



JAPAN

# Strategy to achieve VISION2020

FWP Japan's Strategy to Achieve VISION2020





The background image shows a large-scale event at night. A massive crowd of people is visible in the foreground, many with their hands raised. In the middle ground, a stage features a group of people, some in formal attire and others in traditional Japanese clothing, standing and waving. Above the stage, a large banner with Japanese text is illuminated. The text on the banner includes "世界平和統一家庭連合出迎記念大会" (World Peace and Unity Family Union Welcome Memorial Conference), "慶" (Celebration), "幸せな家庭 躍動する日本 希望の世界へ" (Happy Family, Vibrant Japan, Towards a World of Hope), and "祝" (Congratulations).

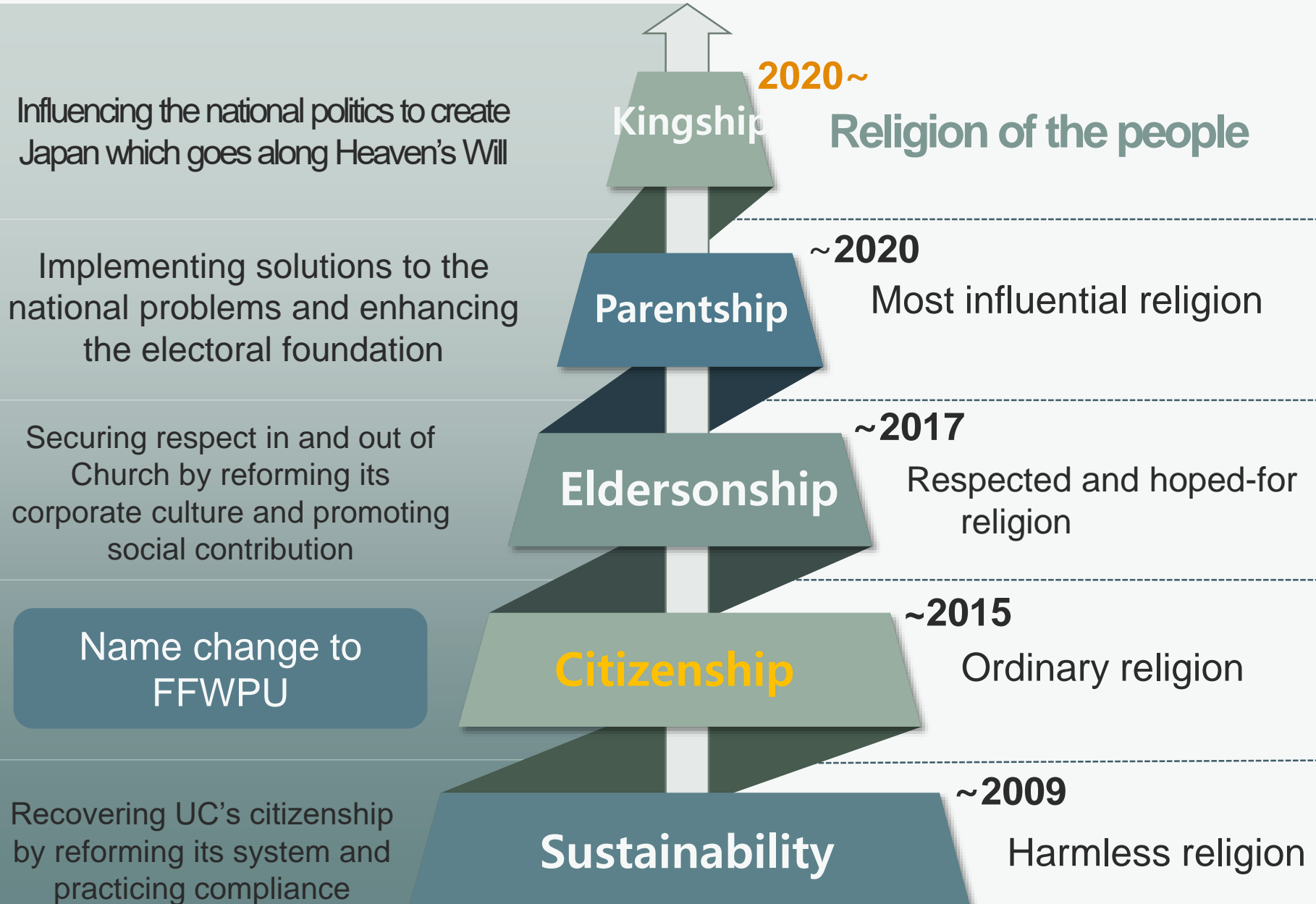
# 01. Review of past 3 years

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## 2013~2015

# Grand design for building the national foundation

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# 1<sup>st</sup> stage: Struggles to recover the Citizenship ( ~ 2015 )

## Clarification of Vision2020 and strategy

Admission to Social Insurance

Creation of the CIG Witnessing Teams

Creation of the Youth and Student Bureau

Strategic Meeting for establishing the Vision2020

2013

2014





# Planning for Vision2020 in Japan

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## Grasping current situation for reformation

- Survey on images of religions (2013)
- Survey on church members' perceptions ( 2014 )
- Analysis of members' opinions
- Collecting opinions through nationwide itinerancy



## Strategic conferences with those concerned in various fields

01. Meeting of HQ directors & Regional Directors
02. National Pastors' Conference
03. Meeting among S.G. officials
04. Meeting with Providential Organs
05. Meeting with field staff
06. Meeting with Laymen's representatives

**2013.9~2014.2**



# VISION2020 Strategy Map

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**Vision  
2020**

Happy family, Sound church,  
Unification Movement dedicated for the nation  
and the world

**5** Promoting CSR activities by  
practicing True Love

**3** Promoting multi-format and effective  
witnessing and Heavenly Tribal  
Messiah activities

**1** Producing the CIG citizens and  
Ideal families nurturing the Four  
Great Realms of Heart

**6** Fulfilling the mission of the  
providential Mother Nation and  
contributing to World Peace

**2** Creating the sound church as the  
Heart Community filled with Holy  
Spirit and Truth

**4** Reform in leadership and raising  
the human resources of the  
future

**7** Mature administration and  
stable financing within the  
organization

**7 major  
objectives**



# 1<sup>st</sup> stage: Struggles to recover the Citizenship ( ~ 2015 )

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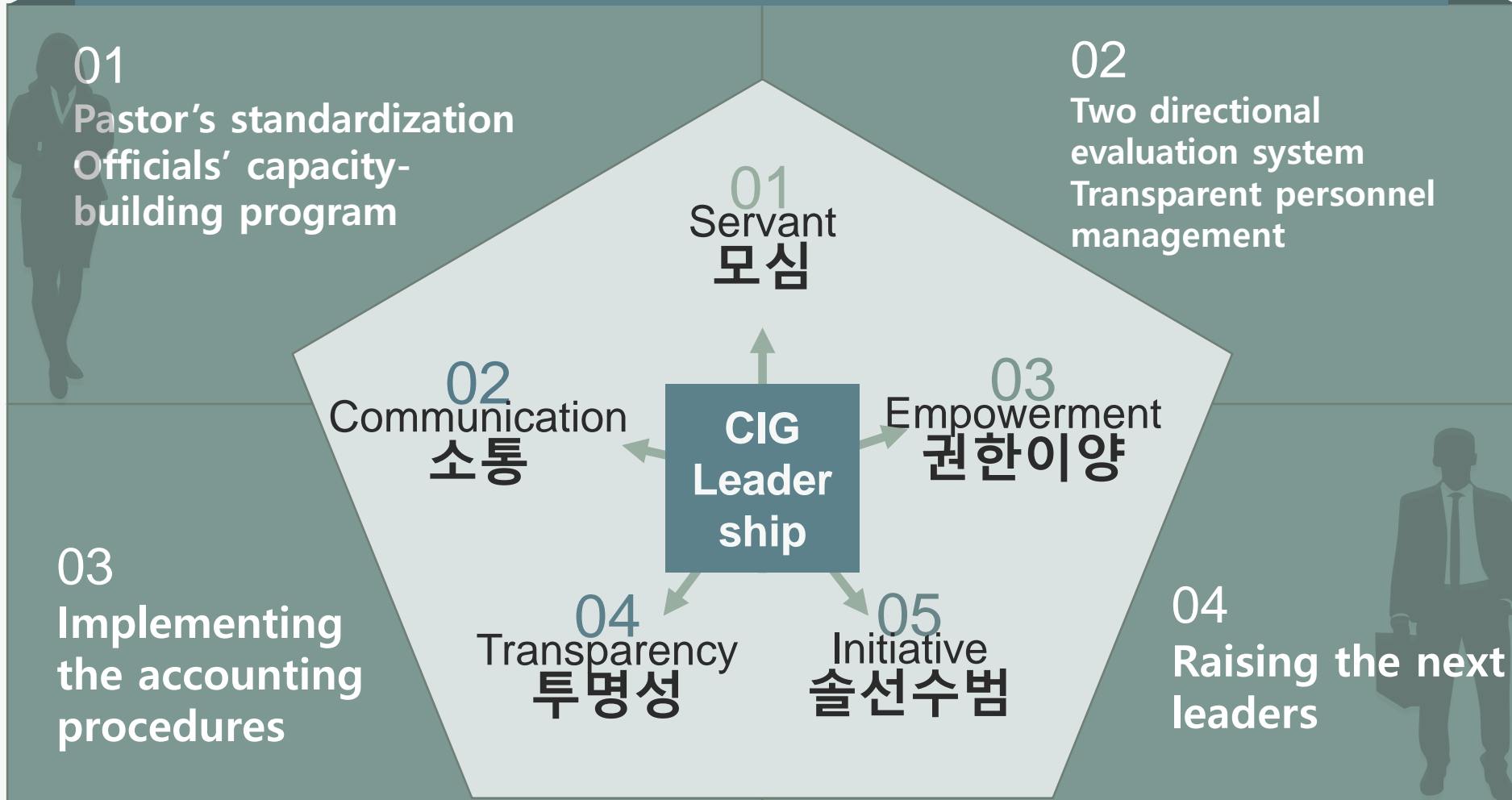


# Leadership Reform

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Definition of CIG leadership, Establishment rules and regulations,  
Reformation of personnel system

## Leader's change in mindset and capacity building





# 1<sup>st</sup> stage: Struggles to recover the Citizenship ( ~ 2015 )

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Launching the Project of Hope  
and Victory in the name change

Reforms in leadership  
and organization

Clarification of Vision2020  
and its strategy

Admission to Social  
Insurance

Creation of the CIG  
Witnessing Teams

Creation of the Youth  
and Student Bureau

Strategic Conference  
for establishing the  
Vision2020

Declaration of  
Vision2020

Implementation of the 7  
Major Objectives

Transparent personnel  
system, Institute for Church  
Growth

Practicing strict  
compliance

Implementation of the  
pastors' ethics  
regulations

Launching of the  
Project of Hope

Communication and  
Sharing' – Reform of  
conference culture

Formulating the norms  
of financial  
administration

Name change to  
FFWPU

2013

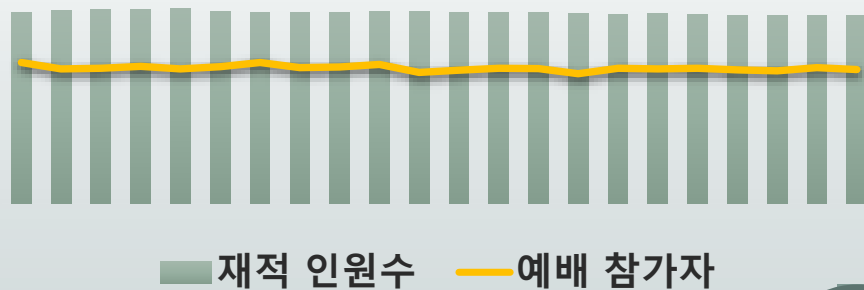
2014

2015

2016

# Five Critical situations

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Sluggish growth of worship attendance

Average age **54.7 years old**



Aging members



Economic difficulty of members

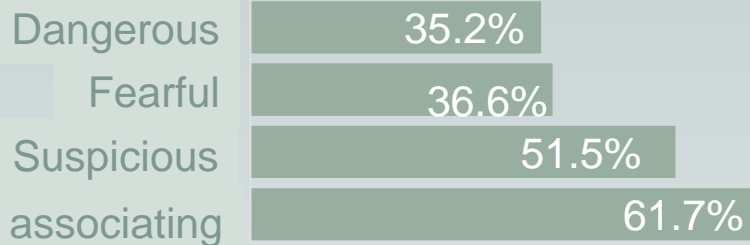


Unconnected 2nd generations



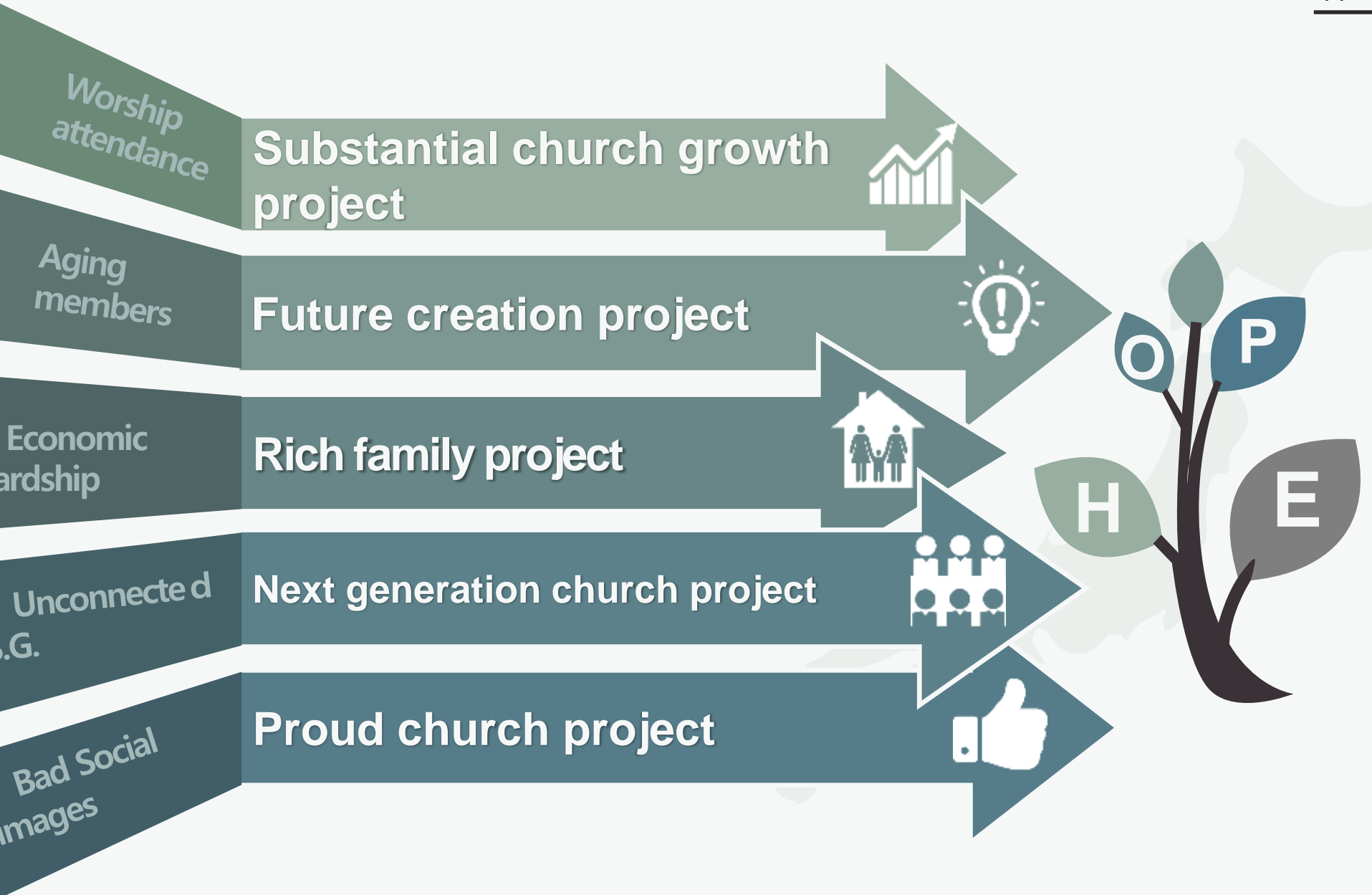
Bad social image

Survey on images of religions  
**2013**



# Project team of 'Five Hopes'

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# NAME CHANGE to FFWPU

On August 26<sup>th</sup> 2015,  
the Bureau of Legal  
Affairs gave permission  
for the name change

## 受領証

平成27年8月27日  
第 1954号

東京法務局印出領所

## 受領証

1. 名称 世界基督教統一神霊協会
2. 主たる事務所 東京都港区麻布台一丁目1番2号
3. 登記の事項 名称の変更
4. 登記する事項 平成27年8月26日名称変更  
名称 世界平和統一家庭連合
5. 印付書類 規則  
規則変更届書  
規則変更事項  
責任役員名簿事項、評議員名簿事項

上記のとおり登記の申請をします。

平成27年8月27日

申請人 主たる事務所 東京都港区麻布台一丁目1番2号  
名称 世界平和統一家庭連合

代表役員 住所 東京都港区麻布台一丁目1番2号  
氏名 徳野 英治

連絡先の電話番号 03-3467-3111  
(連絡担当: 山田 雄介)

東京法務局印出領所 押中



宗教法人 世界平和統一家庭連合  
FAMILY FEDERATION for WORLD PEACE and UNIFICATION

(旧 世界基督教統一神霊協会)





# The launching of the FFWPU Japan

2015.10.12

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# 1<sup>st</sup> stage: Struggles to recover the Citizenship ( ~ 2015 )

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Launching the Project of Hope and Victory in the name change

Reforms in leadership and organization

Clarification of Vision2020 and strategy

Admission to Social Insurance

Creation of the CIG Witnessing Teams

Creation of the Youth and Student Bureau

Strategic Conference for establishing the Vision2020

Declaration of Vision2020

Implementation of the 7 Major Objectives

Transparent personnel system, Institute for Church Growth

Practicing strict compliance

Implementation of the pastors' ethics regulations

Launching of the Project of Hope

Communication and Sharing' – Reform of conference culture

Formulating the norms of financial administration

Name change to FFWPU

Attainment of Citizenship

2013

2014

2015

2016



# Results of 2015 (Mar. 2015 ~ Jan. 2016)

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**Begin to study**  
12,083

**Attend 2-day  
workshop**  
5,357

**Start life of faith**  
2,946

**Attend Blessing  
(in Japan)**  
11,878 couples



**High-school  
graduates**  
81%

**Youth Blessing**  
794

**Request of  
repayment**  
29 cases

**Service  
attendants**  
51,279

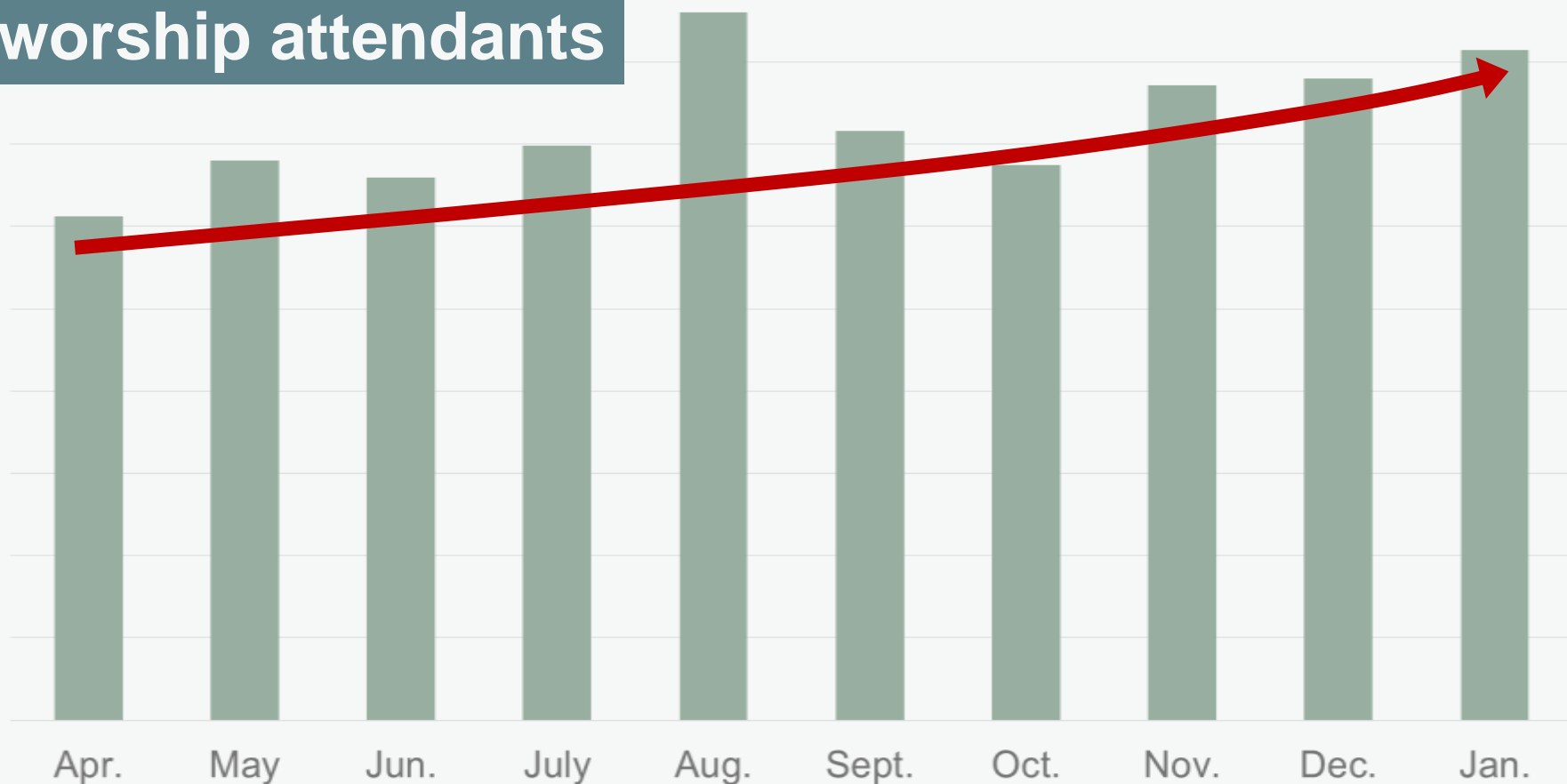
# Outcome in 2015

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## Substantial church growth project

Increase in  
worship attendants



# Outcome of 2015

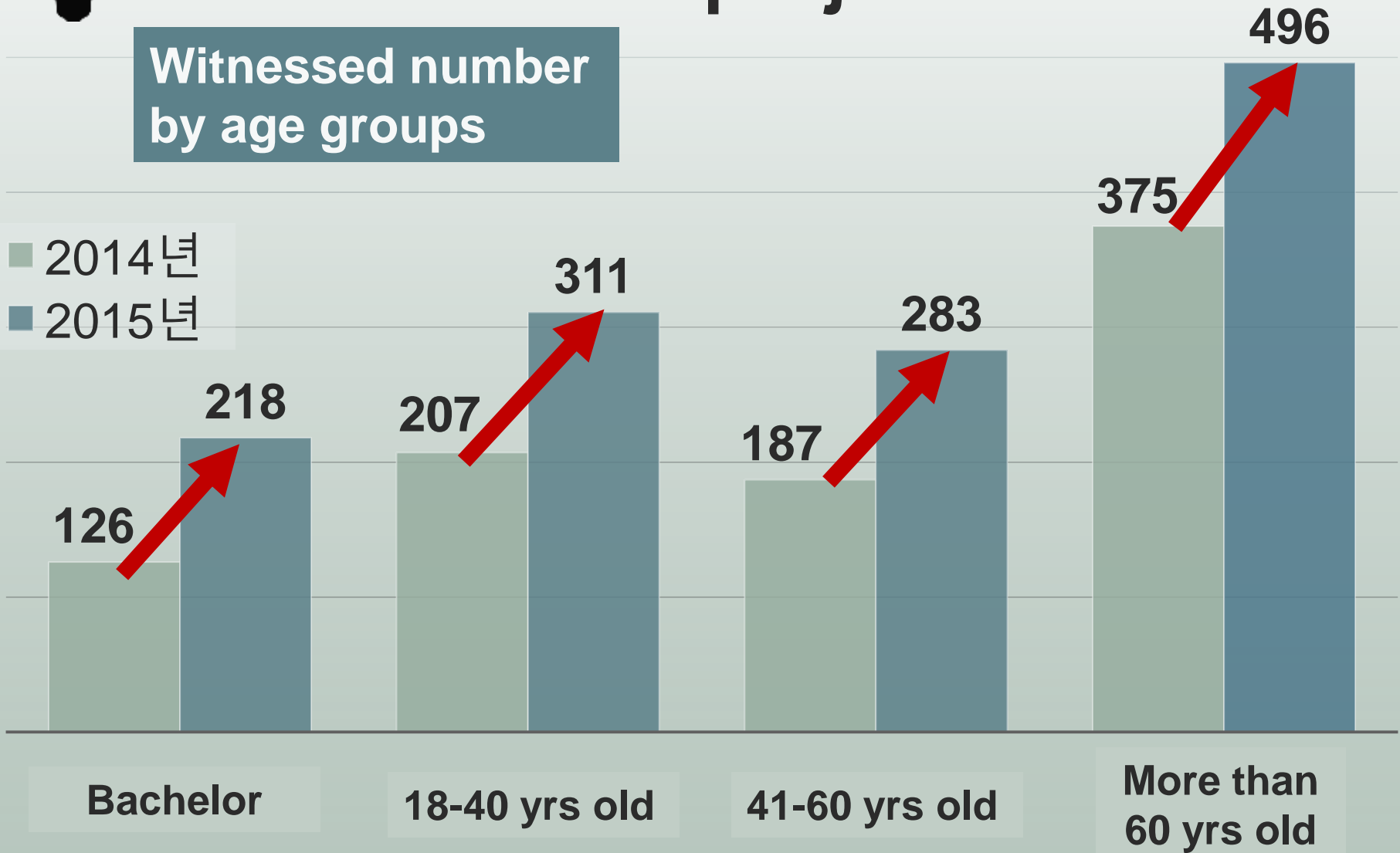
17



## Future creation project

Witnessed number  
by age groups

■ 2014년  
■ 2015년





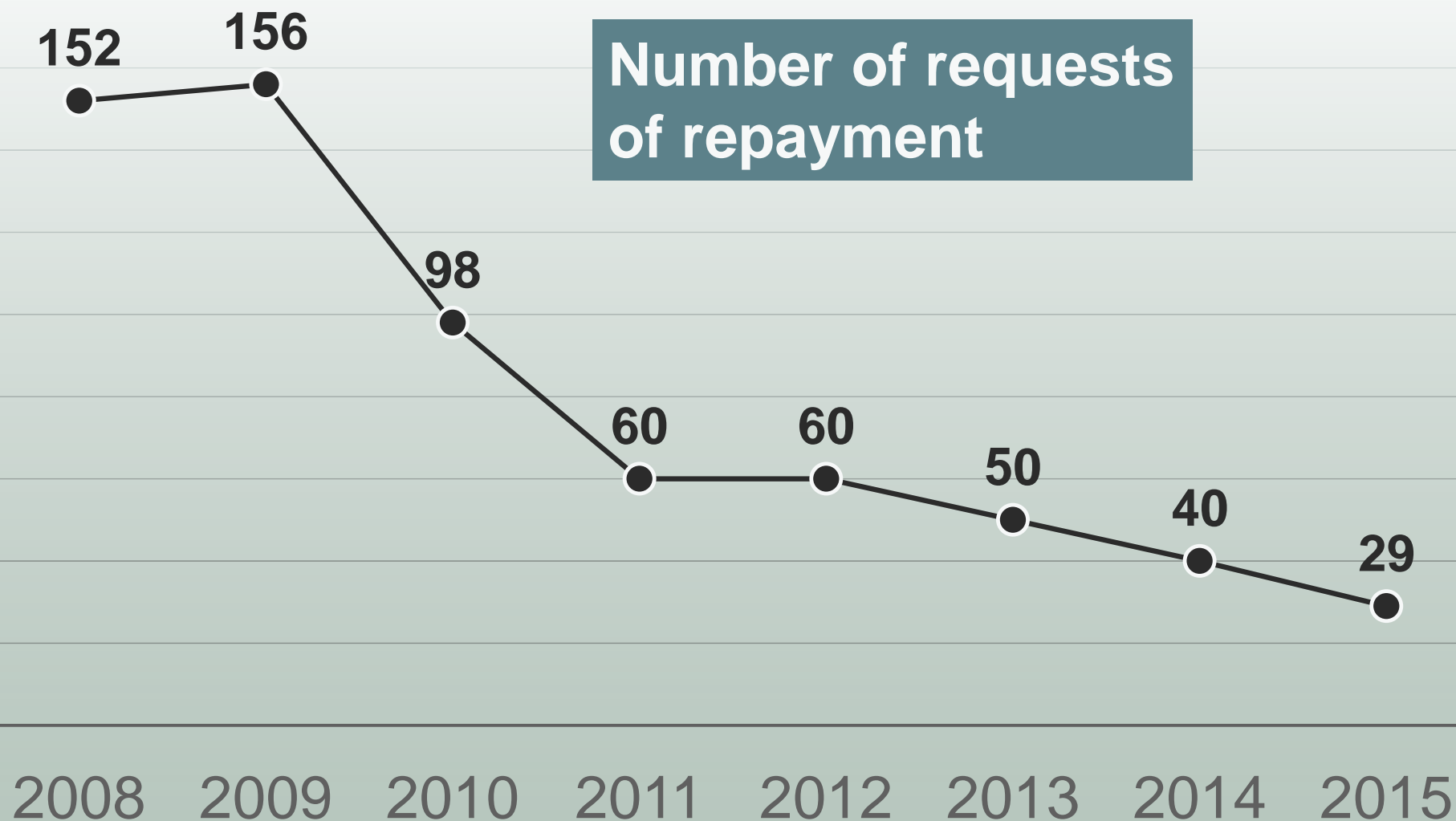
# Outcome of 2015

18



## Proud church project

Number of requests  
of repayment



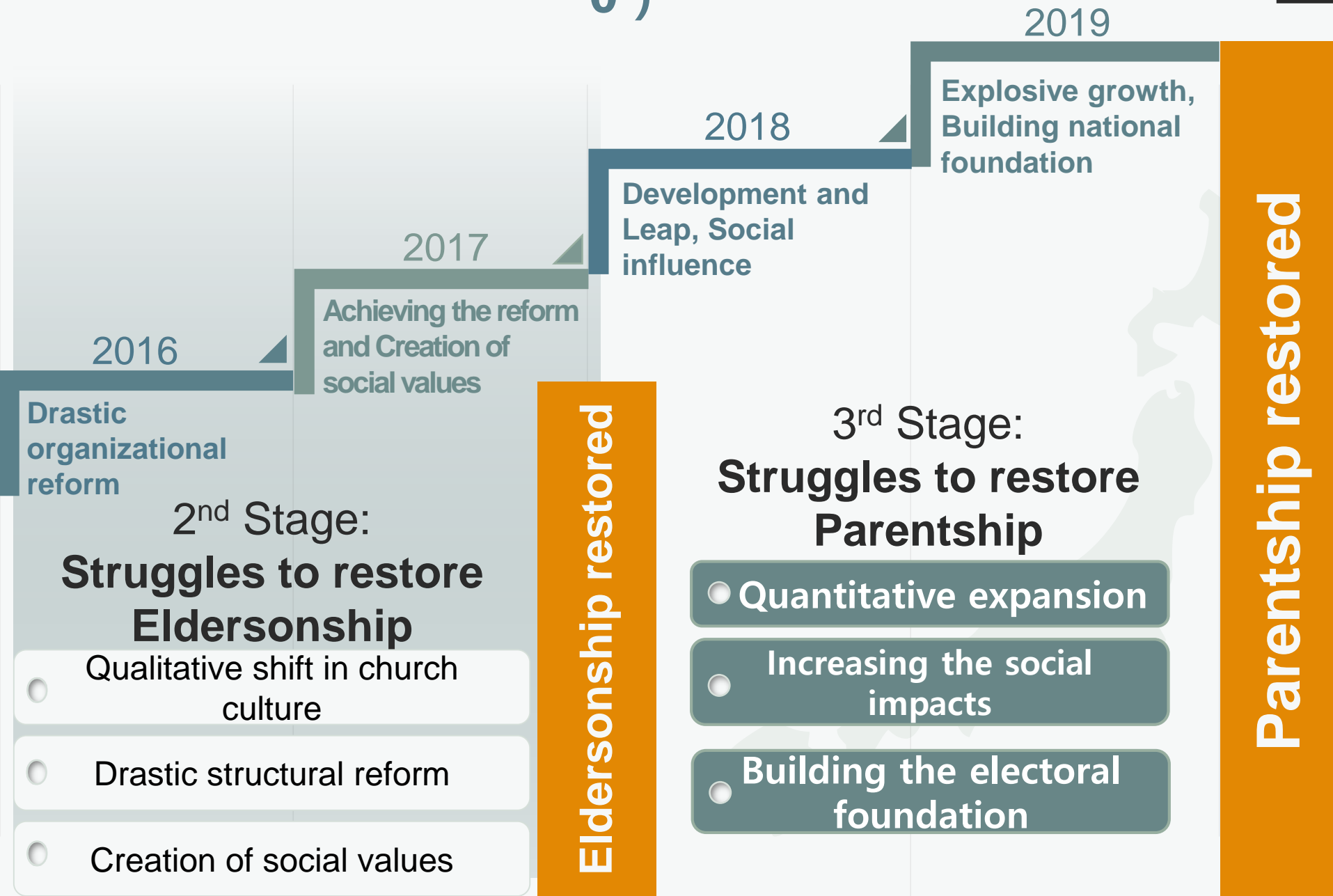
The background image shows a large crowd of people at a night event. A banner is visible at the top with Japanese text. Below the banner, there is a stage with a group of people standing on it. The text "2016~2019" is overlaid on the right side of the image.

## 02. Orientation of next 4 years for national restoration foundation

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# 2016~2019

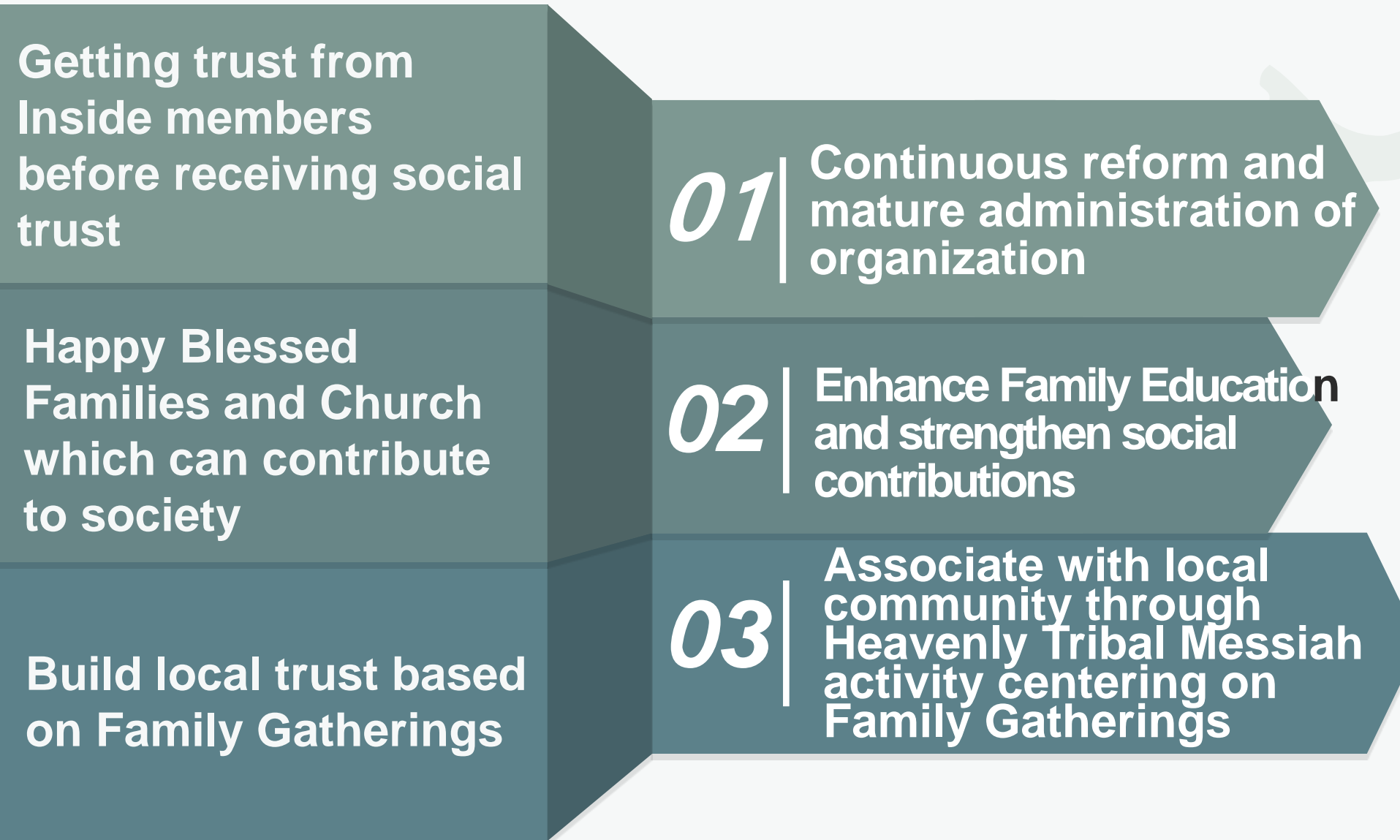
# Endeavors to build national foundation ( ~ 2020 )





# Preconditions for national restoration

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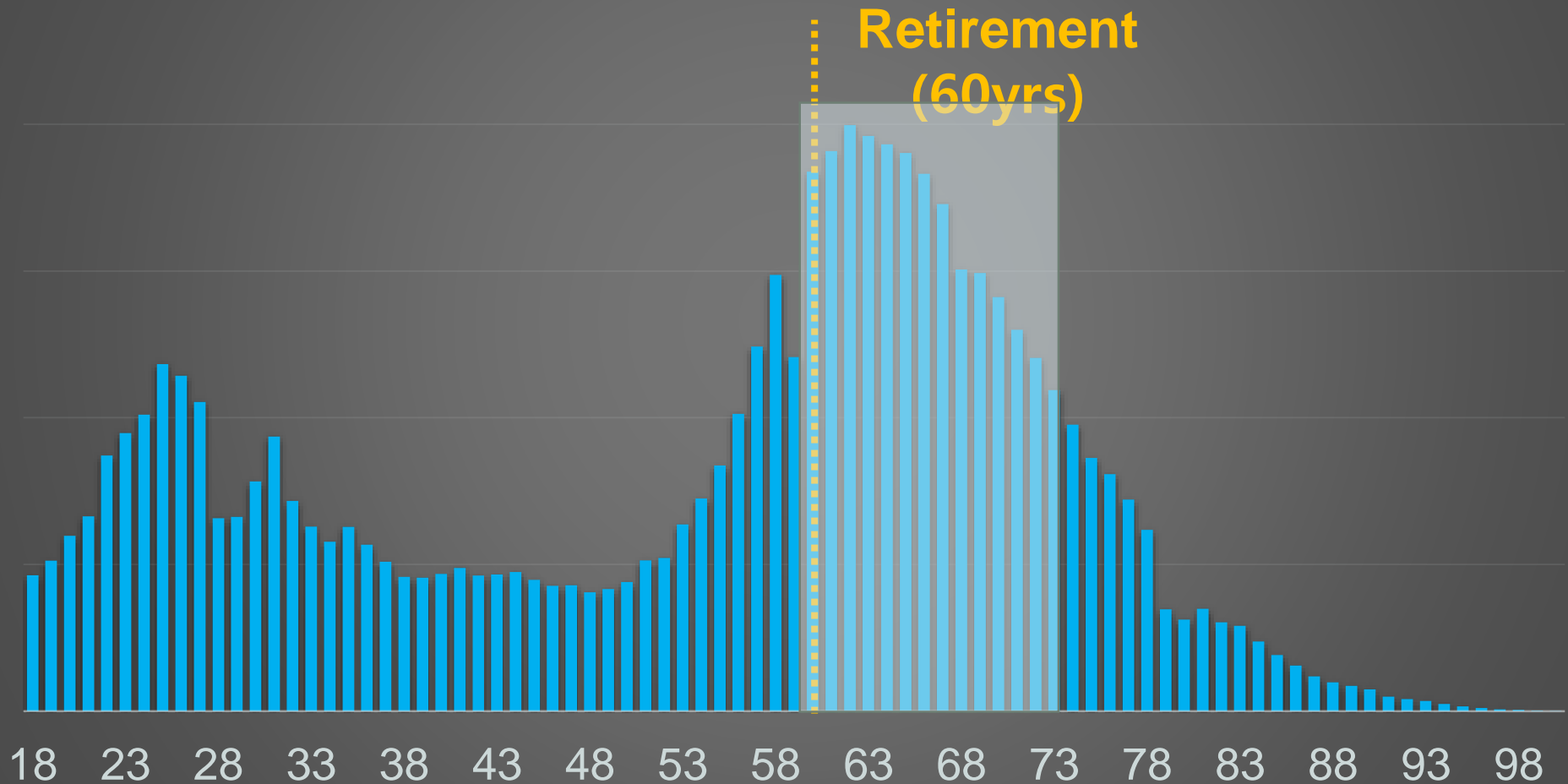


# Prediction of transition in registered members

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Current 50-64 year-olds are the largest group (meshing part) – 45% of all – reaching retirement ages. From now, 2,000 people come to the age of retirement

2025年

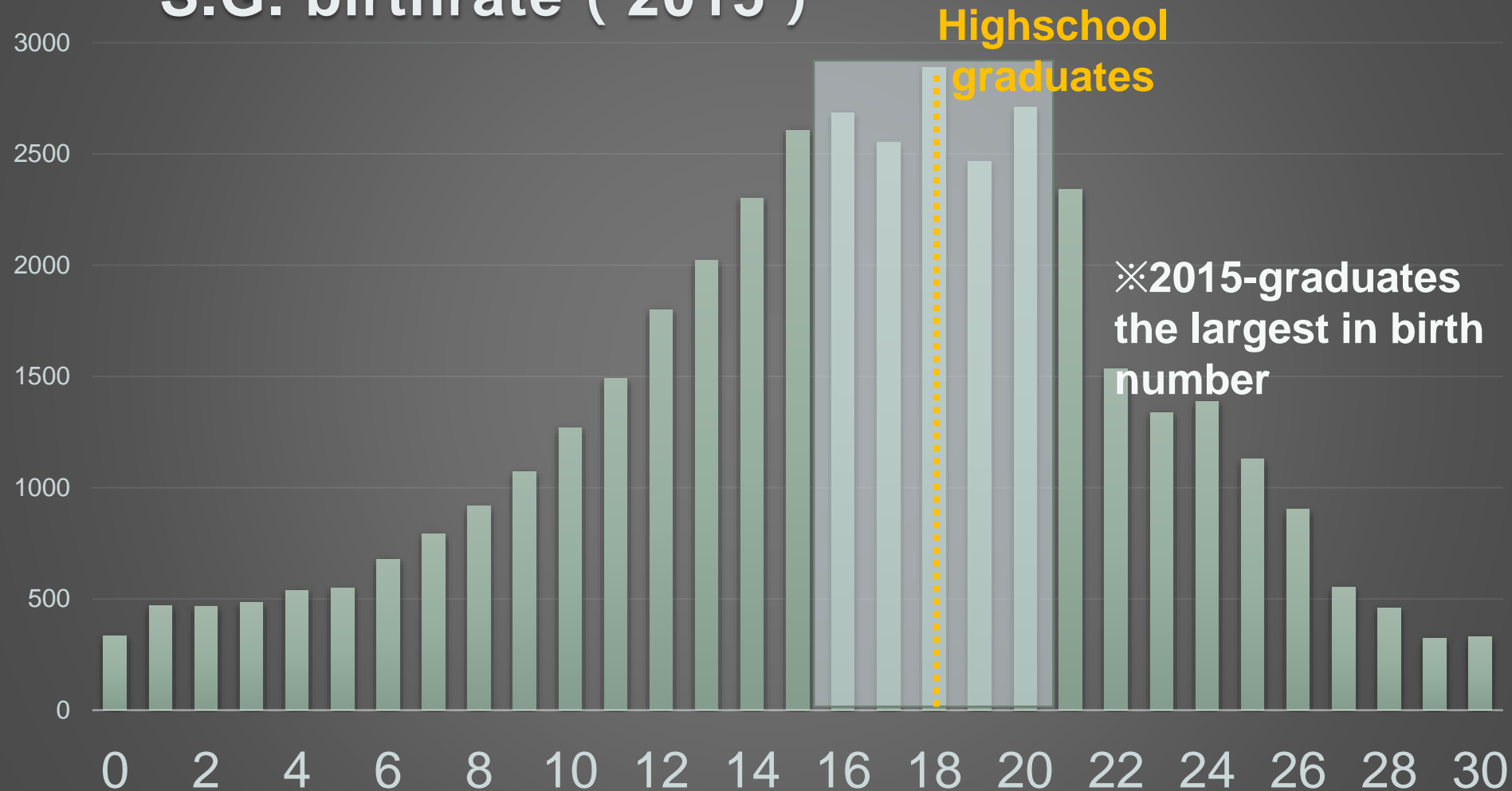


# Analysis of transition in Second Gen.

23

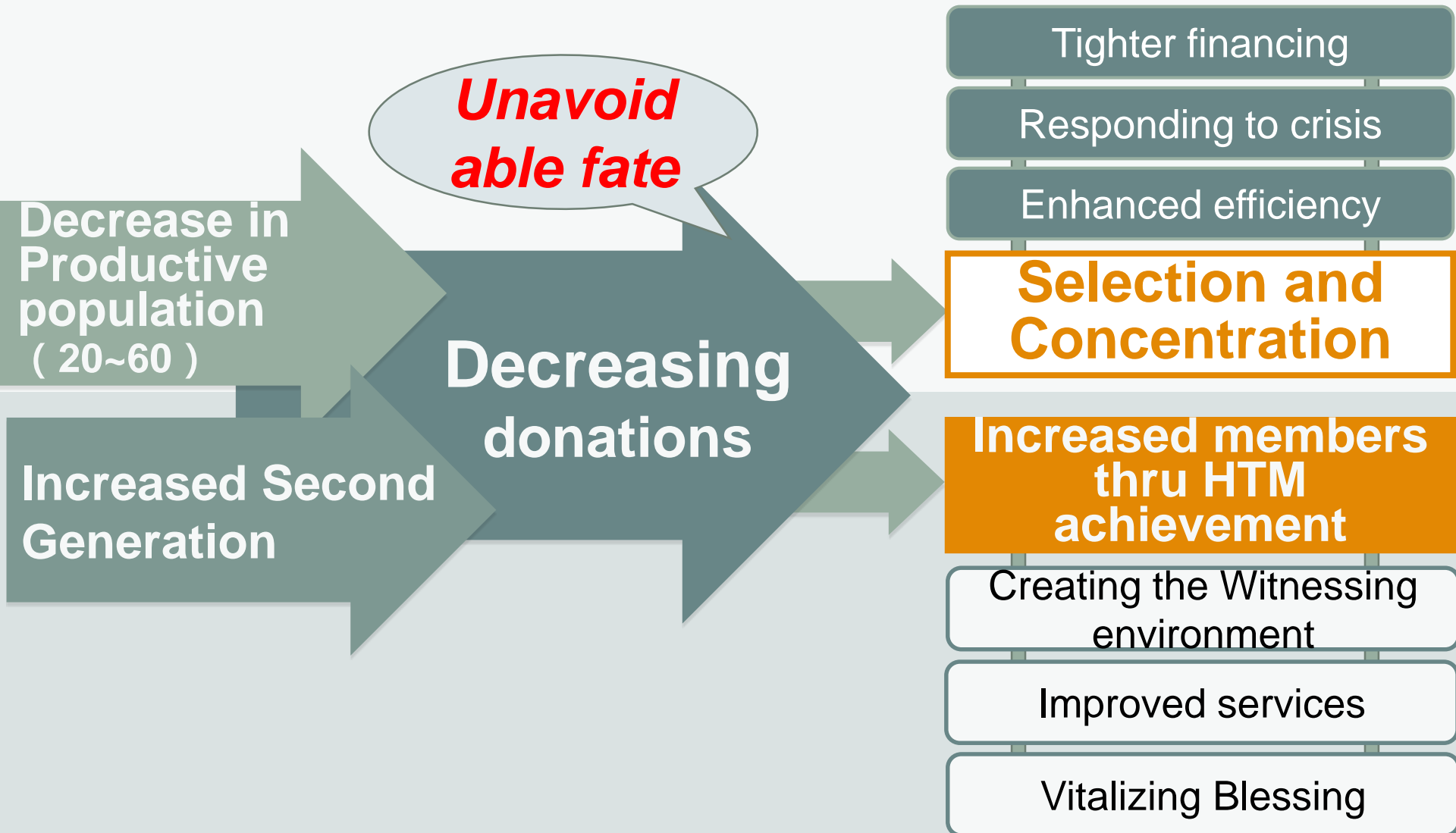
Current 15-20 year-olds constitutes the peak of S.G. birth ( meshing parts )  
Only over next 5 years, graduates exceed 2,000 per year

## S.G. birthrate ( 2015 )



# Future forecast and Future orientation

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# Achievement of Vision2020

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Vision2020

01

Organizational  
Reform

02

Heavenly Tribal  
Messiah

03

National Foundation



The background image shows a large-scale event at night. A massive crowd of people is visible in the foreground, many with their arms raised. In the background, a stage is lit up with a large banner that reads "世界平和統一家庭連合出陣記念大会" (World Peace and Unification Family Federation Appearance Commemorative Conference). The banner also features the text "慶" (Celebration) on the left and "祝" (Congratiation) on the right, along with "幸せな家庭 躍動する日本 希望の世界へ" (Happy Family, Dynamic Japan, Towards a World of Hope).

## 03. Strategy for CIG 4<sup>th</sup> year

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2016

# 1. Continuous structural reform

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01

HQ reform and local churches' roles clarified

02

Solving fundamental issues by setting up 4 committees

03

Reform in leadership and church culture

04

Cost reduction and efficient structure

# Clarifying the roles of HQ & field

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## Overall strategy

- Strong fields
- Future-oriented fields
- Strategic priority fields

Selection and  
Concentration

- Strategic execution of plans
- Enhancing consulting capacity

## HQ's functions

## Field activities

- Simplifying activities
- Prioritize projects

Ranking the  
local churches

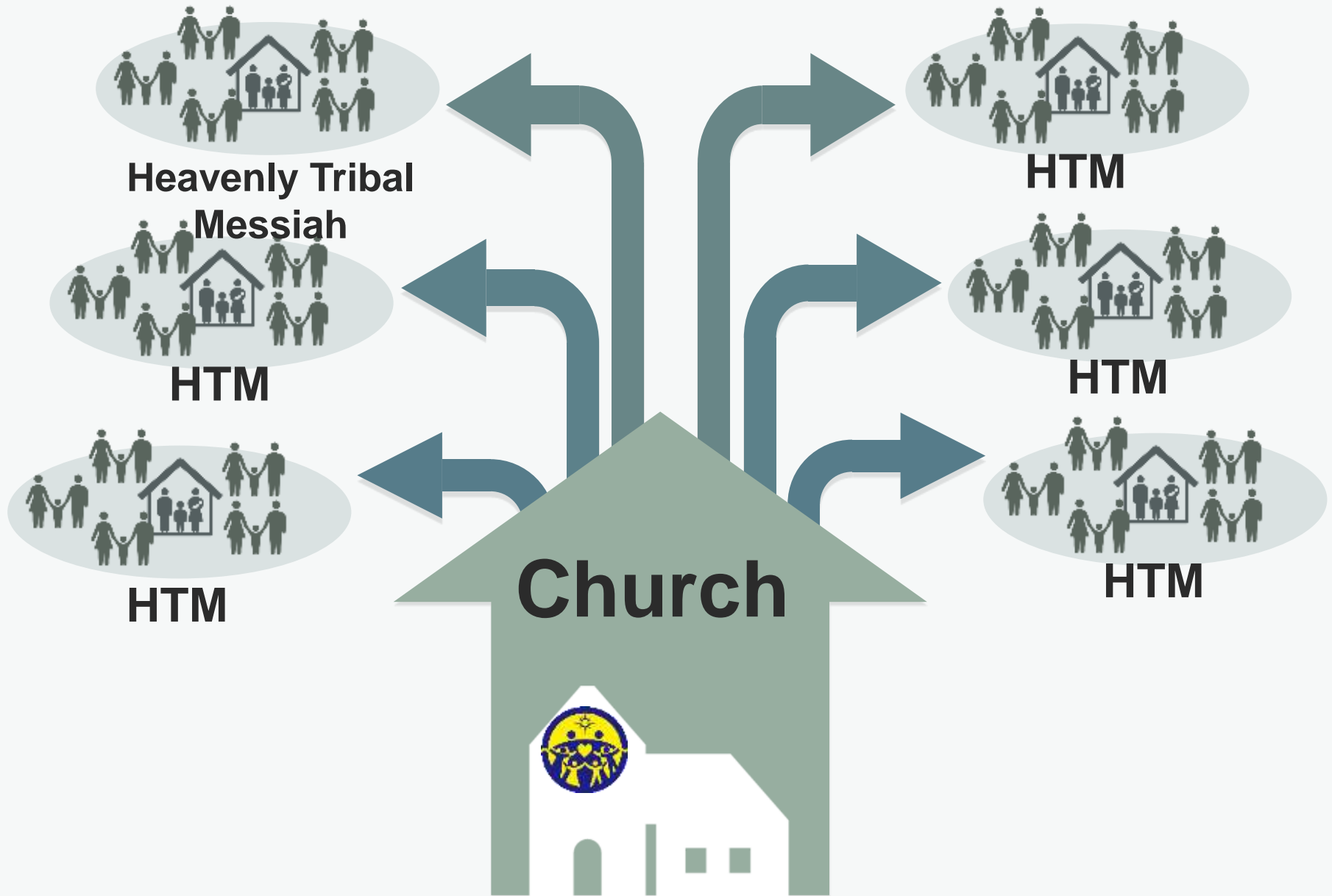
Circumstantial  
consulting

Selection and Focus  
on certain activities



# Church roles & Heavenly Tribal Messiahs

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# Setting up of Hope Project & Strategy Committee

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**Substantial church growth project**



**Proud church project**

**Committee for Vibrant S.G.**

**Committee for the New Economic System**

**Future creation project**



  
**Strategy Committee**

**Committee for Pastors' capacity development**

**Heavenly Tribal Messiahs and Foundation to save the nation and the world**



**Next generation church project**

**Rich family project**





# Reform in leadership & Organizational culture

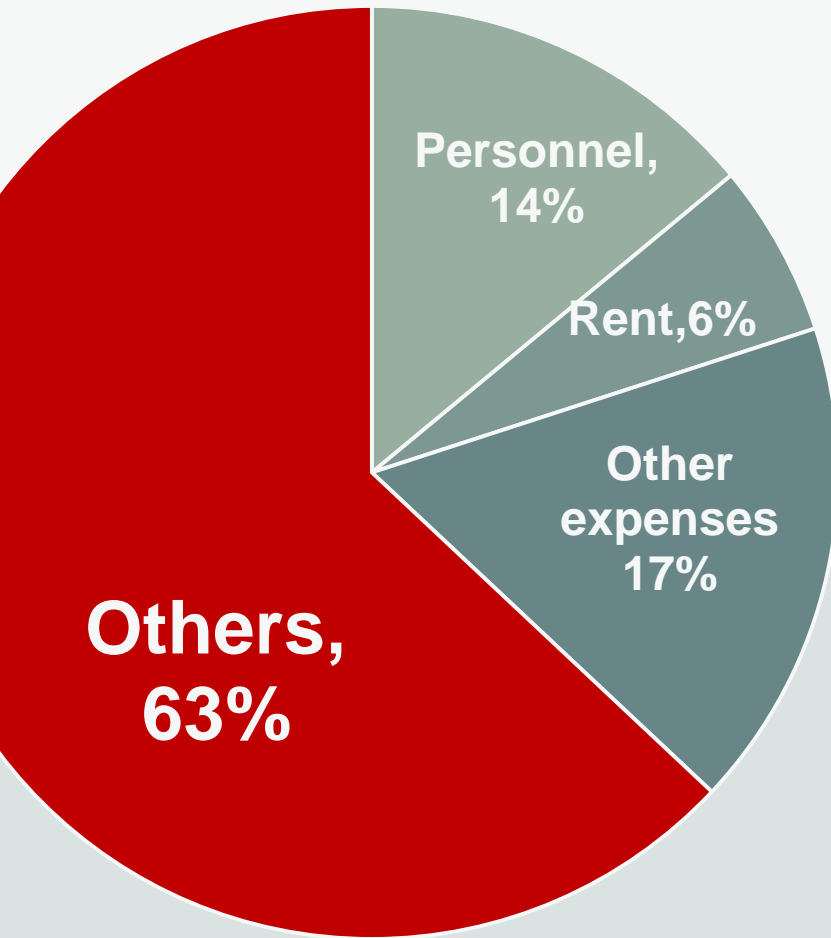
31



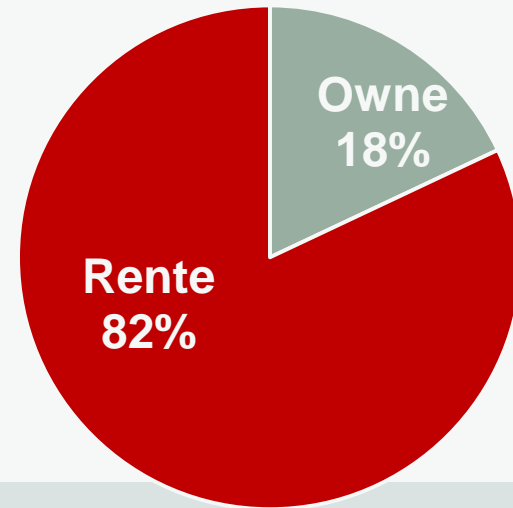
# Cost reduction & Efficient administration

32

## Expenditures



## Assets



FFWPU  
HQ's  
budget  
reduction



2014년경비 2015년경비 2016년예산

## 2. More supports for Blessed Families

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Enhancing  
BF's vitality



Creating  
3-generation families



Promoting S.G.'s  
education & Blessing



*Showing the model of  
Happy & Ideal Family*





## 2-2. Enhancing the social contributions

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**Disaster relief**



**Church together with  
local community**



**Local service  
activity**

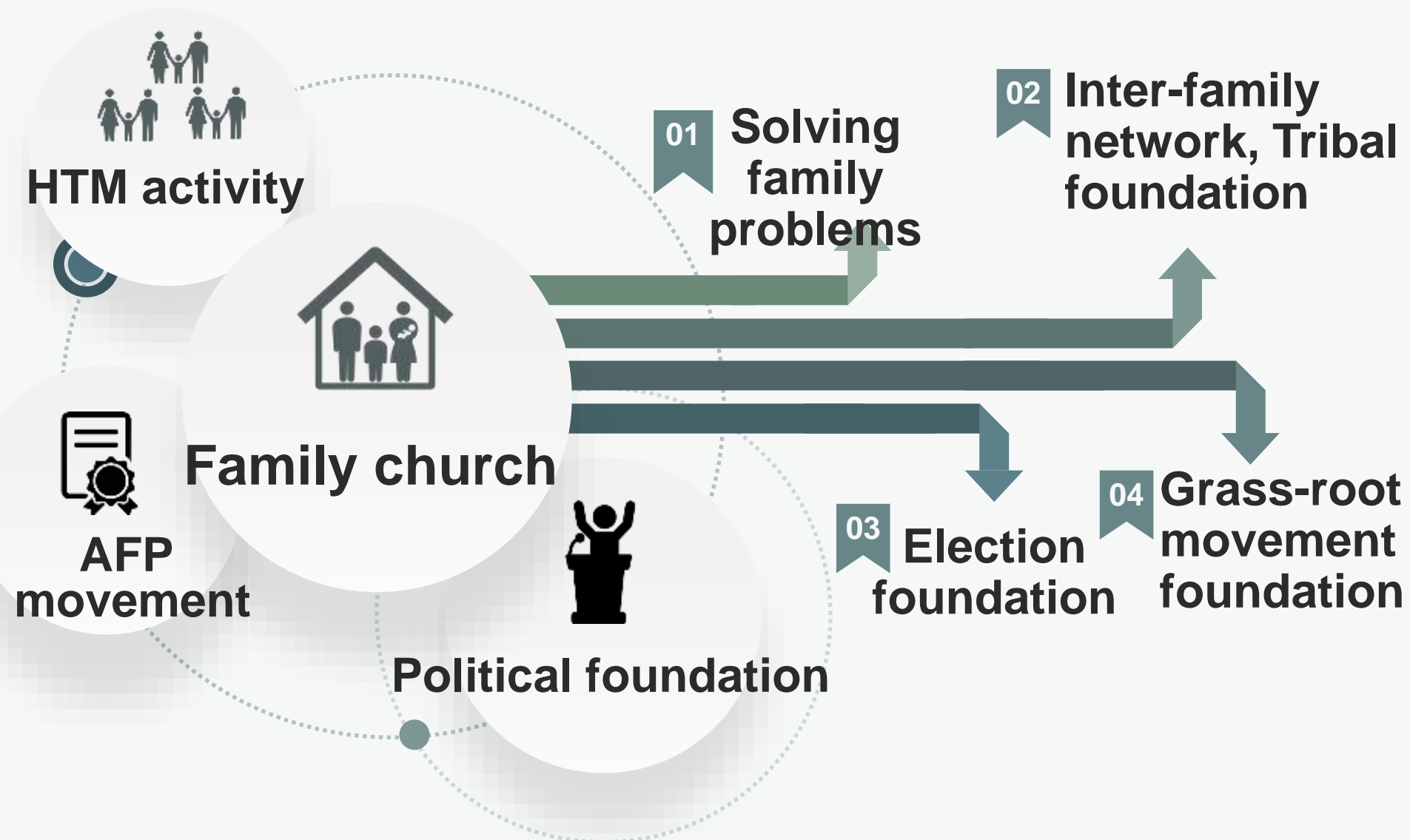


*Church trusted and  
respected by the  
society*



# HTM activity & Building foundation for National restoration

35



# Blueprint for 2020 National Restoration foundation

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**By 2020**  
**1 million**  
**FFWPU members**



# Strategy to Restore National Foundation

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## VISION2020

**Happy family, Healthy church, Unification Movement  
that contributes to the nation and the world**

Involving  
national  
policy  
making

Korea-Japan  
Tunnel  
agreement

Political  
foundation  
established

Basic Law  
on Family

Assignment  
120,000  
Blessing  
21,000

Institute for  
Peace  
Policies

Security  
Japan-Korea  
Tunnel

Local  
foundation  
creation

Family-  
enhancing  
national  
movement

AFPs  
Assignment  
&  
Enlightment

Think tank ↔ social movements ↔ Blessing seminars ↔ AFP seminars

**Educating National & Global Salvation  
ideology & National Movement**

# Step-by-step simulation of Development

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