Active Citizen Framework

Joyline Chai

- CSO –SDG Alliance – Members
- Penang Green Agenda – Working Group Committee for Green Economy
- Penang 2030 – C2 Working Group on Youth, Women and Seniors empowerment
- Penang Green Council - United Nations Sustainable Development Goals – Governance and Institution – Working Group Committee
- 2019 JCI Malaysia National Global Goals Commission Chairlady
- 2019 JCI Malaysia Global Goals Summit – Organising Chairlady (partnering with UCSI Group, UCSI University SDG Centers)

Objectives of the day

- Short briefing of **JCI Active Citizen Framework**

- **Analyse data** for outcome formulation

- **Formulate sustainable solutions**

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JCI Active Citizen Framework

A Better World Begins Here

REVIEW | Monitor and Evaluate Results

It is important to monitor progress throughout the project to determine if the goals and intended impact are on track to be achieved. Finally, analyze data to measure the resulting positive change.

ANALYZE

Examine Community Needs

To enable communities to achieve sustainable impact, the community's needs must be analyzed and understood first in order to identify their root causes.

PARTNERSHIPS

Engaging community stakeholders during each step ensures everyone takes ownership of the need and solution, resulting in sustainable impact.

EXECUTE

Take Action

Once the need and root cause have been identified, active citizens take action by mobilizing resources, rallying support and implementing the project plan. By combining resources, the community is enabled to achieve even greater sustainable impact.

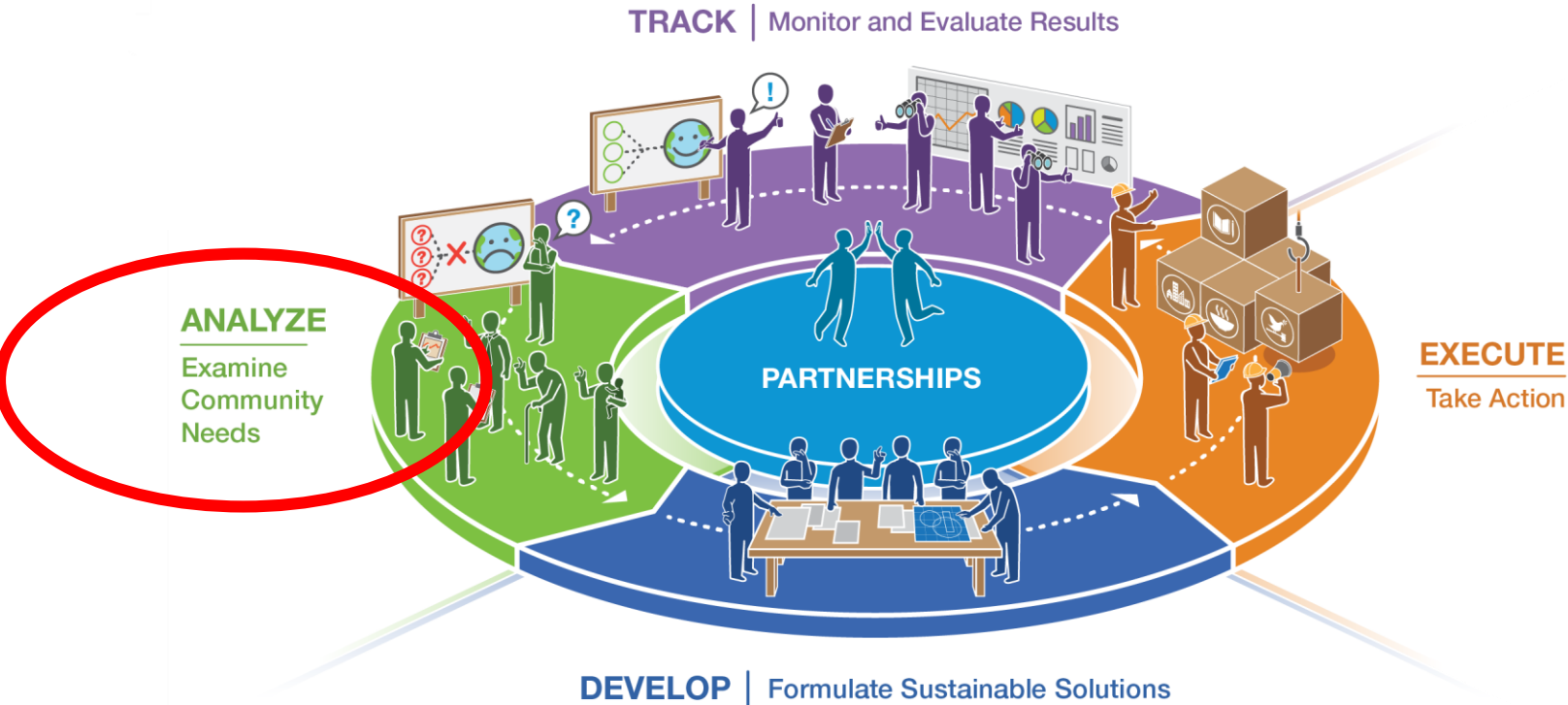## DEVELOP | Formulate Sustainable Solutions

By uniting with stakeholders from all sectors of society, projects are formulated to address the community's core needs and their root causes. Collaborators outline a project plan including goals, actions and desired outcomes. Solutions target three integrated stages of community development that drive a community toward prosperity.

1. Health and Wellness
2. Education and Economic Empowerment
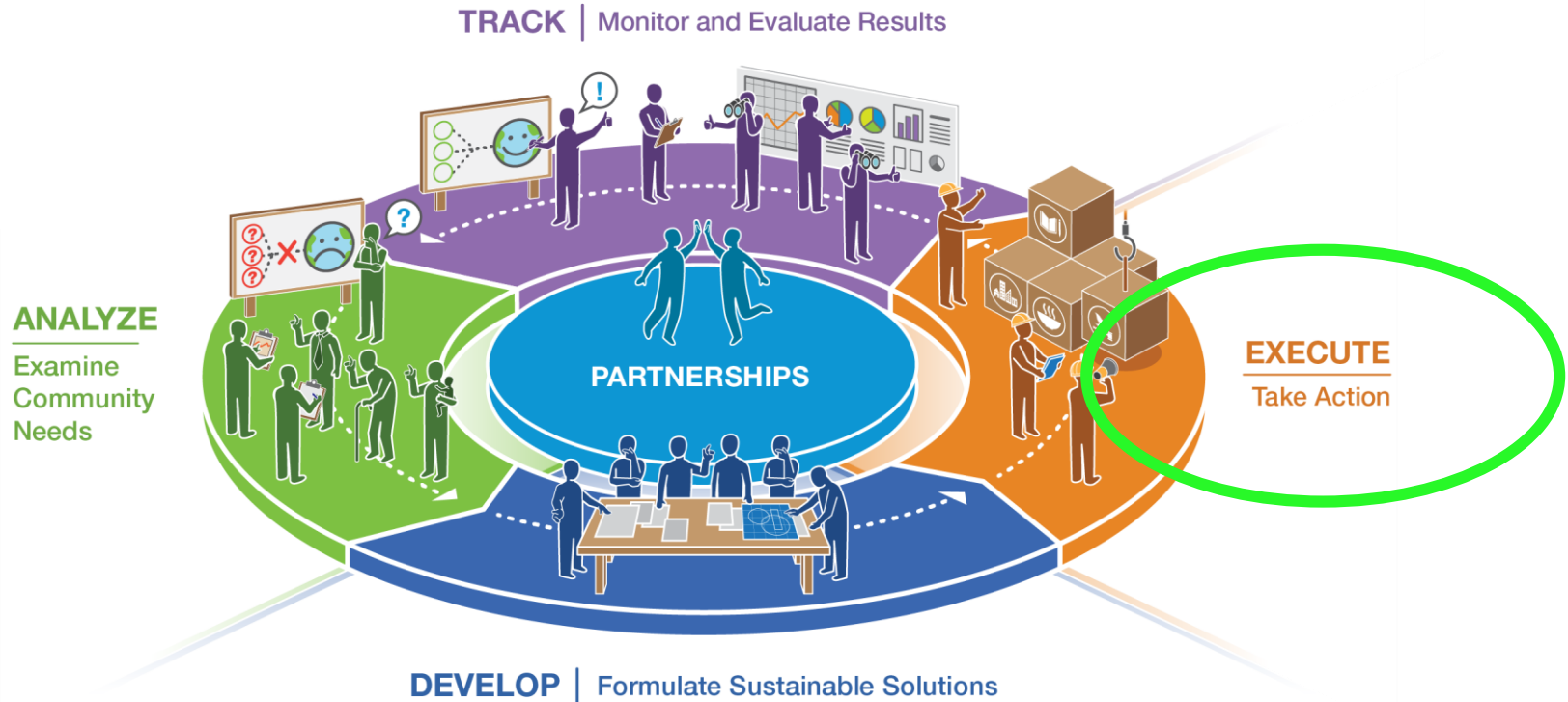3. Peace, Prosperity, and Sustainability
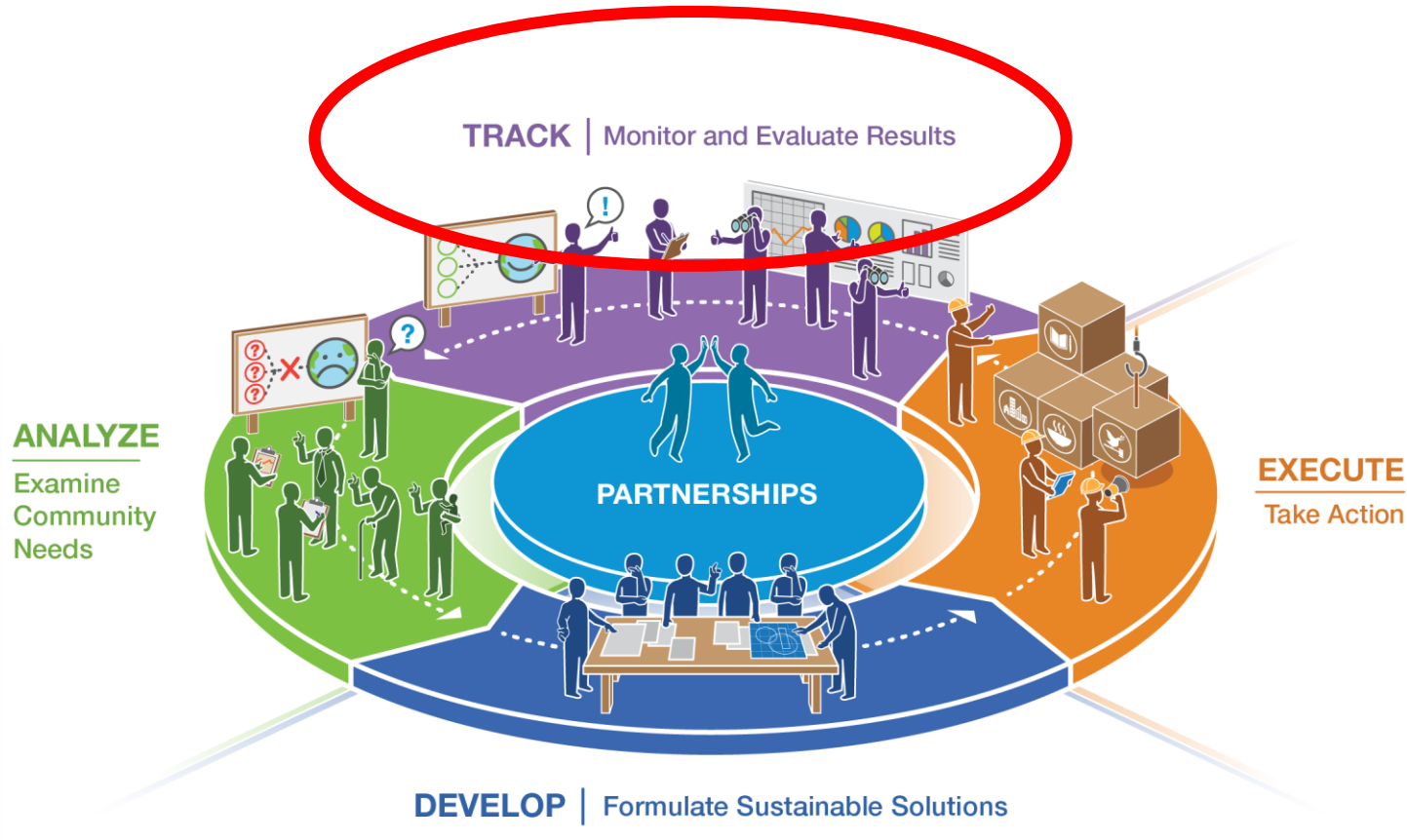
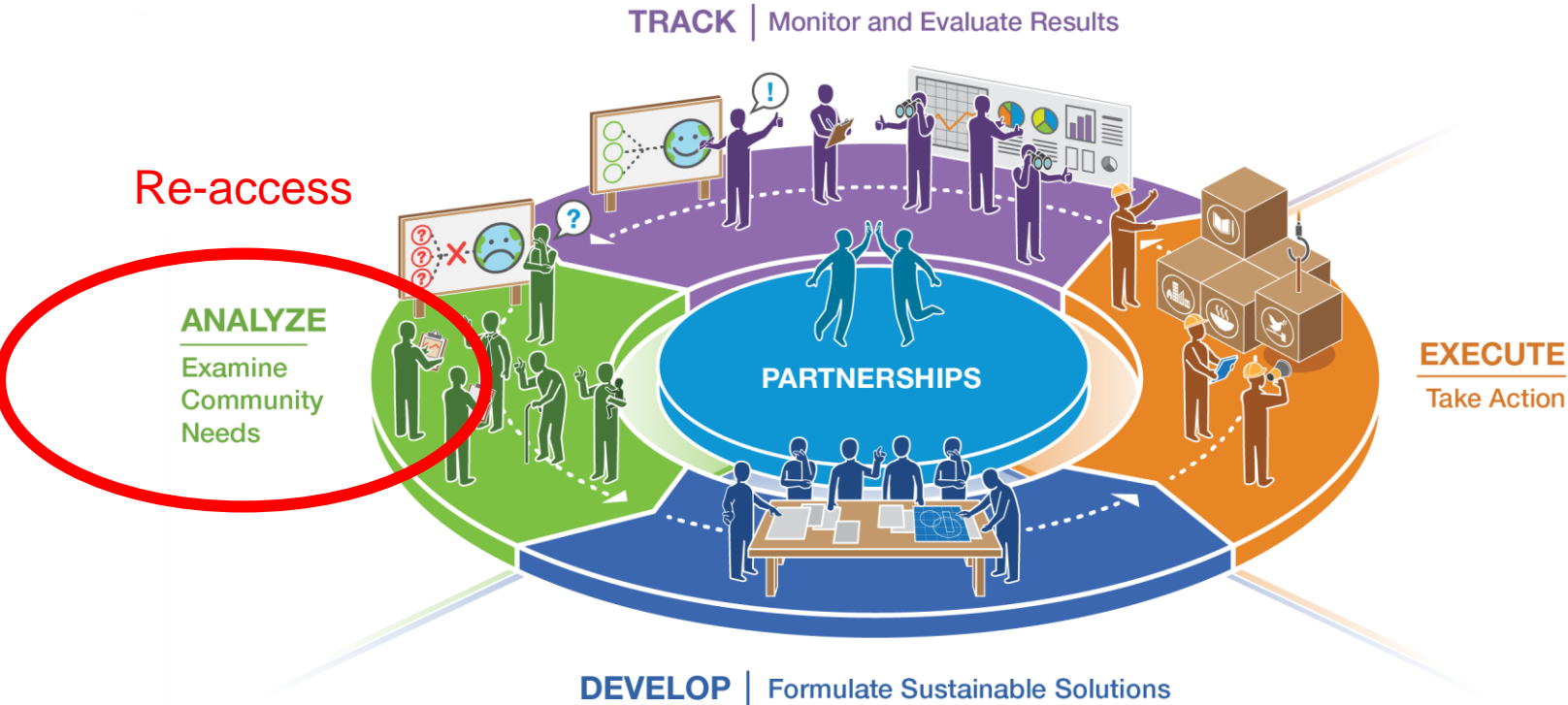# JCI Active Citizen Framework

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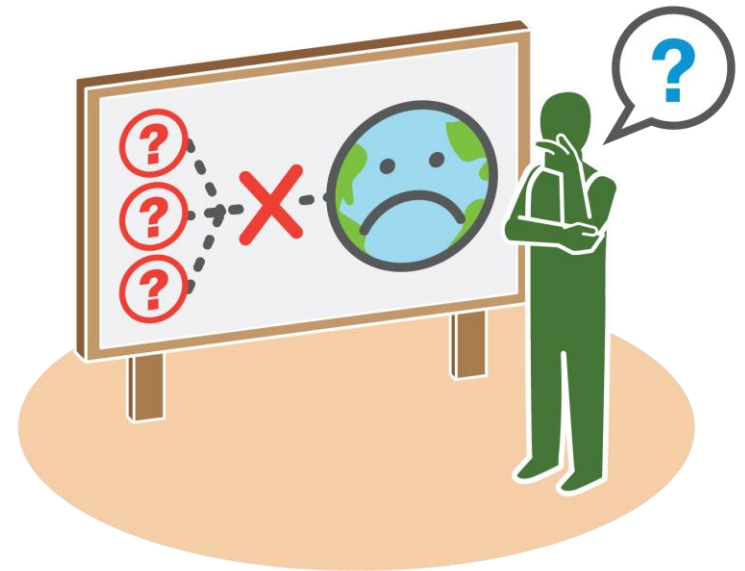
JCI Active Citizen Framework

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Needs Assessment

Define and decide challenges:

- Collect existing information

- **Government agencies**
- Analyze the information
  - **Universities and Schools**
- Meet with officials
  - **Statistical offices and Community centers**
- Decide on priorities

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

No information available?

Conduct your own survey:

- Online surveys

- Face-to-face interviews

- Meet with officials, leaders and businesses

- Forums

- Town hall meetings
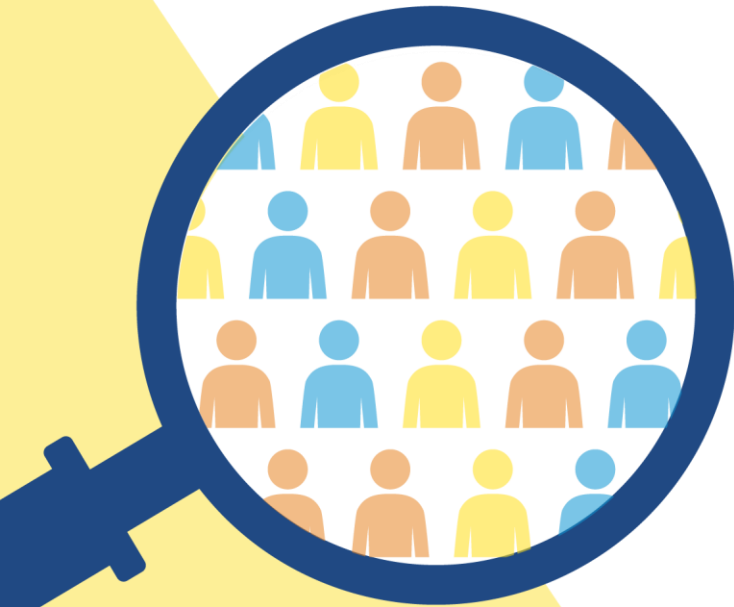
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Needs Analysis

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Deeper Look

Why would the community think so?

How can we help?

Cause and Effect Analysis

The needs analysis will identify the **challenge.**

We must detect the causes.

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When to Stop Asking "Why"

- **Keep** asking why during the **cause detection** process.
- **Stop** when action will **reduce** the **effect** or **eliminate** the **cause**.
- **Stop** when the **Local Organization** has reached the limit of ability to act.

Active Citizen Framework and the SDGs

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Active Citizen Framework and the SDGs

Partners

- Engaging partners and taking action
- Building strategic, mutually beneficial alliances
- Achieve more by **leveraging** the strength of partners and the action of JCI members

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Download SDG in Action Apps
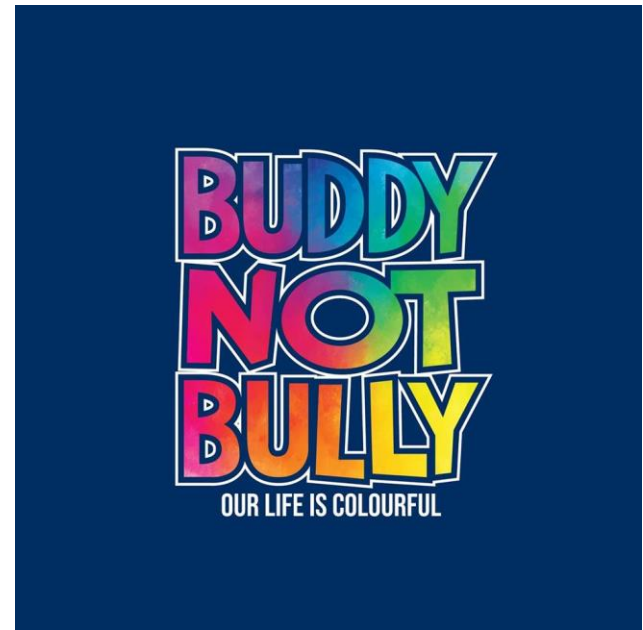

SDG in Action

Mission:
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TOP 5 ACF Project align with SDGs in 2019

By JCI Malaysia

Buddy not Bully by JCI Bandar Klang

- A series of project in a program to promote the awareness of STOP SCHOOL BULLYING in Klang and Klang Valley area

ACF | Global Goals | Results

- The LO studies the importance of having a healthy mental by working together with the government on the collecting the statistic of school bully, cyber bully and etc and propose to the local business to adopt the program as their CSR project

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

- The program has been well recognized in the local community and impact more than 10,000 local school, college and citizens

Last Straw Johor by JCI South Key

- A series of project in a program to promote the awareness of NO PLASTIC STRAW usage in the state of Johor to ensure the ocean cleanness

ACF

Global Goals

Results

- The LO work together with the independent statistic expert to collect the data in plastic straw usage in Johor which cause ocean pollution. They work together with the local state starting from SouthKey to kick start the project

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

14 LIFE BELOW WATER

17 PARTNERSHIPS FOR THE GOALS

- The program started only less than 9 months but has gain support from the local authority for promotion. The impact of estimation 2,000 pax in the upcoming carnival promotion was supported by local government

Green the School by JCI Pearl

- Statistic from KKM April 2019, 15% of Malaysia children suffering from obesity which is top 1 in Asia Pacific and NCD disease Malaysia being in the top 3 countries in ASEAN for highest percentage of obesity. Pearl identify the problem and found the root cause is lacking of education and awareness.

ACF | Global Goals | Results

- Pearl collaborate with the right partner, Penang Adventist Hospital, primary schools and Penang Health Exco YB Afiff to provide a series of activities and workshop to create awareness since young and kids will bring the message back to their family members. On top of that we have 100 health ambassador who sponsor for kids to attend workshop and camp.

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

- The program benefited more than 3 schools which resulted to 1,000 pax being benefited through the progress in less than 3 months

Say No to Shark Fin Soup by JCI Tanjung Aru

- The yearly project is to promote the importance of life under marine. The crucial of decreasing of shark's population has cause a very concern issue to the public and the project is to be the agent for change on saying no to shark fin soup
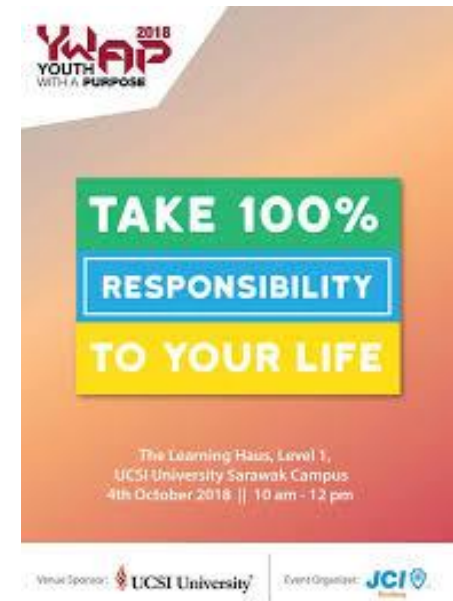
- Obtained statistic from Marine department on the extinction of life on marine and working together with local government to promote importance of certain species of marine life

14 LIFE BELOW WATER

- The project has raised the awareness of the local community and more than 50% restaurant pledge to remove the item in their menu

Youth with A Purpose by JCI Kuching

- The project is to focus on the empowerment of youth in Kuching to take the responsibility as the country citizens in every aspect of improvement of Malaysia

- Obtained the statistic and collaboration with local government, education sectors and private sectors on collecting and updating latest statistic on youth movement to further enhance in empowerment

4 QUALITY EDUCATION

- The collaboration has assist more than 800 youth to take the responsibility on their action and produce positive changes in their characteristic

Evaluation

- You do not end the responsibility with the project until the evaluation of the exercise has been done.

- Was the project a success? If so, why was it? Is further action required to fulfill the need?

- If it wasn't a success, why not?

What is your time line to implement this project?

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Projects Impact…

People!

Thank you!
Let's create Impact Together!

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CONTACT US

2019 JCI Malaysia National Global Goals Commission Chair

Joyline Chai

+6012 4837398

joylinechai@yahoo.com

Submit Your Project

1) SDG in Action - bit.ly/sdgacf

2) Post your project to social media
#2019YouthSDGSummit
#MYSDGSummit2019
#Agenda2030