



TYCA

Toshiba Youth Club Asia Vol. 4



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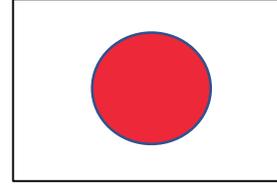
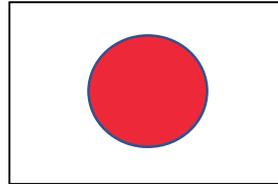
Before we start...

Thank You

TOSHIBA

BeGood Cafe

Our Interests



good
governance

environmental
sustainability

revitalization of
local economy

gender equality

Sustainable Development Goal

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



What is peace?

Peace is more than the absence of violence; it is the presence of **social justice** through **equal opportunity**

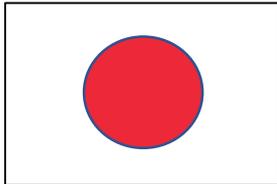
TYCA Asian Vision 2040

A society built on  **TRUST**
between a **competent** ,
honest  government and an
active  citizenry to foster
peace  and **equality** 
among and within nations.

Youth Participation in Formal Politics (Voting rate)



44% of 21-25 year olds say they would vote if it was not compulsory (2011 survey)



54.7% (18-19 year olds)
33.21% (20-24 year olds)

(2016 House of Councillors Elections)



For Indonesian Election, Low Youth
Turnout Predicted

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Mission

To utilize our strengths as individuals active in **diverse fields** to **inspire interest and action** about **political issues** in youth from ASEAN and Japan.

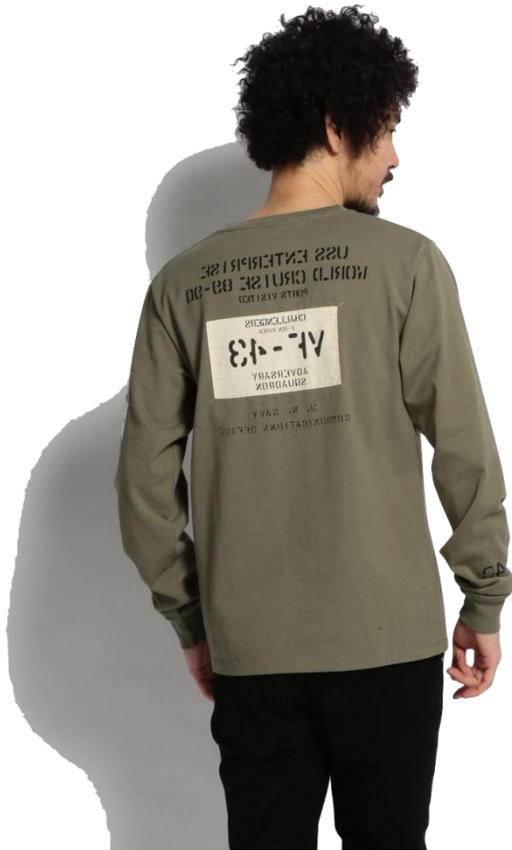
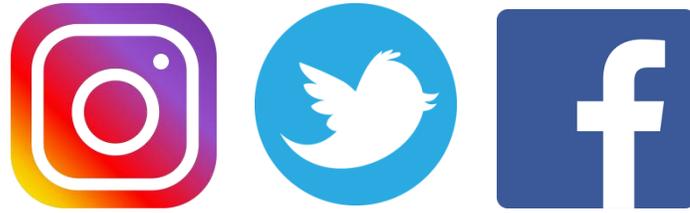
Why the political aspect?

because we think good governance is able to achieve the other goals we are interested in



**how will we get young people
interested in politics?**

Social media



Fashion

Our Action Plan

selling shirts with slogans bearing
political messages to youth

その一票が
世界を変える

(scan my back to find out)

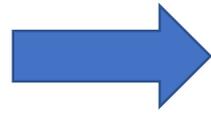




投票しろ!

How it helps achieve our vision

Buy shirts



Scan QR code



ScanForSociety



unicef



World Health Organization

SFS.org

Scan For Society



scan

1

choose

2

donate

3

Search

GO

Purchase Clothes

How it helps achieve our vision

Buy shirts



Scan QR code



Choose organization



Donate – help children in need



Reduce inequality etc.



How it helps achieve our vision

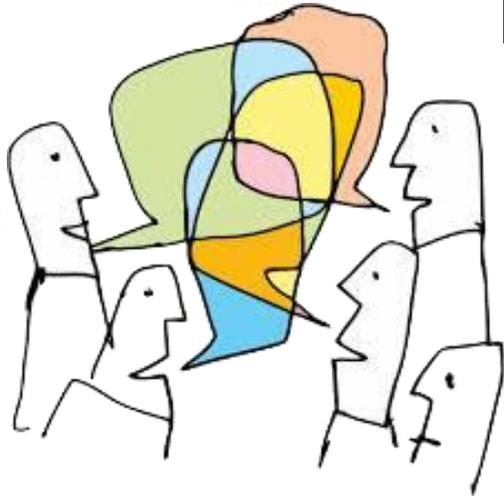
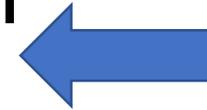
Buy shirts



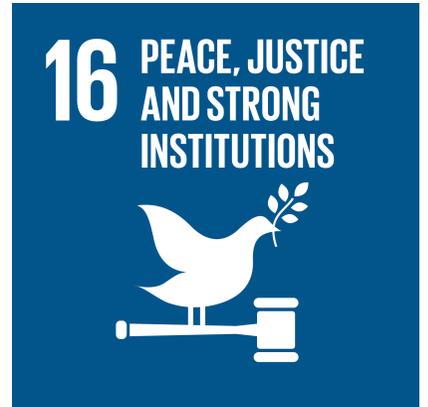
Wear shirt



Start conversations about the messages

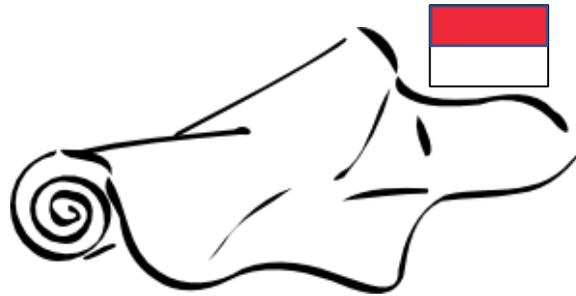


Increase active citizenry

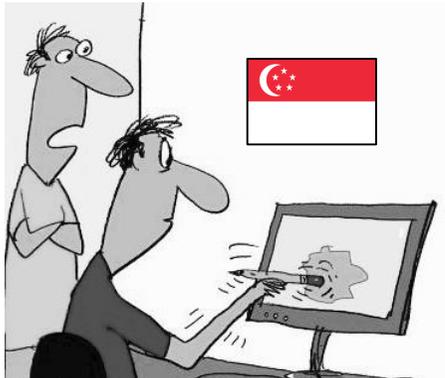


Business Model

Cheap production of shirts



Creative experts design shirts



Influencers publicize shirts



Publicity

1. social media



69
posts

0
followers

3
following

Edit Profile



a society built on trust, between a competent, honest government and an active citizenry to foster peace and equality among and within nations.

www.peace.com/



Publicity

2. collaborate with local schools
 - talk during assembly
 - booth/exhibition in the canteen



Project Outcomes

1. For youth to be more engaged in politics and related issues
2. Money from sales of shirts to countries or an organization in need of humanitarian aid young people vote for online

**Thank You For Your
Kind Attention**