



浩洋青年商會 (國際青年商會香港總會成員)  
JUNIOR CHAMBER INTERNATIONAL OCEAN  
Affiliated with Junior Chamber International Hong Kong

**JCI Ocean would continue to support for the Global Compact and would like to renew the participant's ongoing commitment to the initiative and its principles**

**Organization Name: JCI Ocean**

**Project Title: Long March 2015- Chase for health**

**Project Summary:**

Long March is an exchange program for the Youth (approximate 12-18 years old) which gives the chance to them to go oversea to gain their exposure and strength their growth. This year, JCI Ocean would hold the project as Joint project with our Sister chapter JCI Suita, Japan to go to Japan for the exchange. Different from traditional, we have different theme for Long March each year, 2013 is Social Enterprise (Zhongshan), 2014 is Happiness (Ningxia), this year JCI Ocean would focus on Healthiness. The exchange would have 15 participants, which choosing from our project "Run For Youth", which helping over 70 Youths to have training course for running to fight for a 10-kilometres running competition, together with 15 Japan participants for pairing as a team to fight for a competition to have healthiness life. During our project, with the success of previous year of "Asia Youth 100 Happy Index", JCI Ocean also prepare "Asia Youth 100 Health Index" at the closing ceremony in Hong Kong by inviting Asia countries to work out a survey to talk about the Youth Healthiness to get the community aware of the Youth healthiness.

**Year of project commenced: 2009**



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### **Benefits of the project:**

Focusing on health as youth healthiness is one of the big community topic throughout these few years, no matter Physical (e.g. Obese, weak Cardiopulmonary function) or mental (Depression, Anxiety), it cause the increase number of youth sickness and youth growth. JCI Ocean decided to help the Youth fight against via our Long March project so that to let community aware of Youth healthiness and to help Youth to have more healthy life.

Who will benefit:

1. The Participants of the exchange program

How many: 15 Hong Kong students & 15 Japan students

How benefit:

- Strengthen their health
- Widen their scope by learning other cultures
- Improve their confidence & self-discipline

2. The Community

How many: Readers that the media posted for "Asia Youth 100 Health Index"

How benefit:

- Get known of the youth healthiness issue
- Aware of the healthiness
- Do more sport activities

3. JCI

How many: OC Teams & Helpers from JCI Ocean & JCI Suita

How benefit:

- Be aware of the healthiness
- Able to work with the International team



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### **Aims & Objectives:**

For participants:

- To strengthen his/her health by doing sports related activity, i.e. Running
- To widen his/her scope by visiting scenery & foreign Culture
- To increase his/her International network by making friends with Japanese
- To learn extra language, i.e. Japanese by participating in the event at Japan
- To improve their confidence by team work

For communities:

- To get known the Youth health issue happened at Asia by our survey "Asia 100 Health Index"
- To let more active citizen to concern the Youth health and make the helping hand to improve the Youth health
- To provide positive manner for the Youth to try to make the positive change
- To build better relationship between Hong Kong and Japan, making the peaceful world

For JCI Ocean:

- To increase the brand awareness for our "Long March" project
- To make the personal growth to the OC team to organize as a big project
- To build better and better friendship with our sister chapter JCI Suita

Activities to be held:

- Opening: May – June
- Trip: 24 July – 26 July
- Closing & Survey announcement: Early August



## Supporting Organizations and Sponsors

### Supporting Organizations:

Expected to be

- Sham Shui Po Home Affairs Department
- Tsang Pik Shan Secondary School
- Yan Chai Hospital Wong Wha San Secondary School
- HKTA The Yuen Yuen Institute No. 1 Secondary School
- HKSYPICIA Wong Tai Shan Memorial College
- Lee Kau Yan Memorial School
- CCC Kwei Wah Shan College

### Sponsors:

Confirmed

- Jabra

Expected to be

- The Cosmetic & Perfumery Association of Hong Kong Ltd

As of Long March 2014, we have

### Supporting Organizations:

- Government Employees Association
- HKCT
- Hang Seng Management College
- The Association of Hong Kong Chinese Middle Schools
- Federation of Parent-Teacher Association, Tai Po District
- Federation of Parent Teacher Associations in Kwun Tong District Ltd.
- Federation of Parent-Teacher Associations, Wanchai District
- The Joint Council of Parent-Teacher Associations of the Shatin District
- The Cosmetic & Perfumery Association of Hong Kong Ltd
- Sham Shui Po Home Affairs Department
- Zenith Cosmetics Trading Co. Ltd.
- Think Cafe
- EXA
- Four Directions

### Sponsors:

- Midland Charitable Foundation Limited
- Chun Wo Development Holding Limited
- Wofoo Social Enterprises



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- HKJC Foundation
- JCI Ocean Foundation
- ONNO Design
- Proprint Limited
- Snap!
- Amazes Wedding
- BFL
- Rich Time Industries Ltd
- Pak Hei Marine Products
- Xporti
- PATRICK KO



## **Planning and execution of the activities including manpower structure, delegation and timeline**

This year, JCI Ocean would hold this project as Joint project with our Sister chapter JCI Suita, Japan to go to Japan for the exchange. The exchange would have 15 participants, which choosing from our project “Run For Youth”, which helping Youth to have training course for running to fight for a 10-kilometres running competition, together with 15 Japan participants for pairing as a team to fight for a competition to have healthiness life.

Focusing on health as youth healthiness is one of the big community topic throughout these few years, no matter Physical (e.g. Obese, weak Cardiopulmonary function) or mental (Depression, Anxiety), it cause the increase number of youth sickness. So, JCI Ocean decided to help the Youth fight against via our Long March project. During our project, with the success of previous year of “Asia Youth 100 Happy Index”, JCI Ocean also prepare “Asia Youth 100 Health Index” by inviting Asia countries to work out a survey to talk about the Youth Healthiness to get the community aware of the Youth healthiness.

### **Timeline of the project:**

- Opening: May – June
- Trip: 24 July – 26 July
- Closing: Early August

### **Manpower:**

An organizing committee team of 10 people in total is formed to organize the project. Volunteers from both Hong Kong and Japan are recruited in different stages of the project.

- Opening: 36
- Trip: 18 (JCI Ocean, Hong Kong), 26 (JCI Suita, Japan)
- Closing: 30-40