

Awards National Convention 2017

Award Category: Most Outstanding Local Organization
Local organization: JCI Gent Artevelde
President: Delphine Colle (voorzitter@jciga.be)

a) Basic Information

Language: *English*
Project: *LOM JCI Ghent Artevelde with the 2016-2017's theme "Believe & Achieve"*
Root cause: *Different problems in society need more young active people to tackle them*
Purpose: *To empower young people to create a positive change in society*
Start date: *September 2016*
End date: *September 2017*
Target: *local community, members, partners, young leaders and entrepreneurs*

Sd goal: *n.a.*
Development stage: *n.a.*

Overview:

If we believe what we are capable of together, we will achieve great things. We will realize valuable sustainable projects and create positive impact on society and on one another. Clearly, the 2016-2017's theme was "Believe & Achieve".

During 2016-2017 we ever more sought to inspire and enable our local chapter members discovering themselves and the intrinsic value they hold. In order to do so with the biggest possible impact, JCI Ghent Artevelde focuses on all four pillars.

JCI Ghent Artevelde has realized this by:

- organizing training sessions itself (e.g., Insights training (full day training), enneagram) and motivating local chapter members in participating to training sessions across Belgium – **personal development pillar***
- organizing the annual Belfius Business Night which was open for both JCI members as well as external parties, and which counted more than 100 participants, as well as organizing company visits and giving members the opportunity to make partnerships for the National Convention and enforce their network– **business & networking pillar***
- making great efforts keeping our strong bonds with our twinning partners very much alive, JCI Auxerre (France), JCI Jyväskylä (Finland), JCI Würzburg (Germany) and JCI Sankt Vith (Belgium), and attending the Oktoberfesten the second year in a row in order to connect with JCI München (Germany) – **international pillar***
- maintaining our cooperation with Make a Wish (Yes We Care project) as well as cooperating with OnWheels within the Ghent Pro Ability community project making it possible for disabled persons in wheelchairs to still visit the historic center of Ghent and introducing the PlayBox project into the community (box with toys in the local cityparks)– **community pillar***

It goes without saying that the above can only be realized when one is willing to look across the fence, and embodies the vision that we can achieve more when working together.

This does not only apply to the members within the JCI Ghent Artevelde's local chapter, but expands across the LOMs and even outside JCI. Governmental bodies (e.g., Stad Gent), entrepreneurial organizations (e.g., Voka, Startersfabriek Ghent), academic organizations (e.g., University Ghent, Arteveldehogeschool), partners (Belfius) are all key partners in making a great impact on society.

*And what are the **results** of these efforts?*

- *in terms of **membership** JCI Ghent Artevelde had during this year 39 active members, 2 candidate-members and 4 interested persons.*
- *we had the honor to welcome Trui Deconinck as the newest JCI Ghent Artevelde **Senator***
- *JCI Ghent Artevelde is a very active and **omnipresent LOM** across Belgium and even the globe. We attended the World Congress in Québec with 4 members, the BWB congress in Malmédy with 10, the European Conference in Basel with 20, the Flemish congress in Lier with more than 20. Activities & trainings of other LOM's could almost always count on one of the Gent Artevelde members. General Assemblies of JCI Belgium and JCI Vlaanderen had always a big delegation of our members. And of course we will attend our own National Convention in Ghent with all of our current and past members*
- *in December 2016 we visited our **twinning** partner JCI Würzburg and the week afterwards we attended the appointment of one of the protagonists of our twinning partner JCI Auxerre as JCI Senator; in February 2017 we visited our twinning partner JCI Auxerre during the Chablis festivities with more than 20 people from JCI Ghent Artevelde; at the European Conference JCI Ghent Artevelde organized a twinning dinner with more than 40 attendees from our twinning partners across Europe*
- *Commissions:*
 - ***Ghent Pro Ability (GPA)** in order to make our city suitable for visitors in a wheelchair*
 - ***Yes We Care** providing volunteers for Make A Wish contributing to making dreams possible*
 - ***National Convention 2017 "Tomorrow Ghent"** with the smart cities theme still aiming (and on schedule) for more than 600 participants*
 - ***In The Picture** for distributing and designing ourselves unique JCI gadgets and wearables*
 - ***PlayBox** promoting social contact between children and their families by providing toys and games facilities in public parks across Ghent*
 - ***Archive** in order to keep the history and track record of JCI Ghent Artevelde alive – knowing where we came from and inspiring new members*

- *Activities:*
 - *annual summer barbecue on 15 August with more than 75 attendees*
 - *New Year's event with more than 75 attendees*
 - *Belfius Business Night with more than 100 attendees, of which many external parties*
 - *training weekend for the board as well as training weekend for the entire local chapter and several other trainings (e.g., Insights training (full day), enneagram, Prezi)*
 - *3 graduates from JCI Flanders Academy, 1 graduate from JCI European Academy*
 - *1 local chapter member represented in the board of JCI Flanders, and 1 local chapter member leading the organization of the JCI Young Entrepreneur of the province of East Flanders together with other LOMs in East Flanders*

b) Strategic Plan

- 1) Briefly describe the main points of the Local Organization Plan of Action.

*The theme of 2016-2017 was “**Believe & Achieve**”.*

Completely in line with past strong years, the action plan of JCI Ghent Artevelde was once more reflecting the huge commitment of the members. In order to maintain the high degree of commitment we sought to inspire our local chapter members to be better, to get out of their comfort zone.

In this regard, we triggered our local chapter members to discover themselves by providing training sessions and motivating them to take part as well as by inspiring key notes during the annual Belfius Business Night. We also triggered our local chapter members to discover other environments and to bond with other local chapter members.

All of this was to achieve cross pollination. And this is only achieved on the condition that people share their passions, their talents, beliefs and vision with other people. And cross pollination will lead to innovative solutions making it possible to have long-lasting positive impact on society.

Without any doubt, the key element for cross pollination is: communication. JCI Ghent Artevelde got the word out using a variety of communication channels:

- *weekly Monday Morning Mail to over 100 addressees*
- *public Facebook posts*
- *private Facebook posts, only available for the Ghent Artevelde local chapter members*
- *Twitter*
- *ad hoc direct mailings*
- *and of course the monthly General Assembly meetings*

In order to be highly impactful, we continued structural partnerships, of which the most important is the partnership with Belfius. We have been able to extend this partnership for another year during 2017-2018.

2) How has the organization advanced the JCI Mission?

First of all, every monthly General Assembly meeting starts with reading out loud by one of the present members the JCI mission statement: "to provide development opportunities that empower young people to create positive change."

By continuously doing so, each and every local chapter member embodies the JCI mission statement making it quite easy for each member to make the assessment themselves whether a project is fit for JCI and for JCI Ghent Artevelde or not. As such, across the local chapter each initiative is checked against the mission statement.

Therefore, each initiative should first of all have a positive impact on society. And secondly, each project should provide development opportunities to our local chapter members and beyond.

Accordingly, each committee should consist of people who (are willing to) go past their comfort zone. Only by doing this will we achieve great project with big impact and will we make people better.

One example is how JCI Ghent Artevelde approached the National Convention taking place in September 2017. We could have organized a great National Convention with a lot of training sessions, fantastic keynote speeches, etc. Instead we looked to expand our boundaries even further, both on personal level and on the level of the local chapter. By doing so we have come up with a smart cities project which will have been ongoing for more than 2 years and which has a big impact on society. From the point of view of JCI Ghent Artevelde, the National Convention 2017 can be seen as the big finale of our smart cities project, the icing on the cake if you will.

In every project or activity we undertake or seek to undertake, we seek to develop ourselves. To put in the terms of the 2016-2017's theme: we believe in making a big impact, but in order to attain our objectives we need to develop ourselves and stretch ourselves out of our comfort zone.

3) How has the organization advanced the JCI Vision?

JCI Ghent Artevelde strongly promotes the values and vision of JCI in Belgium and abroad.

JCI Ghent Artevelde contributes to being the leading global network of young active citizens by leading by example. JCI Ghent Artevelde is committed to walking in front and to be a clear voice in Belgium. Not to be better than other LOMs in Belgium. Quite on the contrary, our aim is to have a positive impact on other LOMs in Belgium to grow outside and above themselves.

One way we have achieved this in Belgium is by our smart cities project and the National Convention taking place in September 2017.

But leading by example is only one part of the equation. Leading by example in itself is not enough. One has never made it to a world class golf player just by

seeing Tiger Woods play golf. Instead, we seek to reach out to other LOMs and discuss our vision and strategy.

Secondly, leading by example mistakenly envisions one person walking in front. This is not how JCI Ghent Artevelde envisions leading by example. As a famous African proverb wisely states: "If you want to go fast, go alone. If you want to go far, go together."

This is how JCI Ghent Artevelde is contributing to be the leading global network of young active citizens.

Within our local chapter we reach out to new and younger members, invite them to self-reflect, to dream and to pave their way to make those ambitions come true. Outside our local chapter we seek to connect with other LOMs, and we have strong relations with a lot of other LOMs in and outside Belgium with whom we share our vision, our beliefs, strategy, etc. in order to attain mutual learning. We build partnerships with the city of Ghent, academic institutions (University Ghent, Arteveldehogeschool), entrepreneurial organizations (Voka, Startersfabriek) and well-established as well as start-up companies.

JCI Ghent Artevelde wants to be the catalyst, the engine making everyone move forward.

4) How has the Local Organization contributed to the JCI Plan of Action

JCI Ghent Artevelde has focused on all strategic pillars within the JCI Strategy Plan 2014-2018.

Impact. Starting from the actual needs and pains – following the JCI Active Citizen Framework –, JCI Ghent Artevelde seeks to make an impact with every project and activity it undertakes. Great impact is achieved, not by one member, but by working together. Projects like PlayBox and Ghent Pro Ability (GPA) are both impactful as they start from very concrete needs and pains, and where we worked together with the city of Ghent and other partners in building a solution. For PlayBox we have liaised with a Canadian organization in Abbotsford to exchange ideas and vision.

Motivate. People should be facilitated in taking responsibility and having key roles in making an impact. During 2016-2017 we have had 3 people graduating from the JCI Flanders Academy and 1 person graduating from the JCI European Academy. In addition, JCI Ghent Artevelde organized several trainings among which a full day training regarding Insights and an evening introductory training on enneagram, as well as a full training weekend for its local chapter members. By being more aware of oneself and of one another, we can strive for better relations and to have a bigger impact on each other and our environment.

Invest. We have a strong and long-term financial plan. Over the past several years and in 2016-2017 as well, JCI Ghent Artevelde accrued financial funds in regards to training, conventions and the organization of big projects. These funds are addressed each year to financially support our local chapter members to participate to training sessions, to conventions and to aspire organizing big projects and thus to encourage them to make an as big as possible impact on society. To conclude, JCI Ghent Artevelde has strong control of their financials, as they apply double bookkeeping principles and appoint an auditor to revise the financials and to make recommendations.

Collaborate. Outside our local chapter we seek to connect with other LOMs, and we have strong relations with a lot of other LOMs in and outside Belgium with whom we share our vision, our beliefs, strategy, etc. in order to attain mutual learning. We build partnerships with the city of Ghent, academic institutions (University Ghent, Arteveldehogeschool), entrepreneurial organizations (Voka, Startersfabriek) and well-established as well as start-up companies.

Connect. Communication is key for connecting with people at all levels. Since 2016-2017 the board communicates via Slack, which makes all communication available to everyone in one spot and which drives very fast decision-making. Using email is abandoned, all instant messaging and even calls are directed via Slack.

Across the local chapter we communicate on a weekly basis by the Monday Morning Mail, on a monthly basis at the General Assembly meetings, ad hoc via Facebook.

We maintain strong connections with our twinning partners JCI Auxerre (France), JCI Jyväskylä (Finland), JCI Würzburg (Germany) and JCI Sankt Vith Eifel-Ardennen (Belgium) with whom we have several skype calls per year and with whom we have at least one physical meeting per year.

c) Individual development Programs and Results

1) What project or projects has the Local Organization run to develop individuals?

Per definition, **each project**. If the project does not entail a positive impact on society and in itself does not seek to develop individuals, this would not be a project that is fit for JCI Ghent Artevelde.

Each and every project we undertake should contribute to the learning curve of individuals and should seek to draw them outside their comfort zones. Learning per definition takes place outside the comfort zone.

Next to the specific projects where people learn a lot, JCI Ghent Artevelde has organized a number of training sessions:

- training weekend for the board covering Insights, change and resistance mapping as well as teambuilding
- training weekend for the entire local chapter, covering giving feedback and how to make an impact as well as unique teambuilding activities
- several evening trainings, such as enneagram and Prezi
- full day training on Insights
- teambuilding activity: dropping

In addition, JCI Ghent Artevelde constantly seeks to encourage people to find their true passion in JCI by motivating them to take part in JCI Flanders Academy (3 people during 2016-2017), JCI European Academy (1 person during 2016-2017) as well as in keynote speeches, training sessions, workshops, etc. during the National Convention 2016 (Moeskroen), the World Congress (Québec), BWB Congress (Malmédy), the European Conference (Basel), the Flemish Congress (Lier).

2) How did the organization impact individuals?

Exploring oneself and building self-confidence. By encouraging people to take part in training sessions and giving presentations at General Assembly meetings, JCI Ghent Artevelde lets individuals explore what they love to do and

what they are good at, and by doing so aims to build the self-confidence of its members.

Sharing success stories. *There is not one General Assembly meeting that goes by without someone mentioning at least one success story of the recent or less recent past to newer members. This urge to inspire other members is firmly embodied in the DNA of the members of JCI Ghent Artevelde. We relentlessly seek to inspire from an intrinsic motivation. By doing so we show what the mission and vision of JCI can look like when you implement this in practice.*

Building a network. *Members of JCI Ghent Artevelde are strongly encouraged to build a network among the members of its own local chapter, but also across other LOMs in Belgium and abroad. As from the introductory meeting, interested people are told that if they wish to become a candidate-member, they should at least be present at 3 General Assembly meetings of JCI Ghent Artevelde and they should attend at least 1 General Assembly meeting of either JCI Belgium or JCI Flanders. We encourage our members to look across the fence, and to build valuable networks without any delay. The magic happens out there.*

Discovering opportunities. *By talking to one another, by seeing what others do and how they do it, by building a network, by hearing success stories and sharing themselves and by exploring what one is capable of, we trigger the ability of our local chapter members to discover opportunities. E.g., to introduce a new impactful project. But the ability to discover opportunities expands far beyond the borders of JCI, when one is able to discover opportunities, it will have a positive impact on the professional career of that person and on his/her private life.*

Believe and achieve. *To conclude, all of the above boils down to the firm belief that we are capable of a lot, and therefore that we can legitimately dream of big things. We can envision what lies ahead, and by exploring ourselves and building self-confidence, by hearing and sharing success stories, by building a valuable network and by being able to discover opportunities, we can also pave the way to realize our ambitions.*

d) Community Development Programs and Results

- 1) What project or projects has the Local Organization run to develop the community?

Within the lap of JCI Ghent Artevelde the following projects came to flourish even more during 2016-2017:

- **Ghent Pro Ability (GPA).** *This project is a sustainable cooperation between On Wheels (organization with focus on accessibility for wheelchair users), JCI Ghent Artevelde and the city of Ghent. JCI Ghent Artevelde developed several routes that offer all the historical highlights, the architectural highlights, the nicest shopping experiences ... which are fully accessible for wheelchair users and other disabled/less mobile people (e.g., elderly people, parents with buggy). In cooperation with the city of Ghent these routes have been put into a brochure available at the office for tourism.*
- **PlayBox.** *This project wants to offer the same opportunities to all children in de city of Ghent by providing boxes with toys in every green area in the city, and to get people – children, parents and grandparents – in contact with each other. The PlayBox can be a conversation starter as well. It is a cooperation between JCI, the city of Ghent, neighbourhood committees and the local residents.*

- **Yes We Care!** JCI GA was the first local chapter to obtain a sustainable cooperation with the Make a Wish foundation. JCI GA offers practical help to the Make a Wish foundation to make dreams of children come true.
- **Mensenmaken.Gent.** This is an online platform where people from companies, governmental bodies, knowledge centers and citizens get to discover each other and get to work together. On mensenmaken.gent you will find projects and initiatives which are a solution to many of the challenges of the future of Ghent. And Ghent would not be a smart city of people if you would not everyone would be able to participate and co-create. With a whole bunch of projects already, mensenmaken.gent has successfully created an online community of smart city of people.

2) How did the organization impact the community?

- **By applying the JCI Active Citizen Framework.** JCI Ghent Artevelde explores the needs and pains of the community in order to develop impactful projects. Both PlayBox and Ghent Pro Ability (GPA) are both projects that directly followed meetings with the province of East Flanders and the city of Ghent in regards to the priorities which needed to be tackled the most urgently. By using the JCI Active Citizen Framework methodology, we aim for the highest possible impact of our projects on the community.
- **By looking for opportunities in the network.** We work together with partners with whom we can build a win-win situation, and get to realize the most impact on our environment. Secondly, we look to bring together organizations who can build a win-win situation among themselves – in this regard, JCI Ghent Artevelde frequently purely acts as a catalyst. A great example of the second alternative is the smart city project and the mensenmaken.gent online community.
- **By taking responsibility.** Response-ability, i.e. the ability to choose a response, and thus the ability and character to drive positive change in society, and to get things done by showing a hands-on approach.

e) **International Development Programs and Results**

1) What international project or projects has the Local Organization run?

- **Twinning.** In December 2016 JCI Ghent Artevelde visited JCI Würzburg, and the week after JCI Ghent Artevelde was present at the regional conference of the French region Bourgogne-Franche-Comté to celebrate one of the protagonists of twinning partner JCI Auxerre being appointed senator. In February 2017 JCI Ghent Artevelde visited JCI Auxerre for the week-end with more than 20 people from Ghent during the Chablis festivities. At the European Conference in Basel JCI Ghent Artevelde organized the twinning dinner with more than 40 participants.
- **Congresses.** JCI Ghent Artevelde actively and massively participates to congresses. 20 members at the National Convention in Moeskroen, 4 members at the World Congress in Québec, 10 members at the BWB congress, 20 members at the European Conference in Basel and more than 20 members at the Flemish congress in Lier.

- **Strongly represented** at General Assembly meetings of JCI Flanders and JCI Belgium. Participation to the sports' day, inspiration day, active citizen day, training sessions and weekends, and events organized by other LOMs. One JCI Ghent Artevelde member (Erik Langerock) is elected in the board of JCI Flanders 17-18, another one (Doreen Schouterden) is represented in the Training Institute Flanders team.

2) What impact did the international development project have?

The international projects JCI Ghent Artevelde ran during 2016-2017 mainly had a strong impact on the level of the individual members:

- *people were encouraged to speak foreign languages (English, French and German) and to discover other cultures, and even to give speeches in foreign languages. As a result, they built self-confidence*
- *people exchanged ideas and success stories across borders in order to inspire other local chapter members to do things which the other country or community is not familiar with, but which may hold great opportunities*
- *by our firm twinning relationships our local chapter members have the possibility to build an international network across Europe*

Over time, the aim is to develop concrete international projects together with our twinning partners and/or other organizations across the border. First, one needs to bring people together, and only afterwards projects may see daylight. It is hardly ever the other way around. During 2016-2017 we took the first step in realizing cross-border projects.

f) **Economic Development Programs and Results**

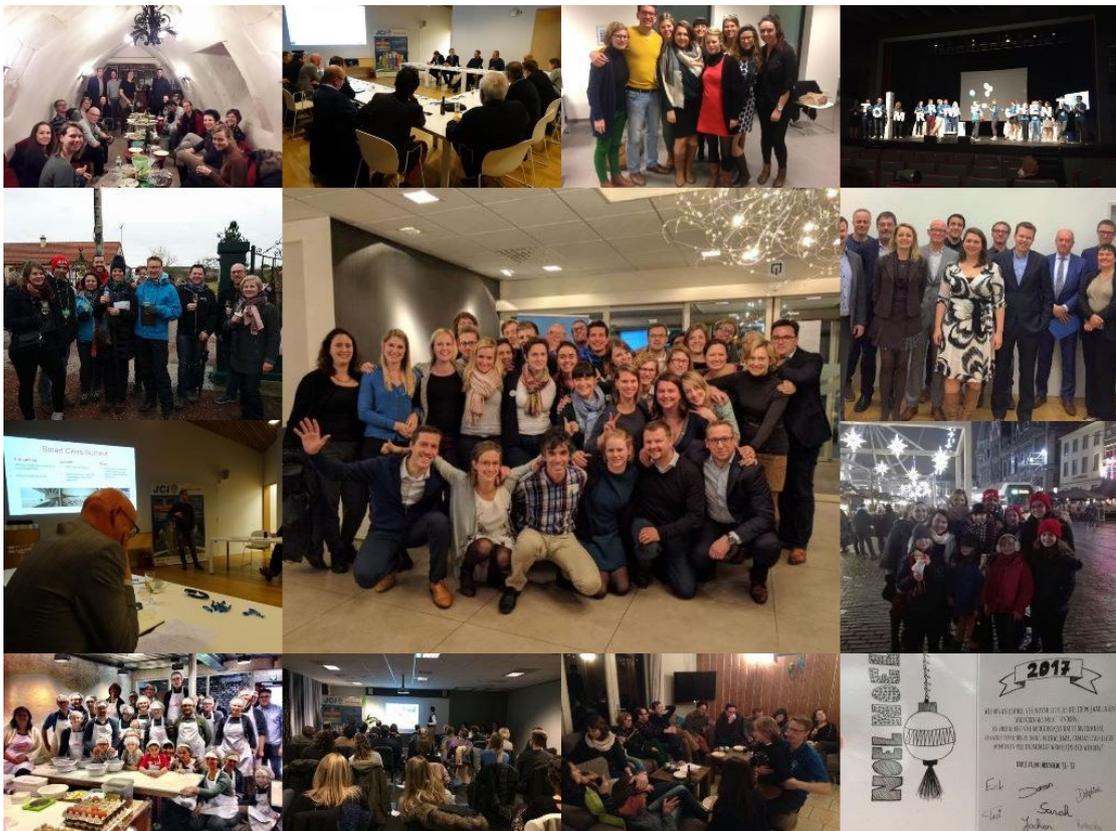
1) What project or projects has the Local Organization run to develop the economy?

- **Smart cities project.** *Following the smart cities challenge of 3 May 2016, which was the starting point, companies, big and small, the city of Ghent, academic organizations and citizens were brought together to build solutions for the city of Ghent of the future. At the National Convention of 2017 taking place in Ghent, the prototypes and results will be presented toward the public audience.*
- **Mensenmaken.gent.** *This is an online platform where people from companies, governmental bodies, knowledge centers and citizens get to discover each other and get to work together. On mensenmaken.gent you will find projects and initiatives which are a solution to many of the challenges of the future of Ghent. And Ghent would not be a smart city of people if you would not everyone would be able to participate and co-create. With a whole bunch of projects already, mensenmaken.gent has successfully created an online community of smart city of people.*
- **Belfius Business Night.** *During this event there were 4 inspirational keynote speeches of young entrepreneurs and a networking reception before and after the speeches. We welcomed over more than 100 attendees, of which most were non-JCI members. This event is the result of a strong structural partnership with Belfius Bank and The Birdhouse, start-up incubator in Ghent.*

2) How did the organization impact the economy?

- **By inspiring.** JCI Ghent Artevelde promotes and inspires entrepreneurship by organizing the Belfius Business Night, but also by taking responsibility and setting up projects. “Believe and Achieve” was a very relevant theme in this regard as well.
- **By bringing people together** JCI Ghent Artevelde wants to extend its impact and basis, and aims for cross pollination. The Belfius Business Night is a great example. But also the smart cities project and the online community mensenmaken.gent perfectly fit within this frame of the added value of bringing people together and acting as a catalyst.

g) Images





Voor echt verklaard

Delphine COLLE | Voorzitter JCI Gent Artevelde