



The proposed site for collective relocation in the Osawa District of Karakuwa Town, Kesennuma City, Miyagi Prefecture. In January, the "Osawa District Association for Promoting the Collective Relocation Project" organized a visit to the candidate site for the community center and discussed regarding new town development with residents.

## To Create the Town's Future

Two years and eleven months have passed since the Great East Japan Earthquake. While the construction of infrastructure has been progressing, many disaster victims are now concerned about rebuilding their houses damaged by the tsunami, and about how to use the devastated lands along the coastline.

Roughly 270,000 people have evacuated or moved to temporary housings or houses of relatives or acquaintances across the country as of the end of January, 2014 (source: Cabinet Office). There are districts which are not suitable to live in because of the risk of tsunamis. In the "Disaster-Prevention Collective Relocation Promotion Project," which helps towns in districts vulnerable to tsunami to move to higher and safer ground, relocation of all 355 districts has been approved by the Ministry of Land, Infrastructure, Transport and Tourism, and construction has begun in 64% of the districts as of January 2014. In the "Disaster Public Housing Project," construction has begun in 60% of the 21,421 units needed. In addition, the "Tsunami Recovery Base Development Project" and the "Urban Renaissance Land Readjustment Project," which lead the reconstruction of the affected areas, have also commenced construction.

While the number of construction starts is increasing steadily and infrastructure development is progressing rapidly, the lack of material, equipment and manpower has

become a big issue in the affected areas and discussions on how to move forward with new town development continue.

Construction has begun in the proposed relocation sites such as the Koizumi District of Motoyoshi Town and the Osawa District of Karakuwa Town in Kesennuma City, Miyagi Prefecture, where Civic Force has been supporting collective relocation since October 2011. Together with specialists, residents in both districts have been regularly discussing new town development since immediately after the disaster, including where to relocate to, how to plan the streetscape, how to apply for a housing loan and so on. In reality, there aren't many places wherein residents are tackling challenges they have never experienced before, such as planning the reconstruction of their own town and community without depending on the local administration. In order to reconstruct and revitalize their town, residents must join together to understand the complicated system and dedicate extraordinary efforts and energy.

In this Monthly Report Vol.35, we will highlight the NPO Partner Projects which have been responding to the changing needs of the affected areas. We will also report on the activities of the international organization, "Asia Pacific Alliance," which we have been implementing in parallel with the aid projects in Tohoku. In addition, we will provide recruitment information for expatriate staff in Sri Lanka and details of a symposium to be held in Tokyo on March 1.

# Monthly Topics

Civic Force selects hot topics among various projects of this month.

## NPO Partner Projects – 37 organizations and 49 projects

Civic Force has been implementing the “NPO Partner Projects” since April 2011 to meet the rapidly changing needs in the disaster-hit areas. Until February 2014, we had launched 49 projects together with 37 organizations, with whom we conducted projects on mental care for the sufferers, dispatch of volunteers, support for foreigners and women, etc. As of January 2014, five projects related to the “Mid- to Long-Term Reconstruction Project” are in progress, which aim to support long-term town development.

These projects are unique in that, instead of just providing subsidies to the implementing organizations, staff members of Civic Force Tohoku Office maintain close contact with the designated organizations of each project as a collaborative project partner. In particular, two types of monitoring activities are important in ensuring the validity and efficiency of the project: Interim Monitoring, which is conducted once or twice during the project implementation period, and Final Evaluation Monitoring conducted after the project is completed. In Interim Monitoring, Civic Force staff members inspect the project site to examine the progress and budget use of the project. On the other hand, Final Evaluation Monitoring is conducted by outside experts. Each monitoring procedure includes inspection visits of the project site and interviews of relevant personnel.

Six evaluation criteria are specified based on the five criteria set by DAC (Development Assistance Committee) of OECD (Organisation for Economic Co-operation and Development); 1) relevance, 2) effectiveness, 3) efficiency, 4) degree of coordination, 5) spillover effect and impact, and 6) novelty and uniqueness. Civic Force monitors the progress, outcome and problems of each project through monthly reports submitted by the implementing organization. In addition, by talking directly with project staff and visiting the project sites, we gain a better understanding of the things that cannot be grasped through reports, such as the atmosphere of the site and the passion of project members who are tackling the challenges.

A scene at the Interim Monitoring of the “Osawa District Association for Promoting the Collective Relocation Project” held in January 2014.



## Agriculture Assistance to Support Haiyan Victims in the Philippines

To aid the areas affected by Typhoon Haiyan in the Philippines, which hit on November 8, 2013; Civic Force sent staff members to the site and distributed relief goods to 1,900 households and delivered 960 emergency tents in Leyte and Samar provinces which were severely damaged.

Early this year, we conducted a field survey with Citizens’ Disaster Response Center (CDRC), our partner organization, to identify needs in the disaster-affected regions so we can offer appropriate assistance. Based on the results, we have decided to provide rice seeds, vegetable seeds, pea seeds, and corn seeds; as well as farming equipment to a total of 806 farm households in 3 villages in Alangalang, Leyte province to help them rebuild their livelihood.

In the disaster-affected areas, many people had lost their sources of income due to damaged crops and storage facilities. Moving forward, more support is needed to help

## Meeting to Establish Korea National Platform Held in Tokyo

The meeting to formally establish the Korea National Platform was held on January 23 and 24, 2014 in Tokyo. It was attended by Mr. Young Jin Park, Secretary-General of the Korea Disaster Relief Association (KDRA); Ms. Lee Eunae, Management Support Team Deputy General Manager; and Mr. Kensuke Onishi, Chairperson of Civic Force. This is one of the initiatives of the Asia Pacific Alliance for Disaster Management (hereafter called APADM) which was established in October, 2012 comprising disaster relief organizations from 5 Asian countries including Korea and Japan. The main topic of this meeting was to discuss the detailed plan for creating the national platform to support disaster relief activities in Korea and Asia Pacific.



Establishing national platforms to support disaster relief activities have also started in Bangladesh in addition to Sri Lanka and the Philippines, which are member countries of the APADM.

## Job Opportunity@Sri Lanka Office

Civic Force is looking for staff to be stationed at the Sri Lanka Office. We welcome your application.

- \* Position: Expatriate staff at Civic Force Sri Lanka Office
- \* Status: Contract employee
- \* Workplace: Sri Lanka
- \* Job Description: Work at the Sri Lanka Office of Civic Force to develop the Capacity Building Project on community-based disaster risk reduction. Responsibilities include holding workshops and seminars; contacting, coordinating and negotiating with organizations (e.g. NPO/NGOs, local governmental units, companies, and media) relevant to forming the disaster response national platform; collecting information; documentation; and progress management.
- \* Contract Period: Beginning of March 2014 to Late-March 2015
- \* Positions Available: 1
- \* Language Requirements: Japanese and English
- \* Qualifications: Basic computer literacy, two years or more work experience
- \* Age: All ages
- \* Other Requirements: Applicants must have high communication skills and cooperativeness with a strong sense of responsibility. Experiences in humanitarian work (domestic or abroad), work experience at private companies, and possession of driver’s license are desirable.
- \* Salary: Commensurate with experience
- \* Benefits: Various social insurances, rental housing to be provided by Civic Force
- \* Deadline for Application: Feb. 14th, 2014
- \* How to Apply: Please send your CV (indicate your email address), resume and personal statement (approx. 1 page of A4-size) to the HR Department of Civic Force at [recruit@civic-force.org](mailto:recruit@civic-force.org). We will inform you of your interview date after screening. Note: Submitted documents will not be returned.

Contact: Nakano, Administration Division (Phone: 03-5213-4930)  
Email address: [recruit@civic-force.org](mailto:recruit@civic-force.org)

such people work again. These activities are funded by donations from you, so your continued contributions would be greatly appreciated.

By bank transfer: Sumitomo Mitsui Banking Corporation, Aoyama Branch, Savings Account No.: 7027403  
Japan Post Bank Company, Limited (JP Bank) Account No.: 00140-6-361805  
By credit card: Please visit our website

## Towards the Establishment of Korea National Platform

Korea Disaster Relief Association, KDRA, was founded in 1961 with the purpose of aiding disaster-affected people. Since then, it has played a leading role in fundraising by working with Korean media, such as newspapers and broadcasting stations; and in establishing partnerships with various NPOs to raise awareness about disaster relief by creating a culture of donation.

When disaster-relief groups gathered for a symposium held in Korea in 2010, Civic Force attended the event as a supporting organization from Japan and utilized the opportunity to initiate a mutual cooperative relationship with KDRA. At the time of the Great East Japan Earthquake, KDRA collected donations in Korea and delivered relief supplies to Japan through Civic Force.

In October 2011, the "Asia Pacific Summit for Disaster Relief" was held in Tokyo to look back on the experiences from the Great East Japan Earthquake. At the conference, KDRA introduced the disaster-relief initiatives implemented by Korea and discussed the appropriate aid activities by the private sector with participants from the business sector and NGOs. And in October 2012, the following year, disaster aid organizations from five Asian countries established the Asia Pacific Alliance, an international nongovernmental



A scene at the meeting for the establishment of Korea National Platform held in Tokyo in January.



Mr. Young Jin Park,  
Korea Disaster Relief  
Association (KDRA)

institution, with the aim of working together in times of disasters.

I had long been involved in marketing, fundraising and establishing partnership programs with private corporations as a member of the Korean Committee for UNICEF. Through my experience working at an international institution, I had always thought that it is indispensable for organizations sharing the same aspiration to co-establish a disaster management alliance system to realize quicker and more effective aid in the Asian region where natural disasters occur frequently. With the Alliance activities finally in place, I hope it will enable us to protect as many people and assets as possible through NGOs, private corporations and government units efficiently sharing with each other their strengths.

## Face to Face

Civic Force is supported by various companies, NPOs and government. This corner features the latest messages from our partners.

Here are some reports on what we are doing in Tohoku region, as of February 11, 2014.

### Mid- to Long-Term Reconstruction Projects

Civic Force has been running several "Mid-to Long-Term Reconstruction Projects" since the summer of 2012, in order to tackle the challenges that were identified in the disaster areas during the aid projects we conducted for roughly one and a half years following the disaster. The progress of each project is reported below.  
<http://www.civic-force.org/emergency/higashinohon/choki/>

#### ■ Tourism Revitalization Project

—Enhancing cooperation between the public and private sectors to make Kesennuma "an attractive city for tourists"—  
Civic Force has been supporting the development of strategies for the "Revitalization of Tourism," which is one of the most important challenges for the reconstruction of Kesennuma City, Miyagi Prefecture. In July 2013 we participated in the foundation of the "Platform for Creation of Ria Coast Tourism," a general incorporated association, and will continue to support the project as a member of the board of directors.

#### ■ Wings for Life Project —Supporting helicopter transport service for emergency medical purposes—

Even before the disaster, lack of medical services had been a problem in the coastal areas devastated by the earthquake. We have started a helicopter service to provide better access to advanced medical institutions. We launched the service in October, 2013 and transported a patient by request.

#### ■ Green Circle Project —Developing a sustainable forest industry and effective utilization of woody biomass—

This program aims to promote a sustainable society by utilizing woody biomass. Together with local companies and other NPOs, Civic Force is supporting the training of individuals engaged in forestry, management of lumber yards, and trial use of community currency.

#### ■ Community Revive Project

##### —Supporting local communities in creating and reconstructing homes and jobs—

Cooperating with local NPOs and local administrations, Civic Force has continuously supported the redevelopment of towns for disaster victims who have decided to relocate and the redevelopment of existing towns by sending specialists and providing human resource development programs.

#### ■ Dream Support Project

##### —Supporting local youths through scholarships and locally-developed educational programs—

Many high school students face financial difficulties as a result of the earthquake. To ensure that they can continue with their education through to university, this project provides JPY 30,000 scholarships per month for such students. Educational programs and meetings for scholarship students were conducted.



### Brief Report on Our NPO Partner Projects

We have been supporting projects that are run by the disaster victims for the reconstruction of their local communities. Since April 2011, Civic Force has supported 37 organizations and 49 projects. As of February 2014, we are supporting five projects.  
<http://www.civic-force.org/emergency/higashinohon/npo/>

- **Platform for Creation of Ria Coast Tourism:** Embodying the strategy of tourism in Kesennuma City, the organization leads pilot projects.
- **nina jinseki-Kogen :** The organization encourages evacuees from Fukushima Prefecture to relocate to Hiroshima Prefecture and supports them to sustain their community in the new environment.
- **Network Orange :** The organization held Tohoku Marche and an Entrepreneur Contest in October. The prize winners of the contest will join a workshop in France in March.
- **Kesennuma Future Plan Osawa Team :** Specialists in the fields of urban design and architecture support group relocation and reconstruction projects.

What We are  
Doing in Tohoku

**NOW**

## Symposium on “New Public Commons” to be held on March 1st

Civic Force will support “The Fifteenth Annual Conference of the International Society of Volunteer Studies in Japan” coming up on March 1st in Tokyo. This year’s theme will be “Three Years After the Earthquake: Reconstruction of Disaster Areas and the Future of Japan”. Panelists working to support the Tohoku region will join in the afternoon session of the symposium. Politicians and researchers will also participate in the panel discussion to talk about “New Public Commons”. Admission is free of charge. Please come and join us!

■Place: Waseda Hoshien Student Christian Center (<http://www.hoshien.or.jp/english/e-map.html>)

■Agenda:

10 am ~ 12 am: Workshop (breakout sessions)

13:10 pm ~ : Symposium “Post-reconstruction Urban Development”

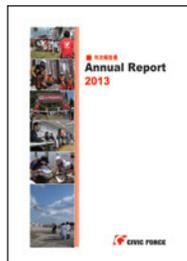
15:40 pm ~ : Panel discussion “Reexamining ‘New Communities’”

■Contact:

The Fifteenth Annual Conference of the International Society of Volunteer Studies in Japan Committee ([vol socio15@gmail.com](mailto:vol socio15@gmail.com))

## Annual Report has been released

The Civic Force Annual Report 2013 (covering the period from September 2012 to August 31, 2013) has been released on our website. We look forward to your continued interest and support.



## Information on Tax Deduction of Donations

Donations made to Civic Force are treated as donations to a corporate body that makes special contributions to public welfare, and thus, are entitled to preferential tax treatments. Donations of private donors are tax-deductible either by “tax exemption” or “deduction of income tax.” To receive such tax benefits, donors must attach receipts issued by Civic Force when making the final tax declarations. Receipts can be obtained by filling out the request form for receipts provided in our website.

For those who made donations via Just Giving (JG), please make a request for receipts from “My Page” in the website of Just Giving.

## For Corporate Partners

We need your support in case there is another disaster. We have to strengthen our tie-ups with various corporations and organizations in preparation for another large-scale disaster. We hope you will develop an interest in our activities and become a supporting member.

<http://www.civic-force.org/about/membership/>

## Start your support with only 33 yen per day

Start your support with only 33 yen per day. We must be ready for the “next one”. Donate a fixed amount each month in 1,000 yen units to be a monthly supporter and you can participate in activities to prepare for a large scale disaster.

- Bank: Sumitomo Mitsui Banking Corporation, Aoyama Branch, savings account No. 6953964
- JP Bank : 00140-6-361805
- Credit card: Please check the “Donate Now!” section on our website.

## A Message from the Disaster Area

Two years and eleven months have passed since Civic Force started activities for reconstruction in the disaster-stricken areas of Tohoku. This section introduces people who are making positive efforts towards recovery in the disaster area. This month, we introduce Tetsuji Ushiwata, who runs the coffee shop, “Caffe latte” in Kesennuma City, Miyagi Prefecture.



Tetsuji Ushiwata,  
shop manager

— “I run a coffee shop in Kesennuma City where we serve homemade crepes, pizzas, bread, and latte art cappuccinos. Each of our offerings is made with special care, so it’s hard to choose a specialty .

“Caffe latte” has been located in Tanakamae, one of the urban districts of Kesennuma City, for about ten years since we started here. It’s a little far from the worst-affected port area, so sometimes people say how lucky I am not to have been severely affected by the earthquake, but I think it’s not that simple. I sometimes feel that the suffering many people experienced from the earthquake changed them. Before the disaster, people used to enjoy taking a break for a cup of coffee, but now, I feel people can’t take that “time off” to relax. Right after the earthquake, we saw a temporary increase in the number of customers, but we don’t see that now and I really feel we need to make an effort in revitalizing our community.

It’s almost three years since the disaster. Kesennuma City had flourished with its fishing industry but I feel we have to seek other alternatives to revitalize the city. For example, people could open a culinary school in Kesennuma and introduce it as a place where fresh, delicious, local ingredients are readily available. We can make use of the goodness of Kesennuma centering on this institution. I feel such innovative ideas are required to bring young people back to Kesennuma so we can plan long-term reconstruction of the city.”