



REPORT

2017 IATSS FORUM PROMOTIONAL ACTIVITY

I. PROJECT OUTLINE

Project Title	:	IATSS Forum Promotional Activity
Project Goal greater	:	Promote IATSS Forum initiatives to cater number of applicants from the different sectors by holding a seminar on the Importance of Collaborations.
Objective of the Project	:	Gain understanding on the projects being implemented by IATSS Forum Japan and encourage qualified individuals from the different stakeholders to apply in the training program
collaborations in	:	Emphasize the importance of attaining the goals and objectives of any projects/programs being conducted leading to its success and sustainable impacts.
Type of Project	:	Organizational Promotional Activity
Project Team/Proponents	:	IATSS Forum Philippine National Committee Dr. Carol Yorobe Ms. Mary Grace Postor IATSS Forum Alumni Philippines Inc. Ms. Celofe Vlasquez Ocampo – Preisdent Mr. Lydio Español – Vice President Ms. Madeline Cabauatan – Secretary Mr. Julius L. MEneses – Treasurer Ms. Roselle Martonito – Auditor Ms. Diane Marie Bernardo-PRO In cooperation with RTU-College of Education Dr. Julius L. Meneses – Dean/IF Alumni Prof. Marc D. Garvida – College Secretary Prof. Melvin D. Ambida - Staff Mr. Jommel Sobremisana – CEDSC-Chair
Number of Beneficiaries	:	Eighty Three (83)
Project Beneficiaries	:	Professors, Student Leaders, Industry,

Government	Human Resource Managers from and Non-Government Organizations
Duration of the Project	: Half Day
Project Location	: Rizal Technological University Mandaluyong City, Philippines
Project Partnership	: Rizal Technological University College of Education CED Student Council
Location of Beneficiaries	: Metro Manila
Date of Implementation	: December 7, 2018

II. PROJECT BACKGROUND

The International Association of Traffic and Safety Sciences (IATSS) Forum is steadfast in reaching out to its neighboring Asian countries, notably Philippines with whom it shares rich history, to provide free leadership training programs and workshops among young professionals. It aims at equipping their target participants with all the necessary qualities and attitudes for nation-building. It deals as well with the elevation of academic excellence for seamlessly producing future professionals.

This year's promotional activity focuses not only in educating different stakeholders in opportunities while joining IATSS Forum but also Collaborations which is now increasingly being practiced to make plans and projects more sustainable and widely cascaded to its target clientele.

This strategy has been realized when the IATSS Forum Japan and IATSS Forum Alumni Philippines have collaborated with the Rizal Technological University-College of Education in conducting Promotional Relations Activity and a seminar on the Importance of Collaborations. This collaboration aims to establish an active linkage between and among stakeholders may it be in the academe, industry and even among IATSS Forum alumni for the purpose of educating them on the opportunities and initiatives being provided by the IATSS Forum Japan and possible partnership on projects and programs beneficial for everyone.

III. PROJECT PREPARATION AND ACTIVITIES

Phases of the Project	Activities	Output/Targets	Indicators
Planning/Coordination	<ul style="list-style-type: none"> Constant online meeting on the preparation and possible projects 	<ul style="list-style-type: none"> Program of activities Environmental scanning of possible venue and program of activities 	<ul style="list-style-type: none"> Finalized Promotional Activity Program
Preparation Stage	<ul style="list-style-type: none"> Ocular inspection of the possible 	<ul style="list-style-type: none"> Identified venue to undertake the program 	<ul style="list-style-type: none"> Venue for the activity identified

	venues <ul style="list-style-type: none"> • Sending invitation to prospected participants • Information dissemination of the promotional activity 	<ul style="list-style-type: none"> • Confirmation of attendees and well informed sectors on the promotional activity 	<ul style="list-style-type: none"> • Number of Confirmed attendees
Implementation Stage	Promotional Activity	Documentation	Attendance of the Participants
Evaluation/Assessment of the Project	1 Meeting with follow-up online meetings	Activity Report	Issues and Concerns

IV. PROJECT RESULT

With the long-established relations of IATSS Forum Alumni, Dr. Julius L. Meneses, Dean of the College of Education with the IATSS Forum Japan, an unprecedented seminar with the title “International Seminar on Strengthening Collaborations” was finally realized on December 7, 2017 at 10th SENAGAH Building.

Several participants attended the international seminar who were from different agencies of academe and industry. The seminar started at exactly 1:30 PM with the opening prayer led by Himig Rizalia and was subsequently followed by the singing of Philippine National Anthem. Prof. Jodezza L. Caday, the Master of Ceremony, called on Dr. Julius L. Meneses to welcome the participants and guests. The Dean related to the attendees the overview of the seminar which would be divided into three (3) sessions.

Ms. Cleofe Velasquez-Ocampo, President of IATSS Forum Alumni Philippines, Inc., delivered her encouraging message to the attendees. She highlighted the unparalleled contributions of IATSS Forum to the community, especially upon molding youth leaders imbued with a deep sense of cultural appreciation. She was later awarded with the Plaque of Appreciation.

To set the mood for the succeeding parts of the seminar, Himig Rizalia offered the attendees and foreign guests with its astonishing performance, highlighting indeed the abundant talent of the Filipinos.

As the seminar resumed, Ms. Midori Drebot Kishi, IATSS Forum – Japan Secretariat, discussed with the attendees the nature, functions, and programs of IATSS Forum. Selection process had also been shared and things that has to be prepared in order to be part of the training program. Then, for the second session, Ms. Dyn Bellen of the 58th Batch of IATSS Forum was also present to share her IATSS Forum experiences – giving emphasis on her joys and once-in-a-lifetime opportunity that dramatically changed her life’s course. She has also presented things that have to be expected during the entire course of her stay in the training program.

The highlight of the seminar came in the third session whereby Prof. Tsutomu Mizota, professorial lecturer at the Nagasaki University of Foreign Studies and IATSS Forum Committee member, tackled the importance of international cooperation and youth leaders' responsibilities. His talk also covered a proposal to achieve balance between "mobility" and "sustainability". He stated that mobility has more dynamic degree of advancement and development for quality improvement at an ideal speed, whereas sustainability carries a very static degree of continued security, safety, and stability that requires certain quantity of social infrastructure.

The seminar was formally closed by Mr. Takashi Ishii, Deputy General Manager of IATSS Forum. He left the attendees with a well-thought advocacy on cooperation and action toward the greater good of people.

Truly, it was very fitting to engage teachers, industry, student leaders and alike in learning from and collaborating with the best professionals in the world for excellence and leadership as tools for improving quality of life and community welfare. Further, with the unprecedented seminar, this may lead to broader opportunities to formalize linkages with prominent people and organizations from Japan that will best serve the interest of the community and the country as a whole.

V. FINANCIAL REPORT

No	Item Breakdown	Budget Request	Purpose	Remarks
1	Transportation cost	US\$280	Subsidy for alumni members who came from Provinces. These alumni members were part of the PR Activity who shared their learnings and experiences in IATSS Forum that encouraged the participants of the seminar to apply in the IATSS Forum Training.	Alumni members shouldered other expenses not covered in the item during the course of their stay in Manila.
2	Planning Session with the Alumni Members and IATSS Forum	US\$300	Expenses incurred in the planning process of the PR Activity and other activities done during the fellowship night	Other expenses beyond the budget allotment were shouldered by the alumni members
4	Banners for the seminar	US\$240	Printed banners were posted in the major public areas of the University and the City as part of the promotional activity for IATSS Forum	

5	Snacks & Refreshments	US\$500	Given to the participants for the Promotional Activity and Seminar on Collaborations	
6	Certificate Materials	US\$140	Used for the purchase of materials needed for the Certificates as a proof of attendance for the event	
7	Allowance of Performers for the Event	US\$400	Token of performers for extending efforts during the course of the activity and in appreciation of sharing their skills and talents in promoting the Philippine cultures.	
8	Miscellaneous items	US\$140	Contingency funds for unexpected expenses	
	Total	US\$2000		

VI. CONCLUSION

With the unstinted support of both parties and proper communication and planning, there will always be a positive result in every projects and programs being implemented. Apart from this, collaboration is a key to widely introduce a certain advocacy. It is collaboration that would always help to bring together the right people who could help in attaining every objective we set and every activity we implement.



APPENDICES

The Participants during the PR Activity and Seminar on



Collaborations Participants during the registration

RIZAL TECHNOLOGICAL UNIVERSITY BONI AVENUE, MANDALUYONG CITY

COLLEGE OF EDUCATION

In cooperation with IATSS FORUM ALUMNI PHILIPPINES and the Department of Science and Technology, Office of the Undersecretary for Science and Technology Services

WELCOME

IATSS FORUM - JAPAN DELEGATES

PRESENT

INTERNATIONAL SEMINAR ON STRENGTHENING COLLABORATION TOWARDS ACADEMIC EXCELLENCE

SPEAKER: PROF. TSUTOMU MIZOTA
NAGASAKI UNIVERSITY OF FOREIGN STUDIES

10TH FLOOR SENATOR NEPTALI GONZALES ACADEMIC HALL DECEMBER 7, 2017 1:00 P.M.



IATSS FORUM OFFICIALS



DOXOLOGY led by the RTU-Himig Rizalia



Opening Remarks from
Dr. Julius L. Meneses,
Dean, RTU-CED/IF
Alumnus



Ms. Cleofe Velasquez-Ocampo explains to the participants the objectives and goals of IATSS and the Press Relations Activity





Ms. Midori Kishi, IATSS Forum Japan Coordinator discusses the IATSS Forum Program and the processes on how to apply as well as the things to be expected in the entire course.

Ms. Dyn Bellen
share her experience
and lessons learned
from the IATSS





Prof. Tsutomu Mizota, IATSS Forum Japan Committee member give lecture on the Importance of Collaboration

AWARDING OF CERTIFICATES





CULTURAL PERFORMANCES







**CLOSING
REMARKS**
By
Takashii Ishii
IF Deputy
General Manager

IATSS FORUM Promotional Activity

By

LHEA DYN B. BELLEN

Philippines

58th IATSS Forum

2017

Watashi wa Dyn desu

Albay Karakimashita

Days have passed very fast, I can't believe that we have successfully ended the 55-day learning journey in the 58th IATSS Forum and my almost 2-month stay in Japan is finally over. I should say, everything that has happened during the last 57 days in Japan for this IATSS Forum was a multiple answer to my prayers and dreams. Every single day was a great memory to keep. Now as this learning journey has ended and I am about to start a new and better beginning, let me share my thoughts and learning through the 5 given questions.

1. My personal growth/achievement through the IATSS Forum

Personally, the IATSS Forum made me a stronger person. Living in a different place without my family or anybody close to me is something I am not used to.

The 57 days allowed me to meet different people both my new Japanese and ASEAN friends and family. With them, I survived and even enjoyed the daily life I had in Japan. I became stronger in the sense, I was able to keep myself "okay", or in good emotional condition as I faced different challenges day by day, especially during seminars, field study and group study.

I never found myself crying because of homesick. I managed to do multitasking for the things required by the program and my personal needs as well.

In dealing with the participants diverse mindsets, emotions, cultures, I think I have been strong enough and not feeling discouraged even in midst of conflicts. I never felt like escaping any classes or activities, apart from the time I had the bicycle accident.

Speaking about the bicycle accident, I had a lot of good insights and learning from it. It has contributed a lot towards my successful journey in IATSS Forum.

I also noticed, during the discussions and group study, I never felt inferior or intimidated to express myself and my ideas, which I thought could contribute to the discussion process and participants learning as well.

Everyday was a great achievement for me, no matter how physically and mentally exhausting because of very very tight schedules, daily surveys, report writing and reflections, and doing my laundry and personal things in between.

Honestly, it was my first time to live independently without my support system. And my family was very happy everytime I told them that I was doing this and that.

Another thing I should consider as my achievement was our performance during the ASEAN Cultural Introduction (ACI) Day. Performing on stage is something that is very unusual for me. And singing a song in Japanese version was really an achievement. Honestly, I was very nervous especially many Japanese people would be listening to our song. But I was glad that they liked it very much and told me that they felt the message of the song.

Aside from our performance during the ACI, I was so happy that I was able to do many Japanese traditional activities such as calligraphy, Ikebana, origami and the Bon Dance. I'm not a good dancer but the spirit of Japanese during the Bon dance motivated me to dance with them.

I could not mention all my personal growth/achievement through the IATSS Forum, because there's plenty of it. But I would like to add the outcome of our group study. The "thinking and learning together" was so real during the group study. It was an achievement for me to express freely my ideas and able to listen to others' ideas too. Before, I would just let myself either silent or just keeping my own idea. But in our group study and other group discussions, I was encouraged to participate well and able to listen and even compromise my own ideas.

2. The most challenging experience at the IATSS Forum and how I overcome

Meeting an accident on the 2nd day of IATSS Forum and bearing the physical pain for almost two to three weeks was very much challenging for me. I could not overcome it without the staff and my fellow participants who took care of me and cheered me up during those times. I missed a lot of things because of the bike accident. I wasn't able to ride the bicycle again and join other participants everytime they went out with bicycle. I missed some activities during the Gasshuku because I was physically disabled during that time.

Nevertheless, I am very much thankful that I was able to overcome everything. The accident was not only a painful experience, rather I gained a lot of lessons and it has helped me to become emotionally strong. I considered it as the foundation of my emotional strength needed for the rest of the 55-day IATSS Forum program. Indeed, it has prepared me enough for greater challenges that came after the accident like Karl's condition wherein he had to stay in the hospital for 17 days. Somehow I was challenged to stand on my own during the 17 days. Basically we divided the tasks as delegates from the Philippines. Yet, suddenly something happened that I was challenged to stretch myself and represent our country well.

I was thankful enough that everybody among staff and participants showed great support not only for Karl but also for me. I never felt that they were giving hard pressures on me. Yes, praise God. I was able to manage everything and maintain my emotional stability throughout those hard times.

The fully-packed schedules every single day was also very challenging for me. But I was motivated to overcome it by seeing the staff how passionate and energetic they were in their everyday tasks.

Lastly, the group study was one of the most challenging experience I had in IATSS Forum. But it's really amazing how group power made us able to come up with a project concept in less than 2 weeks. There were sleepless nights, brain draining moments, hard pressed with a lot of revisions to be made, then finally came out with our ECONomic Development Project, which I can also implement in my community.

I am really much thankful to all the staff, professors and even participants who helped us to improve our concept.

3. What my experience in IATSS Forum means to me now.

As for now, my experience in IATSS Forum means as the biggest capital for the fulfillment of many dreams that I have. Not only dreams for myself but dreams for my family, my community, my workplace and my country as a whole.

My IATSS Forum experience gave me fresh hope for myself and for my country. I was able to have a clearer vision of what I want to do and what my country could become in the future.

I will never forget how IATSS Forum has helped me become a better person and a better servant leader of my country. I do not want to remove the scars I got from the bike accident because it will serve as a reminder of the great things happened to in IATSS Forum.

The whole experience inspires me to dream more and work more for others and for my country.

4. The specific program or experience that has the biggest impact on me

First, the group study. This program has the biggest impact on me. Through the group study I discovered myself and others too. The whole process and discussion was not easy but our strengths as group members helped us to come up with a common idea and understanding.

We surpassed arguments and resolved all conflicts (small) that we had. We compliment each others talents and capabilities. We supported one another in many ways. We provided a good environment for us to think and learn together.

We offered extra effort to deliver the tasks assigned to us. And we started each day with clear goals and ended each day achieving our goals.

The group study is something I could bring to every place I would be in future. In my workplace, community, family, ministry and other personal and professional commitments.

The group study built a good friendship more than a competition. I admire the composure and sense of humor of my team as well as other teams.

Second, the field study. This program provided an authentic practical learning of applying the theories we learn from the seminars. I was inspired to do the same things or even start small things similar to what I saw and learn from all field study activities.

Third, is my homestay and Japanese volunteers. I was so much blessed to have a new family in Japan aside from the IF staff and participants. I always say that my host family is the best. I was not a guest to them, rather I became part of them already. I received so much love from them especially from the kids. I had so much fun and happy memories with them. I never felt too much homesick because of them.

The relationship we built would last forever. I know that I will always have a reason to come to Japan and visit my Tanizaki family there.

Aside from my host family, I was so impressed with the heart of all Japanese volunteers. Their commitment and enthusiasm to make us happy was so admirable. I salute each of them and would thank them again and again. I love seeing them happy to serve and to meet all of us starting from the Opening Ceremony until the Closing Ceremony.

Fifth, the seminars. The concepts, theories and country presentations gave new learnings for me. I appreciate all the professors as well as all the translators for feeding us with new knowledge. Their expertise challenged me to improve myself in the specific field I am in.

Generally, the whole IATSS Forum program has an excellent overall impact to me. I congratulate the staff for coming up with the whole program framework and I admire them all for the level of their commitment and passion to deliver the best learning experience for all.

5. My future plans based on the experiences that I gained at the IATSS forum

With all that IATSS Forum has taught me, I am now starting to create my future plans where I can apply the learnings I got from this program.

First, I would like to improve my work ethics and performance within my workplace especially on the tasks assigned to me. I owe a lot to the organization

where I belong. They have supported me so much and I promised to help my agency become better in many ways such as applying the things I got from IF program. I am expected to have a new program and continue to improve the program I already started before IF.

Second, I would like to introduce the ECONomic Development Project to my community. I would like to establish a volunteer network and identify a community which we can help.

Third, I will establish the Young Professional group and apply the training program I learn from IF program.

Fourth, since I have started with my travel agency business, I want to apply the learning from Toba City and Sugashima especially the Shimako Guide program for the interpersonal development of children from our community.

Last but not the leastm I would like to become an active member of Philippines IATSS Forum Alumni Association and work with them for our country.

Thank you IF staff. You're the best!



NOTES FROM PROF. TSUTOMU MIZOTA

IATSS Forum Journey - IATSS フォーラムのあゆみ

Group Study Energizes the Forum ~The Torch has been Passed~

Member of the IATSS Forum Steering Committee
Prof. Tsutomu Mizota

In its beginning years, IATSS Forum individual participants prepared and presented their reports based on their respective country research activities during their stay in Japan. As a result, the Forum was not able to achieve its objective of providing opportunities for participants to practice its motto, "Thinking and Learning Together."

In the 10th Forum (1988), when Singapore first joined the IATSS Forum membership, group study was introduced in the program. This revision enabled participants from different countries to work on a single theme and share their ideas and values with each other. However, though the participants were from the ASEAN community, cultures and customs still differ. Due to the differences among participants in the interpretation of the theme and common awareness of the issues, they argued on different wavelengths and failed to connect well with each other.

To rectify this new challenge, team-building training was introduced in the from the 31st Forum program in 2002. The aim was to provide a better understanding and team collaboration effort among the participants. This resulted in a better Forum program where there were collegiality between participants and a sense of unity that grew for every batch of participants ever since.

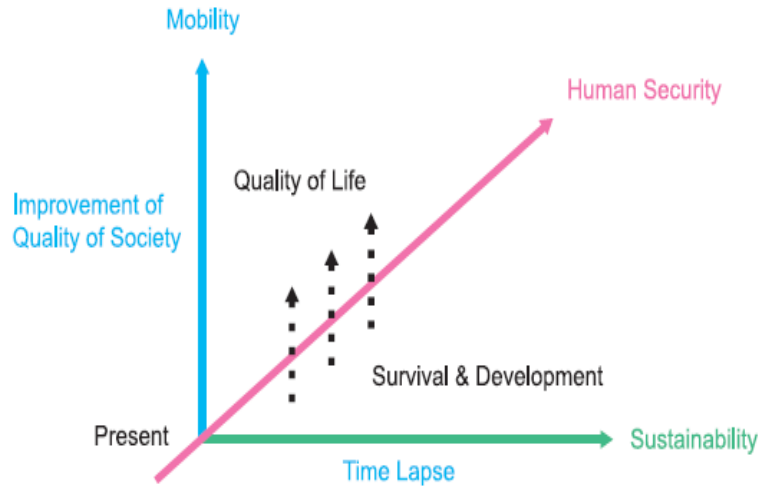
In 2003, Myanmar became the ninth member country. In the 38th Forum (2005), another revision saw a stronger emphasis placed on project proposal-type group research/study. In addition, during study tours in Tokyo, the Forum program included regular courtesy visits to the participants' country embassies that allowed the ambassadors and participants to interact, and strengthen the relationship with IATSS Forum. Furthermore, embassy representatives who attended the participants' group study presentation session praised them for their dedication and high levels of awareness, and acknowledged the value of the IATSS Forum.

On the occasion of the 20th Anniversary of the IATSS Forum in 2005, we introduced the concept of "mobility," which had been widely used in the transport sector. At that time, the IATSS parent organization suggested that transportation-related issues to be among the topics for group study. However, this proposal was rejected out of concern that the number of applicants might decrease by limiting participants to those only in the transport sector. It would also digress from the original intention of the Mahathir-Honda Meeting. As a result, the decision was then, for the main theme of group study to be chosen instead, from among the United Nations Millennium Development Goals (UNMDGs), which were more familiar to participants from the ASEAN region.

With the fresh revision in the recent IATSS Forum program, the participants were expected to study the synergy effects of "mobility," a keyword for society with traffic safety, and "sustainability," a buzzword in global society, in the process of community development design for their respective countries. The programs were designed to encourage participants to seek ways to realize a "Society with High Mobility" under the UNMDGs. Around that time, the Japanese government amended corporation laws as part of administrative reforms (2009-2013). Under the renewed law, the IATSS was authorized as a public interest incorporated foundation in April 2011.

At the 10th IATSS Forum International Advisory Committee Meeting held in November 2012, members further discussed a major shift in the basic policy of IATSS Forum activities. The results of the meeting were compiled into a document called the "Suzuka Declaration 2012." At the 7th IATSS Forum International Alumni Meeting held in Hanoi, Vietnam in June 2013, approximately 120 alumni members discussed how they could contribute to society by drawing on the knowledge and skills they acquired in the Forum training. The results were summarized into the "Hanoi Declaration." Through both of these international meetings, the IATSS Forum has evolved into what it is today. In accordance with the IATSS Forum founding motto, and with a sense of gratitude to HONDA for its assistance, we now operate business activities for community purposes as a new public interest incorporated foundation.





On the coming occasion of the 30th anniversary of the IATSS Forum in November 2015, I would like to voice my opinion that the “approach to mobility,” is an expression used by Japanese people, and could be replaced by a more appropriate English word, “mobilization”. Following “sustainability,” the concept of “human security” should also be introduced in future group research/study as a key perspective in creating an ideal future society. I have submitted this idea to the IATSS Forum Steering Committee (See figure above).

My proposal is grounded on the following reasons. Based on 16 years of my experiences in the United Nations development operations and public-private international cooperation, I can say that “mobility” has more of a dynamic nuance of advancement and development for quality improvement at the proper speed, whereas “sustainability” carries a very static nuance of the status of continued security, safety and stability that requires certain quantity of social infrastructure.

To achieve a balance between these two vectors that differ subtly, the human security perspective is necessary. Like the term “sustainability,” which has been globally used in many disciplines and fields since the 1980s, “human security” has been popular since the mid-1990s. The United Nations and other institutions have provided the definitions of the concept and the debate over the definition is still continuing. The Government of Japan is among the most active advocates of human security. With contribution of US\$10 billion from the Japanese government, the Trust Fund for Human Security was established in the United Nations. Japan’s foreign policy was revised for the first time in 60 years by including “human security” as the fourth pillar of its basic foreign policy. Against this background, the Japanese Foreign Minister’s Commendations were awarded to the IATSS Forum, an institution that has reached a 30-year milestone.

The Forum’s achievements are far beyond what can be produced by an ordinary CSR initiative. With the IATSS Forum, Honda Motor Co. Ltd was a trail blazer in the establishment of the forum. Mr Honda has greatly contributed to global society in his time. In this way, the torch has been passed.

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Tsutomu Mizota
 Senior Vice-Chancellor of Nagasaki University of Foreign Studies.
 Professor of the Graduate School of Medical Sciences/Tropical Medicine.

Graduated from the University of Tokyo,
 Graduate school majored in Ph.D. in Education and Medical Sciences.
 He has worked in the United Nations Technical Organizations for UNESCO, UNICEF, UN Dept. of Information.
 Specialty in Health Education, Development Economics, Cross-Cultural Communication.