0.32

## IMPACT INDEX

is the number of JCI Active Citizen Framework projects per number of current JCI Local Organizations in 2017.



JCI URUGUAY

# 1

## GLOBAL MOVEMENT

working to achieve...

# 1

## MISSION AND VISION

in communities around the world.

# 5000

## COMMUNITIES

throughout JCI collaborate together to mobilize and realize global sustainable development through the lens of the Global Goals for Sustainable Development.

# 1

## FRAMEWORK

that all JCI members around the world use to tackle their communities' greatest needs and create sustainable impact: this is the JCI Active Citizen Framework. Learn more about the JCI Active Citizen Framework on pages 20–21.

# 17

## GLOBAL GOALS

for Sustainable Development inspire and advance change throughout the world by achieving...

# 169

## TARGET ACTIONS

that will realize the achievement of these goals leading to the end of poverty, inequality and climate change.

JCI UNITED KINGDOM

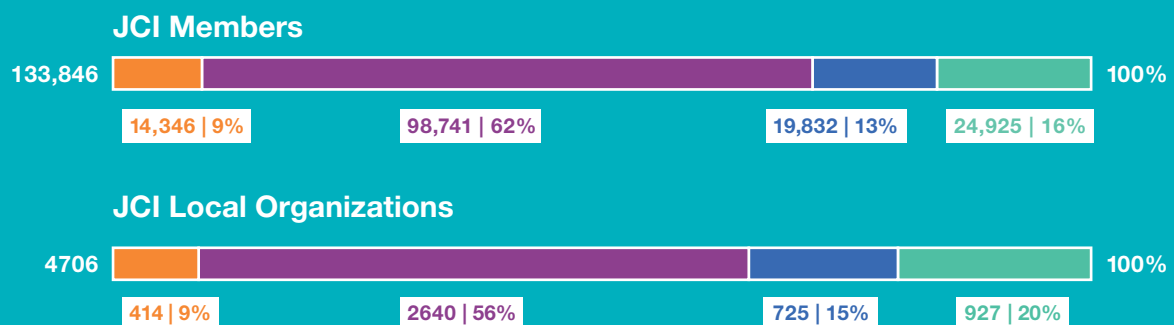


# 8

## INTERNATIONAL EVENTS

were held in 2017 to continue empowering JCI's network of young active citizens through inspiring keynotes, skills development and cultural immersion and appreciation.

# Mapping our Impact







117





## JCI SKILLS DEVELOPMENT

# 2350

OFFICIAL JCI COURSES  
CONDUCTED

# 14,491

OFFICIAL JCI COURSE  
GRADUATES

# 26,371

OFFICIAL JCI COURSE  
PARTICIPANTS

## Top Global News Featuring JCI by Reach

**36,584,893 Reach**

News Source: Business Insider (Nordic) | USA |  
[impact.jci.cc/topnews1](http://impact.jci.cc/topnews1)

**13,474,367 Reach**

News Source: The Times of India | India |  
[impact.jci.cc/topnews2](http://impact.jci.cc/topnews2)

# JCI by the Numbers

## JCI in the Global News

JCI members are taking grassroots action in their communities around the world each and every day. Due to their tremendous efforts finding, collaborating and creating sustainable solutions, they are often recognized by local, national and global media amplifying the JCI Mission and Vision. Check out the impact JCI members created in 2017 by sharing their stories of impact.

**2335** | Volume Trend

**893.2 Million** | Reach Trend

**US \$8.3 Million** | Advertising Value  
Equivalency (AVE)

**85** | Countries Reached

## Top 5 Publications by Reach

The Times of India | Reach: **62.4 Million**

BBC News – Indonesia | Reach: **58.2 Million**

Haberler.com | Reach: **49.5 Million**

Business Insider | Reach: **36.6 Million**

Scibd | Reach: **32.7 Million**

## Top 5 Countries by Reach

United States of America | Reach: **181.5 Million**

Turkey | Reach: **150.9 Million**

Indonesia | Reach: **117.2 Million**

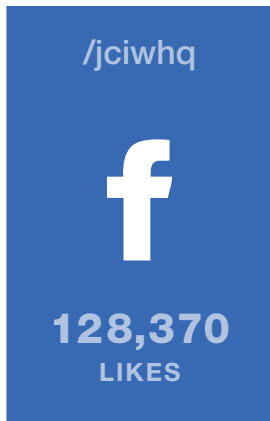
India | Reach: **108.2 Million**

Philippines | Reach: **40.1 Million**

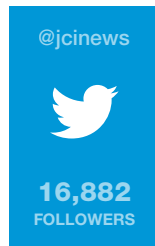
All information under JCI in the Global News is procured  
by Meltwater.



# Social Media Impact



**+10,070**



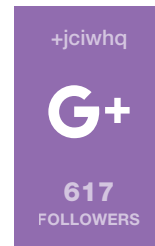
**+1882**



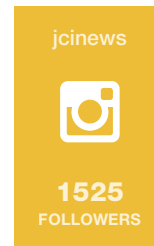
**+597**



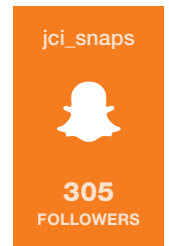
**+3348**



**+202**



**+461**



**+195**

## Facebook Statistics

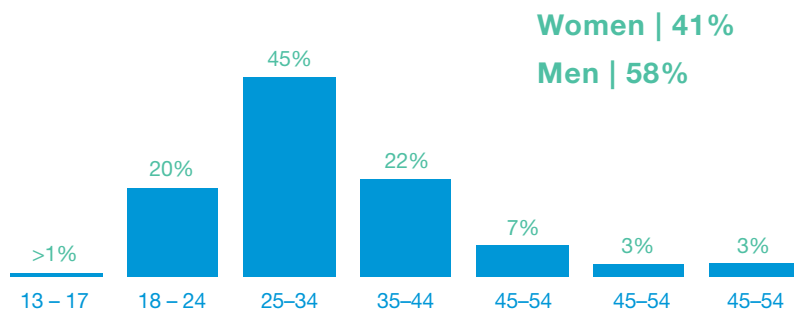
### Top 5 Followers by Country

**Tunisia:** 19,326  
**India:** 7840  
**Philippines:** 5912  
**Japan:** 5236  
**USA:** 5140

### Top 5 Followers by Language

**English (USA):** 47,208  
**French:** 34,050  
**English (UK):** 13,333  
**Spanish:** 8109  
**Japanese:** 4810

## Facebook Audience by Age and Gender



## Most Impactful Post of the Year:

“JCI is in Miami!

JCI está en Miami 2018. Register here:  
<http://www.cvent.com/d/p5qs98>”

Reach: **172,762**

Views: **71,000**

Posted on: **20 May 2017**



4310

510

51

61

4

554

901

68,112



# Plan of Action

JCI CATALONIA

JCI BULGARIA



INTERNATIONAL SUMMIT ON PEACE

The 2017 Plan of Action focused all JCI members' actions toward being the organization that unites all sectors of society to create sustainable impact. JCI is committed to creating an environment that inspires and enables young people to become active citizens — individuals who are invested in the future of their community. Driven by key strategies of the 2014–2018 JCI Strategic Plan, JCI stakeholders continued to make progress in achieving our long-term goals.

The JCI Active Citizen Framework continues to serve as the foundational tool that members use to drive impact in their local communities. In 2017, the framework was shared more widely externally at events hosted by JCI partner organizations, and tools were expanded and made available in more languages for members to share with other stakeholders in their communities. Nearly 1500 JCI Local Organizations completed at least one project following the framework, making the year's impact index 0.32.

Progress toward achieving the Global Goals for Sustainable Development continued in 2017 with the participation of JCI members through grassroots level projects around the world, actions of the Peace is Possible campaign, grants delivered by the Global Youth Empowerment Fund and JCI's involvement in the preparations for the 2018 World Cleanup Day. These efforts culminated in 2017 during the JCI World Congress where delegates participated in a week-long program of workshops, community activities and keynotes that enhanced delegates' abilities to advance Global Goals #4 Quality Education, #8 Decent Work and Economic Growth, #10 Reduced Inequalities and #13 Climate Action.

The Peace is Possible campaign built on the momentum of its 2016 launch by engaging young people at the first ever International Summit on Peace in Kuching, Sarawak, Malaysia. More than 700 young people from 79 countries, including representation from 20 like-minded organizations, united to address the greatest barriers to peace and formulate sustainable solutions to these challenges. The Peace is Possible campaign received nearly 24,000 individual online commitments by the end of its second year.



**2017 JCI Plan of Action**  
[impact.jci.cc/2017PlanEN](http://impact.jci.cc/2017PlanEN)



# Meet the 2017 JCI Board of Directors

**Back Row (from left):** Chief Executive Assistant to the President Andrés Gutiérrez, Vice President Yosuke Seito, Vice President Marion de Groot, Vice President Anthony Leung, Vice President Viktor Ómarsson, Vice President Céline Bléher, Vice President Oumar Ouedraogo, Vice President Rajshree Bhaje, Vice President Reem Abdel-Hadi, Vice President Maidalyz Toro Vega, Vice President Nezha Labyed, Vice President Kong Joo Kim, Vice President Chris Curtola, Vice President Zoe Aphas, Vice President Horst Wenske, Vice President Kevin Hinds, Vice President Mathew Blessing Mutavayi, Vice President Maharo E. F. Isenia

**Front Row (from left):** Executive Vice President Marc-Arnaud Kone, Executive Vice President Marc Brian Lim, Treasurer Laurence Bolotin, Secretary General Arrey Obenson, President Dawn Hetzel, Immediate Past President Paschal Dike, General Legal Counsel Sangwoo Bae, Executive Vice President Candice Henriquez, Executive Vice President Jonathan J. Borg

I am JCI. You are JCI.  
We are JCI.



## One Year to Lead

Since the organization's start, one of the foundational ways JCI has provided development opportunities for young people to create positive change is by opening leadership positions at every level for a one-year term. Whether serving on their local Board of Directors or serving members across several countries as an international Vice President, JCI leaders have the exciting opportunity to encourage fellow members to live the JCI Mission and lead the way to creating sustainable impact. This one year to lead philosophy celebrates fresh ideas, new perspectives and provides the adaptability needed for our members to create action-oriented solutions to the greatest challenges in their communities.



# Our Framework for Change

JCI GERMANY

## Stages of Community Development

### Stage 1: Health and Wellness

Healthy citizens are the foundation of a successful society. For individuals to be empowered and prosperous, they must first be healthy. Initiatives within this first stage of community development address the barriers that stand between citizens and the opportunity to live healthy lives, such as disease prevention, enhancing sanitation and increasing access to medical treatment.

### Stage 2: Education and Economic Empowerment

Education and economic empowerment are the engines behind societies that put the community on a path toward sustainable development. This development stage builds on the foundation of health and wellness to ensure equal opportunities to skill development, employment and economic growth.

### Stage 3: Peace, Prosperity and Sustainability

With progress comes new challenges. Advancing the stages of community development requires a long-term approach that considers potential future obstacles. Projects in the final stage prepare a community to sustain and endure environmental and economic crisis and advocate for peaceful and prosperous communities.



JCI CATALUNYA

## The JCI Active Citizen Framework

Today's challenges require innovative and creative solutions. Through active citizenship, empowered young people take responsibility for local challenges and identify targeted, sustainable solutions. Motivated by the passion to transform their lives and the world, JCI members have the courage to address the most critical challenges of our time.

Collaborative ownership of both challenges and solutions by community stakeholders across sectors is needed in order to produce sustainable impact. Designed to address all types of community challenges, the JCI Active Citizen Framework outlines a methodology for conducting grassroots projects that build sustainable solutions addressing a community's most urgent need, ultimately creating global change.





**Silindile Mncube | JCI Cape Town (South Africa)**  
Member Since: 2015

“Young people in the world represent the now and the future. If we are serious about creating better communities, better nations and better societies, it is important that young people start becoming proactive in solving the world’s problems.”

## JCI Active Citizen Framework Action Steps

### Analyze: Examine Community Needs

To enable communities to achieve sustainable impact, first the community must be analyzed and understood — both its needs and its resources. Using tools like surveys, key stakeholder interviews, focus group discussions and other data collection methods, active citizens deepen their understanding of the community, the root causes of its challenges and the opportunities to address them.

### Develop: Formulate Sustainable Solutions

The next step is to formulate projects that address the core needs and their root causes, ultimately providing long-term solutions. Collaborators outline goals, actions to achieve them and desired outcomes that produce maximum impact in the community. Addressing community challenges through three integrated stages of community development will drive the community toward peace, prosperity and sustainability.

### Execute: Take Action

By this point, a community need and its root causes have been identified and its time to take action. This involves mobilizing resources, rallying support and implementing the project plan. During this stage, communication, action and accountability are key to ensuring positive results and sustainable impact.

### Review: Monitor and Evaluate Results

Throughout the project, it is important to monitor progress to determine if the goals are on track to being achieved. By comparing data collected during the analysis phase to data collected during and after the project, the resulting positive change can be measured. After the project is completed, the community is engaged to reflect on the actions taken and evaluate the efforts to create a long-lasting impact.

### Collaborate: Partnerships

Solutions to the greatest challenges facing our world can only be achieved by involving all sectors of society: business, government and civil society. By engaging stakeholders affected by the community challenge, as well as those in a position to address it, communities can forge coalitions dedicated to the initiative — each step of the framework offers an opportunity to engage the local community to take ownership of both the need and its solution. When the community as a whole is invested in the effort to effect positive change, sustainable impact can be achieved.



JCI BENIN



**JCI Active Citizen Framework Infographic**  
[impact.jci.cc/ACFInfo](https://impact.jci.cc/ACFInfo)



**JCI Active Citizen Framework Video**  
[impact.jci.cc/ACF](https://impact.jci.cc/ACF)





JCI HONG KONG







# JCI and the Global Goals for Sustainable Development

At the end of 2015, the Millennium Development Goals (MDGs)—a set of eight goals advancing global development JCI members worked to advance since their adoption in 2008—reached their deadline.

In September of 2015, more than 150 world leaders gathered at the United Nations to adopt the Sustainable Development Goals. During the General Assembly at the 2015 JCI World Congress in Kanazawa, Japan, JCI's nearly 120 National Organizations signed the Kanazawa Declaration, committing the organization to advancing these goals.

Also widely known as the Global Goals for Sustainable Development, these 17 goals, with 169 targets, are the building blocks to peace and will work together to end extreme poverty, fight inequality and injustice and combat climate change by 2030. Dedicated to developing a better world, JCI members and young people globally have begun to identify the goals most relevant to their communities, take action to engage stakeholders and implement projects that provide sustainable solutions to the greatest challenges of our time.

Learn more about the Global Goals for Sustainable Development at [www.globalgoals.org](http://www.globalgoals.org).



JCI BANGLADESH

## Projects: Health and Wellness

To address seasonal water shortages and the lack of clean water in Preah Vihear — a United Nations World Heritage Site in Cambodia — **JCI Japan** initiated **SMILE by Water Campaign**. The first item of action was to establish water wells in the region; however to fund the project and provide a means to make it sustainable, they developed a revenue building business model addressing another challenge faced by the community — a lack of adequate protein sources. They did this by building a four-hectare fish farm that could be harvested for sale every six months. This new source of revenue reduced poverty in the area by providing new source of nourishment and the jobs at the farm. The sustainable revenue source continues to provide funding to establish clean water wells in every household impacting a total of 4200 individuals.

### Community Development Stage 1: Health and Wellness

Projects in this stage advance the following  
Global Goals for Sustainable Development



After realizing that inadequate infrastructure prohibited access to proper health services to the citizens of Nijhum Dwip, an isolated and hard-to-reach offshore island in the Bay of Bengal, **JCI Dhaka Central (Bangladesh)** took action to address this challenge through their initiative **Rono**. During their efforts, they found that the road that connects the health center was extremely narrow and could become easily submerged under water during the rainy season, prohibiting people, especially future mothers, the ability to gain entrance to the center to receive the urgent care that they may need. Therefore, they constructed a much safer road connecting the community to the health center that will be monitored and worked on as needed. Not only does this road provide hope to the community, but it also saves lives and inspires future local initiatives for development. Overall, 35,000 individuals were impacted by this tremendous effort.

After realizing the unhealthy living conditions, lack of resources and treatment as well as the increasing amount of disease in the local prison, **JCI Cameroon** initiated **All Round Clean Up of Buea Central Prison** to combat this challenge. As the prison was only built to hold 300 inmates, but actually houses 1400, the first step was to educate inmates on enhancing their own health and well-being through hygienic practices. They then helped treat those with pre-existing health issues such as diabetes and high blood pressure and also provided preventative measures to fix growing issues such as malaria and bed bugs. Overall, over 200 inmates received the treatments they needed, 300 inmates received medical testing and 1400 inmates received care and donations, such as clothing, bedding and food throughout the duration of the project providing them with a sense of health and well-being, hope and humanity.

JCI JAPAN





“By choosing to make a difference, by knowing our purpose and by continuously challenging each other, we have the possibility to become stronger contributors to the world.”

JCI BOLIVIA



After identifying a high percentage of deaths in Cochabamba are due to breast cancer, **JCI Feminino Cochabamba (Bolivia)** conducted a needs analysis based on local surveys, hospital visits and cancer foundation research to better understand this growing issue. They learned that awareness on how to prevent this disease was very low and mammograms were not easily available and affordable to a majority of the population. They initiated **Pink Run**, a community-wide 5k race, to raise awareness and funding to tackle this challenge; they also established a series of talks at universities and health centers on breast cancer prevention. While the race had over 700 participants, more than 5000 people were impacted overall, and through their support, 200 free mammograms were given to women in need. By connecting all sectors of society throughout this project, a newfound understanding was developed that collaboration can they achieve sustainable impact.



## JCI CHANGEMAKER

**Sara Maalal**

**JCI Casablanca (Morocco)**

**Member Since April 2014**

Since childhood, Sara Maalal has always been interested in community issues. To become an active citizen, she joined JCI so she could invest in the future of her country and dedicate her time to achieving sustainable impact. She no longer wanted to watch as a simple observer, but instead, take an active role in her community.

The youth unemployment rate in Morocco has always been a topic of concern for Maalal. In 2015, she became the Vice President of Community for JCI Casablanca and implemented a project called Find My Job — a project aimed to help young graduates struggling to seek employment. Using an evaluation system set up through the JCI Active Citizen Framework, Find My Job offers training, coaching and workshops to young people seeking employment. This project is in its fourth year and continues to help young unemployed people find jobs, creating positive change for the youth of Casablanca.

Maalal believes, “We feel better in a world that is more in line with our values; we feel more part of it, more connected. It is a moral duty to be involved in society and create positive change. Everyone can make a difference because even small choices matter. By choosing to make a difference, by knowing our purpose and by continuously challenging each other, we have the possibility to become stronger contributors to the world.”



## JCI CHANGEMAKER

### Kouatcha Simo Flavien

JCI Douala (Cameroon)

Living in a rural Cameroon, Kouatcha Simo Flavien has been involved in the agriculture business since he was three years old. Flavien noticed a struggle in his village and felt empowered to make a difference. After joining JCI, he discovered his ability to create positive change in his community. He began discussing the connections between food waste and poverty in his community and soon saw the mentality of his community change when people began efficiently growing and sharing food.

“The truth is, I don’t know where my journey [as an active citizen] will take me in the years to come, but I am sure of one thing — I want to continue to change people’s lives. I want to continue to create smiles where there is almost none. I want to revive faded hopes and whether it’s within the company that I lead or in the context of my associative activities, I am boosted by this spirit of participation in work that is much larger than me.”

JCI HONG KONG



### Community Development

#### Stage 2: Education and Economic Empowerment

Projects in this stage advance the following Global Goals for Sustainable Development





# Projects: Education and Economic Empowerment

## JCI FRANCE



In France, more than 1.7 million people are visually impaired and lack the ability to participate autonomously in every day luxuries such as going to a restaurant to eat. After realizing this challenge, **Cartes Sonores** (Sound Menus) was

developed by **JCI France** to provide this marginalized group of customers' equal access to enjoy eating independently by creating audio versions of restaurant menus. This project was first carried out at a local level, but due to the success and positive media response, it expanded across the country and was soon conducted by 40 JCI Local Organizations; it also garnered national support from MACIF (Mutual Insurance Merchants and Industrialists of France). Overall, 85 restaurants were equipped with sound menus and more than 40 restaurants are undergoing this change. In 2018, the project will continue with a goal to equip over 1000 restaurants with these equality-advancing menus.

To raise awareness of the upward trend of poverty as well as the different types, **JCI Dragon (Hong Kong)** organized **Poverty Simulation Series**. By engaging like-minded NGOs as well as respected community leaders, JCI Dragon first held a poverty simulation directed at the nation's youth. This simulation allowed participants to experience the hardships of poverty firsthand. It also encouraged them to identify the root causes and develop possible sustainable solutions to these challenges. The second part of their project included the SDG (Sustainable Development Goal) experience, where participants experienced similar living conditions to those in poverty for a short period of time. Overall, 1000 individuals were impacted through this project challenging Hong Kong's emerging generation of active citizens to be actors and not spectators in solving their country's greatest challenges.

## JCI ZIMBABWE



## JCI IRELAND

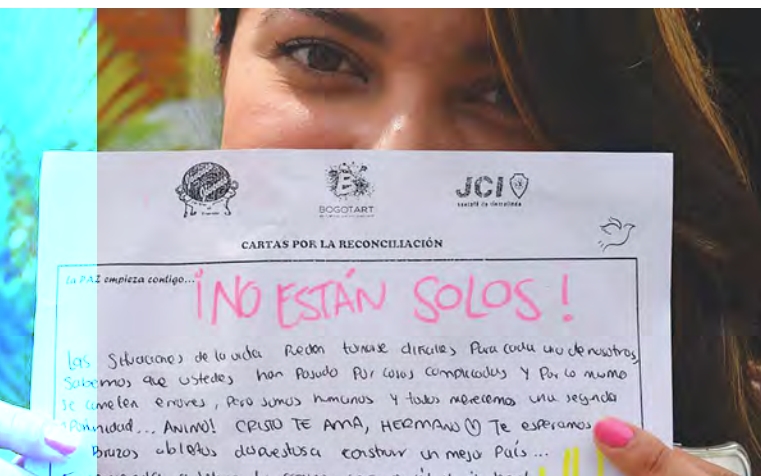


To create impact during #SHAGweek, a week dedicated to Sexual Health Awareness and Guidance, **JCI Galway (Ireland)** kick started **Sex Talk** to create awareness on a new piece of legislation covering sexual consent. This bill provides a statutory definition of sexual consent, and clarifies situations where consent cannot be given such as when someone is too intoxicated. Although this is a current global topic, it is difficult to openly discuss in Ireland; therefore, JCI Galway took an informal approach to present this information, especially to its key demographic of university students. Sex Talk took place in a casual setting, a local pub, and was hosted by a sexologist and a comedian. Although, this subject is nothing to laugh about, the information was successfully shared, where other methods may not have gained similar attention by youth. The discussion was broadcasted on social media, allowing greater impact by reaching thousands.

To combat the negative stereotype surrounding the community's informal recycling players and reduce the number of these individuals living on less than US \$1.25 per day, **JCI Bulawayo (Zimbabwe)** launched **The Above Ground Mining Project** to enhance the lives of this marginalized group. To do this, their solution includes broadcasting documentaries that de-mystify the negative stereotypes by raising awareness of its economic contribution and bringing light to the socio-economic challenges faced by these individuals. This project also aims to provide greater pay, safety conditions and regulations, and bridge the gap they face to receive health care and banking services. By connecting all community stakeholders, including the 'Above Ground Miners,' recycling companies, government and waste generators, JCI Bulawayo's end goal is to create a unique value-exchange platform which will establish waste as a trade able currency in a cashless economy.

# Projects: Peace, Prosperity and Sustainability

JCI COLOMBIA



To create a safe environment for dialogue and to help individuals from demobilized groups successfully integrate into society, **JCI Bogotá (Colombia)** members developed **Letters of Reconciliation** to help achieve stable and lasting peace in their community. Through this campaign, citizens of Colombia and members of the guerrilla movement FARC-EP (Revolutionary Armed Forces of Colombia–People’s Army) exchanged handwritten letters providing them the opportunity to build a stronger mutual understanding as they begin to reintegrate into society following the 2016 peace accord. Over 1000 FARC-EP members from two rural areas and 5000 participants from eight Colombia cities were impacted further influencing communities to launch similar initiatives. Future plans for this campaign include a “mobile museum of reconciliation” to showcase some of the letters as well as university level reconciliation classes and seminars. Through this project, members of JCI Bogota demonstrated the power of dialogue to create understanding and serve as a foundation for peace.

To advance Global Goal #12 and promote responsible consumption and production to the next generation of active citizens in their country, **JCI Barbados (West Indies)** created **Green Roots-Regeneration Nation Fashion Show**. They first engaged students from Barbados Community College and Samuel Jackman Prescod Polytechnic Fine Arts Program to participate as fashion designers. Through partnering with Green Roots Project, designers were granted access to reclaimed materials for their designs. Through this project, JCI Barbados created community awareness on the importance of respecting the environment and provided a creative solution on how community members could reuse and recycle solid waste items obtained through daily activities by constructing fashionable garments out of these items—demonstrating that the possibilities to create change are endless.

After learning that Romania was throwing away 6000 tons of food daily, **JCI Cluj-Napoca (Romania)** launched **Food Waste Combat** to tackle this local and global issue by educating and actively reducing food waste by all participants in the food consumption chain including consumers, retailers and food providers. To do this, they first created an education campaign consisting of workshops, community outreach events, tv shows and media support. They also built an online community of 2200 people to continually share information with on how to effectively decrease food waste. To create sustainable impact, the members initiated several partnerships with local supermarkets and advocated to over 100 community stakeholders — including European Parliament and government officials — to begin building long-term food redistribution efforts and governmental legislation. Due to their tremendous efforts, JCI Cluj-Napoca has expanded this project across Romania and is now a national game changer in reducing global food waste.

## Stage 3: Peace, Prosperity and Sustainability

Projects in this stage advance the following Global Goals for Sustainable Development



JCI ROMANIA







## JCI CHANGEMAKER

**Tasweena Girdhari**

**JCI City Plus (Mauritius)**

**Member Since September 2014**

By joining JCI, Tasweena Girdhari became empowered to actively participate in her community. She believes that if all people took the opportunity to become involved in defining and tackling community challenges, it can lead to the improvement of a community's quality of life. While feeling inspired to make a huge impact at a local level, Girdhari realized that small actions ultimately helps make the world a better place as well.

To take action, she has organized a variety of workshops in her community uniting stakeholders across sectors as well as community members who are facing specific challenges. Through her work, she has provided an environment for individuals to share their voice to effect sustainable change. As an active citizen she hopes to encourage her relatives and friends to become active citizens alongside her. Girdhari realizes that, "A young person has to be active in his or her local community. They have to participate in looking for solutions to the challenges society is facing. They cannot be indifferent to the ills of society. They are the leaders of tomorrow, and if they do not take a stand today on injustices, then who will? They have a responsibility to find sustainable solutions and actively work to implement these solutions. It is not only about talking but taking action."

JCI NIGERIA



To amplify the work of Lagos State Government and Clean Up Nigeria to maintain a clean and healthy environment, **JCI Eko (Nigeria)** launched **Clean Up**. This collaborative project creates a clean and hygienic environment surrounding Ladipo Market. After conducting interviews and discussions with market stakeholders, they first realized it was important to create awareness surrounding the illegal waste dumping which was happening by market users. Next, they organized a community-wide event to clean up the illegal dump site by collaborating with like-minded organizations including the local health department. Due to the awareness generated by this day, the government is taking necessary steps to meet basic infrastructure needs identified, and market users have demonstrated their commitment to change. Over 100,000 people were impacted by this grassroots initiative, and people throughout Nigeria are looking forward to taking continued action on World Cleanup Day 15 September 2018.



# The Global Youth Empowerment Fund

693

SUBMISSIONS RECEIVED IN 2017

120

COUNTRIES REPRESENTED IN 2017  
APPLICATION PROCESS

12

PROJECTS AWARDED GRANTS SINCE  
THE FUND'S LAUNCH IN 2016

12

COUNTRIES FUNDED SINCE THE  
FUND'S LAUNCH IN 2016

US \$22,755

GRANTED TO PROJECTS IN 2017

25%

OF PROJECT SUBMISSIONS AIM  
TO ADDRESS GLOBAL GOAL #1:  
NO POVERTY



FOOD 4 ALL AFRICA (GHANA)



MUJHU YOUNG GENERATION ALIVE (YGA) (UGANDA)

Since 2016, the Global Youth Empowerment Fund has awarded grants to youth-led organizations to help fund their grassroots projects that advance the Global Goals for Sustainable Development in their communities around the world.

As a partnership of JCI and the UN SDG Action Campaign, the Fund offers grants of up to US \$5000. The Fund taps into the often-forgotten renewable resource: the passion and energy of young people. Each project follows the JCI Active Citizen Framework and engages all sectors of society to empower young people to create sustainable change in their communities.

In 2017, the Global Youth Empowerment Fund granted more than US \$20,000 to seven community-based projects. Here are their stories of impact.



### **Health is Wealth by Civilian Welfare Foundation | Kolkata, India**

To help create a world where every individual is equal, Civilian Welfare Foundation aims to both improve the transgender population's access to basic health care and reduce discrimination against this group. By collaborating with NGO "People Like Us" and local healthcare professionals, the team conducted an in-depth study to improve understanding and data and also created a documentary that presents data findings and first-hand difficulties faced by this group. Through a series of workshops and conferences, Civilian Welfare Foundation sensitized and mentored medical professionals and developed advocacy efforts to effect policy changes within the government and private hospitals. Civilian Welfare Foundation has recorded more than 13 hours of raw footage and engaged in policy changing discussion with transgender individuals, the local community and a number of government and private healthcare facilities.

**"Medical professionals exhibited a major resistance to discussing issues related to transgender persons, which may stem from transphobia or from their lack of awareness about the issue."**

—Dr. Christine Shobana, Civilian Welfare Foundation Project Coordinator

### **Food for All Africa Programme by Food 4 All Africa | Accra, Ghana**

After realizing that 1 in 4 children across Ghana goes to bed hungry and that 45% of food in the supply chain is wasted each day, Food 4 All Africa developed an initiative to apply a community-based approach to address these challenges of food waste and hunger. They created a mobile and web-based application to connect farmers, distributors and civil society to better serve impoverished children. The application enables stakeholders to sell their surplus of food products at a heavily discounted rate or donate it to those in need. The project has recovered and redistributed more than US \$30,000 worth of food and has reached more than 12,000 individuals through food redistribution. Founder and CEO Chef Elijah Amoo Addo has been recognized as one of the 50 Most Influential Young Ghanaians in 2017, received recognition as one of the Queen's Young Leaders and was named as one of the 100 Most Influential Young Africans by African Youth Awards Foundation.

### **Summer Camp for HIV Infected Adolescents and Youth by MUJHU Young Generation Alive (YGA) | Kampala, Uganda**

After realizing Uganda has one of the highest rates of HIV/AIDS in youth, MUJHU Young Generation Alive developed their Summer Camp initiative to support those affected.



In collaboration with like-minded stakeholders such as Johns Hopkins University, MUJHU YGA hosted a 3-day summer camp for 36 adolescents living with HIV/AIDS on how to live positively with their disease. Through team building activities, trainings with healthcare professionals and educational workshops, the participants and their peers left camp with a newfound knowledge on how to use the proper medication and prevent disease transmission increasing the teens' self-esteem and understanding of HIV/AIDS as well as inspiring a healthier and more prosperous life.

### **AsyLove by JCI Zagreb | Zagreb, Croatia**

After identifying a need for better integration opportunities for young refugees in the community, JCI Zagreb of JCI Croatia started the project AsyLove. With the help of stakeholders such as Are You Syrious? — an NGO dedicated to helping refugees and asylum seekers, JCI Zagreb conducted interviews to better understand the needs of these individuals in order to raise community awareness, combat inequalities while empowering and promoting the social and economic inclusion of refugees and asylum seekers in Zagreb. Through targeted monthly and ongoing activities, fun events and educational opportunities, AsyLove has empowered 125 young refugees so far. They are continuing their outreach to continue impacting this marginalized group and are also engaging the media to promote greater understanding of the refugee situation and foster a peaceful community.

**"It is important to raise joint efforts in reducing inequalities based on income as well as race, ethnicity, origin, religion, which all affect refugees and asylum seekers and create a peaceful environment."**

—Petra Ravlić, JCI Zagreb Vice President



IMPART CHANGE (KENYA)

### Comprehensive Sexual Education by Międzynarodowe Stowarzyszenie Studentów Medycyny (IFMSA) | Warsaw, Poland

Due to governmental restrictions on integrating sexual education into the school system, IFMSA-Poland constantly witnessed a lack of understanding and resources concerning this taboo topic. Therefore, Comprehensive Sexual Education was created to educate 6500 youth on sexuality, reproductive health and to develop their open-mindedness to other sexual orientations, gender identities and sexual preferences. Medical students were also trained to visit local schools and conduct classes with an open and question-friendly environment. Data from this initiative will be used to develop research papers that demonstrate the effects due to the gap in comprehensive sexual education in Polish schools, laying the groundwork for national policy changes for a more inclusive and comprehensive educational program and greater public health.

### Young Women for Good Governance: A Prerequisite for Sustainable Peace in Local Communities by Impart Change | Nairobi, Kenya

After conducting a community-based survey, Impart Change found that 85% of survey respondents shared the belief that both youth and women need to play a more active role in promoting good governance to create more peaceful communities; therefore they developed their program Young Women for Good Governance. Through a variety of workshops, field visits and practical learning opportunities, young women have gained further understanding and education on the Kenyan constitution and specific issues within it that affect women and their rights. Impart Change is not deterred by the current political turmoil in Kenya but see this challenge as an

opportunity to empower women to take responsibility and play an active role in peace building, as well as serving as agents who inspire their peers to do the same.

“The unexpected opportunities we have experienced is that more organizations working with young women are excited to partner with us during the project implementation since our project addresses an unmet need.”

—Yvonne Akoth, Impart Change Founder and Director

### Enhancing Knowledge of Peace among youth to Counter Violent Extremism by Razi Social Development Organization (RSDO) | Herat, Afghanistan

In order to resolve the rapid increase of youth participation in conflict and violence throughout Afghanistan, Razi Social Development Organization conducted a series of activities empowering youth to be peace actors in the community rather than focusing the power of their voices and joining violent extremism groups. Through a sequence of capacity-building trainings on peace and conflict resolution along with a series of media workshops focused on the importance of peace journalism and advocacy, RSDO has worked tirelessly in their country to establish a public peace campaign to demonstrate youth's power to create an everlasting world peace.



Thank you to our donors!  
Your support ensures the  
empowerment of young  
people around the world!

## Supporting Organizations

Green Delta Insurance  
kountable  
OFID (OPEC Fund for International Development)

## Supporting Individuals

Hans van Holstein  
2017 Peace is Possible Committee  
Arrey Obenson  
Nick Sarakas  
Nubuhiro Nishitakatsu  
Jan van Nieuwamerongen



JCI ZAGREB (CROATIA)



Global Youth Empowerment Fund  
[www.gyefund.org](http://www.gyefund.org)



Global Youth Empowerment Fund Video-  
[impact.jci.cc/GYEF](http://impact.jci.cc/GYEF)



Global Youth Empowerment Fund  
[gyefund](http://gyefund)



CIVILIAN WELFARE ORGANIZATION (INDIA)





JCI EUROPEAN CONFERENCE

# JCI Area Conferences

Each year, JCI members unite in their regions for the JCI Area Conferences to amplify their actions through workshops, programs and trainings that inspire sustainable impact. The four Area Conferences, taking place in the Americas, Africa and the Middle East, Asia and the Pacific and Europe, give JCI members the opportunity to expand their skill set, empower themselves and enjoy unique cultural exchange.

In 2017, JCI focused its efforts on peace advocacy, building on the momentum of the Peace is Possible campaign that was launched in 2016. Through workshops such as the Advocacy Workshop: Pathways to Peace, JCI members began to see that they have the power to change what is, into what should be. The conferences provided a platform for these inspired delegates to turn their passion for peace into opportunities to educate others, change attitudes and influence policy in order to break down barriers and make peace possible not only in their communities but across the globe.



JCI Events

[www.jci.cc/events](http://www.jci.cc/events)



## JCI Africa and the Middle East Conference

Sousse, Tunisia | 3 – 6 May  
412 Delegates | 42 Countries



## JCI Conference of the Americas

Punta Cana, Dominican Republic  
17 – 20 May  
469 Delegates | 44 Countries



## JCI Asia-Pacific Conference

Ulaanbaatar, Mongolia | 8 – 11 June  
3502 Delegates | 41 Countries



## JCI European Conference

Basel, Switzerland | 24 – 27 May  
1443 Delegates | 48 Countries



JCI ASIA-PACIFIC CONFERENCE



# JCI Academy

Since the first JCI Academy in 1987, thousands of young active citizens have attended the event, emerging as impactful civic changemakers, innovative business pioneers and humanitarian diplomats. Those who join the JCI Academy embrace a deep understanding of humanity, develop newfound perspectives on building peaceful societies and become motivated to take responsibility for leading young people in creating positive change in their communities and collectively across the world.

The 2017 Academy celebrated three decades of evolution and knowledge under the theme “Who Changes the World? It’s Us!” The extensive program included a homestay, cultural excursions, as well as seminars and workshops focused on leadership and action. Academy delegates took part in activities that built cultural understanding by immersing themselves in Japanese traditions and experiences. Delegates left the Academy ready to lead their peers and National Organizations through with a newfound understanding of diversity and its value in creating sustainable impact.



JCI® JCI Academy

Kumamoto, Japan | 6 – 13 July  
82 Countries



“[The JCI Academy] taught me vital life lessons that have permanently altered my life, my beliefs, my behavior and way of thinking. It gave me friends from all over the globe, many of which are now very dear to my heart, and from countries that I didn’t even know existed! It encouraged me to get out of my comfort zone so much that going back to it right now feels weird. It showed me what is was like to have a different global perspective, and also made me consider ideas that I haven’t even thought of before.”

– Mohammad Hijazi, 2017 National Vice President for Recruitment and Outreach and 2017 Deputy National President at JCI Lebanon







# JCI Global Partnership Summit

The 2017 JCI Global Partnership Summit, an annual event focused on uniting all sectors of society, brought together more than 300 members, partners and friends in New York City to collaborate on the event's theme – Sustainable Development for a Peaceful Future. The Summit engaged leaders to discuss important challenges and opportunities that the Global Goals present.

During the Summit, JCI members collaborated to understand how the 17 Global Goals are the building blocks to a peaceful future and will only be achieved when each individual and sector of society take collaborative responsibility and action in order to create the world we want to see—a world that is free of extreme poverty, inequality and climate change. Active participation throughout the Summit provided momentum for all delegates and speakers to return to their homes and work with the motivation to take responsibility and start taking action toward building the future we want to see in 2030. The outcome of the Summit, the 2017 JCI Global Partnership Summit Resolution, encouraged peaceful solutions to the world's most pressing issues and built a foundation for how projects and events have the opportunity to amplify change globally.



2017 JCI Global Partnership Summit Resolution  
[impact.jci.cc/2017PartnershipSummit](http://impact.jci.cc/2017PartnershipSummit)



## JCI Global Partnership Summit

New York City, USA | 1 – 4 August

**328** Delegates

**64** Countries

**27** Participant Organizations

## International Summit on Peace

Kuching, Sarawak, Malaysia | 6 – 8 September

**716** Delegates

**79** Countries

**22** Participant Organizations

PANEL AT THE UNITED NATIONS







ORGANIZING FOR PEACE DAY

# International Summit on Peace

The International Summit on Peace, a collaboration between JCI and the Government of Sarawak, Malaysia, was a culmination of the Peace is Possible campaign in 2017 to give young people from across the globe a voice, vision and platform for everlasting world peace.

The event brought together over 700 participants from nearly 100 countries, engaged 35 likeminded organizations and reached more than four million individuals through social media alone. This unparalleled event featured global experts, regional peacemakers and keynote speakers. High-level dialogue on global issues, formulating concrete solutions and defined expectations for action resulted in the Youth Proclamation for Peace. The proclamation recognized that engaged, mobilized and empowered active citizens are our greatest resource to achieve peace and committed the young leaders of the Summit to accept and assume responsibility for taking action and ensuring peace is possible for all.



**International Summit on Peace Impact Overview**  
[impact.jci.cc/PeaceOverview](http://impact.jci.cc/PeaceOverview)



**International Summit on Peace Videos**  
[impact.jci.cc/PeaceVideos](http://impact.jci.cc/PeaceVideos)

“I count it a great privilege to have represented my country, Nigeria, at an epic and timely event such as the International Summit on Peace in Malaysia. For me, all activities (keynotes, panels, group discussions, peace rally and concert) at the summit were simply life-transforming. I sincerely wish for a replay!”

– Paul Akingbola, JCI Nigeria

PEACE CONCERT AND RALLY





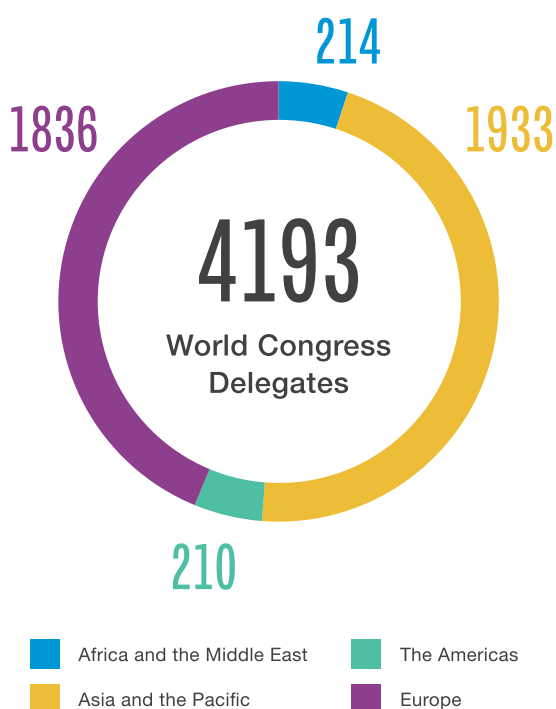
# JCI World Congress



GENERAL ASSEMBLY



Amsterdam, Netherlands | 6 – 10 November



To advance the world's most pressing issues through the lens of the global development agenda, exchange dialogue with international thought leaders and connect with individuals from nearly 120 countries around the world, JCI's active citizens, partners and friends once again united for the most-anticipated annual event of the year — the 2017 JCI World Congress — an event in the making since 2007.

This year, World Congress delegates were provided with the unique opportunity to heavily focus their Congress activities on exploring four of the 17 Global Goals for Sustainable Development including Global Goals #4: Quality Education, #8: Decent Work and Economic Growth, #10: Reduced Inequalities and #13: Climate Action. With an innovative program that was strategically created to bring awareness and focus on sustainable development, participants engaged with all sectors of society through a variety of keynotes, workshops, company visits and community impact projects. One impactful addition to this year's Congress program was the WeDo 2030! Festival, which included a full day of empowering keynotes, panel discussions and interactive activities covering the Global Goals.

The highlight of not only the festival but the entire World Congress was the special visit and keynote by Nobel Peace Prize Winner, former UN Secretary-General and former JCI member Kofi Annan. The 2017 JCI World Congress united global citizens in a common purpose to create sustainable, positive change. The JCI World Congress continues to be the premier event that reminds delegates of their power with its fusion of cultures and sense of community propelling members to excel in all that they do on their journey to creating a better world.



**JCI World Congress Report**  
[impact.jci.cc/2017Congress](http://impact.jci.cc/2017Congress)

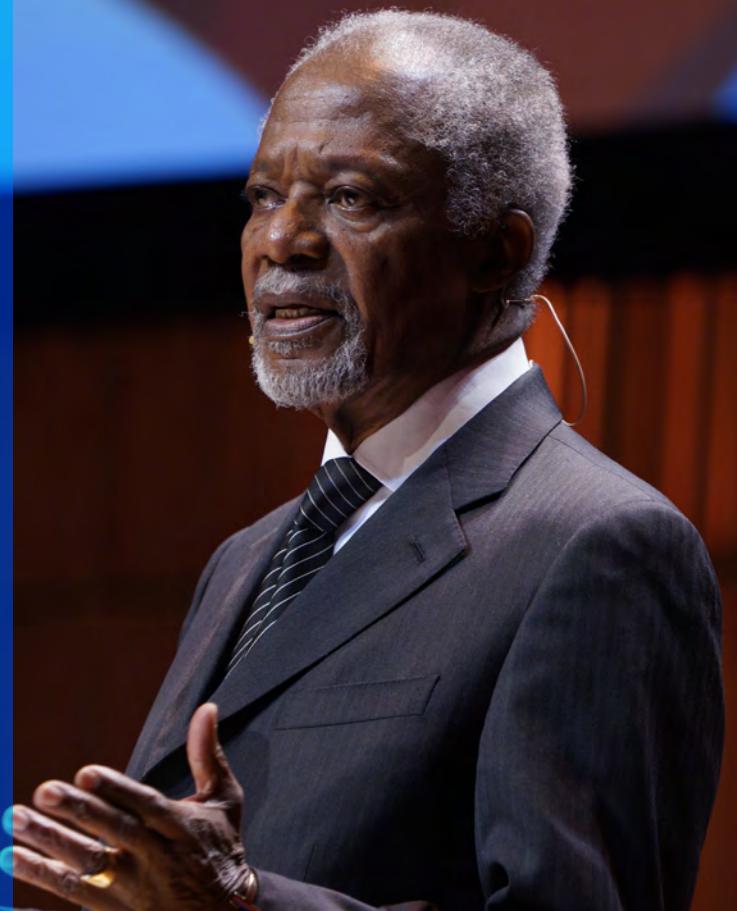


**JCI World Congress Videos**  
[impact.jci.cc/2017CongressVideos](http://impact.jci.cc/2017CongressVideos)



“Throughout my career I met with numerous youth groups, student associations, young leaders, and I have always been struck by their talent, knowledge and ambition to create a better world. With new forms of technology and interaction, your generation is a source of opportunity and possibility and is connected more than any other previous generation... For these reasons, I am confident that you will be able to do what my generation has not been able to achieve.”

FORMER UNITED NATIONS SECRETARY-GENERAL  
KOFI ANNAN INSPIRES WORLD CONGRESS DELEGATES



FAREWELL PARTY



JCI MORNING SHOW



CLEANUP DAY



JCI MORNING SHOW







ABOVE: JCI VISITS UN SDG ACTION CAMPAIGN  
IN BONN, GERMANY. BELOW: JCI PRESIDENT HETZEL  
SIGNS MOU WITH GAIN GLOBAL.



## JCI Partners

JCI recognizes that global sustainable impact takes the united effort of all sectors of society. At the international level, JCI collaborates with global organizations that share mutual values and goals to maximize our members' impact. Partnerships are critical to advancing the JCI Mission and Vision as a way to maximize efforts that empower young people to create positive change and expand JCI's global network. Together, JCI and international partners connect like-minded groups for the common purpose of creating a better world.

Connecting groups who are united by a common vision to solve community challenges can ensure sustainable solutions. Each sector of society — business, government and civil society — are uniquely positioned to influence decision-making and effect change. When resources, knowledge, experience and power are combined toward a shared goal, the potential for change is both greater and more sustainable.





**On the international level, JCI partners with global organizations with mutual values and goals to maximize the impact of the local work our members do every day. In 2017, we accomplished the following:**

#### **International Week of Service**

JCI joined Kiwanis, Rotary, Lions Club and Optimist International to host the 2017 International Week of Service. The event was an opportunity for service organizations around the globe to partner to make a bigger impact in their communities while building relationships for change.

#### **UN SDG Action Campaign**

The Global Youth Empowerment Fund, a partnership between JCI and the UN SDG Action Campaign, granted funding to seven new projects after receiving nearly 700 applications. Furthermore, JCI and the UN SDG Action Campaign extended their collaboration through the signing of a Memorandum of Understanding during the 2017 JCI World Congress in Amsterdam, Netherlands.

#### **GAIN Global**

JCI and GAIN Global signed a Memorandum of Understanding during the 2017 JCI Global Partnership Summit in New York City, launching a partnership to empower young people to create positive change in their communities through entrepreneurship and impact projects.

#### **The Nippon Foundation**

JCI moved into its second year of partnership with The Nippon Foundation working to create awareness of and end the stigma and discrimination against individuals affected by leprosy in Indonesia, India, Nigeria and Brazil.

#### **Let's Do It! Foundation**

JCI strengthened its partnership with the Let's Do It! Foundation, engaging JCI members around the world to take ownership of the World Cleanup Day campaign and help organize their own clean-ups in anticipation of World Cleanup Day on 15 September 2018.

#### **Ban Ki-moon Centre for Global Citizens**

JCI initiated a partnership with the newly formed Ban Ki-moon Centre for Global Citizens, which included an invitation for the JCI Secretary General to join the Centre's Advisory Board.



## **JCI TACKLES LEPROSY**

In August of 2017, The Nippon Foundation granted JCI over US \$220,000 to activate young active citizens around the globe to combat the discrimination faced by individuals affected by leprosy.

The grant extends the partnership created between JCI and The Nippon Foundation in 2016, which provided over US \$200,000 in funding for JCI National Organizations in Brazil, India, Indonesia and Nigeria to undertake activities to educate and mobilize their communities to end the stigma surrounding leprosy.

Throughout the world, people with leprosy are often deprived of opportunities for education and employment. Largely marginalized or rejected by society, those affected by the disease are often stigmatized by outdated laws and prevented from living a life of dignity.

The new commitment of more than US \$220,000 to JCI aided the same four JCI National Organizations as they seek to combat this stigma. The support allowed them to expand their work on leprosy and enhance the impact of the projects in their countries.

Some of the actions taken in 2017 included increased advocacy efforts through holding community forums, conducting training programs for those living with leprosy to help them integrate back into society, creating awareness through developing marketing materials and media campaigns, and producing a documentary to share the story of those individuals and harness support by policy makers and the community to create better lives for this marginalized group.



JCI HONG KONG

## JCI Financials

Everyday, JCI members are hard at work advancing the JCI Mission. Thousands of grassroots projects were accomplished around the world throughout 2017, resulting in sustainable impact that advanced the Global Goals for Sustainable Development within communities. These projects are mainly funded at the grassroots level by the resources of the Local and National Organizations and through the support of local and national partners. These funds are not reflected in the JCI financial report.

As a membership-based organization, half of the organization's revenue comes from membership dues that support the numerous tools and services provided to JCI members. International events offer resources, tools, knowledge and development opportunities to JCI members, and as the second largest revenue source, these events accounted for 27% of all 2017 revenues. Together, these two sources serve as all but 23% of annual revenues for the year. Additional revenue was received from the sale of JCI merchandise, new members to



JCI GERMANY

the JCI Senate, grants from the JCI Foundation, as well as sponsorships from like-minded companies and organizations.

Committed to providing services and resources to JCI members who advance the JCI Mission at the grassroots level each day, 34% of all expenses were distributed to membership services and international events. Expenses used to grow and develop the organization expanded JCI's global impact by increasing the number of National and Local Organizations and investing in the strength and sustainability of existing organizations, ensuring the positive change JCI members make will endure into the future. The Board of Directors and Corporate expenses were invested to guide the organization's strategy and spread the JCI Mission through communication and face-to-face visits with members and organizational stakeholders.



# DEVELOPMENT GRANTS

The JCI Foundation provides development grants to organizations to support their work and empower local JCI members to increase their impact. Here are a few examples of action taken in 2017 through these grants.

## US \$112,728

GRANTED TO LOCAL AND NATIONAL ORGANIZATIONS IN 2017

### Grantee: Africa and the Middle East Development Council

The Africa and the Middle East Development Council used US \$1500 of their grant to establish training workshops to members in struggling National Organizations. These workshops consisted of teaching programs to better understand the JCI Mission and Vision, and familiarizing members with the JCI Active Citizen Framework to create sustainable impact in their communities.

### Grantee: JCI United Kingdom

JCI United Kingdom used their US \$9500 development grant to establish a National Secretariat to support several initiatives in their National Organization such as updating their “Membership Pathways” program. This pathway allows members to embark on a variety of journeys that develop their skills in areas such as leadership, public speaking and networking.

### Grantee: JCI Haiti

JCI Haiti received US \$6000 to increase impact across 10 Local Organizations. The money was used to increase and strengthen the leadership within the organizations in order to better engage its current members as active citizens, as well as to recruit new members.



JCI BOLIVIA

## JCI Foundation

The JCI Foundation provides members and friends a way to become more involved in JCI and our efforts to provide opportunities for young people to create sustainable impact. Through grants, this 501(c)3 nonprofit organization funds the progression and expansion of the JCI Skills Development Program and supplies development grants for JCI National Organizations. Since its establishment in 1955, members, friends and corporate sponsors from more than 100 countries have supported the Foundation, generating assets surpassing US \$10 million. The Foundation has funded numerous national and international projects that have supported training, development and creating sustainable, positive change around the world.



# JCI World Headquarters



## Corporate

### Secretary General

Arrey Obenson

### Chief Financial Controller

Ian Tan

### Director of Global Philanthropy

John Stamm

### Director of Partnerships and Organizational Strategy

Christine Albrecht

### Accounting and HR Manager

Jean Miller

### Executive Assistant

Anna Poeppelmeier

## Growth and Development

### Executive Director for Growth and Development

Eduardo Barros

### Membership Growth and Development Director for Africa and the Middle East

Mungai Nfi

### Membership Growth and Development Manager for Asia and the Pacific

Yasuyo Kay Koga

### Membership Growth and Development Director for the Americas

Roberto Elias

### Membership Growth and Development Director for Europe

Christopher Fürst

### Membership Growth and Development Manager for Europe

Sara Lengauer

The JCI World Headquarters, located in the founding city of the JCI Movement, has a permanent, full-time staff that works to provide support and services that enable and empower JCI members to advance the JCI Mission in their communities. As an organization that embraces a one year to lead philosophy, there is great and rapid change, opportunity and challenges faced each year. The JCI World Headquarters staff provides continuity as leadership changes, membership turns over and world events take place, ensuring the organization stays focused on achieving its long-term goals, Mission and Vision. The JCI World Headquarters is guided by its dedication to empower young people to recognize their ability to change the world. The JCI World Headquarters is located in Saint Louis, USA. Additional staff members work from regional offices located in JCI's four areas.

### Growth and Development Manager

Emily Anderson

### Growth and Development Assistant for Africa and the Middle East

Esther Ibeiri

### Growth and Development Assistant for the Americas

Belén González

### IT Manager

Nick Sarakas

### Skills Development and Programs Manager

Trina Sindelar

### Marketing Coordinator

Ming Mach

### Communications Coordinator

Molly Eime

### Online Merchandizer/Administrative Assistant

Alec Brimmer

## Membership Services

### Executive Director for Membership Services

Pedro Zaraza

### Membership Services Senior Director

Krissy Durant

### Marketing and Communications Director

Cory Dignazio

\*The JCI World Headquarters Staff listed reflects the staffing assignments as of December 2017.



# Thank You

JCI continues to create positive change through the diligent work accomplished by JCI members at the local level. It is through contributions from supporters, collaboration with partners locally, nationally and internationally, as well as the dedication and hard work of JCI members worldwide that made 2017 a momentous year of impact; it was the second year we dedicated action to ending poverty, inequality and climate change by advancing the Global Goals for Sustainable Development. Efforts by all JCI's stakeholders fostered collaboration that saved lives, inspired change and improved communities for a better tomorrow. On behalf of the communities served, thank you to each and every young active citizen who committed to JCI's Mission and expanded the positive change created in 2017.

A special thank you to JCI Local Organizations, JCI National Organizations, 2017 JCI Board of Directors, 2017 JCI President Dawn Hetzel and JCI World Headquarters Staff for contributing photos and content to the 2017 JCI Impact Report.

JCI SWITZERLAND



JCI INDIA



JCI SOUTH AFRICA



