



JCI 



**R I S E**  
TOOLKIT 2025

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## **Preface: Promoting Impactful Projects with JCI RISE**

JCI RISE is a flagship JCI initiative aligned with the Community Impact Area of Opportunity and the Open, Efficient, and Sustainable Structure pillar of the JCI Strategic Plan. Its purpose is to empower young leaders to drive economic and societal growth using the JCI Action Framework methodology.



## What is JCI RISE?

The world is facing unprecedented challenges, including economic instability, unemployment, and mental health crises. **JCI RISE (Rebuild, Invest, Sustain, Evolve)** was launched to empower young leaders to address these pressing issues through sustainable and impactful projects.

Originally created in response to the COVID-19 pandemic, JCI RISE has evolved into a long-term strategy focused on:

- ***Supporting businesses and entrepreneurs***
- ***Equipping the workforce with future-ready skills***
- ***Addressing mental health concerns***

JCI RISE fosters global collaboration, encouraging members to think globally and act locally, with the goal of future-proofing economies and societies.

# The Three Pillars of JCI RISE



## Mental Health Awareness

Reducing stigma, raising awareness, and fostering mental well-being

Creating sustainable workplace mental health strategies



## Workforce Empowerment

Providing skills training and professional retraining opportunities

Encouraging entrepreneurship and youth employment



## Sustaining and Rebuilding Economies

Supporting local businesses through innovation and sustainability

Promoting ethical and future-proof business practices

REBUILD | INVEST | SUSTAIN | EVOLVE  
#RISEWITHJCI



## JCI RISE in Action

### *Who Benefits from JCI RISE?*

- Small businesses and entrepreneurs, especially SMEs and start-ups
- Youth seeking skills development and career opportunities
- Vulnerable populations, including refugees and unemployed youth
- Communities aiming for long-term sustainable growth

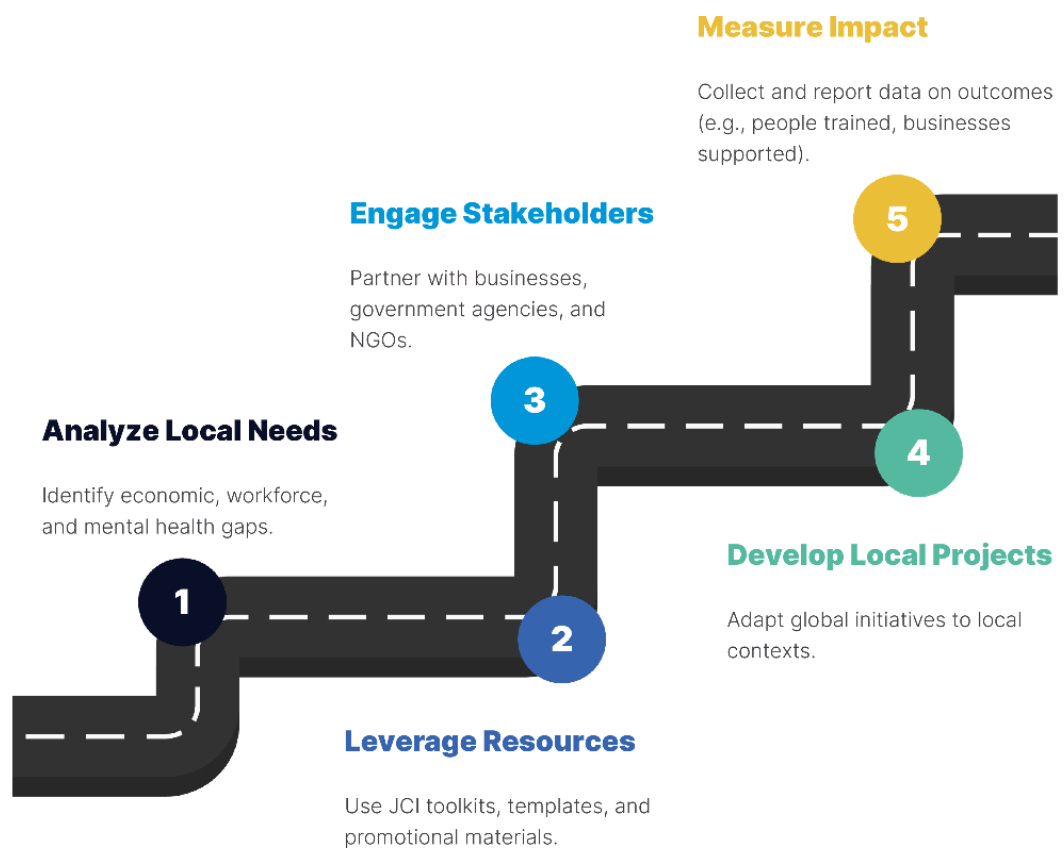
### *Key Benefits*

- Access to toolkits, mentorship, and best practices in project management
- Global recognition through JCI awards and platforms
- Capacity-building through training programs
- Alignment with UN Sustainable Development Goals
- Direct contribution to the JCI Strategic Plan and its four pillars, enhancing organizational strength
- Boosts brand visibility, membership growth, and retention for local and national organizations
- Supports financial sustainability through strategic partnerships and funding opportunities
- Strengthens impact reporting, aligning with the development of the first JCI Impact report



# Implementing JCI RISE in Your National Organization

## *Steps for Implementation*



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## *Examples of Impactful JCI RISE Projects*

JCI RISE projects are showcased in the [JCI Project Gallery](#), a global platform in our JCI Virtual Community (JVC) highlighting best practices, innovative solutions, and measurable impacts from JCI initiatives worldwide. Members can explore successful projects, gain insights, and replicate impactful initiatives in their own communities. Submitting projects to the JCI Project Gallery also increases visibility and recognition for local and national organizations, fostering collaboration and knowledge sharing.

### **Sustaining and Rebuilding Economies**

#### ***“INNO Leaders International Business Development Program” JCI Kowloon, JCI Hong Kong***



This project aims to revitalize Hong Kong's economy in the post-COVID era by collaborating across sectors and providing young people with exchange and learning opportunities. These experiences will foster innovative business ideas, particularly in emerging sectors, ultimately strengthening Hong Kong's economic and workforce resilience for the future.

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## ***"1000 Support For 100 Enterprises" In The 100th Year Of The Republic Of Turkey"***

### ***JCI Adana, JCI Türkiye***

Aims to empower JCI Adana members through enhanced networking and professional development, while raising social awareness within the community. The project seeks to achieve a 20% membership growth for JCI Adana and contribute to Adana's economy through a sustainable development initiative. Furthermore, it will establish a lasting knowledge base for members of both JCI Adana and JCI Türkiye, building the foundation for future Mentee-Mentor programs and fostering stronger connections between JCI projects.

## **Workforce Empowerment**

### ***"Impulso NOA"***

### ***JCI Salta, JCI Argentina***



JCI Salta, Argentina's Impulso NOA initiative provides 22 advanced students from Salta with practical industry immersion. By connecting students directly with local companies across diverse sectors, the program fosters valuable networking opportunities, facilitates talent identification, and promotes sustainable community growth.

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## *“CityCut Evolve: The New Middle Age”*

### **JCI City, JCI Hong Kong**

JCI City of Hong Kong's CityCut 2024 combats community stereotypes surrounding aging by reintegrating local elderly into the community. Through a series of ability and interest-building workshops, participants develop valuable skills, enhancing their competitiveness in the workforce and strengthening their ability to secure employment opportunities.

## *“Bridges”*

### **JCI Swieda, JCI Syria**



JCI Swieda, Syria's "Bridges Project" empowers youth and students to transition from traditional education to a more practical, skill-based approach. This program equips them with the competitive edge needed to succeed in the global job market.

## **Mental Health Awareness**

- **Mental Wellness Campaign (Global):** Stigma-reduction workshops with local health professionals.
- **Workplace Adaptation (Australia):** Creating inclusive work environments for mental health survivors.



## The JCI Action Framework

The JCI Action Framework is a strategic tool guiding impactful projects. It focuses on:



- **Individual Development:** Leadership and personal growth training
- **Business and Entrepreneurship:** Flagship programs supporting innovation
- **Community Impact:** Sustainable projects addressing real-world economic challenges
- **International Cooperation:** Events fostering cross-border collaboration

By utilizing the JCI Action Framework, members can design, implement, and scale impactful RISE projects aligned with long-term economic and social goals.



## Shifting from Traditional Approaches to Sustainable Impact

Old Approach	New RISE Leadership Approach
Charity-driven crisis responses	Sustainable business continuity strategies
Short-term reforestation campaigns	Sustainable agriculture and green tech education
Cancer awareness campaigns	Supporting health tech start-ups and workforce adaptation
Plastic reduction awareness	Sustainable solutions in the MICE industry

JCI RISE moves beyond short-term initiatives, focusing on economic sustainability, future-oriented solutions, and global collaboration.

# JCI RISE Structure

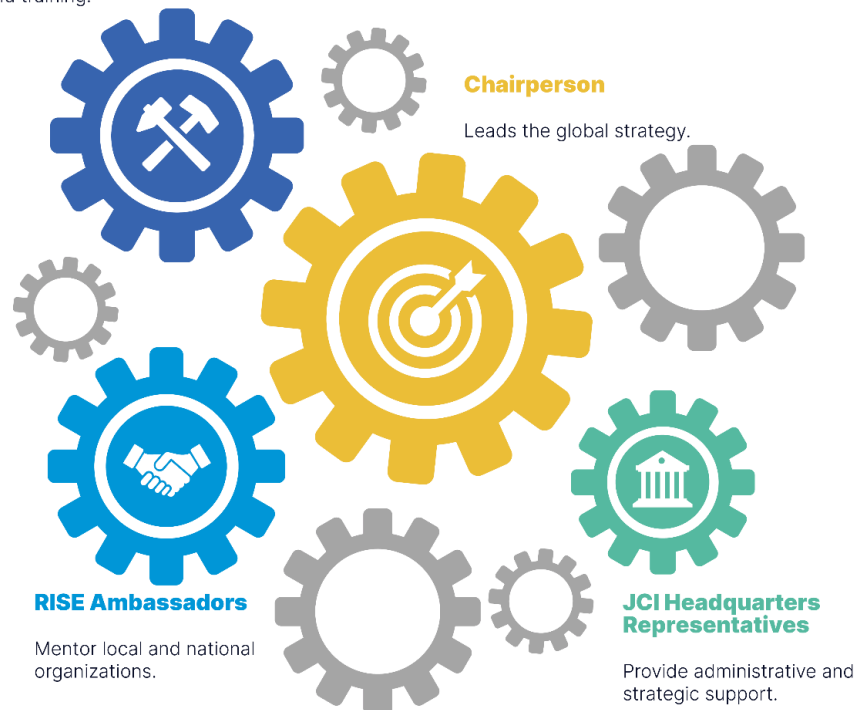
## Implementation Levels



## JCI RISE Committee Roles

### Committee Members

Develop toolkits, resources, and training.





# Goals and Future Outlook

## *Global Objectives for 2025*



JCI RISE continues to evolve, ensuring that JCI members remain at the forefront of economic recovery, youth empowerment, and mental health awareness worldwide.













## Join the Movement

Be part of JCI RISE and contribute to shaping resilient communities and sustainable economies. Use this toolkit to drive impactful projects in your region!

Members can access JCI RISE resources in the [JCI Library](#) and on the [Trello Board](#) for additional guidance, templates, and best practices.

For more information, visit [JCI's official website](#) or contact your regional JCI RISE Committee representative.

### *Contact the JCI RISE Committee*

-  **Christel Youbi** – JCI RISE Committee Chairperson (*JCI Cameroon*)  
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-  **Amir Almaz** – Committee Member for Africa & the Middle East (*JCI Syria*)  
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