

## 6 Months Since the Great East Japan Earthquake **CIVIC FORCE – Past, Present, and Future**

### Looking Back at the Past Half Year

The Great East Japan Earthquake brought with it the most catastrophic damage in recorded history to Japan's Pacific Ocean coastal region, there are more than 20,000 persons dead or missing, and the number of evacuees has reached more than 400,000. Along with offering all of our sympathies to the people and families who have met with the disaster, we would like to express our heartfelt thanks to everyone who has entrusted the Civic Force with the honor of providing relief and support. Know that there are people throughout Japan and all of the world with prayers and thoughts for the affected areas in their minds.

### ■ Developing Swift, Large Scale Operations Starting with Preparations in Times of Peace

The Civic Force was founded in 2009 with the aim to play a coordinating role as a platform which can develop support operations in cooperation with NPOs and civilian enterprises, the government, and administrations as well as enter the affected areas quickly when a large scale disaster occurs within the country.

In times of disaster, the Civic Force carries out information exchange and communication regulation between NPOs and enterprises, and it has conducted preparations to quickly and effectively carry out support primarily for the transport of relief supplies and personnel.

Under that framework, the Civic Force entered the affected areas by helicopter the day following the disaster on March 12, began transporting relief supplies such as food and lifestyle goods from the following week, and at the peak of operations, was utilizing 10 4-ton trucks every day. More than 380 tons of goods had been supplied by the end of May, and the number of enterprises which have provided donations has reached more than 140.



At first, we were confronted with the harsh reality of the possibility of obstacles to transportation due to the difficulty of securing aviation fuel and gasoline as well as the need to establish alternate routes due to the influence of the closures of main roads such as the Tohoku Expressway, and only through the cooperation of a large number of officials and supporters were we able to continuously develop support operations even when we were trapped by a state of affairs in which it seemed we would not be able to meet the needs of the affected areas in time.



Furthermore, the messages of support which gathered from people on the Internet in places such as twitter and facebook became a huge support for our operations. We are also taking care of the enormous 1.061 billion yen sum of donations (as of the end of August) provided in the last six months by more than 49,000 corporate and individual sponsors through

direct payments on donation sites such as JustGiving Japan. In this past half year, we have used 520 million yen of that sum for operations such as the supply and delivery of emergency relief supplies to Miyagi and Iwate Prefectures, the construction and management of temporary bath facilities, the commission of a car ferry to Oshima, Kesenuma which had been cut off from contact with the mainland due to the tsunami, lodging facilities for health care providers, the provision of multipurpose trailer houses for uses such as storehouses and meeting places, and Civic Force's proprietary provision of emergency tents for use as temporary storage facilities and volunteer lodging.



### ■ Provision of Services in Cooperation with our Partners

In addition, we have developed emergency operations such as emergency nursing and care for foreigners as well as the establishment of a base to accept volunteers since April in cooperation with our partner organizations, each of which possesses a high degree of specialization in a specific area. We have been operating along with our partner organizations in order to be able to respond to local needs such as support for the creation of new towns which take environmental improvement into consideration, the reconstruction of new industries for communities which had no choice but to move en masse to higher ground since June due to damages, and a car sharing proposal in regions where many vehicles were washed away by the tsunami. Until now, we have carried out 11 operations (two of which have been completed) to provide wide-ranging and continuous support for disaster victims in Iwate, Miyagi, Yamagata, and Fukushima Prefectures.

Looking back on the past half year, we once again feel deeply moved by the fact that it was possible to provide emergency relief to victims in the affected areas quickly and effectively through the cooperation of the Civic Force with NPOs and other organizations, all the while supported by the warm aid of countless individuals.

### The Coming Half Year



The need for relief and other new challenges in the affected areas have covered a lot of ground in the half year that has passed since the earthquake occurred.

In order to respond to circumstances for which there is a need for human resources, how should personnel continuously be dispatched? How can we prevent the isolation of victims who have been separated from their original communities by the transfer from refuge shelters to temporary housing? How can we respond to the need for psychological care for victims who have spent a long time in the refuge shelter lifestyle and with what kind of specialists? How can we prevent the outward flow of people and employment and how can we reorganize local economies amidst the uncertain future for the restoration of the principle fishing and marine products industries in coastal areas like Minamisanriku? How can we support the group transfer of regional inhabitants who cannot rebuild their homes due to land subsidence caused by the tsunami? How should we support the creation of new and safe communities? How should we treat reconstruction after disasters in underpopulated areas where many elderly people reside? These and many more questions remain.

At the Civic Force, we are taking a many-sided, mid to long term approach. Specialist staff is stationed

permanently continuously maintaining the Tohoku office established in June, we are cooperating with local NPO's, and we are conducting support aiming at the reconstruction of entire regions as well as making an effort to prevent the isolation of citizens in temporary housing through circuiting visits and psychosocial care.

Also, we are capitalizing on the power of enterprises to continuously bring in employee volunteers and develop operations which focus on regions with a high need for human resources.

Furthermore, we have established a new fund to create new regional economies, and we are constructing an arrangement to support operations with a high degree of public good for regional economics which are graced by the success of all participating customers and employees. To all of the many enterprises who have cooperated in providing emergency relief until now, we would like to move forward with even more cooperation in the many specialized areas such as management, sales promotion know how, expertise, product development, and marketing necessary for successful operations.

For the stages of reconstruction and restoration, we aim for the development of even more effective support, and the Civic Force will attempt coordination in an executive capacity for the cooperative platform between NPO's, enterprises, administrations, and governments.

I firmly believe that if there was no such thing as the "Civic Force" (equal to the power of citizens), it would be difficult to shoulder even the disaster reconstruction which has taken place so far. Hereafter, we would like to respond quickly and flexibly to the new needs predicted to present themselves as we listen with all due sincerity to the voices of the victims in the affected areas.

—Kaori Neki, Executive Director

## Operations Report: Nine Partner Operations

At the Civic Force, we are continuing operations aiming at a detailed and continuous response to the needs of the victims. We are making every effort to make these operations have an immediate impact on reconstruction and restoration in the affected areas.

We are cooperating with specialized partner organizations to address the many needs of the affected areas in providing a wide range of social services in Iwate, Miyagi, Fukushima, and Yamagata Prefectures.

### — Phase I Operations —

#### ■DNSO × Civic Force



Disaster Nursing Support Organization (DNSO) specialists are conducting operations in order to maintain the health of the minds and bodies of victims in Yamata, Iwate Prefecture, in refuge shelters and temporary housing in Kesenuma, Miyagi Prefecture, and in various facilities for the mentally handicapped. The DNSO specialists who have all previously received disaster nursing training enter the affected areas in rotation, and they conduct care for the victims while at the same time imparting disaster nursing know how to specialists in the affected locales. 38 nurses were dispatched in August to the Hamanasu Academy in Yamata, Iwate Prefecture, and they were lodged within the academy facilities in order to respond to any sudden changes at night. They are building a system of support, and the patients say, "We can say things that we can't say during the day" and "I feel much better just having someone to listen to me."

#### ■Aichi Net NPO × Civic Force

Teams of Aichi Net NPO clinical psychologists are providing psychological care focusing on Ofunato, Iwate Prefecture in order to prevent post-traumatic stress disorder (PTSD). They are holding activities such as psychological counseling, yoga, and tea parties for people like elderly persons who live alone and who



have moved to temporary housing and are expressing that they are experiencing uneasiness in trying to adapt to the new environment. The elderly persons who participated expressed the changes in their feelings by saying “I talked and felt relieved” and “I was able to move around and regain awareness in my body.”

### ■JAR × Civic Force



The Japan Association for Refugees (JAR) is conducting support focusing on Rikuzentakata, Iwate Prefecture dispatching refugee volunteers for foreigners and women who are prone to being trapped in a position of weakness. 84 volunteers including 14 refugee volunteers from six countries were dispatched to Rikuzentakata. Also, in August, two aromatherapy courses were held in addition to the distribution of approximately 566 kits for women at 13 refuge shelters. They are also administering tests to check Japanese language ability as one link of the support aimed at foreign victims.

### ■NGO Collaboration Center for Hanshin Quake Rehabilitation × Civic Force

The NGO Collaboration Center for Hanshin Quake Rehabilitation established a logistical support base to provide support for the affected areas in the coastal regions of Iwate Prefecture in the neighboring city of Tono and is further conducting operations proposing

political policies to self-governing bodies in the affected areas. They were able to realize the nearly complete transfer from refuge shelters to temporary housing by the time of the Bon Festival, and the “Stay Strong Elephant” campaign is being held at an increasing number of temporary housing meeting places. This campaign prevents isolation and connects people by bringing them together with handicrafts to make the “Stay Strong Elephants” and allows them to make new acquaintances. Participants who were worried that the move to temporary housing would bring with it the end of social contact say, “I feel very grateful when I think of how much fun I had making things with others.”



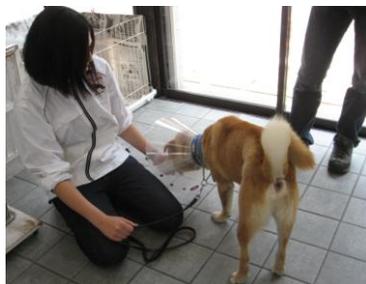
### ■Yamagata Lifestyle Club Cooperative × Civic Force



The Yamagata Life Club Cooperative is working to quickly and effectively realize reconstruction and restoration and is providing support for evacuees who have taken refuge in Yamagata as a result of the Fukushima Nuclear Power Plant accident and has also established an information base in Yonezawa. As of August, there were 3,404 refugees from Fukushima in Yonezawa. They are regularly holding tea parties which were popular even before the earthquake every Wednesday, and each time more than 50 people participate. Also, they are publishing the Bora Yone Newspaper to exchange information with the evacuees, holding 10 yen bazaars where relief supplies can be purchased for 10 yen, and conducting the “Stay Strong Elephant” campaign. Hereafter, the evacuees from Fukushima will soon be

experiencing their first winter in Yonezawa. Preparations for winter such as the distribution of snow shovels and the collection of fuel for fires are progressing.

■ Save the dog × Civic Force



Save the dog is conducting operations to find and protect domestic dogs who are victims of the nuclear power plant accident in Fukushima Prefecture as well as

to find suitable foster homes for them. Of the 12 animals currently being cared for, nine are being sheltered at four metropolitan bases, and three are temporarily being sheltered at private homes. Families who have been forced to evacuate from Fukushima temporarily leave their dogs in the care of other families whom will be interviewed for compatibility with the dogs. After being taken into shelter, even the dogs that were in particularly bad shape receive attentive health care and diagnoses from veterinarians, and little by little they are beginning to return to health.

– Phase II Operations –

■ Mori wa Umi no Koibito NPO × Civic Force



The Mori wa Umi no Koibito NPO is carrying out operations for the creation of new sustainable communities along with local NPO's in the Mone District of Kesenuma, which was

devastated by the tsunami. As the first step, they held a friendly get together in the meeting area of a temporary housing district to the survey the ideas of residents who desire a group transfer to higher ground. Participants at the get together generally stated, “We want to return Mone, where we were born and raised, as soon as possible.” Also, Mori wa Uma no Koibito is conducting field investigations for the creation of natural environments under a partnership with research groups from Kyoto University and Tokyo Metropolitan

University to advance the base of information for the creation of new towns.

■ Regional Regrowth Project × Civic Force



In Oshima, Kesenuma, the mobility of the islanders is particularly restricted due to the fact that many of the vehicles that the islanders left on the mainland were washed

away in the tsunami. Accordingly, a car sharing program began on September 7 in order to meet the needs of the islanders forced into immobility. More than 30 people participated in the explanatory meeting held at the temporary housing district for the program which commenced just days ago. Presently, there are 10 vehicles planned for the joint use of islanders in disaster-struck Oshima stationed at Kesenuma's Ace Port.

■ Mina no Kotoba NPO × Civic Force



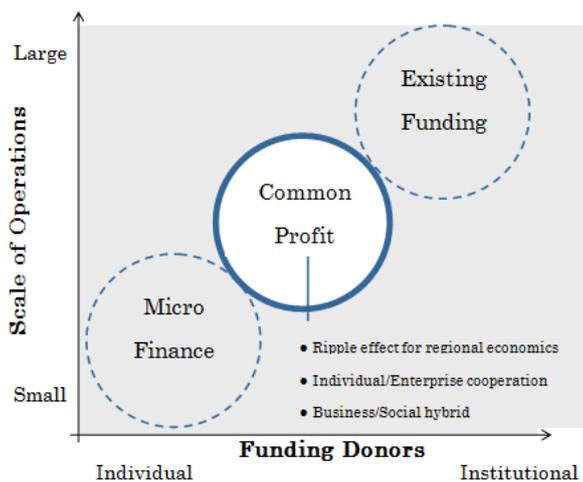
The Minna no Kotoba NPO is conducting operations to deliver live concerts to the affected areas. In August, concerts were held in a total of nine locations for more than

800 people in Ofunato and Rikuzentakata. The Minna no Kotoba concerts possess the special characteristic that the audience can sing and participate in the performance along with the four-instrument group of professional musicians. There were many opportunities to come into contact with music before the earthquake in Ofunato nursery schools, but hearing that there had not been a single opportunity to do so after the earthquake, professional musicians practiced the Radetzky March alongside the students, and together they held a concert. The Minna no Kotoba NPO is continuing efforts to elevate the mental and emotional energy of disaster victims throughout Japan.

■ An Introduction to New Operations: Civic Force Reconstruction Support Operations



At the Civic Force, we have begun reconstruction support operations in order to accelerate reconstruction and restoration. As a result of investigations and analyses with specialists in areas such as finance from May onward, it was identified that support for core businesses which will take on the burden of new regional economics was urgent, and preparations have begun. Two reconstruction support operations have begun. One is support for a feasibility study for the concept of a person in charge of the new regional economics, and the other is the establishment and management of a 500 million yen fund (target value).



**■ Awareness of the Issues**

In northeastern Japan, which has its roots in industrial structures and is a backbone of the Japanese Manufacturing industry, the supply chain and customers necessary for economic activity came to an abrupt halt due to the Great East Japan Earthquake on March 11. Although it possesses plentiful resources, the disaster struck a final blow to the region which was already suffering from problems such as the hollowing of the industry due to fluctuations in the demographic and industrial structures. In some parts, bankruptcy due to the earthquake is already beginning, and reconstruction needs cannot be amply met with just the financing provided by financial institutions and the government.

**■ Feasibility Study Operations**

Even if a concept is brought forth, its feasibility cannot be confirmed if various kinds of investigations

and discussions are not conducted. At the Civic Force, we will provide the investigation funds for new ideas as well as support preparations for their implementation. We will move forward sponsoring individuals who have a business idea but cannot take the first step in achieving it. If the idea is feasible, we will move forward with investigations for supporting it and also cooperate with local institutions and provide funding (see below).

**■ Funding Operations**

Aiming for a 500 million yen fund composed primarily of donations, we will participate in the funding of common profit operations that will take on the burden of the core of new regional economics in the form of undertaking private placement bonds and convertible (corporate) bonds on the scale of tens of millions of yen per bond. After five years, this capital will be inherited by local economies, and the plan is to resolve approximately 300 million yen of the debt through subsidy of civilian nonprofit organizations operating in northeastern Japan.

We have determined that the creation of new regional economics which will restore the connection of people who once lived in those regions as well as the supply chain is of paramount importance. New operations which will benefit the related customers, employees, and regional societies through the success of all businesses rather than the success of a single specific business are necessary, but we have identified that it will be difficult to receive support from the government or financial institutions due to problems in the system and in risk tolerance. At the Civic Force, these kinds of operations are known as “common profit investments,” and the plan is to move forward supporting operations with social significance and focusing on areas for which relief has yet to come.

**■ Financing Plan**

The new fund will maintain 500 million yen in capital for investment. The Civic Force has received more than one billion yen in donations, and we have already used 500 million of that sum in emergency relief operations. The plan for the new funding concept is to use approximately 200-300 million yen of the remaining balance, and while promptly investing it in



new ventures in northeastern Japan, we will arrange the remaining 200-300 million yen for the fund from new corporate donations. We will move forward with support operations with the liquid capital from a small number of private placement bonds and corporate bonds from the new fund in hand along with external specialists who possess product development, marketing, sales promotion, and management know how. In approximately five years, local businesses will receive that capital, and we anticipate that we can repay approximately 300 million yen. While continuing to respond to the needs of the region after five years, the plan is to reinvest in the northeastern Japan region through subsidies for the high needs for capital of nonprofit organizations (NPO corporations and public-service corporations) during the period in which the affected areas will begin to fade from the public eye.

## Usage of Funds and Future Plans

As of the end of August, we have received a total of 1.061 billion yen in donations from approximately 49,000 individual and corporate sponsors. Approximately 65% of the donations have come from individual sponsors and 35% have come from corporate bodies. Once again, please allow to express our most humble gratitude to all those that have contributed.

The usage of funds as of the end of August follows. Sums are tentative and not exact.

Operation	Sum
Arrangement and delivery of relief supplies	227,900,000 yen
Bathing facilities for lifestyle improvement	18,610,000 yen
Car ferry commission	19,180,000 yen
Cooperative partner operations	99,630,000 yen
Provision of multipurpose operational bases	65,380,000 yen
Reconstruction support operations	18,260,000 yen
Volunteer tents	36,880,000 yen



Common operational sundry expenses*	43,310,000 yen
<b>Total</b>	<b>525,850,000 yen</b>

\*Fundraising expenses are included

In regards to the usage of donated funds, we always confirm that managers are conducting the appropriate decision making and accounting processes in addition to receiving the approval of the board of directors.

## Notice: Monthly Fund Raising Activities have Begun

At the Civic Force, we are making use of the experience gained in the Great East Japan Earthquake, and we believe in moving forward to create an extensive, mobile support network.

In preparing for the next disaster, it is necessary to proactively continue discussions and preparations with specialized NGO's, major domestic enterprises, and the government. In this earthquake as well, we have understood that the preparations that are made in peaceful times have an enormous impact on the speed, scope, and quality of disaster relief.

Please lend us your power in these peacetime preparations as well (Civic Force is only equal to the power of the citizens). Your kind support in the form of fixed monthly donations will contribute to the operational expenses necessary for preparations for large scale disasters.

We do not know when disasters, particularly earthquakes, will occur. No matter where in Japan the next earthquake springs forth, we kindly ask for your cooperation so that we may continue to develop even more efficient and effective support operations in preparation for the next disaster.



※ From the Civic Force homepage (<http://civic-force.org/>), please click "online donation."

## Notice: The International Disaster Relief

## Conference is Approaching!

September 29 (Thur) 9:30 am – 5:00 pm

Leaders in disaster relief from all Asian countries are gathering in Tokyo with the aim of the creation of a disaster relief platform for the Asia-Pacific region. What can we learn and what can we share about civilian relief from the experience of the Great East Japan Earthquake?

The Civic Force will be consulting with financial and NGO experts from all countries regarding the current state of reconstruction support as well as the creation of a platform fully equipped to respond “even one second earlier, to save even one more person” for future disasters in the Asia-Pacific region.

Please participate in the creation of this platform. Participation is free. Participation is limited to those who register in advance. Please register from the Civic Force homepage (<http://civic-force.org/>). We eagerly await everyone’s participation.



※The monthly report is published and can be viewed around the 11th of every month at <http://civic-force.org/news/monthly/>. We also report the latest on operations and the state of the affected areas every day on both Twitter and our homepage. Also, we are transmitting a special video on YouTube, and our daily reports can be viewed in English on our facebook page.



@civicforce



<http://www.facebook.com/civicforce>



<http://www.youtube.com/user/civicforceorg>