



# CIVIC FORCE

## NEWS LETTER Vol.1

(Dec, 2014)



A search and rescue team flew to Samar province, which was hit by Typhoon Hagupit in December 2014. The joint Civic Force, A-PAD and Peace Winds Japan team surveyed the situation of the disaster-affected areas using a helicopter.

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This year is ending soon. How was the year 2014 for you?

The emergency response activities of Civic Force, established in 2009 with the motto "Save More Lives in less time," will soon enter its seventh year. Two years after Civic Force was established, the unprecedented Great East Japan Earthquake occurred. As we had been preparing to organize a network for emergency and disaster relief, the disaster made us realize afresh the necessity of cooperation between corporations, local governments, and NGOs before a disaster occurs.

Roughly 236,000 people are still being forced to live as evacuees across Japan, due to the effects of the twin disasters and the nuclear power plant accident. (Source: Reconstruction Agency, as of November 2014). Civic Force continues to support the people affected by the Great East Japan Earthquake while also working as a member of the Asia Pacific Alliance for Disaster Management, a transnational disaster aid alliance, to save as many people as possible in case of typhoons or flooding that frequently occur in Asia. After Typhoon Hagupit struck on December 6, 2014, we went to Samar Province in the Philippines and conducted emergency response activities in cooperation with local NGOs. (Please see page 4 for details.)

Civic Force's Newsletter, which reports the activities of Civic Force, is scheduled to be released once every three months, starting with this issue. It is composed of the three main pillars of our activities; "Assistance to disaster-affected areas," "Expanding to Asia," and "Creating an Emergency Preparedness Mechanism." Your opinions and comments on our Newsletter will be appreciated.

## Supporting Disaster-Affected Areas

The following articles describe Civic Force's aid activities after the Great East Japan Earthquake, which has been continuing since March 11, 2011, as well as its emergency response activities in Japan post-disasters.

### Great East Japan Earthquake

## “All Round Helicopter” Celebrates First Anniversary of Full-Scale Operation

In October 2014, “All Round Helicopter (ARH),” a partner NPO of Civic Force based in Kesennuma City, Miyagi Prefecture, celebrated its first anniversary since starting full-scale operations of its multi-purpose medical helicopter services.

ARH is an NPO that contributes to making society better by utilizing a helicopter for various purposes, although helicopters are considered to be a special means of transportation in Japan. In the aftermath of the great earthquake, delays in the reconstruction process and depopulation have been identified as major issues. In order to improve access to medical care, which is one of the greatest worries of local people, ARH started providing emergency medical helicopter services to transport emergency patients, mostly from the Kesennuma City Area to nearby advanced medical institutions.

As a part of the Mid- to Long-Term Reconstruction Project, Civic Force supported ARH in launching its operations, hiring pilots, mechanics and paramedics, and maintaining the helicopter and hangar. Civic Force has also developed a cooperative relationship with local governments and medical institutions and organized a quick response system for dispatching a helicopter in response to requests from medical institutions. In addition, we have developed a wide variety of publicity activities for local residents, including helicopter boarding events for residents, demonstration flights at local events, participation in disaster drills, and providing training courses in emergency aid procedures.

Since Japan lacks a track record in private emergency medical helicopter services, sustaining this project has been a very challenging task for us. We now have cooperation agreements with ten local governments and hospitals, and the number of emergency patients transported by helicopter is steadily increasing.

“Thanks to the efforts of everyone involved, we are able to celebrate the first anniversary,” said Mr. Masayuki Takahashi, Representative Director of ARH. “On this occasion, all of us at ARH are making a new resolve to put more effort than ever before.”



Patient transport drill in Miyagi Prefecture

### Great East Japan Earthquake

## Fourth Tohoku Marche: Winners of the Entrepreneur Contest Chosen

The “Tohoku Marche™” is an event organized by the local volunteers of Kesennuma City, Miyagi Prefecture, who gather once a year. The “Fourth Tohoku Marche™,” hosted by “NPO Network Orange,” an NPO partner of Civic Force, was held on October 18, 2014 at the Shinjo-Oki Park in Kesennuma City and attracted more than 2,000 people.

The “Tohoku Marche™,” first held in November 2011, was the first reconstruction event held in Kesennuma City after the Great East Japan Earthquake. It was organized as a joint project of Network Orange and Civic Force and attracted more than 1,000 people. The event was aimed to “develop a town more attractive than before the earthquake disaster” and gave the shop owners of Sanriku coastal areas, whose shops were severely damaged by the earthquake, a chance to open a stall.

The theme of the fourth Tohoku Marche was “Ingenuity for creating sustainable shops and jobs.” Fifteen groups opened a stall. These groups had participated in workshops to learn how to develop and test a business plan, how to create sustainable jobs, etc.

In addition, the “Entrepreneur Contest” for participating groups was launched last year. This year, five award winners were chosen by four judges the next day, based on sociality, novelty, feasibility, profitability, etc., in addition to popularity votes at the site. The award winners received funds for starting a business and will participate in a study trip to Provence in Southern France, the birth place of marche, in April 2015.

### Entrepreneur Contest: Award Winners will Receive Training in France

This year's Entrepreneur Contest winners are as follows.

Second Highest Awards: “Hodoru,” who sold small Japanese items made from Kimono cloth, and “Cheers,” a catering BBQ restaurant

Special Award from L' Occitane: Aqua Labo Kesennuma, who sold accessories made from shark teeth and others

Fighting-Spirit Award: “Amuru,” a knitting workshop, and “Shinohe Co., Ltd.”

Those who received the Second Highest Awards will participate in a study trip to be organized by L' Occitane in France in the spring of 2015.

#### Entrepreneur Contest 2014

Highest Award: None

Second Highest Award: “Hodoru,” and “Cheers”

Special Award from L' Occitane: Aqua Labo Kesennuma

Fighting-Spirit Award: “Amuru,” and “Shinohe Co., Ltd.”



## Tohoku Common Benefit Investment Fund supports Construction of a Multipurpose Complex

The Tohoku Common Benefit Investment Fund offered 10 million yen in private bonds to assist in the construction of a multipurpose complex that will facilitate the reconstruction activities of On the Road, a local NPO. The investment fund is a general incorporated foundation which aims to help the reconstruction of areas hit by the Great East Japan Earthquake in March 11, 2011.

The multipurpose complex will be called the Long Beach House and will open in March 2015. The local community had to deal with economic reconstruction, unemployment issues, and lack of communal space after the earthquake. This new complex aims to provide a space for people to come together and solve these problems while effectively promoting tourism, industry, and education. The facility is located in Watanoha where On the Road is based. The project is expected to create a new symbol of sustainable reconstruction, and will be jointly operated by local residents who provided the land and Kinki University, both of whom were stakeholders who share a similar vision for the project.

The complex will contribute towards the goal of having “A town where people want to live in, come, visit and have fun” by housing the following facilities: an exhibition space to showcase and record the memories of the disaster and pass them on to the next generation; a community space for the locals; a cafe restaurant that will serve dishes made from local ingredients harvested from the mountains and the sea; a retail shop selling food produced in Ishinomaki City; as well as accommodation facilities which has been lacking in the city. In addition, On the Road will conduct activities for visitors who want to experience fishing, diving, farming, or forestry. There are plans to provide space for programs organized for children, students and companies in and outside Iwate Prefecture.



“Long Beach House” scheduled to be completed in 2015

## “nina Jinseki-Kougen” : Helping Fukushima Evacuees Resettle

The Great East Japan Earthquake and the resulting nuclear power plant accident in Fukushima had forced 47,149 Fukushima residents to evacuate outside the prefecture (Source: Fukushima Prefecture website). Most of them are staying with relatives, acquaintances or in temporary housing facilities.

The unexpected events had forced many to live in harsh conditions. We need to provide assistance not just to those who wish to return to Fukushima but also those who have chosen to start their lives in other places. In Jinseki-Kougen Town in Jinseki County, which is located in the northeastern Hiroshima Prefecture, an NPO called “nina Jinseki-Kougen” is assisting evacuees from Fukushima who wish to move there by conducting a survey on their needs and providing support for relocation. They are also active in the revitalization of Jinseki-Kougen Town.

In August 2014, “nina Jinseki-Kougen” held a tour for Fukushima residents. The tour aimed to give them a better understanding of Jinseki-Kougen. The second tour is now being planned in the next spring. Minoru Ueyama, former deputy town mayor and chairperson of “nina Jinseki-Kougen”, and Yoshinori Irie, secretary-general of “nina Jinseki-Kougen”, will bring participants to sightseeing spots, hospitals, the town office and schools. They will also introduce what makes Jinseki-Kougen an attractive place to live in and also explain about the town revitalization efforts.

Prior to the tour, Mr. Ueyama and others visited Iwaki City of Fukushima Prefecture in December this year. He said “Hiroshima is far from Fukushima but there are people who are interested in relocating to Hiroshima. We want as many people as possible to come and see Hiroshima.”



The Jinseki-Kougen tour that was held in summer this year will be conducted again next spring.

## Donation to Landslide Victims in Hiroshima

Hiroshima was affected by a landslide in the wee hours of August 20, 2014. Civic Force began calling for donations to support landslide victims on August 22 and by September 21 had collected a total of JPY 874,800.

The donations were used to fund the emergency relief assistance (inclusive of administrative costs) provided by “NGO Collaboration Center for HANSHIN QUAKE Rehabilitation” such as volunteer deployment, cleanup and even a foot bath service shortly after the disaster struck. We appreciate your prompt and warm support.

We do not know when the next natural disaster will strike but we will continue our efforts to set up our emergency preparedness mechanism both in Japan and overseas. We hope to receive your continued support for Civic Force’s activities.



## Expanding to Asia

What did we learn and what can we share with others from the experience of the March 11 earthquake? We aim to develop a disaster response mechanism between Asian countries that are frequently affected by natural disasters.

### A-PAD

## Emergency relief assistance to Typhoon Hagupit affected areas in the Philippines

Typhoon Hagupit swept across the Philippines from late at night on December 6 to 8, toppling trees and causing widespread flooding. The current death toll from the typhoon is 27 and around 900,000 have been forced to evacuate to schools, churches and other shelters.

Our emergency response team led by Kensuke Onishi, Chairperson of Civic Force and CEO of Asia Pacific Alliance for Disaster Management (A-PAD) had expected the typhoon to cause serious damage. So he led a team to the Philippines to prepare for emergency response in Cebu City. The team consisted of eight representatives from A-PAD and Peace Winds Japan, one local doctor and two search and rescue dogs.

On the morning of December 8, the team chartered two helicopters and one Cessna plane from Cebu and flew to Samar province to assess the damage. They visited the local emergency response headquarters and had meetings with the governor and other stakeholders to coordinate the assistance to be provided. They also conducted an aerial survey of damaged areas. Citizens' Disaster Response Center (CDRC), our partner organization in the Philippines, now continues our efforts in disaster relief.

At the CDRC Headquarters in Manila, the capital of the Philippines, local volunteers and students worked continuously together with the emergency response team from Japan before the typhoon made landfall to buy goods and pack them into small packages for easy distribution to households. A relief pack consists of food and non-food items including rice, mung beans, cooking oil, dried fish, canned sardines, a sleeping mat, blanket, and hygiene products.

Based on the field survey conducted by CDRC, these relief goods had been provided to 650 households living in Mapanas Municipality and Lope de Vega Municipality, both of which are located in Northern Samar province. These areas had sustained the largest damage from the typhoon.



Local volunteers and members of our emergency response team packing relief supplies at the CDRC Headquarters in Manila, capital city of the Philippines.



Collapsed houses in San Rafael village, Villareal City. The area suffered serious damage.



### Why did We Dispatch Our Emergency Response Team before the Disaster?

Supertyphoon Haiyan left serious damages and affected more than 9.67 million people in the Philippines last November 2013. Little progress in reconstruction has been made. Typhoon Hagupit, however, was expected to hit the same areas. We dispatched an emergency response team to areas forecasted to suffer damages from Hagupit. We had never pre-deployed an emergency team before so this was our first experience doing so.

We learned a hard lesson last year in the Philippines and so we decided to send in our support team even before the typhoon hit. We encountered many problems which caused serious delays in the delivery of relief supplies. Delays had occurred during the preparation of relief supplies, arrangement of transportation such as ferries and trucks; roads were severely damaged slowing down deliveries further; ensuring our safety to reach distribution points took up further time. Pre-deploying an emergency team before a disaster occurs is the best way to save more lives in less time. Doing so also enables us to assess the victims' needs and deliver more supplies to more people quickly. Although the damage caused by Hagupit was not as serious, we will continue to strengthen our emergency preparedness mechanism based on our past experiences.



## A-PAD

### Assistance to population displaced by Landslide in Sri Lanka

Triggered by heavy monsoon rains, a catastrophic landslide struck the mid-South area of Sri Lanka at the end of October 2014. At least 10 people were killed and more than 800 people became displaced and are still taking shelter away from their homes.

Immediately after the disaster, Consortium of Humanitarian Agencies (CHA), a Sri Lankan NGO and a member of Asia Pacific Alliance for Disaster Management Sri Lanka (A-PAD Sri Lanka), began to urge private companies to assist the devastated areas and conducted a needs assessment of those affected. On the day after the disaster, A-PAD Sri Lanka supplied three generators fitted with search lights to the area. The equipment aided in the search and rescue operations.

Moreover, by November 28, A-PAD Sri Lanka had provided assistance to more than 400 families by distributing blankets, towels, sanitary goods (including medicine), milk powder, cooking utensil, and school supplies such as pens, notebooks and chairs.



Upper left: A-PAD Sri Lanka conducted landslide-relief activities with the cooperation of 20 local companies.



Upper right: A-PAD Sri Lanka members hand school supplies to children.

Left: Children sit on chairs donated by A-PAD Sri Lanka.

## A-PAD

### International Symposium on Disaster Risk Reduction Project Held in Sri Lanka

On December 3, 2014, Civic Force and CHA hosted an international symposium in Colombo, Sri Lanka. Attendants discussed how the private sector cooperate with civil society in disaster risk reduction. Approximately 130 participants, including government officials and representatives from international organizations, universities, NGOs, and the media gathered for the conference.

At the symposium, Mr. Nobuhito Hobo, Ambassador of Japan to Sri Lanka, Mr. Suresh Shah, Chairman of The Ceylon Chamber of Commerce (CCC), Ms. Mohamed, Secretary to the Ministry of Disaster Management, Mr. Jeevan Thiagarajah, Executive Director of the Consortium of Humanitarian Agencies (CHA) and Kensuke Onishi, CEO of A-PAD and Chairperson of Civic Force, made keynote speeches expressing their perspectives and representatives from 6 Asian countries introduced emergency disaster response activities which were carried out in each of their countries.



At the symposium, participants shared the significance of mutual cooperation among local companies, NGOs, and the government during disasters.

## [A-PAD] Five Asian Countries Cooperate in Disaster Relief Activities

### About A-PAD

The Asia Pacific Alliance for Disaster Management (A-PAD) is an organization that aims to provide quick and effective aid to areas in the Asia-Pacific region that are affected by large-scale disasters. Its mission is to bridge governments/local authorities, private companies, and NGOs across sectoral boundaries. If all parties share and utilize information, people, capital, and goods among their countries on the same footing, aid could be provided faster in case of a disaster.

A-PAD was founded in October 2012 together with disaster aid organizations

from five Asian countries so that borderless cooperation among countries and organizations can be established in order to cope with the frequent disasters occurring in the Asia-Pacific region in recent years.

As one of the A-PAD founding members based in Japan, Civic Force is heavily involved in A-PAD activities in parallel with disaster relief activities in Japan.



## Creating an Emergency Preparedness Mechanism

### Great East Japan Earthquake

## Encouragement from Ishinomaki Commercial High School Students

“hello life!” is a brochure that introduces the activities of ten organizations including Civic Force that are related to local revitalization, support for the disabled, and environmental issues. By reading the catalog and choosing the organization you would like to support, the donation gets deposited to its account.

In the “hello life!” project that ASOBOT inc. is leading, a person who wishes to support the disaster-affected areas becomes a “catalog buyer” and gives the catalog to affected children who will then read it and choose which NGO activity they consider necessary for the future.

In 2014, 47 students of Ishinomaki Commercial High School read the catalog and sent messages to Civic Force. For example, one message said “I feel bad just receiving support. Next time will be our turn to help.”

Young people who were affected by the Great East Japan Earthquake are becoming the local force behind the reconstruction efforts. We should value our ties with them, continue the reconstruction aid activities in the affected area and be prepared for future disasters.

### Emergency Preparedness Mechanism

## Support Us through Single-click Donations

Now you can make social contributions in one click a day. For each click you make on “Single-click donation”, our sponsors will donate 1 yen. Thanks to our corporate partners, you can make contributions in a quick and simple way from the websites below:

- gooddo  
<http://bit.ly/17Xr7N3>
- United People Fund  
<http://www.clickbokin.ekokoro.jp/139.html>
- PSC Click Fund  
<http://www.psc-inc.co.jp/clickdonation/index.html>

### Emergency Preparedness Mechanism

## Preparing for the Future Together

Civic Force is currently calling on various corporations and organizations to join our action in strengthening ties and prepare for future large-scale disasters. Join us in preparing for the future and become a supporting corporate member:

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

### Emergency Preparedness Mechanism

## Goods No Longer in Use Donation Project

A project that started in October can help solve social problems. When you send in items that you no longer need, such as clothes and bags sitting in your closet, books you’ve already read but are still on the bookshelf, and cellular phones and smartphones that aren’t used anymore, these things turn into money.

“REUSE MIRAI PROJECT” is a project in which you can take part in by volunteering items no longer used. Civic Force participates in this project of which details can be found below (for smartphones only).

[http://u-price.jp/others/reuse\\_mirai\\_project](http://u-price.jp/others/reuse_mirai_project)

### Great East Japan Earthquake

## Civic Force Activities Published in “25ans” Magazine

### Portion of Sales received as Donation

“25ans,” an international luxury magazine for young females, featured our activities in its December issue (No.423 released on October 28, 2014). Part of the sales of the January issue released on November 28, 2014 was donated to the “Wings for Life Project —supporting helicopter transport service for emergency medical purposes—”, one of Civic Force’s disaster aid activities.

### Emergency Preparedness Mechanism

## Start Your Support with Only 33 Yen per Day

In order to be prepared for future disasters, we need your support. Become a monthly supporter and you can donate a fixed amount each month (in 1,000 yen units) and help prepare for future large-scale disasters. Payments can be made through bank transfers to Civic Force:

- Sumitomo Mitsui Banking Corporation:  
Aoyama Branch Account No. 6953964
- Japan Postal Bank:  
Account No. 00140-6-361805  
Account holder’s name of the above banks is “Civic Force”
- Credit card:  
Please check the “Donate Now!” section of Civic Force’s website below  
[https://bokinchan2.com/civicforce/donation/bokin/page1.php?bokin\\_type=donation](https://bokinchan2.com/civicforce/donation/bokin/page1.php?bokin_type=donation)

