



DEVELOPING LEADERS FOR A CHANGING WORLD

# UN Global Compact & JCI

The UN Global Compact is both a policy platform and a practical framework for businesses and organizations committed to sustainability and responsible practices that seek to align business operations and strategies everywhere with ten universally accepted principles in the areas of human rights, labor, environment, and anti-corruption. The objectives of the Global Compact are to make the ten principles mainstream in business activities around the world and to catalyze actions in support of broader UN goals.

JCI has partnered with Global Compact since 2008 to educate small- and medium-sized enterprises regarding the benefits of corporate responsibility in a competitive global market, using the ten principles of Global Compact as a guide. JCI and its members around the world have since actively worked together on the implementation of these principles in our daily activities, projects, initiatives and events to take the right steps toward creating positive impact for a better world.



# Communication on Progress

JCI's founding principles inspire young people to develop their leadership skills to create global positive change. What characterizes JCI from other organizations is our unique and flexible approach to leadership development, leaders in our organization become skilled in four essential areas of opportunity in equal measure: individual, community, international and business.

We value the diverse interests and talents of our members, and through these key areas, we empower them to follow their passions in purposeful ways. Through events, training, programs and projects we enable members to innovate, connect, expand and exchange knowledge and business ideas to become the leaders the world needs.



# Human Rights



## Principle 1

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

## Principle 2

Make sure that they are not complicit in human rights abuses

**JCI has created the Universal Declaration of Human Duties for Leaders, to empower young leaders to act based on individual and collective responsibilities. It serves to strengthen respect for Human Rights and Responsibilities through knowledge and compliance. The elaborated articles refer to individuals as well as institutions from all three sectors of society: government, business and civil society.**

# "Universal Declaration of Human Duties for Leaders" (2022)

JCI created the Universal Declaration of the Human Duties of Leaders to be a common guide that facilitates the dissemination and understanding of individuals' rights and reminds people of their collective responsibilities as human beings. This declaration is a fundamental tool that will strengthen people's respect for Human Rights through increased knowledge and unified action linked to all three sectors of society: business, government and civil society. Through this declaration individuals will be inspired to assume their duty to lead and will do so with respect and responsibility for the planet. It will create heightened awareness of our impact on one another and how actions not only affect the present but the future of humanity as well.

JCI members have assumed leadership as a duty and seek to create positive changes in more than five thousand cities from more than one hundred countries in the five continents. JCI organizes these continents into four great geographic areas: Africa and the Middle East, Asia and the Pacific, America and Europe. By presenting this declaration to youth, we can encourage them to make a positive impact in this ever changing world by leading with purpose. Leading is our duty, and we hope to instill that powerfully held belief in everyone.

## The Universal Declaration of Human Duties for Leaders

NOVEMBER 2, 2022



# Gender Balanced Organization

Advocacy for good practices to improve gender equality internationally has been one of our organization's priorities. We are currently working towards inclusivity, equity and diversity that enables equal opportunities for all of our members as well as our Headquarters Team. We take this into consideration when selecting and assigning our Board of Directors, Committees, Speakers and Judges in all things, from leadership roles to our competitions. We believe that equality in leadership fosters diversity of ideas, perspectives, thoughts, knowledge and experiences which creates an environment where all our members can grow and develop.



# Labour



## Principle 3

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

## Principle 4

The elimination of all forms of forced and compulsory labour

## Principle 5

The effective abolition of child labour

## Principle 6

The elimination of discrimination in respect of employment and occupation

**Through the JCI RISE initiative, JCI members and young leaders around the world gathered to use their skills and global network to lift up communities, economies and individuals. Two of the initiative's main pillars are: "Sustaining and rebuilding economies" and "Workforce motivation."**

# JCI RISE Virtual Summit 2022



JCI RISE Virtual Summit gathered extraordinary experts, members and young leaders from all over the world to RISE TOGETHER to develop skills, exchange ideas, best practices, and inspiration to light the way for other leaders and entrepreneurs to strengthened the workforce and the economy.

Topics :

## **Sustainability Leaders**

(UN World Tourism Organization)

Speaker: Director of Innovation, Education, and Investments World Tourism Organization, Natalia Bayona

## **Business Resilience**

(ICC)

Speaker: Head of the ICC Centre of Entrepreneurship, Gabriel Petrus

## **How to Nurture the Entrepreneurial Mindset in Young People?**

(World Business Angels Investment Forum)

Speaker: JCI Ambassador and WBAF Executive Chairman, Baybars Altuntas

## **Resilience and Workplace Wellness**

(Business Network International)

Speaker: Dr. Munwari Padmanabhan, Executive Director, Business Network International (BNI) India



## **Sustainability Leaders**

**Speaker: Natalia Bayona**, Director of Innovation, Education, and Investments, United Nations World Tourism Organization (UNWTO)



## **Business Resilience**

**Speaker: Gabriel Petrus**, Global Head of the International Chamber of Commerce (ICC) Centre of Entrepreneurship



## **Nurturing the Entrepreneurial Mindset**

**Speaker: Baybars Altuntas**, JCI Ambassador and World Business Angels Investment Forum Executive Chairman



## **Preserving Mental Health**

**Speaker: Dr. Munwari Padmanabhan**, Business Network International (BNI) India

In coordination with #globalgoals week

# Business recovery projects

## Online Teamwork | JCI Bahçeşehir, Turkey (2020)

In this event hosted by JCI Bahçeşehir, the discussion was focused on new business models and startups according to recent changing trends in the world. Their guest speaker was Ms Duygu Eren, the general manager of Keiretsu Forum Turkey which is an investment fund for Turkish entrepreneurs. In this event, the discussion was focused on new business models and startups according to recent changing trends in the world.

## Gastronomic Passport JCI | JCI Joaçaba, JCI Herval and JCI Luzerna, Brazil (2020)

With this project, JCI Joacaba, Herval and Luzerna sought to ignite their local economy through supporting local restaurant businesses. By using the concept of food passports and coupons, they encouraged people to try new foods and engage with businesses who struggled after the pandemic. They increased the number of customers for many restaurants, including one restaurant that had a special JCI gastronomic coupon used 100 times by different customers in 60 days.

## Olah | JCI East Java, Indonesia (2021)

Olah was a project created by JCI East Java to help cooperatives transform into digital platforms using either Android or iOS. It also helped cooperatives manage their finances better. This was especially important given that cooperatives support the Indonesian economy up to 5.1% of Indonesia's GDP. Through this project, JCI East Java was also able to apply blockchain technology to increase security and overall uplifted local businesses to new heights.



## Think Global, Buy Local | JCI Switzerland, Switzerland (2021)

JCI Switzerland created an innovative program to encourage continued revenue for local businesses.

With this program, the general public could buy a gift voucher to their establishment of choice. Once this gift voucher was purchased, customers received an email with a unique code voucher so that once the lockdowns were lifted, they would already have a voucher to use the goods they've purchased. With this money, the merchants were able to pay the fixed costs (like the rent of their establishments, for example) to help keep them afloat during forced closures.

## Thinking Forward | JCI London, United Kingdom (2021)

With the help of BPP University School of Business and Technology, JCI London created a mentorship program that provided training and apprenticeship to students across the United Kingdom. Through this event, they were able to provide students with opportunities to enhance their skills, become career ready and receive valuable experience on the job. Later in the year, JCI London worked together with LinkUp London and sent out videos once every week to provide Business Strategy tips to Non-Profit Organizations across London. JCI London was able to reach over 50 Organizations by providing them with various tips about finance, risk management, IT, human resource and more.



# Workforce empowerment projects

01

## How to Be a Leader Forum | JCI Ariana, JCI Metline, and JCI Tijuana, Tunisia and Mexico (2020)

These three branches of JCI teamed up and transcended borders with a successful international forum titled "How to be a Leader." This organized session led by JCI trainer Ana Brenda Gonzalez was fruitful and beneficial to young entrepreneurs during these unprecedented times.

02

## WhatsApp Business Trainings | JCI Dakar Alliance, Senegal (2020)

JCI Dakar Alliance created an E-training event and coordinated with Senator Hymmeldat Dibakala to offer business training during the trying times amidst the COVID-19 pandemic. This event was a means of supporting various members in the development of their careers.

03

## Online Filipino Youth Action Summit 2020 | JCI Boholana Kisses, Philippines

The Online SDG Youth Action Forum, in partnership with JCI Boholana Kisses and other youth organizations, hosted a Youth Action Summit that aimed to realize the Filipino youth's importance in contributing to the COVID-19 response. Free to young leaders ages 15-40, this forum was a powerful resource for those seeking new knowledge and guidance.

04

## Care and Dare 2021: Empowering Working MOMs | JCI Hong Kong Jayceettes, Hong Kong

During COVID-19, one in four women considered downsizing their careers or leaving the workforce entirely because of intensified work, childcare and housework pressures. JCI Hong Kong Jayceettes wanted to help working mothers regain their confidence and actively rejoin the workforce. They held a Mother's Festival Workshop, a mom-trepreneur bazaar that attracted over 1000 visitors, and launched a "Women Sustainable Career Pledge" where 65 companies promised to implement family-friendly initiatives that help women continue to develop their career after giving birth.



## SDGs Committee

JCI appointed in 2022 a special committee in charge of overseeing all projects, activities and initiatives related to the UN Sustainable Development Goals. JCI has worked with the UN SDG Action Campaign (formerly the UN Millennium Campaign) since 2004, and has officially committed to the advancement of the Sustainable Development Goals in 2015. We have committed ourselves to a set of 17 time-bound goals aimed at ending poverty, protecting the planet and ensuring prosperity and equality for all.

JCI and the UN SDG Action Campaign work actively to motivate and empower young people to take targeted action and create sustainable results for the SDGs through campaigns related to the Global Day of Action and Global Festival of Action for Sustainable Development.

# Environment



## Principle 7

Businesses should support a precautionary approach to environmental challenges

## Principle 8

Undertake initiatives to promote greater environmental responsibility

## Principle 9

Encourage the development and diffusion of environmentally friendly technologies

**JCI has been supporting the development of business ideas through the Creative Young Entrepreneur program. This program is an international competition with the main objective: "To motivate and inspire enterprising young leaders" to bring solutions to our today's challenges, including environmental issues.**

# Creative Young Entrepreneur

An exciting and fruitful new development in 2021 was the reinvigorated launch of our JCI Creative Young Entrepreneur (CYE) program! This international competition was created from the ground up to encourage, honor and celebrate exceptional young entrepreneurs and the role of innovation in their climb to global success. For this program, JCI was looking for open-minded young people with a drive to push forward and rise above everyday obstacles, especially those that tackle environmental challenges.

The core of the CYE program is for young leaders to showcase their up-and-running businesses. CYE challenges young entrepreneurs to critically and creatively think by requiring them to provide an in-depth business model, their marketing position, and strategic goals on how their venture will begin to earn a profit and become sustainable.

By giving participants the unique opportunity to pitch their business ideas to experts and receive feedback, CYE provided a huge return on investment that supercharged the future earning potential of applicants' businesses and the positive impact on our societies, environment and economies.



# CYE Finalists



**Moussa Thiam | Zimbabwe, Waste to Wealth (W2W) Engineering  
(Top 3 Finalists: 2021 Africa and the Middle East Conference)**

W2W Engineering specializes in the production and sale of products made from an innovative and durable material: ecological concrete. This company assists with the development of roads and the interior decoration of houses, but their main goal is to become the top manufacturer of slabs and pavers. Moussa intends to expand the company's expertise by also expanding into the fields of waste management, consulting and environmental assessment of projects and programs. The plan is for W2W to become a limited liability company in the future.



**Willie Ng Wei | Malaysia, Global Cerah  
(Top 3 Finalists: 2021 Asia and the Pacific Conference)**

Global Cerah is an agri-tech startup that integrates waste treatment and the production of alternative protein sources into solutions to sustain the future of the food ecosystem. This company tackles such problems as harmful food and agricultural waste, inorganic fertilizer and inefficient waste treatment. Through a highly innovative method, Global Cerah transforms waste through reengineering into a feed material for animals or breeding grounds for larvae, the final output is completely organic animal feed, protein powder and fertilizer.



**Yoann Lacombe | France, Symone  
(Top 3 Finalists: 2021 European Conference)**

At Symone, they believe in a virtually carbon-free future and a better quality of life. With this in mind, Symone's goal is to combat car pollution with an innovative product: a car trailer combined with a passenger cabin 'grafted' onto existing hydrogen trucks. The road unit is parked upstream of the motorway while the vehicles are loaded onto the trailer. Then, passengers ride in the front in a comfortable cabin. With even only one Symone on the road by 2022, 475 tonnes less carbon dioxide would be released per year into the atmosphere. This will also limit the number of automobile accidents by helping to remove multiple drivers exhausted from long hours of travel on the road.

# 1st Place: Stanley Anigbogu | Nigeria, *LightED* (2022 World Congress)

LightEd delivers clean, affordable and reliable solar-powered reading lamps to students and families in Nigerian rural communities and refugees in camps. LightED also provides important solar-powered generators for schools and small businesses. In addition to providing innovative energy products, the LightEd service model engages young students and encourages them to help assemble and distribute lamps as well as learn and teach about renewable energy technologies to their peers in other schools. LightEd empowers small business owners to help spread light to families in their communities and provide a charging station inside their stores. LightEd's mission is to provide light for all, not just in Nigeria but around the world, serving as a beacon of hope to those still living in the dark.



# Global Female Entrepreneur Award



To motivate more females as entrepreneurs and foster business development worldwide, JCI Hong Kong has launched a series of Business on Stiletto activities in 2022, including the Business on Stiletto 2022: Global Female Entrepreneur Award. The contest was initiated by JCI Hong Kong Jayceettes in 2021, as the first Business Competition for Female Entrepreneurs Internationally, known as APAC Female Entrepreneur Award.

Throughout the competition, JCI Hong Kong Jayceettes actively built sustainable communities for female entrepreneurs across Asia-Pacific to share resources. The competition enhanced business connections and provided opportunities to rebuild economies during challenging times.

Ms. Cherry Mak was announced the winner of the 2022 Global Female Entrepreneur Award. She is the director of 1Source Ltd., a user-friendly online platform that educates consumers about ingredients found in their daily products; this platform enables buyers to scan products and obtain detailed information about its ingredients. 1Source Ltd. believes that the economy and the sustainability of the ecosystem depend on the quality of the products people consume. The company focuses on educating and raising awareness of the impact that chemicals have on the environment and well-being.

Preserving the environment is crucial to building a sustainable future and facilitating education is one way to achieve it.

# Anti- Corruption

## Principle 10

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

**JCI has maintained its commitment to operate with transparency. Our new strategic plan looks to achieve a more open, efficient, and sustainably structured that will enable the organization to grow and nourish our organizational culture to eliminate fraudulent practices.**



# Strategic Plan

**2023**  
**2027**  
STRATEGIC PLAN  
**JCI** 

***DEVELOPING LEADERS  
FOR A CHANGING WORLD***

In 2022 we worked on our Strategic Plan to be implemented in 2023-2027, with the purpose of becoming a more open, efficient, and sustainably structured organization. The way we organize JCI at the international, national and local levels will be carefully designed and driven by a deep desire to progress in a meaningful way. Our openness will encourage leaders at all levels to participate and engage with those outside of our organization, thus encouraging them to become involved as well. By keeping JCI “efficient,” we want to constantly find the best solutions to new and existing challenges. We will always seek to work in the most streamlined ways possible that put the interests of our members first. Finally, “sustainable” leads us toward our goal to foster a strong global community for years to come.

A sustainable mindset means we can continue developing leaders in a fast-changing world. We will lay a strong foundation that leads to financial success. Leading with transparency and with an open and inclusive culture, we will attract high-quality members from a diverse range of backgrounds who bring important perspectives to our organization, always taking into consideration our values in every step of the way.

We Believe:

- 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.



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