



JCI Rise #RebuildConnectLead

Objective

JCI RISE (Rebuild, Invest, Sustain, Evolve) aims to motivate JCI members to secure and bolster economic opportunities at the local, national and world-wide levels.

#RebuildConnectLead is the European push towards making JCI Rise a reality and an actively used campaign within the continent of Europe. Within Europe, it is believed that National and Local Organisations have an opportunity to showcase the leadership aspect of JCI by having an active role in the rebuilding of communities, businesses and the economy and also connecting businesses, politicians and communities together in a time of desperate need for proper regeneration.

Mission Statement

To sustain and rebuild communities, economies and workforce morale as we face the impact of COVID-19 together.

Vision

To work with all sectors of society to make economies and workforces more resilient for the Future.

Taskforce History

Several meetings were held in advance of this draft proposal:

1. Mobilisation of our team, introductions, assigning roles and an open discussion on what “Europe” means to us
2. Broadening the debate on “Europe”, and a deep dive discussion to gain clarity on what the purpose of the taskforce is
3. Identifying the direction that the new European project will take based on an idea generation survey filled out by taskforce participants
4. Deciding on a project name and focus while agreeing on the way forward for the presentation to be sent to National Presidents
5. Two presentations with National Presidents were held, one specifically focusing on the taskforce and it’s work, and another one during the European Conference GA. Feedback was collected

6. A follow-up meeting was held where it was decided to turn the Rebuild.Connect.Lead. campaign into Europe's efforts towards reaching the goals of JCI Rise.

Background

Europe, together with the rest of the world, has been through experiences that now require it to regenerate and rebuild itself into something new, something stronger. Examples being the humanitarian crisis of 2015 that is still ongoing or the current pandemic with its economical downfall of the continent.

This JCI Europe project is aimed at empowering active young citizens to believe themselves capable enough to be the ones making the well needed grassroots changes in their societies. Growing tomorrow's leaders is, after all, the goal of JCI. These leaders are needed now more than ever.

It is up to the young citizens of Europe to invest in the future of their continent. Only by building a common identity with a shared vision for the future, can Europe progress on a path toward rebuilding its economy, society and the confidence of its people.

Our Goals

- To be the leaders of positive change within the continent
- To supply JCI Europe National Organisations with a universal message they can all get behind
- To encourage young people to make use of the Active Citizenship Framework in order to see where their societies will need support in their rebuilding process
- Empower young leaders by providing them with platforms and forums for best practice sharing
- Bringing to the forefront a growth mindset approach
- To have JCI position the next generation of European leaders, politically and economically
- Bridging the gap between generations

Scope behind #RebuildConnectLead.

- This campaign has been designed to be wildly applicable and malleable to the priorities of each National Organisation
- This campaign has been designed to be action orientated – taking 3 action words so that the overall approach of JCI in Europe is cohesive collective action
- This campaign sets the action and direction for JCI in Europe in a non-political way that can be leveraged by all of us across Europe based on our local and cultural preferences

- This campaign can be easily leveraged in many ways, to drive collective impact with local direction
- This campaign has been aligned to the strategic priorities of JCI's global strategy, and stands as a great example for other regions on how they can mobilise within a region to achieve our organisation objectives
- Ideas will be given on how this campaign can be used, but there is no defined project – National and Local organisations can build their own approach – this pack a guide a guide! Get creative

Needs of Europe

The taskforce discussed what according to the represented JCI National Organisation would be some of the needs their respective countries would need to tackle in their regeneration phase. The general agreement was that there would need to be a focus on the economy and business side. It was also seen as important to focus also on the individual needs of each and every individual and a focus on a new wave of leaders ready to work together to regenerate and rebuild Europe into a strong continent.

#RebuildConnectLead Themes

Following evaluating the aforementioned areas of focus. It was agreed upon that the proposed solution should connect the following themes:

- Leadership Skills
- Business Supports
- Individual Needs

The aim behind #RebuildConnectLead is to empower our members into being active leaders of positive change within their societies through different prototype project ideas that they could implement in their National Organisations based on the above three themes. The above three points align with the four pillars of JCI, being Business, Individual, Community and International.

Implementing #RebuildConnectLead in your country in two easy steps

Step 1 –

The first step is for the National Organisation to look into the kind of areas the country needs to improve in but looking retrospectively through the below suggested method, as well as the Active Citizenship Framework. Here, the National Organisation can identify the national need, and empower the local organisations to seek and implement projects that tackle that need.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
The Economy	With Members	In your Country
The Community	With Politicians	In Your City
Local Leaders	With Community Groups	In Your Business
Businesses	With Charities	In Your Organisation
Infrastructure	With Chambers of Commerce	In Your Political System
And many more...	And many more...	And many more...

Step 2 –

The Local Organisations are given a sample question to work with using the three different aspects chosen from the #RebuildConnectLead pillars and they can either pick a sample project suggested in the following pages of this document, or else come up with a project that they feel is more relevant to their community's needs.

Leadership Skills - Theme Exploration

The main focus of JCI is that of creating future leaders by providing young people with the opportunity to create positive change. This period of rebuilding, connection and growth will serve as a great opportunity to JCI members to develop their leadership skills.

Project Example 1: Meet the Leaders

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 1.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
The Community	With Business & Political Leaders	In your Country

The above choice of focus will lead to the posing of such a question to the Local Organisations:

“How can we rebuild our community, connect with Businesses and political leaders, and demonstrate leadership in our country?”

Based on the above, the Local Organisations can then run the following sample project:

Meet the Leaders: Organisations set interviews, webinars, panel discussions, meetings etc with prominent business and political leaders to hear how they are rebuilding communities in 2020/21.

Project Example 2: Friendly Business Awards (JCI Ireland)

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 2.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
Businesses	With Community Groups	In your Country

The above choice of focus will lead to the posing of such a question to the Local Organisations:

“How can we rebuild businesses, connect with community groups, and demonstrate leadership in our country?”

Based on the above, the Local Organisations can then run the following sample project:

Friendly Business Awards: The Friendly Business Awards is a JCI Ireland flagship business programme where they recognise the pivotal role small businesses play in their local community. The aim of the Friendly Business Awards is to celebrate the value these businesses bring to local communities every day.

Project Example 3: Lobby Letter

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 3.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
Community	Politicians	In your City

The above choice of focus will lead to the posing of such a question to the Local Organisations: How can we rebuild the community, connect with politicians, and demonstrate leadership in our city?

Based on the above, the Local organisations can then run the following sample project:

Lobby Letter: Encourage a letter or postcard writing campaign where the community writes about a local cause that they want to see put on the political agenda. These are then posted to the specific politician that could take it up as part of their agenda. In this way, JCI would be engaging communities to lead the conversation on what matters to them.

Project Example 4: Leadership Bootcamp

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 4.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
Young People	Businesses	In your Community

The above choice of focus will lead to the posing of such a question to the Local Organisations: *How can we rebuild young people, connect with businesses, and demonstrate leadership in our community?"*

Based on the above, the Local Organisations can then run the following sample project:

Leadership Bootcamp: As the leading organization of young leaders, JCI organisations can provide training opportunities for unemployed young people by delivering a leadership bootcamp. The leadership bootcamp can focus on increasing the employability prospects of these individuals, helping them take charge of their own lives and also potentially assist in the putting together of their own cv.

Business - Theme Exploration

Many countries are going to need to see an economic regrowth or rebirth. JCI National Organisations can leave their mark here by using the opportunities that JCI has to offer in order to rebuild networks, relationships, workforce, and establishing what the new norm for business will be.

Project Example 5: Cross-Border Business Exchange

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 5.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
Businesses	Twinning City/Country	In your City/Country

The above choice of focus will lead to the posing of such a question to the Local Organisations: How can we rebuild businesses, connect with twinning countries and cities, and demonstrate leadership in our city/country?

Based on the above, the Local organisations can then run the following sample project:

Cross-Border Business Exchange: By leveraging the JCI twinning network, JCI Local Organisations can organise a cross-border business trip to showcase local producers and businesses to new markets. Events could include business networking, company visits, etc.

Project Example 6: Chamber of Commerce Partnership

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 6.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
Businesses	Chamber of Commerce	In your City/Country

The above choice of focus will lead to the posing of such a question to the Local Organisations: *How can we rebuild businesses, connect with the Chamber of Commerce, and demonstrate leadership in our city/country?*

Based on the above, the Local organisations can then run the following sample project:

Chamber of Commerce Partnership: Partner up with your City or Country’s Chamber of Commerce and assist them with ongoing engagement with local business.

Project Example 7: Support Local

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 7.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
The Economy	In Your Community	Businesses

The above choice of focus will lead to the posing of such a question to the Local Organisations: *How can we rebuild the economy, connect with your community, and demonstrate leadership in businesses?*

Based on the above, the Local organisations can then run the following sample project:

Support Local: Start initiatives promoting local buying and supporting local businesses directly, leading the way by example. Form local business networks to enhance support and growth for the local community.

Individual Needs - Theme Exploration

There won't be much of a future if National Organisations don't also invest in the individual needs of their own members and the individual needs of their communities. By tackling the individual needs of the members and allowing them opportunities to better themselves, they will have a stronger mental and knowledge capacity to then in turn tackle community needs.

Project Example 8: Defeating Loneliness

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 8.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
The Community	Community Groups/Charities	In Your City

The above choice of focus will lead to the posing of such a question to the Local Organisations:

“How can we rebuild the community, connect with community groups and charities, and demonstrate leadership in our city?”

Based on the above, the Local organisations can then run the following sample project:

Defeating Loneliness: Partner with a mental health organisation that is tackling the mental health issues created by loneliness and help them deliver the initiative with wider reach. For instance pairing up young people with elderly people, people going through loneliness, young people in foster care etc to build friendships and networks.

Project Example 9: Mental Health First

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 9.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
The Individual Person	Businesses/Human Resources Departments	In Your Business

The above choice of focus will lead to the posing of such a question to the Local Organisations:

“How can we rebuild the individual person, connect with businesses and their human resources departments, and demonstrate leadership in our businesses?”

Based on the above, the Local organisations can then run the following sample project:

Mental Health First: Mental health is an issue not easily addressed. As young leaders, it is our obligation not only to speak about the topic but to lead the way, enabling others to take responsibility for their own mental health and that of their employees. Through this project, JCI Local Organisations can reach out to Businesses and their Human Resources Departments and shed light on the importance of having a set protocol that observes and secures the mental health of employees, that respects mental health days, and offers a framework of support to those who need it.

Project Example 10: Speak Up on Mental Health

The National Organisation chooses its focus for the country through the #RebuildConnectLead method. Below find the reasoning behind Project Example 10.

REBUILD	CONNECT	LEAD
<i>What matters to you?</i>	<i>Who will you work with to address this and succeed?</i>	<i>How will your leadership be seen as an example?</i>
The Individual Person	JCI Members	In Your Country

The above choice of focus will lead to the posing of such a question to the Local Organisations:

“How can we rebuild the individual person, connect with JCI Members, and demonstrate leadership in our country?”

Based on the above, the Local organisations can then run the following sample project:

Speak Up on Mental Health: This project idea would promote the topic of mental health by getting JCI members to speak about their own mental health challenges. This could be done through an online campaign to showcase to others that “you are not alone feeling”.

How to brand related projects

If you plan to run a project as part of this campaign, you are encouraged to make use of JCI Rise branding which can be accessed from [here](#). Additionally, kindly make use of the hashtags #RiseWithJCI and #RebuildConnectLead in the text of the post. This will help other countries see what projects are being executed in different parts of Europe and will build a ripple effect of projects and knowledge transfers.

#RebuildConnectLead is now your Oyster!

Yes, we have offered you ideas of 10 projects that you could run and that would fall under the #RebuildConnectLead model. Yes, you may make use of all of them. And also yes, you may decide to come up with your own project, that is not listed above and that you believe would fit your country more. This document is meant nothing more than to be a guideline for those that are stuck on what to do, and to guide Europe towards a cohesive approach towards coming out of this tough situation which will be felt for a few more years to come.

Conclusion

Following a period of uncertainty, Europe, together with the rest of the world, will need to double its efforts in regenerating and rebuilding itself, its economy, its business and its human resources. There's no better way of fulfilling the JCI mission and vision in Europe at this point in time than being a force of empowerment to our individual members, our communities and our businesses in each and every country. We need to be active agents of positive change by standing up, supporting and also leading our communities to be better. #RebuildConnectLead as part of JCIRise is the way European JCI members can set a gold standard with projects derived from the above samples. Together, we can shape a better future for our continent, and set an example for the world to follow.