



## **The JCI Active Citizen Framework to create a better world**

As JCI members, our Mission is to create positive change in the world. We believe that by taking responsibility for our communities, we can create solutions to the problems we see around us.

But just talking about positive change is not enough. To make an impact, we must walk the talk. With the JCI Active Citizen Framework, JCI introduces a concrete method for developing, executing and tracking our initiatives to ensure successful projects and sustainable solutions to problems in our world.

Formerly known as the JCI Better World Framework, the new JCI Active Citizen Framework, an outcome of 2010 JCI Global Partnership Summit Resolution, was adopted by the JCI General Assembly at the 2010 JCI World Congress. The Framework describes a better way to create positive change and measure our impact.

JCI carefully studied the elements of successful local and national projects over several years. This led to the development of a comprehensive system for carrying out projects, engaging partners and monitoring results to effectively address community issues. With the UN Millennium Development Goals (MDGs) as a foundation, the JCI Active Citizen Framework provides a global platform for measurable, results-driven actionable steps that produce positive change.

Following the 2010 JCI Global Partnership Summit, JCI has committed to developing partnerships across the three sectors – business, government and civil society. The JCI Active Citizen Framework will also provide a context for building partnerships with entities mutually aligned with our goals. By assessing local needs, we can gain a reputation for relevance, and by measuring our results, we can clearly demonstrate our impact.

### **Objectives**

- Empower and activate young people to take ownership of their communities.
- Provide a framework for sustainable action that produces tangible results and measurable societal development.
- Align JCI partners at global, national and local levels in cohesive, strategic format for societal development.

### **Activation and Training**

The recipe for change starts with the young active citizens of JCI. JCI members are the developers, managers and executors of every local project. A JCI Official Training



course, JCI Impact, will introduce the JCI Active Citizen Framework. The course will provide skills to assess your community's needs, take action and access resources. JCI members explore your role in community development and in achieving the MDGs. Additionally, the course will focus on the concepts of active citizenship, advocacy and project management. All JCI members will learn to work with partners, government, businesses and civil society organizations to effectively address issues facing our communities and world. Once an individual has taken this course, that person will be ready to apply the Active Citizen Framework as a methodology to implement local projects.

### **Analyzing Community Needs**

The first step in creating a successful project involves a careful study of the community and an assessment of its needs. To take action that is relevant to the local community and the world, we must critically examine and understand the most pressing problems around us. Using tools like surveys and talking to partners and community leaders will deepen your understanding of the specific challenges facing your community members. The data gathered will serve as a basis to ensure that your project is relevant and makes a difference in the lives of others.

### **Formulating Sustainable Solutions**

After collecting and analyzing data on community needs, the next step is to begin crafting projects that address the core problems and provide long-term solutions with maximum impact within the community. Needs can be addressed through three integrated stages of development that drive a community toward prosperity and enhance development. JCI members can adapt these three steps to any community based on its unique situation.

- **Health and Wellness**  
Healthy people are the most fundamental element on the path to a successful society. Projects related to this stage will address barriers that stand between citizens and healthy lives. Solutions may include disease prevention, sanitation, nutrition, child and maternal health and access to clean water and medical treatment. Projects that combat diseases such as malaria and HIV/AIDS will fall into this stage.
- **Education and Economic Empowerment**  
Education and empowerment are the engines behind economies that lift citizens out of poverty. This step builds on the foundation of Health and Wellness to ensure the development of skills and opportunities related to economic growth, employment, gender equality and entrepreneurship. Projects that educate, empower or mentor designated groups such women and children will fall into



this stage.

- **Sustainability**  
When addressing issues in the first two stages, we must take a long-term view of development. Avoiding environmental and economic crises that reverse progress requires a sustainable approach. Projects in stage three will prepare a community to maintain its successes by educating businesses and the public about their role in all types of sustainability, including environmental sustainability and Corporate Social Responsibility (CSR).

Depending on the unique state of your community, your organization may adapt action steps in any or all of the stages of development. When formulating your plan to tackle the problems you identified, consider how all three stages are interrelated to find the true root of the issue. Design projects that will go beyond a temporary fix to address the sources of the problems. JCI members can adapt existing projects to create a greater impact through these stages of development.

### **Engaging Partners and Taking Action**

In accordance with the 2010 JCI Global Partnership Summit Resolution, JCI and its members are committed to developing partnerships with businesses, governments and civil society organizations. Throughout the planning and action phases of a project, approach and engage partners who have objectives that align with JCI's. The JCI Active Citizen Framework provides a context for building strategic, mutually beneficial alliances.

By following the steps outlined in the Framework, partners will gain a clear understanding of the benefits of partnership with JCI and how they can work on the many aspects of the initiative to improve the community and the world. Look at ways to increase impact by sharing resources, such as people, expertise, physical or web-based tools, information, training or financial resources. When leveraging the strength of partners and the action of JCI members, we can achieve more than by working independently.

### **Measuring and Evaluating Results**

Throughout the project, quantify the effects of your actions – how many people's lives are improved? in what ways? to what extent? Mechanisms to measure results ensure the effectiveness of projects, provide data for the partners and help to earn recognition.

After completion, take the time to reflect on how those results measure up to the goals you established during the development stages. Evaluate your performance in creating a lasting impact. Report your actions and results on the JCI website under My JCI.



Using the database allows you to see the progression of your impact over time, and it allows JCI to include your projects when portraying our global impact. Monitoring and evaluation tools will be developed all through 2011 and will serve as a way to measure and report on the impact of our activities around the world. What you learn from this evaluation and reporting process will help you design future projects that exceed your goals and create meaningful positive change.

To become the leading global network of young active citizens, JCI must lead in thought, words, actions and results. We must turn our focus outward toward activities that are relevant to our communities. Instead of resting on the accomplishments of yesterday, we must look to the future and create solutions for tomorrow. JCI has a unique opportunity to make great progress toward global development and the achievement of the MDGs. The JCI Active Citizen Framework provides the structure we need to act as one global team and create a global impact.