

# BCIO

BRIDGE CLUB INTERNATIONAL ORGANIZATION

## THE 1st BRIDGE CLUB PRESIDENTS MEETING



FUKUOKA, JAPAN

14 – 20 JULY 2013

IN CONJUNCTION WITH

**THE 25<sup>TH</sup> APCC IN FUKUOKA**

12 – 24 JULY 2013

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## MESSAGES FROM BCIO MANAGEMENT BOARD

On behalf of BRIDGE CLUB International Organization (BCIO), I would like to express my sincere thanks to you all participants, 32 BRIDGE CLUB Presidents attending 1<sup>st</sup> BCIO President Meeting in July, 2013 at Fukuoka.

In this year, as 25<sup>th</sup> APCC as well as 5<sup>th</sup> BCIO anniversary, BRIDGE CLUB President Meeting has been set in order to prepare a strategy for the growth of BCs and strengthen the BC network. During this we have shared and discussed the future plan of BCIO for nourishing the next generation BC Leaders. At the same time, as BC network, 38 BRIDGE CLUBs has been established by your support and contribution in these 5 years.

At this anniversary, I have had good memory from the Welcome Reception and the Greeting Session with Her Imperial Highness Princess Mako Akishino. The Welcome Reception was a superb reunion and we had a good time sharing our old Fukuoka experiences. We have promised to gather again in near future.

Finally since BCIO has been established in 2008, in these 5 years, BCIO has been well organized and formed by interns, Head Office members, BRIDGE CLUB Presidents and Peace Ambassadors and at the same time, I am proud of you and what you have done for BCIO.

Thank you very much again and hope to see you at next BCIO President Meeting somewhere in 2015.

We are the Bridge.

Best Regards,

**Mr. Hitoshi Iwamoto**

Managing Director, BCIO



It's amazing to celebrate the 25th Anniversary of APCC and 5<sup>th</sup> Anniversary of BCIO with you all, the BC Presidents. Thank you so much for making the 1<sup>st</sup> BC Presidents meeting more successful with your active participation. I really appreciate your enthusiasm towards BCIO and APCC.



The main purpose of this BC Presidents meeting is to support BCIO infrastructure, strengthening positive cooperation among BCs and nurturing management skill of BC members. Thanks to the initiatives of all participants from 32 countries, the meeting was successfully ended. Also I was so honored to be positioned as the new BCIO managing director.

The issues we discussed on the 1<sup>st</sup> BC Presidents Meeting was fruitful for all of us to move towards the NEXT APCC. In particular, it was a great step to decide that we have the BC president meeting every 2 years and the next one will be hosted by the country outside Japan. We already have a global network that enables us to raise leadership minds. Our next challenge is to strengthen and deepen the network.

To implement the concept of BC Presidents meeting we invited Former BCIO Head Office members. We are really grateful to them for their generous contribution in organizing this meeting.

Apart from this meeting, we also had other events such as the Welcome Reception, Global BRIDGE Partnership Meeting, Asian Pacific Food Festa and so on. I hope you enjoyed all events and had good memories.

Thank you very much for your great contribution and see you in next BC Presidents meeting.

Best Regards,  
**Mr. Shigeyasu Masuda**  
**Assistant Managing Director, BCIO**

First of all, thank you very much for participating in the 25<sup>th</sup> Anniversary of APCC, and holding such a great meeting for BC Presidents. The first BC Presidents Meeting was very productive and creative, and we all appreciated, especially for the former Head Office Members and the Head Office Members to prepare for it. Now, we have decided the New Organizational structure of BCIO, the New Managing Director and the Area Managers for the BCIO, the Common Activities, and many others.



As a global leader, you would have certain burdens and responsibilities to make a strong BRIDGE CLUB, but at same time, we do NOT want you to forget to enjoy such a great opportunity to become global citizens of an “OMOIYARI” spirit, like it says in the back of your T-shirts(^.^)

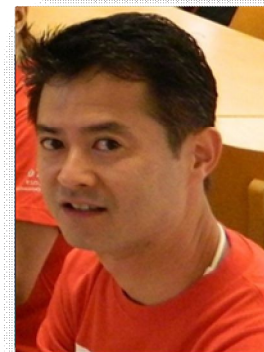
We are all looking forward to see you at the next BC President Meetings!!!

Thank you very much.

Best Regards,

**Yoshiyuki Matsumura**  
**Assistant Managing Director, BCIO**

It was a great moment to celebrate the 25<sup>th</sup> anniversary of APCC and the 5<sup>th</sup> anniversary of BCIO in Fukuoka with all of you. Although it was my first time to participate in BCIO meeting, I appreciated that everyone gave a warm welcome.



The 1<sup>st</sup> BC President Meeting was successfully completed and now we have new BCIO organizational structure. All of you worked very hard not only during your stay in Fukuoka, but also after went back to your countries. I've been feeling that this organization is getting better and better as well we put maximum efforts into it and also have a passion for it.

Thank you for everything, and I hope to see you all soon.

Best regards,

**Kosuke Takahashi**  
**Assistant Managing Director, BCIO**

## PARTICIPANTS LIST OF BC PRESIDENTS MEETING

### BC Presidents/Representatives List

	Country	Name	JA Year	Sex
1	Atlanta	Myles Alexandar Johnson	2006	M
2	Australia	Codie Reupert Allen	2006	F
3	Bangladesh	Md Abdullah Alzahid	1992	M
4	Bhutan	Dorji Wangchuk	1998	M
5	Cambodia	Arunvichet Roth	2000	M
6	Cook Island	Mareta Katu	1991	F
7	Dalian	Chongqiao Xiong	2006	F
8	Fiji	Deepak Datt	1999	M
9	Hawaii	Korie Lum	2006	F
10	Hong Kong	Charlene Yu	2002	F
11	India	Jaiprabh Ryait	2004	F
12	Indonesia	Faisal Aziz Malik	1999	M
13	Japan	Moi Yamaguchi		F
14	Kiribati	Betero Tooma	1990	M
15	Laos	Thongmala Sayavong	2000	F
16	Malaysia	Mohammad Faiz	1998	M
17	Maldives	Niuma Ahmed	1999	F
18	Mongolia	Gerelsaikhan Tsolmon	1998	M
19	Myanmar	Thant Zin Oo	1998	M
20	Nepal	Aashish Joshi	2002	M
21	New Zealand	Oscar Jones	2007	M
22	Pakistan	Noor Al Ain Azam	2000	F
23	Papua New Guneaia	Leonnice Paranda	1997	F
24	Philippines	Patricia Gan	2007	F
25	Singapore	Dinah Bee Binti Shaik Nazeemuddin	2002	F
26	Sri Lanka	Jayasuriya Kankanamlage Sujith Priyanga Jayasuriya	1989	M
27	Tahiti	Tania Jennifer Cheung	1991	F
28	Taiwan	Hui Ya Shen	2000	F
29	Thailand	Wannarat Boonyaratanakornkit	2001	F
30	Tonga	Sofronin Almadin Tukutau	1990	M
31	Vanuatu	Julie Garoleo	1989	F
32	Vietnam	Le Ba Quoc Thinh	2000	M

### Former BCIO HO Members List

	Country	Name	JA Year	Sex
1	Australia	Erin Kate Maitland	1990	F
2.	Bangladesh	Kazi Bushra Ahmed Tithi	1991	F
3.	Bangladesh	Salman Bari	1995	M
4.	Hawaii	Colby Rikio Takeda	2000	M
5.	India	Nidhi Parekh	1998	F
6.	Indonesia	Arief Adinoto	1989	M
7.	Philippines	Angela Margeaux Elepano Tolentino	2002	F
8.	Sri Lanka	Mohamed Amanullah Mohamed Ahshan Ali	1992	M

## SCHEDULE FOR THE 25<sup>TH</sup> APCC

	2013 Junior Ambassadors & Chaperons 2013 Peace Ambassadors ; 2013 BCIO HO members; Former BCIO HO members			BC Presidents Liaison Officers	BC Delegations
Date	2013 JAs &Chaperon	2013 PA & BCIO HO	Former BCIO HO		
July 12(Fri)	Arrival <MH>				
July 13(Sat)	Arrival <MH>				
July 14(Sun)	Exchange Camp 1	* 12 noon <MH => GA> PA Program 1	Preparation for BC Presidents meeting *12 noon < MH => GA>		
July 15(Mon)	Exchange Camp 2	PA Program 2	Preparation for BC Presidents meeting	<b>BC Presidents</b>	<b>Liaison Officers</b>
July 16(Tue)	School visit <P.M: Meet with HF>	PA Program 3	'Planning Session' for BC Presidents meeting *14:00 <GA=> Hotel>	Arrival <Hotel>	
July 17(Wed)	School visit with Host Friend	PA Program 4 <17:30 : Meet with HF>	'Planning Session' for BC Presidents meeting <APCC office/ Hotel>	Arrival <Hotel>	
			Workshop (15:00-17:30) @ ibb building		
Welcome reception ( 18:00-20:00 ) @ Nishitetsu Solaria Hotel					
July 18(Thurs)	School visit with Host Friend	<PA: Free time with HF >	9:30- 12:00: BC Presidents & LO orientation meeting @ Tenjin building, conference room	Orientation program Company stay Culture Feel program <HS1>	
			13:30- 16:30: 'Orientation Session' for BC Presidents Meeting @ Tenjin building, conference room		
July 19(Fri)	School visit with Host Friend	10:00-12:00 : BC Presidents meeting 'Informative session' @ ACROS , Large conference room (7F)		10:00- 12:00: LOs meeting	
		PA: Free time	13:00- 16:30: 'Partnership Meeting', sharing session of future vision of APCC & BCIO @ ACROS		
July 20 (Sat)	Free time	10:00- 12:00 : 25 <sup>th</sup> Anniversary Project 'APCC Movie' 90mins @ ACROS event hall (B1F)			Free time with HF
	11:00- 18:00: Asian Pacific Food Festa in Fukuoka 2013 @ Tenjin central park	11:00- 18:00: Asian Pacific Food Festa in Fukuoka 2013 @ Tenjin central park			
		PA: 25 <sup>th</sup> Commemorative Ceremony (Observer room)	13:20- 14:30: 25 <sup>th</sup> Commemorative Ceremony @ ACROS International Conference Room		PA: 25 <sup>th</sup> Commemorati ve Ceremony
17:00: Global Friendship Party @ Tenjin central park <Hotel/ Home stay>					
July 21(Sun)	Free time with HF	Free time with HF	Free time	Free time	
July 22- 24	Departure			Departure	



## SCHEDULE FOR THE 1<sup>ST</sup> BC PRESIDENTS MEETING

Date	Time	Program	Venue
July12 (Fri)		Arrival	Marine House(MH)
July13 (Sat)		Arrival	MH
July14 (Sun)	9:00- 10:00	Exchange camp with JAs ( work as a facilitator)	Orientation Hall, MH
	12:00	Move to Global Arena	
	13:00	Reach to Global Arena	Global Arena (GA)
	15:00- 16:30	Sharing Information about GBL	GA, Lodge meeting room
	17:00- 18:00	Preparation for BC Presidents meeting*	Lodge meeting room
	19:00-20:30	Dinner party	GA Club
July15 (Mon)	8:00- 8:45	Breakfast	No side
	9:00- 16:00	Preparation for BC Presidents meeting*	Lodge meeting room
	16:30- 17:00	Presentation by BCJ	Conference room
	17:00- 18:00	Dinner with BCJ	BBQ
	18:00- 21:00	Planning session for BC Presidents meeting*	Lodge meeting room
July 16(Tue)	8:30-9:30	Breakfast	No side
	9:30- 12:30	Planning session for BC Presidents meeting*	Lodge meeting room
	12:30- 13:30	Lunch	No side
	14:00	Move to Hotel	
	15:00	Reach to Hotel	
	16:00- 19:00	Planning session for BC Presidents meeting*	APCC office/ Hotel
July 17(Wed)		Breakfast	Hotel
	10:00- 13:00	Planning session for BC Presidents meeting*	APCC office/ Hotel
		Lunch	
	15:00- 17:30	Workshop `Team building activity`	Conference room at ibb building
	18:00- 20:00	Welcome reception	Solaria Nishitetsu Hotel
July 18(Thur)		Breakfast	
	9:30- 10:30	BC Presidents & LO orientation meeting	Tenjin building, Conference room 11
	10:30-12:00	Dialogue `World cafe`	Tenjin building, Conference room 11
	12:00- 13:00	Lunch	
	13:30- 16:30	`Orientation session` for BC Presidents meeting*	Tenjin building, Conference room 11
July 19(Fri)		Breakfast	Hotel
	10:00- 12:00	`Informative session` for BC Presidents meeting*	ACROS Large Conference Room (7F)
	12:00-13:00	Lunch	
	13:00- 14:30	Workshop `NEXT APCC` Collage preparation	ACROS Large Conference Room (7F)
	15:00- 16:30	`Partnership meeting`	ACROS Large Conference Room (7F)
July 20(Sat)	10:00- 12:00	25 <sup>th</sup> Anniversary Project `APCC Movie`	ACROS Event Hall (B1F)
	11:00- 18:00	Asian Pacific Food Festa in Fukuoka, 2013	Tenjin central park
	13:20- 14:30	25 <sup>th</sup> Commemorative Ceremony	ACROS International Conference Room (4F)
	17:00- 18:00	Global Friendship Party	Tenjin central park
July 21 (Sun)		Free time	
July 22- 24		Departure	



# THE 1<sup>st</sup> BC PRESIDENTS MEETING

## Objective:

To support BCIO infrastructure, strengthening positive cooperation among BCs in order to use BC Global network as well as nurturing leadership and management skill of BC members and to consider about the roles and responsibilities what BCs could contribute to foster Global BRIDGE Leaders

APCC Coordinators and BCIO Managing Director arranged the concept and schedule for the BC Presidents Meeting. To implement the concept and lead the program, all former BCIO Head Office Members (HOM) were invited to attend the 25<sup>th</sup> APCC. 9 out of 12 former HOMs were able to join the event.

The BC Presidents meeting was divided into 4 stages to obtain the above mentioned objectives.

1. Preparation stage
2. Planning stage
3. Orientation stage (session)
4. Informative stage (session)

## A. Preparation Stage

The preparation stage began 3 months prior to APCC, when the 8 former HOMs attending the Presidents Meeting (excluding Karuna Shrestha who is currently APCC/BCIO Secretariat Staff) were divided into 4 groups to work on agenda as follows:

Agenda	Responsibilities	Former HOM
Strengthening BC (management, motivations, membership)	Find out the membership ongoing issues, major problem that BCs are facing and problems that need to solve by BC Presidents Meeting. Introduce motivational activities to sustain/ develop BCs.	1. Erin Maitland 2. Angela Tolentino
Funding	Concept to search fund for BC Presidents Meeting and BC activities	1. Arief Adinoto 2. Salman Bari 3. Kazi Bushra Ahmed Tithi
Public Relations	How we can introduce our activity to the world, and suggest Common Activity with Public Relations program.	1. Colby Takeda 2. Nidhi Parekh
New BC Establishment	Maka action plan to establish BC in remaining countries/regions.	1. Ahshan Ali 2. Kazi Bushra Ahmed Tithi (support)

The teams geared up immediately by building concept, making surveys, establishing communication with BC Presidents. The results of these information collections were brought up into discussion in the Global Arena on July 14<sup>th</sup>.

On the following day, July 15<sup>th</sup>, all former HOMs, Managing Director, and Assistant Managing Directors had a meeting with the APCC Strategy Advisor, Miyuki Matsuda Macri, and supervised by the APCC Chairman, Yutaka Aso. In the meeting, the concept of NEXT APCC and Global BRIDGE Leaders were discussed in order to make the presentation easily understood by APCC participants.

In the final session of the preparation stage, the former HOMs were assigned to lead discussion of other topics despite the 4 agenda, and prepared their presentation for the Orientation Session.

## **B. Planning Stage**

The planning stage was held at Fukuoka Toei Hotel on July 16<sup>th</sup>. Each topic of discussion was presented among HOMs and BCIO Management Board to get feedback. The flow of the meeting for both Orientation and Informative Session were also practiced.

The planning stage was finalized in the morning of July 17<sup>th</sup> at Fukuoka Toei Hotel.

On the day, all Presidents/Representatives had arrived and had a workshop led by APCC Strategy Advisor, Miyuki Matsuda Macri at ibb Building from 15:00 to 17:30. The workshop aimed to exercise participants' mindset about business in the real world, which shows people or group or nations in the world are interdependent. The conclusion was that people/group/nation needs to collaborate one another to maximize welfare.

After the workshop, all participants went to Solaria Nishitetsu Hotel to join the Welcome Reception (Reunion).

## **C. Orientation Session**

Before the BC Presidents Meeting Orientation Session, BC Presidents/Representatives had another orientation meeting together with Liaison Officers (LO). The concept of NEXT APCC, Global BRIDGE Leaders, and Global BRIDGE Partnership were explained in the meeting.

Date : July 18<sup>th</sup> (Thursday)  
Time : 09:30- 12:00  
Venue : Conference room, Tenjin building



## BC Presidents Meeting Orientation Session

Date : July 18<sup>th</sup> (Thursday)  
Time : 13:30- 16:30  
Venue : Conference room, Tenjin building  
Organizer : Former BCIO HO members (8)  
Participants : BC Presidents/Representatives (33), New BCIO HO members (3)

### Program:

1. Sharing information about BC Presidents meeting - 10 mins
2. Presentation by HO member on each of 4 agenda - 20 mins (5 minutes each)
3. Group discussion on each agenda - 40 mins
4. Discussion on Common activity - 30 mins
5. Discussion on the Theme for two years - 20 mins
6. Plans and requirements for country/BC to host the next BC Presidents Meeting - 10mins
7. Discussion on the selection criteria of Area Manager - 10mins
8. Discussion on how to develop the BC network in the Future? - 40 mins
  - Discussion on how to nurture members to become Global BRIDGE Leaders using BC network
  - How to work together smoothly with LO and APCC to achieve Global BRIDGE Leaders

In this session, the Presidents/Representatives were divided into 4 groups to discuss the topics mentioned above. Everyone actively involved, and worthy opinions were exchanged.



After the session, all HOMs had another meeting in the APCC Office to conclude the outcome of the discussions to be presented in the Informative Session.



## D. Informative Session

Date : July 19<sup>th</sup> (Friday)  
Time : 10:00 – 12:00  
Venue : ACROS large conference room (7F)  
Organizer : BCIO Management Board (4), Former BCIO HO members (8)  
Participant : BC Presidents (33), New BCIO HO members (3), Observers: PAs 2013 (36)

### Time schedule/ Agenda:

9:30 ~ Registration  
10:00 Opening remarks  
10:05 Welcome speech by BCIO Managing Director Hitoshi Iwamoto

### Session 1: Introduction of BCIO New Organizational Structure

10:10-10:15 Announcement of new BCIO Organizational Chart  
Introduction of New Managing Director, Assistant Managing Directors and Area Managers  
Outline for next BC Presidents Meeting proposal

### Session 2: Global BRIDGE Leaders

10:15- 10:20 Sharing APCC and BCIO's future visions toward nurturing Global BRIDGE Leaders

### Session 3: Roles and Responsibilities of BCIO

10:30 – 10:35 Announcement of the BCIO Theme for 2 years (October 2013- September 2015)  
10:35 – 11:00 Activity plan based on Strengthening BC, Funding, Public Relations and New BC establishment  
10:45- 11:00 Announcement of 2013/2014 Common activity  
11:00- 11:20 Award to the best 3 Global Interface (2012/2013 Common Activity) videos and story boards

### Session 4: Towards expansion of Mission Project

11:20- 11:30 LOs and BCs cooperation in organizing Mission Project  
Case study 'Wing Kids Project 2013' by BC Thailand

### Session 5: Closing

11:30- 11:40 Speech by the new Managing Director  
11:40- 11:50 Speech by the new Area Managers  
11:50 Closing remarks by person in charge of BC Presidents Meeting  
12:00 Dismiss

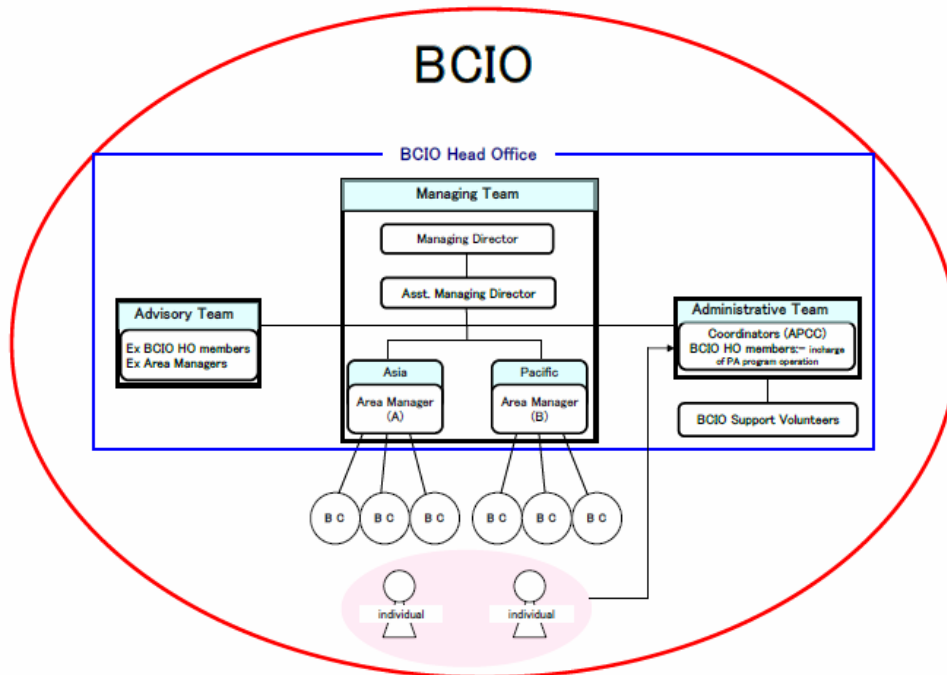




## SUMMARY OF BC PRESIDENTS MEETING

### A. BCIO New Organization Structure

In its 5<sup>th</sup> anniversary, BCIO had an organizational restructure with the purpose to give former JAs opportunity to take a greater role in BCIO leadership. New positions created are 2 Area Managers for the Asia and the Pacific Area and the Advisory Team. The new chart of BCIO structure is as below.



The Area Managers must be former Head Office Members. They are selected through election in every BC Presidents Meeting with term of office lasting 2 years. Their duties are to give support and guidance to BCs, and to lead the BCIO together with the Managing Director and Assistant Managing Director towards established direction. The Area Managers election procedure will be announced later.

The Advisory Team consists of former Area Managers and former Head Office Members. Their duties are to give advice and support to the Management Board (Managing Team).

In the 1<sup>st</sup> BC Presidents Meeting, the new Management Board was announced. Former BCIO Managing Director, Mr. Hitoshi Iwamoto will be a Senior Advisor in the new Management board. The new members of the management are as follows:

Managing Director	: Shigeyasu Masuda
Assistant Managing Director	: Yoshiyuki Matsumura Kosuke Takahashi
Asia Area Manager	: Arief Adinoto
Pacific Area Manager	: Salman Bari

## **B. Outline to Host the Next BC Presidents Meeting**

Background: The APCC PA camp, which we have been conducting since 1998, has been very successful in building new leaders and establishing BCs. However, we realize that the information we are sharing during the PA camp is not getting back to other BC members and their leadership teams. Therefore, the BC Presidents Meeting will focus on important strategic planning and decision-making, utilizing the experiences and knowledge of our presidents. This will also ensure that important announcements and updates will get to the Presidents.

The BC Presidents Meeting will be held every 2 years alternating between Japan and the other countries.

The next BC Presidents Meeting will be in 2015. (Flexible on the month)

To decide the next BC President Meeting host country, we will be accepting written proposal from your BC that should address the following:

- Accommodation & Space: Could you arrange hotel/host families/hostel (government or private) and conference/meeting room space?
- Funding: If the APCC is not able to fully fund this meeting, would the host country be able to financially support this event? If so, please how.
- Transportation: Could you manage local transportation, airline arrivals and departures?
- Meeting Activities: Discuss what types of meetings will be held over the 2-day Presidents Meeting. A keynote speaker and/or special performance may be included
- Cultural Experiences: Discuss possible sightseeing, school visits, cultural workshops, etc.

Please also answer the following questions:

- Why do you want your country to be the next BC Presidents Meeting host?
- What difficulties are there in hosting this meeting in your country?
- How the Liaison Office in your country will support this meeting?
- How the Tourism and Convention Bureau in your country will support this meeting?

## C. Global BRIDGE Leaders



# Asian-Pacific Children's Convention

## Strategic Plan 2013-2018

### Background

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For the past quarter century, the APCC has hosted 10,064 Junior Ambassadors with 6,337 host families in Fukuoka and 2,470 children and youth from Fukuoka have participated in the APCC Mission Project program in partnering countries/regions. All these activities have helped to develop everyone involved to become global citizens with the 'OMOIYARI' spirit.



### **APCC Vision (Established in 2008)**

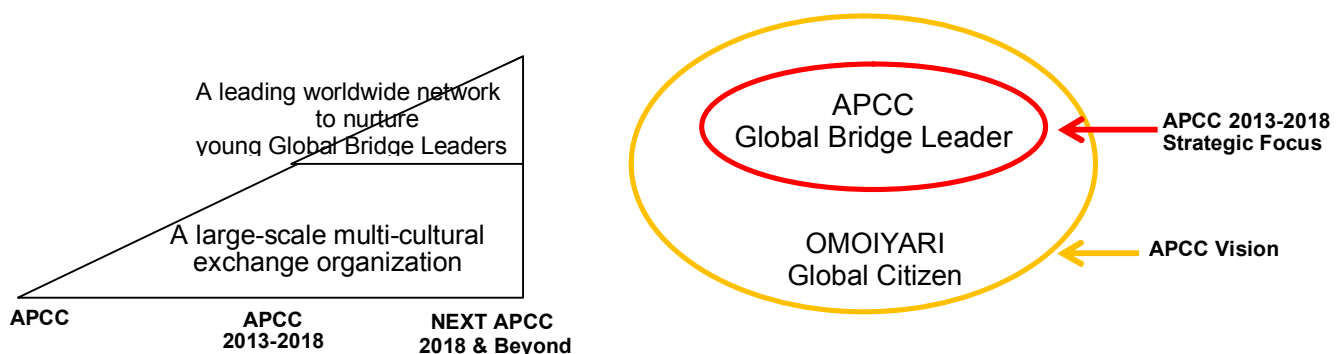
We, as members of APCC, will become global citizens of an 'OMOIYARI' spirit and create a more peaceful world abound with the smiles of our children.

### Strategic Focus

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*The Asian-Pacific Children's Convention nurtures youth as APCC Global Bridge Leaders who link our world and act as change agents in today's global community*

Celebrating the 25<sup>th</sup> anniversary, the APCC will take steps to further enhance its strategic focus. By 2018, the APCC aspires to be recognized as a leading worldwide network to nurture young Global Bridge Leaders as well as a large-scale multi-cultural exchange organization. In order to achieve this goal, the APCC will implement the Strategic Plan 2013-2018 to build a foundation and establish initiatives for the "NEXT APCC."





## Guideline for APCC Global Bridge Leaders

### APCC Global Bridge Leaders;

- Contribute to a better society with an understanding of the local and global issues
- Find solutions to complex issues through open dialogue, sharing individual opinions
- Support and involve one another, respecting different opinions and diversity with 'OMOIYARI' spirit

<b>3 core qualities of APCC Global Bridge Leaders = CARE</b>		<b>Knowledge, skills, and attributes to be developed and acquired</b>
<p><b><u>C</u>ommunication:</b></p> <p>Open communication</p>	<ul style="list-style-type: none"> <li>• Think logically, multi-dimensionally, creatively and critically</li> <li>• Express opinions in one's mother tongue and other languages confidently</li> <li>• Discuss issues openly without fear, and make compromises where necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Information gathering skills (reading, listening, observing and questioning)</li> <li>• Expressing one's own opinion (writing, speaking and giving presentations)</li> <li>• Interactive communication skills (listening, questioning and proposing ideas)</li> </ul>
<p><b><u>A</u>ction:</b></p> <p>Making things happen</p>	<ul style="list-style-type: none"> <li>• Set a goal and work towards that goal</li> <li>• Act with courage, not fearing failure</li> <li>• Help others, include and involve them</li> </ul>	<ul style="list-style-type: none"> <li>• Goal setting skills, planning skills</li> <li>• Self-confidence, courage</li> <li>• Leadership, team work skills</li> </ul>
<p><b><u>R</u>espect:</b></p> <p>Understanding and caring for others</p>	<ul style="list-style-type: none"> <li>• Understand how other people feel and be sensitive to their situation</li> <li>• Respect diversity and complement each other</li> <li>• Understand and accept different ideas and new ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Be grateful, good manners, be cheerful</li> <li>• Be knowledgeable about diversity including one's own culture and history</li> <li>• Be open-minded</li> </ul>

## Steps towards Building the "Next APCC"

- Foundation
  - Develop a set of guideline for APCC Global Bridge Leaders
  - Jointly declare an APCC Global Partnership between the APCC, BRIDGE CLUBs, and liaison offices as a commitment to developing young Global Bridge Leaders
  - Strengthen the BRIDGE CLUB International Organization (BCIO)

- Global Initiatives
  - Expand the Mission Project to increase exchange opportunities in the partnering countries/regions
  - Promote the APCC vision by sharing the OMOIYARI movie
  - Develop and run training programs for APCC Global Bridge Leaders and educators
- Fukuoka Initiatives
  - Enhance the Wing Kids program
  - Develop and run English Presentation Challenge programs

## D. BC Common Theme

### Why will we have a common theme?

We have found that since we started the Common Activity concept five years ago, many BCs are only doing this activity and nothing else. By having a common theme, BCs are encouraged to work on this theme and expand their BC activities. A new common theme will be set each 2 years at the Presidents Meeting.

A Common Theme should...

- Encourage BC be involved
- Excite BC participants
- Incorporate the vision of APCC

**This year the BC Presidents came up with the following common theme for 2013-2015**

### **BRIDGE BEYOND BOUNDARIES (BBB)**

BBB allows us to step outside of our comfort zone and push ourselves to be better people.

Activities that your BC could run under this theme are;

- Cultural development and exploration
- Self fulfilling boundary crossing missions
- Striving towards developing your BC by extending current limitations

When you are planning events within your BC, remember this Common Theme and use social media to report on how your club is stepping outside their comfort zone and pushing themselves to be better people. This will encourage others to do the same.

## E. Discussion Results of the 4 Agenda

### E.1. Strengthening BC

Over two meetings the Presidents were informed of the major factors that contribute to Strengthening BCs. They learnt that they should focus on the **3Ms which are; Management, Motivation and Membership.**

In summary these were the most important questions discussed.

### **What do you think is a good management structure for a BC?**

- To have a BRIDGE CLUB you need to have a President who has been a past PA.
- All past PAs should contribute to your management team and help lead your BC.
- If you have a big BC then you could incorporate more leadership roles into your management structure. eg, VP, PR, Fundraising
- To help include all members you could assign a JA year coordinator for each year of participation.

### **What are some activities you can do to motivate members to be active?**

To keep motivated you need to keep active and hold events that keep members involved. Some examples are;

- Reunions
- Fun age appropriate activities
- Parent involvement – Let the parents know what advantages the JAs can get out of being involved and then they will allow their children who are busy with school work to attend. eg  
– Run leadership programs to help personal development.

### **How can your club increase membership?**

There is an old saying..... If you want a job done, ask a busy person.

Being busy is not an excuse of not being able to come, being unmotivated is.

If someone wants something badly enough they will make it happen - These are the members that we want in our clubs. Engage these members to keep them active.

To increase membership, run a “Find a past participant” campaign. It develops research skills, confidence, and gives members a sense of purpose.

## **E.2. BC Establishment in the Non-BC Countries/Regions**

Currently there exist 38 established BCs among 46 countries within the region. The meeting was held to get a prior knowledge on the difficulties and barriers all the BCs had during their inception. If we are ready to face them at the very inception the establishment activity is successful and the efforts of fellow BC members will not be wasted.

According to the Presidents’ ideas following points were highlighted as key problems at the beginning,

- Lack of updated contact information about JA`s/PA`s
- Non-cooperation/ Lack of cooperation from LO`s
- Lack of motivation among JA`s.
- Lack of information about BRIDGE CLUB among JA`s before and during APCC
- Geographical location of JA`s, specially in island countries.
- Lack of communication facilities.
- No awareness program for the Parents of JA’s before APCC

The main idea behind all the above problems seemed to be the lack of awareness and lack of communication among all the stakeholders involved in the BRIDGE CLUB activities. Because of that the team decided to propose some suggestions to avoid the above and get fruitful results in future.

The following are the suggestions made,

- For a BC in establishing stages a better project to do within first 6 months is to start contacting all the JA`s, PA`s and getting their updated contact details.
- If the list of JAs contact details is not available with your Local BC, the list can be requested from APCC office by the President of your BC.

Mentoring was another idea which was proposed to execute just after the discussions on BC establishment with non-BC countries. The help of the existing BC countries are converged to those non-BC countries through this effort. The attitude of the BC countries towards this idea was positive and it was a good sign for the future BC establishments.

Significant features of mentoring program

- Assigning mentors from other well running BCs to newly established BCs.
- Every year one BCIO Head Office member is responsible for establishment and their future growth but the mentor`s responsibility is to give support and guidance to a particular newly established BC.
- HO members' task will be easier, and the support from other BCs to establish new BCs will be improved

### E.3. Fund Raising

Main ideas of fund raising:

#### 1. **Membership fee**

- Applicable in some countries
- Potentially discourage member participations in some other countries

#### 2. **Taking profit from selling club merchandise**

- Applicable in all countries
- Relatively easy to apply

#### 3. **Sponsorship**

- Only few BC succeeded in gaining sponsorship with the benefit of personal contact inside the related company
- Need recommendation from APCC to approach Japanese companies or organizations in BC countries
- *Suggestion to BCIO* → produce organizational profile and register legally to back up the BCs

#### 4. **Donation**

- So far mostly from personal donors
- To approach organizational donor, BCIO is recommended to register as a formal organization

5. **BC members' skills utilization**, for example taking charges from:

- Private tuitions in Japanese or English language
- Medical advocacy or examination
- Arts performance

These ideas also applicable to fund the BC Presidents Meeting. But as most expenses will be related to airfares, BCIO is recommended to establish partnership with airlines companies.

### E.3. Public Relations

Public Relations *is about sharing news and information with the public and managing how you connect with the public.*

Positive PR can help...

Your BRIDGE CLUB:

- Increase awareness about your programs and events!
- Grow your membership!
- Build support !
- Spread a message/campaign!
- Keep your members and their parents engaged!

Your Members:

- Gain experience and confidence in speaking!
- Become a more eloquent and effective writer!

Focuses:

1. Capitalize on social media
2. Promote the *One World* newsletter
3. Don't forget old media
4. Integrate PR into the leadership structure
5. Develop a media relations training program
6. Explore promotional material options

#### 1. Social Media!

- All BC should have a Facebook page
- Groups can be used for internal communications
- Consistently post photos, news, and membership info
- Be creative 80% business, 20% fun
- Be responsive
- Link Facebook to other social media sites (twitter, tumblr)
- Use your own social media accounts
- The APCC office should post more updates in English
- Accept updates and photos from BCs to post throughout the year
- Further engage with the fans

#### 2. Old Media!

**TV, radio, movies, magazines, newspaper, books**

- Just Ask
- Press releases, media advisories
- Do you have connections to people in the field?

- Liaison office, partner organizations, advisors
- Make relationships
- Create “News Worthy” Leads
- Monumental/new/interesting events
- Days on the calendar
- Incorporate famous people

### 3. One World Newsletter!

- Quarterly APCC E-Newsletter
- Features hard news and editorial articles from the APCC, BCIO, & BCs
- Promote the newsletter in your BC
- Anyone can join the mailing list and stay connected
- Submit articles, photos, updates to [bciooneworld@gmail.com](mailto:bciooneworld@gmail.com)

### 4. PR Amongst your Leaders!

#### Public Relation Duties

- Liaison to the media
- Responsible for updating the BCIO website & Facebook page
- Marketing/promotion lead
- PR training coordinator

### 5. Media Training

Prepare your leaders/members to be able to appropriately represent your BRIDGE CLUB  
improves communication skills

#### **Topics can include:**

- Interview Tips: before, during, and after
- Mock Interviews
- Social Media
- Press releases, media relations, etc.

### 6. Promotional Materials

- Logos/branding
- Banners
- Business Cards
- Stickers
- T-shirts
- Newsletter booklets
- Mugs

It’s not just about the ‘what’, it’s also about the ‘how’

We request that the APCC/BCIO office makes available logos and headers for BRIDGE CLUBs to use in promotional materials

## F. Common Activity



The 2013 Common Activity is “**Peace By Piece,**” Art Contest. It’s an online art contest open to children and young adults around the world. Taking inspiration from the APCC Movie, "Midori's Flying Goldfish," contestants are asked to express the OMOIYARI Spirit of 'Respect and Understanding' through artwork and will have a chance to win fabulous prizes. All types of artwork will be accepted and entries will be submitted online through the APCC Facebook page.

Contestants are divided into two divisions based on age:

Division A (contestants 16 years old and under) and Division B (contestants 17 years old and over).

Once all the artwork is submitted, judges will select one **Grand Prize winner** in each category, based on its message, artistic merit, and creativity, and multiple Honorable Mentions. In addition, each category will have a **Peoples' Choice Award winner** and **Peoples' Choice Runner-up** as voted upon by the public through our Facebook page.

The contest deadline is February 14th, 2014 at 5PM Japan Standard Time.

For more information about the Common Activity 2013: <http://www.bcio.org/activity/>.

If you have any questions, please email us at [peacebypiece.artcontest@gmail.com](mailto:peacebypiece.artcontest@gmail.com)

## POST BC PRESIDENTS MEETING EVENTS

BC Presidents Meeting was officially closed at the end of the Informative Session. After the meeting, BC Presidents and BCIO Head Office Members had the following events:

### 1. Global BRIDGE Partnership Meeting

In the Global BRIDGE Partnership Meeting, APCC-BCIO-LO signed a partnership agreement. Summary of the agreement is described below.



## “APCC Global BRIDGE Partnership” Concept and Ideas

### Background

Since the 20<sup>th</sup> Anniversary, APCC has redirected from ‘International Exchange’ to being an ‘Exchange based educational program to nurture global citizens.’ Towards our 30<sup>th</sup> Anniversary, we are trying to expand the scale of nurturing “Global BRIDGE Leaders” with more exciting visions for former APCC participants’ future opportunities.

- By using our present network, we would like to arrange on-going programs for former APCC participants’ even after returning from Fukuoka. BCIO is one possibility and we are always open to new ideas generated by other supporters as well.

### Objective

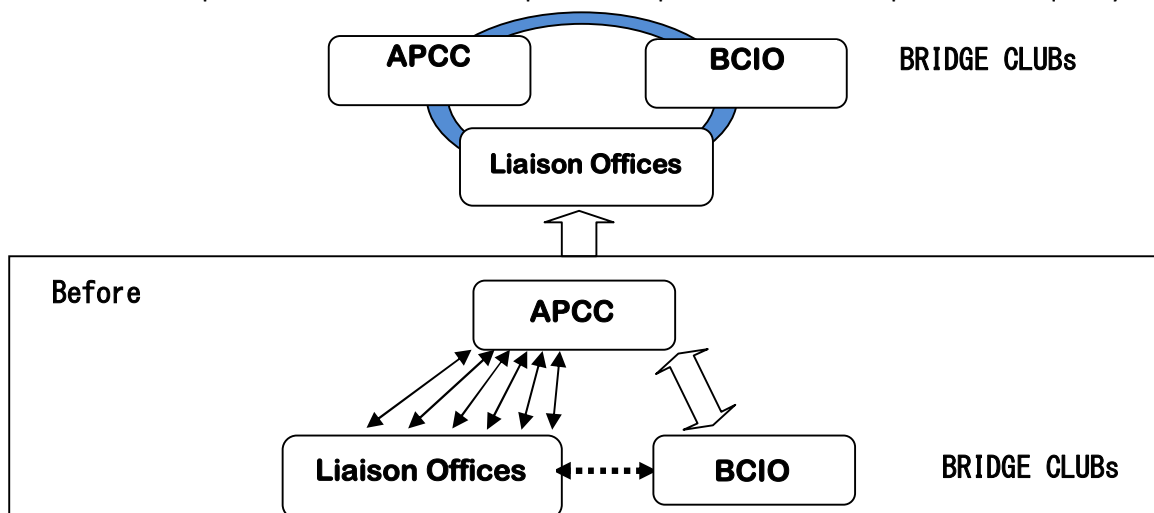
To join hands in producing global human resources who are able to contribute to the world, by expanding the development opportunities of BRIDGE LEADERS (=the global human resources fostered by APCC) following the “BRIDGE LEADER Nurturing Guidelines” across the Asian-Pacific Area.

### Components of the Partnership Agreement Proposal

- ① The enhancement of the quality of the Invitation Project by sharing the best practice of selecting Junior Ambassadors and chaperons as well as the before-after training of participants, and the seeking of solutions for challenges faced by each participating country/region.
- ② The sharing of view about the possible engagement of liaison offices with the development of BCIO which vitalizes local BC and their activities as well as fostering former JAs.
- ③ The active promotion of the Mission Project in individual countries/regions using the model case of liaison offices hosting a delegation from Japan. This would be bringing about a greater understanding of the significance of accepting children from other countries that provides individual countries/regions with the chance to experience a homestay program, and the various benefits of hosting a program.



Partnership: Not a vertical relationship but a cooperative relationship based on equality.



**【Actions planned under the Partnership】**

	<b>APCC</b>	<b>BCIO</b>	<b>Liaison Offices</b>
<b>Target</b>	Children (Elementary School and Middle School) Junior Ambassador (11years old)	<b>Youths to Adults</b> After participating in APCC as JA ( 12 years old and older )	
<b>Opportunities offered</b>	<b>Develop and offer new programs based on the “BRIDGE LEADER”</b>		
	<ul style="list-style-type: none"> <li>· Mission Project</li> <li>· Invitation Project (Summer Programs)</li> <li>    ┌ Camp Program</li> <li>    ├ Homestay Program</li> <li>    └ School Visit Program</li> <li>· Wing Kids Project Etc.</li> </ul>	<ul style="list-style-type: none"> <li>· PA Training Program (PA Camp)</li> <li>· BC Presidents Meeting</li> <li>· Human Resource Development Program taking a full advantage of the APCC global network. Etc.</li> </ul>	<ul style="list-style-type: none"> <li>· To offer a new international and/or educational exchange opportunity</li> </ul>
<b>Required cooperation</b>	<ul style="list-style-type: none"> <li>· PR &amp; Fund Raising</li> <li>· To develop a new program</li> <li>· Consulting work</li> </ul>	<ul style="list-style-type: none"> <li>· PR &amp; Fund Raising</li> <li>· Instruction and supervision of BRIDGE CLUBS</li> <li>· Support and consultation of BC activities</li> </ul> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><u>BC Activities</u></p> <ul style="list-style-type: none"> <li>· Independent BC educational activity</li> <li>· Inter-BCs educational activity</li> <li>· All BCs common educational activity</li> <li>· Co-Hosting APCCs' Mission Project</li> <li>· Selection of JAs</li> <li>· Before-after training of JAs</li> <li>· Supporting LO's Duties</li> <li>· PR &amp; Fund Raising</li> </ul> </div>	<ul style="list-style-type: none"> <li>· PR &amp; Fund Raising</li> <li>· To support local BC's independent educational activity</li> <li>· To manage programs in cooperation with BC</li> <li>- JAs selection</li> <li>- Before-after training of JAs</li> <li>- Hosting APCCs' Mission Project</li> </ul>

## 【Proposed Benefits of this Partnership】

This partnership enables each country/region to gain information and provide chances for their people to participate in the programs arranged not only by APCC but also by BCIO and Liaison Offices all across the Asian-Pacific area. It will increase the chances of young people of each country/region becoming a BRIDGE LEADER.



### 2. Greeting Session with Her Imperial Highness Princess Mako Akishino

In the morning of July 20<sup>th</sup>, BRIDGE CLUB Presidents and BCIO Head Office Members had a rare opportunity to meet Her Imperial Highness Princess Mako Akishino at ACROS Building. Each President had an opportunity to introduce himself/herself, and followed by singing APCC theme song “We are the BRIDGE” together.



### 3. APCC Movie Premiere

After the greeting session, Her Imperial Highness joined the APCC Movie “Midori’s Flying Goldfish” Premiere. The premiere was opened by speeches from the organizing team, the movie director and the main actress, and followed by performance of Escolta vocal group singing the movie theme song and APCC theme song. The movie play duration was 90 minutes.

#### 4. The 25<sup>th</sup> APCC Anniversary Commemorative Ceremony

After the movie premiere, BC Presidents and BCIO Head Office Members had a lunch break at the Asian-Pacific Food Festa at the Tenjin Central Park, before joining the APCC Anniversary Commemorative Ceremony. In the ceremony, the APCC Chairman, a representative from Ministry of Foreign Affairs, Japan, the Governor of Fukuoka Prefecture, the Fukuoka City Mayor, and the Chairman of APCC Supporters Association gave speech. Then, APCC future vision was shared by the Senior Executive Director of APCC. The ceremony was closed by award given to some persons for their contribution to APCC.



#### 5. The Asian-Pacific Food Festa and Global Friendship Party

In the Asian-Pacific Food Festa held in the Tenjin Central Park, APCC participants joined with Fukuoka citizens to enjoy various traditional food from several countries, while the Junior Ambassadors and Peace Ambassadors performed on the stage.

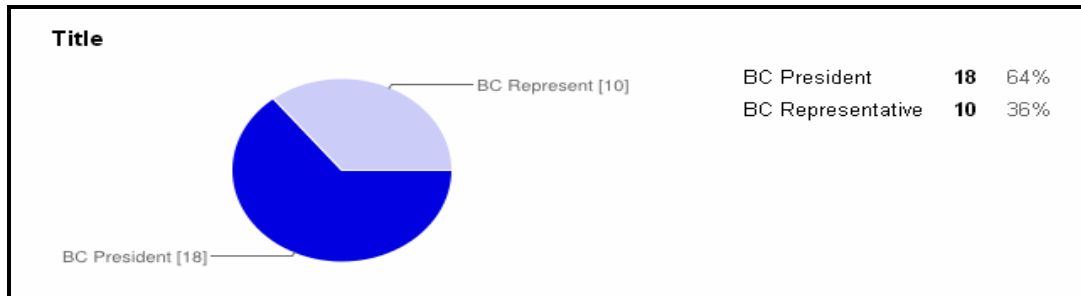
When dusk was coming, the event was progressed by Global Friendship Party. First, all former Junior Ambassadors went on stage by the year of participation. Then, all participants danced 'Macarena' together, and followed by release of yellow balloons placed forming the word "BRIDGE". Finally, Escolta vocal group performed the APCC movie theme song and "We are the BRIDGE".



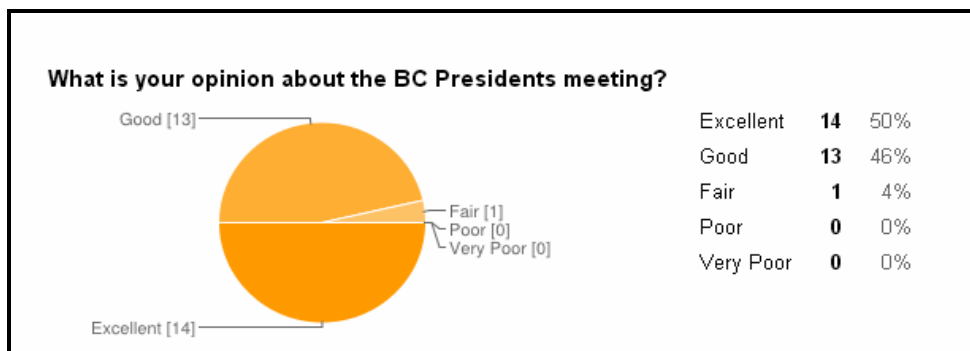
## FEEDBACK

After the participants went back to their home country after 25<sup>th</sup> APCC, we have asked BC President/ Representative to give us their feedback about the 1<sup>st</sup> BC Presidents Meeting. Among the 32 Presidents/Representatives, we received 28 feedbacks.

### Summary of Feedbacks



### 1. What is your opinion about the BC Presidents meeting?



### Comments:

1. All points are clearly mentioned and amazingly beneficial.
2. Like the idea of holding in different country every time.
3. Too many meetings talking about the same thing again and again.
4. The discussion weren't deep enough and it felt like a PA discussion.
5. Got bored hearing same people and same explanation.
6. A great platform to discuss the ideas, problems, initiatives and way forward to strengthen the BC network.
7. It was great in enhancing the leadership spirits.

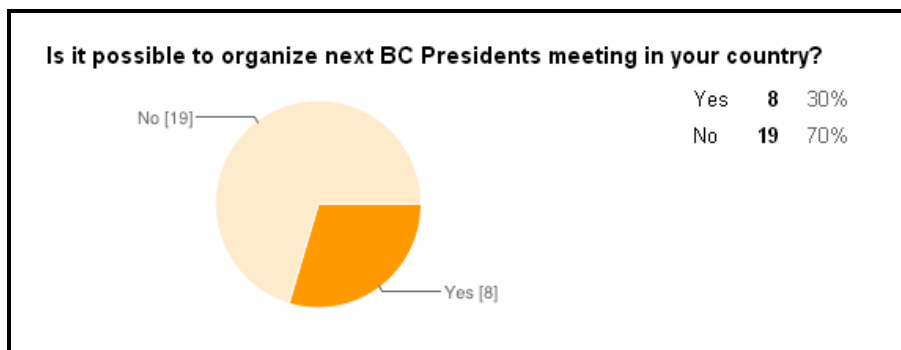
### Suggestions:

6. Need some break between sessions.
7. Need enough time for discussion.
8. BCIO should organize and initiate more important matters to discuss and share rather than BCIO members explaining the same thing every time.
9. The LOs shall be given more time and drive to understand the whole program and to initiate a face to face discussion directly with the APCC officers to convey/ elaborate their challenges to drive the local BCs in depth.
10. It will be good to get the information before hand.
11. It would have been better if there are sessions to share the experience and obstacles.
12. It could have been better by providing specific solutions about fund.

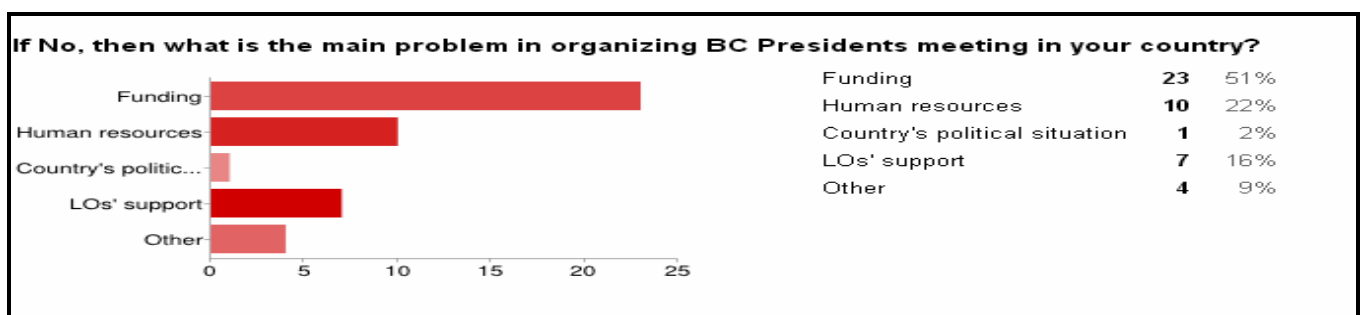
2. What was the most important thing that you learned from the BC Presidents meeting?

- How to manage and strengthen BC
- Team work and communication in BCs
- More ideas to fund raise for BC
- Ideas to make BC activities more fun learning
- How to motivate BC members
- Ways of using PR in BC activities
- Ideas and techniques for getting more former JAs back into BC and getting them to find others
- To express and guide as a leader
- To be open- minded
- To develop a reliable leadership team and structure of BC
- How to maintain good relationship with liaison office.
- Good relationship and streamlines communication of the BC and LO is one of the key strength behind the success
- Objectives of this year’s Common Activity

3. Is it possible to organize next BC Presidents meeting in your country?



4. If No, then what is the main problem in organizing BC Presidents meeting in your country?



Others:

Need more time to get past members to be active together, will be in a better position to organize in 2017, can organize if funds are Ok