



# CIVIC FORCE

## NEWS LETTER Vol.2

(March, 2015)



## More than four years have passed since the Great East Japan Earthquake occurred on March 11, 2011.

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The disaster-affected coastal areas of Miyagi Prefecture and Iwate Prefecture are making progress in reconstruction projects for public facilities, such as schools and hospitals, and restoration work for roads and transportation systems. Meanwhile, residents and the government are taking a crucial step to sort out the issues that must be discussed. These issues include how to reuse land that were flooded and have sagged due to the disaster, group relocation of residents leaving their hometowns and revival of local industries.

Fukushima Prefecture, which continues to face problems caused by the nuclear power plant accident, has been carrying out decontamination work and still sees many challenges with reconstruction of the affected areas only partially completed. Some evacuees returned quickly to or were required to return to their communities as soon as possible, while some are still waiting to return, and others have chosen to move to new places, so the support we provide must reflect each of their intentions.

Civic Force has been supporting people who are trying to revitalize their communities in such dire conditions. In addition, we have taken action as a member of the Asia Pacific Alliance for Disaster Management (A-PAD) to save as many people as possible, especially in the Asia Pacific region, who are affected by natural disasters such as typhoons and floods.

At the 3rd United Nations World Conference on Disaster Risk Reduction held mainly in Miyagi Prefecture in March 2015, we supported A-PAD in organizing the public forum entitled, “The forefront of disaster response with private sector partnership: innovations to achieve disaster risk reduction, response, and reconstruction beyond sectors and national borders”. We also held discussions with our counterparts, including representatives of companies and NGOs in Indonesia, South Korea, Sri Lanka, and the Philippines.

The second volume of “Civic Force News Letter,” the free paper provided to you quarterly, introduces our aid activities in the Tohoku region, now in its fifth year after the earthquake, and events at the conference that took place in Sendai.

# 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

### Tohoku Common Benefit Investment Fund Offering Funds to Support Evacuees from Fukushima

The “Tohoku Common Benefit Investment Fund,” which supports the areas affected by the Great East Japan Earthquake with the concept “common benefit investment,” contributed 20 million yen of funding to Kashiwadailinks Co., Ltd. which has been promoting pasture management business operated by evacuees from Fukushima Prefecture.

Kashiwadailinks started in 2013 when Mr. Michitane Soma, the 34th generation descendant of the local Soma clan’s lord family, moved to the town of Jinseki-Kougen in Hiroshima Prefecture and started to promote and support the relocation and employment of evacuees. Experienced in the dairy and horse farming industry, Mr. Soma’s objective is for people who evacuate from the areas affected by the nuclear power plant accident to be accepted in many places all over Japan. As the first model case, he has been promoting the pasture development project in Jinseki-Kougen.

“We want to achieve sustainable development through the acceptance of evacuees from the areas affected by the nuclear power plant accident and through the creation of new communities away from their hometown.” With this hope in mind, Kashiwadailinks has been expanding the project for local revitalization from the planning phase, together with volunteer residents of Jinseki-Kougen. To support the enterprise, Tohoku Common Benefit Investment Fund is considering to provide additional funding as a new form of reconstruction support. At the same time, this project also looks at the local revitalization of Jinseki-Kougen, which is a “marginal village,” and is expected to be a good case example of regional revitalization involving local public organizations and young people.



(Lower left) Mr. Michitane Soma (Lower right) Mr. Soma explaining pasture development to those wishing to relocate from Fukushima



## Pick Up !

### What is “Tohoku Common Benefit Investment Fund” ?

“There is a need to establish an innovative financial framework to materialize economic reconstruction in disaster affected areas.” Civic Force formed a task force three months after the earthquake and continued discussions with local financial institutions and candidate organizations for future investments. In December 2011 Civic Force founded a General Incorporated Foundation “Tohoku Common Benefit Investment Fund,” which has provided funding of 134 million yen in total by 2014 to eleven companies and organizations.

Seeking to create a new economic model which will go beyond reconstruction, the Fund has aggressively invested in leaders of regional economy and organizations devoted to creating new local industries in the affected areas. From 2017, five years after the first investment, the Fund plans to re-invest the repaid money in organizations such as NPOs in Tohoku that have continuously supported the affected areas. In addition to financial support, the Fund also offers a full range of support including management assistance and support for expanding sales channels to core companies of new local industries which will increase job opportunities and lead to positive economic outcomes.



Sato Shipyard is in the business of ship repair and maintenance in Ishinomaki City, Miyagi Prefecture. The company was devastated by the earthquake.

## Symposium held by All Round Helicopter

The “Council for Promoting the Effective Use of Civil Helicopters over Wide Areas” held the “Symposium on Practical Uses of Civil Medical Helicopters” at Ishinomaki Red Cross Hospital in Ishinomaki City, Miyagi Prefecture on February 9, 2015. All Round Helicopter (ARH), a partner NPO of Civic Force based in Kesennuma City, Miyagi Prefecture, is a member of the Council.

The symposium focused on the effective use of civil medical helicopters. In the first half of the symposium, several doctors talked about the effective use of civil medical helicopters. One of the speakers was Dr. Joji Tomioka of Yonemori Hospital, Kagoshima Prefecture, who was involved in starting up the medical helicopter transport service “White Bird” at Fukuoka Wajiro Hospital in Fukuoka Prefecture and in operating the medical helicopter service “Red Wing” now actively deployed in Kagoshima.

In the second half of the symposium, doctors from Ishinomaki Red Cross Hospital and pilots of air ambulances and disaster-relief helicopters exchanged their ideas about the future of medical

## ARH Starts “Membership System”

ARH started the “ARH Annual Donor Membership System” in February 2015. Please visit the ARH webpage for more details.  
<http://arh.or.jp/contact/#contactform>

## ARH partners with Mr. Tsutsumi in Aerial Shoot for His Documentary Film

Mr. Yukihiro Tsutsumi, a director known for popular TV dramas and movies such as “Keizoku” and “SPEC,” created a documentary drama, “Kesennuma Voices. 4: Special Program on the Great East Japan Earthquake Recovery Project, Yukihiro Tsutsumi’s record in 2014.” He has continued to record the voices of disaster victims through volunteer activities since December 2011, and this is his fourth film. The film was distributed through TBS’ (Tokyo Broadcasting System Television, Inc.) on-demand program at midnight on March 11, 2015. ARH contributed in the aerial footage of Kesennuma City for this documentary.



Aerial View of Kesennuma City

## “Dream Support Project” Scholarship Students Appear in Newspapers

The “Dream Support Project” offers scholarships and educational programs for students in need who were affected by the Great East Japan Earthquake. Articles about our scholars appeared in newspapers on March 11, 2015.

The Yomiuri Shimbun reported on Mitsuhiro Ito, a third-year high school student from Yamada Town, Iwate Prefecture, who will be working at a “special nursing home for the aged” from April in the town of Otsuchi next to his hometown. The article described how he tried to keep away from others after the earthquake, but that he was able to get out of social withdrawal after he experienced the warmth of elderly people in the shelter.

The Iwate Nippo reported on Yuka Yamazaki, who graduated from high school in Miyako City, Iwate Prefecture in March 2015, and Shota Sakamoto, an Ofunato City native who now attends a university in

Tokyo. Ms. Yamazaki will enter a professional training college for physical therapists in Morioka City and Mr. Sakamoto is studying hard in university while working as a part timer. Both of them had been living in difficult situations after their houses were washed away by the tsunami, but they said, “We were able to grow thanks to the support we received from many people.”

Civic Force will continue to support young people who are studying to reach their dreams.



## Relaunch of ‘Kesenuma Jalan’ magazine

The “Platform for Creation of Ria Coast Tourism,” which was established as part of the “Tourism Revitalization Project,” one of the Mid- to Long-Term Reconstruction Projects of Civic Force, plans to publish a redesigned issue of the ‘Kesenuma Jalan’ magazine in April 2015.

‘Kesenuma Jalan’ was first published in April 2014 as a compilation of highlights about sight-seeing information for tourists in response to the fact that there was not enough information about sight-seeing in and around Kesenuma City. This problem was highlighted by a research conducted by the Platform. The redesigned magazine will include new information in addition to the regular articles that focus on culture ( “Sea, Fish and Fishermen” ), food ( “Delicious Day and Night in Kesenuma” ), and tourist spots ( “Playing with Nature in Kesenuma” ).

The new issue will be distributed at information centers and accommodations in Kesenuma City as well as places in other areas such as Sendai City, Miyagi Prefecture and Ichinoseki City, Iwate Prefecture, and service areas on highways.

## Winners of Entrepreneur Contest to Visit France in April

The “NPO Network Orange,” a partner of Civic Force, held the Entrepreneur Contest as a sub-event of the “Fourth Tohoku Marche™” on October 19, 2014. The winners will visit France from April 17 to 21 on a study trip. Details will be reported in the next issue.

## Peace Jam to Open a Café in its Workshop

The “NPO Peace Jam,” which operates in Kesenuma City, Miyagi Prefecture, will open a café with a kid’ s room in April 2015.

Peace Jam has been supporting mothers and children who were affected since immediately after the earthquake and has created a workplace for mothers through manufacture and sale of jam and needlework. Mr. Ken Sato, head of Peace Jam, has continued this activity in order to “create a place for mothers to work while they rear children in the community,” as he listened to mothers with infants who complained that they had no place to work even though they wanted to work, or that they could not go out because the day-care facilities for their children were damaged. The new café will be built inside the workshop which opened in September 2014 and also houses a day-care center and a jam manufacturing facility. The café is expected to become a place for mothers to relax and let go of their worries.

Civic Force has been supporting the operation of Peace Jam as part of the NPO Partner Project and has sent management advisors since 2012, which has contributed to the creation of a sustainable organization structure in Peace Jam.



Jam made by mothers in Kesenuma City. Six kinds of jam made from local vegetables and fruits are available for sale.

## “Report on Aid Activities for the Great East Japan Earthquake”

In early March 2014, Civic Force issued the “Report on Aid Activities for the Great East Japan Earthquake: from Emergency to Reconstruction” which is a compilation of the records of our aid activities.

The report reviews our aid activities over the last four years, including the emergency relief activities which started immediately after the occurrence of the Great East Japan Earthquake on March 11, 2011. It also describes the case examples and achievements of our cooperation with companies, local governments, NPOs and ordinary citizens. As four years have passed since the disaster, the report also includes the voices of the people who actively work for the reconstruction of the affected areas in various fields and the

messages of young people. Your comments and opinions on this report will be greatly appreciated.



# 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

### A-PAD Holds Public Forum Event at the 3rd WCDRR

The 3rd World Conference on Disaster Risk Reduction (WCDRR) was held from March 14 to 18 in four prefectures of the Tohoku region, but mainly in Sendai City, Miyagi Prefecture. During the conference, the Asia Pacific Alliance for Disaster Management (A-PAD), an international organization in which Civic Force is a member, held the Public Forum event entitled, “The forefront of disaster response with private sector partnership: Innovations to achieve disaster risk reduction, response, and reconstruction beyond sectors and national borders” at Seminar Room 2 of the Sendai City Information & Industrial Plaza (AER) located near Sendai Station, on March 14. At the forum, representatives from private companies and NGOs that provide disaster assistance in five Asian countries: the Philippines, Indonesia, South Korea, Sri Lanka, and Japan; shared their experiences in international mutual assistance and disaster reduction as well as aid activities conducted through collaborative arrangements by private companies, NGOs and local governments.



Three model cases for relief projects supported by companies are presented in Session 1, “Perspectives from the field: The importance of emergency and reconstruction assistance in disasters by multiple sectors as seen by business enterprises” . (From left) Representatives of the Ceylon Chamber of Commerce, Sri Lanka; Unilever Indonesia Foundation; and Yahoo! JAPAN Inc.



In Session 2 entitled, “Thinking about A-PAD’s role: A mechanism for regional collaboration,” Junko Chano, Executive Director of The Sasakawa Peace Foundation, and A-PAD members from Indonesia, South Korea and the Philippines take part in a discussion facilitated by Masataka Uo, Management Planning manager of A-PAD.



Participants ask several questions and put forward comments regarding the initiatives and collaborative arrangements of A-PAD and each country.

## What is the 3rd UN WCDRR?

The UN World Conference on Disaster Risk Reduction (WCDRR) is an international conference hosted by the United Nations to discuss international strategies for disaster risk reduction. Before this conference, the first one was held in Yokohama, Kanagawa Prefecture , in 1994 and the second one was held in Kobe, Hyogo Prefecture , in 2005. Representatives from 186 countries gathered and discussed the initiatives each country should implement with regards to disaster management, risk reduction and mitigation.

In the 3rd conference, the “Sendai Declaration,” which follows the “Hyogo Framework for Action” adopted in the 2nd WCDRR in 2005, was adopted as the basic framework for disaster risk reduction activities to be implemented by the international community. The new framework aims to achieve seven goals by 2030, including a reduction in the percentage and number of disaster victims and affected people, the mitigation of economic damage, and the development of disaster management plans.

This was the first time WCDRR indicated specific targets for achievement within a set timeframe. Setting the goals by 2030 will allow WCDRR to evaluate how participant countries, especially emerging nations, take action and achieve progress and to give advice for improvement on a periodical basis. Additionally, some concepts presented by Japan were included in the new guideline. The idea, which was based on lessons from the Great East Japan Earthquake, indicated the 1) importance of disaster preparedness and of utilizing women’s potential, and 2) the “Build Back Better” concept, which is about building disaster-resilient cities and communities in reconstructing the affected areas.



Approx. 200 organizations exhibit their activities. All Round Helicopter displays its “Triage sheet facilities” .

## A-PAD

### Relief Supplies Distributed in Samar Province, Philippines

Typhoon Hagupit made landfall in the Philippines on December 10, 2014 and affected the lives of more than 4 million people. According to the National Disaster Risk Reduction and Management Council (NDRRMC), the typhoon left 18 people dead and 916 people sustained minor and serious injuries. Homes were also severely destroyed. It has been reported that a total of 42,000 houses were completely destroyed and more than 248,000 houses were partly damaged nationwide. Hagupit took the same track as Super Typhoon Haiyan, which made landfall last November and destroyed buildings under construction and pre-harvest crops in the provinces of Samar and Leyte. These buildings and crops were to be the first steps of recovery from Haiyan, but such efforts were again hampered by Hagupit.

Furthermore, these previously mentioned areas were seriously damaged by landslides and floods due to the storm and torrential rain of December 28, just before the start of a new year. The damage was extensive especially in Samar Province. In order to respond to the needs of the affected populations, the Asia Pacific Alliance for Disaster Management (A-PAD) cooperated with the Citizens' Disaster Response Center (CDRC), its partner NGO in the Philippines; and the Leyte Center for Development (LCDE), a regional center of CDRC. Between January 14 and 16, 2015, They provided relief goods to 650 households in the municipalities of Lope de Vega and Mapanas in Northern Samar. Both of these districts are located far from the town centers, so residents were not able to receive sufficient support in the past.



Responding to a series of disasters, members of CDRC and LCDE in cooperation with local volunteers deliver relief supplies. Decisions on the distribution of relief supplies and the procurement of goods were made by disaster management experts with many years of experience.



Large plastic sheets provided to an elementary school.

Non-perishable food items, including 25kg of rice, 1.5kg of dried fish, 1kg of mung beans, 12 cans of sardines, and 2 liters of cooking oil, were provided to families whose houses were completely destroyed. In addition, blankets, sleeping mats, and hygiene products such as toothbrushes, detergent, and sanitary goods, were also distributed.

Meanwhile, in Mapanas, building damages were discovered at four elementary schools and one junior high school, where the typhoon's strong winds blew off the roofs. As a result, the schoolchildren were forced to hold classes outdoors. To improve their learning environment, A-PAD delivered large plastic sheets previously stocked at the CDRC office and temporarily patched up the damaged roofs so that students can use their classrooms.

#### Voice



**“We lost our livelihood source.”**  
By Nisa Marino ,  
25-year-old wife (photo, left)

I live with my husband and our five children. A tree that was toppled by the strong wind of the typhoon hit our house and destroyed it. We currently live in a small house that we made ourselves.

We lost our livelihood because coconut trees, our source of income, were severely damaged by the storm and the bad weather after the typhoon made it difficult for us to work in the fields. I am really thankful that Japanese supporters provided us a lot of relief goods as we suffer such hardships.

## Creating an Emergency Preparedness Mechanism

We are taking various measures to strengthen our emergency preparedness mechanism.  
This page introduces the support given by our partners, such as magazines that published articles about activities conducted by Civic Force.

### Emergency Preparedness Mechanism

#### Creating an Emergency Preparedness System

“LIAISON,” the Magazine of the U.S. Pacific Command, Features Civic Force  
Civic Force was introduced in the feature article “JMSDF & NGOs: A Review of the Great East Japan Earthquake,” of the spring 2015 edition of “LIAISON,” published by The Center for Excellence in Disaster Management & Humanitarian Assistance (CFE-DMHA), the DMHA coordinating authority for the U.S. Pacific Command.

Capt. Takuya Shimodaira, Ph.D., contributed the article to the magazine. He belongs to the Japan Maritime Self-Defense Forces’ Maritime Staff Office and its Command and Staff College, and is now active as a liaison officer and international fellow at the U.S. Naval War College. The feature article indicated how and what kind of emergency assistance had been provided by the JMSDF and NGOs after the Great East Japan Earthquake occurred. The article introduced Civic Force as an NGO providing rapid and large-scale aid activities to the disaster-hit areas by using helicopters and also emphasized the importance of further cooperation between the JMSDF and NGOs.



A feature article of “LIAISON”

### Emergency Preparedness Mechanism

#### Support Us with Single-click Donations

You can make social contributions in one click a day.

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

The United People Fund’s “Single-click donation” was closed at the end of March 2015. Thank you for your long-standing support.

### Emergency Preparedness Mechanism

#### Announcement regarding relocation of our Tokyo Office

Civic Force will relocate its Tokyo Office on April 27, 2015.

New Address:  
Tomigaya-Ogawa Bldg. 2F, 2-41-12, Tomigaya, Shibuya-ku, Tokyo 151-0063

### 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 the Civic Force website below  
[https://bokinchan2.com/civicforce/donation/bokin/page1.php?bokin\\_type=donation](https://bokinchan2.com/civicforce/donation/bokin/page1.php?bokin_type=donation)

\*You can read back issues of our monthly reports and News Letter on the following website:  
<http://civic-force.org/news/monthly/>





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