



Fifteen months since the Tohoku Earthquake CIVIC FORCE Activity report

The need to stop population outflow of disaster areas

Over 81,000 people—the number of the decreased population of three Tohoku prefectures, Iwate, Miyagi and Fukushima during one year after the Tohoku earthquake happened in last March. (From the web site of the Statistics Bureau, Ministry of Internal Affairs and Communications) Fifteen months since the earthquake. One of the problems in recovery and reconstruction of disaster areas is a vicious circle; the earthquake disaster is accelerating the economic stagnation due to population decrease Tohoku area has been facing even before the earthquake. More and more people who feel anxiety about the future are moving to other areas, leading to further decrease in population. In particular, outflow of young generation may have serious impact on sustainability of the society: Birthrate is decreasing and the economy is getting worse and worse.

In order to break out of this vicious circle, job creation and increase of income are immediate necessity by supporting growth of new industry and making communities comfortable to live. Not near-sighted reconstruction measures but long-term measures for community development and practical growth strategies are essential.

Starting mid-to- long term reconstruction projects

On the following day after the Great East Japan Earthquake, Civic Force went into the disaster areas by helicopter. Since then with the help of companies, governments, NPOs, and citizens, Civic Force has provided various supports including procurement/delivery of emergency relief supplies, setting/operation of handmade

baths. We also launched the large car ferry service project. Now, we are focusing on “NPO Partner Projects” to support recovery and development of community which is vanishing due to the earthquake.

We will work to start new activities to further support community development based on trust relationship with local people, intellectual resources and networks we established after the earthquake.

As an intermediate support organization in the disaster areas, we support community development led by local people behind the scene. Centering on the following four projects, we continue reconstruction support activities with the mid to long term viewpoint. All of the following projects are evolved from NPO partner projects.

■ Tourism promotion project in the Sanriku area

What about promoting tourism thought the strategy to attract people in order to reconstruct devastated costal areas in Tohoku? Through the discussion among people involved in reconstruction of the areas, an idea of tourism recovery model project emerged and now is being brought in shape. Placing Kesenuma City as a core of the Sanriku area, Civic Force supports realization of the idea to be a pioneer of tourism recovery by cooperating companies and NPOs in and out of the city.

■ Renewable energy project

As measures to vitalize local economy and to promote forestry in Sanriku area, Civic Force is engaged in a woody biomass project. By establishing a private-sector-led system where mountains are managed by thinning and trimming by themselves beyond the framework of municipalities, profit is brought into the area. A

model of sustainable environmental-sound forestry is presented for vitalization of the whole Sanriku area.

■ Projects related to public houses for disaster victims and group relocation

People in disaster areas are holding discussion about “group relocation” and the progress varies among areas. Civic Force supports community development where residents can live comfortably toward future by acting as an intermediary for people involved in group relocation. Civic Force is helping formulation of residents’ consensus and is proposing designs of public houses for the elderly in disaster areas.

■Project to introduce helicopter for emergency medical care

Depopulated coastal areas including disaster areas have a doctor and medical institution shortage and difficulties in access to advanced medical treatments. Therefore, a private sector introduces helicopters for emergency medical care through cooperation with municipalities and local emergency hospitals to narrow health disparities among areas and to ensure dispatch of the helicopter in emergency.

Two new “NPO Partner Projects” launched

In the third and fourth phase of NPO Partner Project which supports projects led by local people toward recovery and reconstruction of community from mid- and long- term viewpoint, nine projects are under operation as of June. Two new projects were launched in May. We report progress of each project and results of completed projects.

■New projects■

■Alice Box xCivic Force

One of the characteristics of temporary housing in Kesenuma City of Miyagi Prefecture is that of all 93 housing areas, 52 are small-scale with less than 20 households. Many of them are located far from a supermarket and shops. For those who lost

their cars and for the elderly whose means of transportation is limited, living in temporary houses is inconvenient. Measures such as food van business and temporary shops have been taken only for large-scale temporary housing areas by private companies.

Therefore, food van business for smaller-scale temporary housing was started. In addition, Alice Box provided a drinking and chatting space for local people (a cup of tea is served) when they come to purchase goods to the Van. This led to strengthening the ties among them in the damaged communities. Goods for food van business are purchased from local farmers in disaster areas and information on sold goods is provided to costumers so that distribution in local areas is facilitated.

■P@CT(pakuto)xCivic Force

More than one year passed since the earthquake and supporting students of elementary school, junior high school and high school in terms of leaning and places to stay is becoming important for the future of the areas.

People from Rikuzentakata City of Iwate Prefecture and other people established an organization called P@CT for recovery of the area. P@CT operates several after-school day care center in cooperation with university and college volunteers., “Michikusa Room” at eight areas in Rikuzentakata City of Iwate Prefecture, where young people, bearers of Rikuzentakata’s future learn importance of ties among people. In addition, at “Eco Farm,” a program to think about future of Rikuzentakata, student volunteers experience agriculture and work with local people to interact with people in a wide age range.

■Projects currently underway (as of June 11, 2012)

-Phase II Projects-

(Projects with specialty and novelty in which local communities in the disaster areas participate)

■Mori wa Umi no KoibitoxCivic Force

“Mori wa Umi no Koibito” is engaged in activities of environmental education, reforestation and

environmental conservation based in Kesenuma City, Miyagi Prefecture. Symposium was held to report survey results on the sea conducted together with specialists of sea life, civil engineering, etc. and to consider community along with the sea at Sendai, Kesenuma, Tokyo and Fukuoka from December 2011 to May 2012. Also, a tree planting ceremony was held at “Hikobae no mori” in Ichinoseki City, Iwate Prefecture on June 3 and about 1,500 people took part in the ceremony.

—Phase III/IV Projects—

(Community support, community development support projects toward local reconstruction with medium- and long-term viewpoint)

■Run Festa Planning Committee x Civic Force



“Oshima Run Festa” was held in an inhabited isolated island, Oshima on May 27. Under the blue sky,

about 1,200 people ran in the event. Civic Force supported the planning committee of the event consisting of the islanders. The event on that day is described in the following web page: <http://www.civic-force.org/activity/activity-894.php>

■Kesenuma Reconstruct Association (KRA) x Civic Force



Kesenuma Reconstruct Association (KRA) supports community development by holding tea

ceremonies and other events at temporary housing in Kesenuma, Miyagi Prefecture to prevent residents from isolated. KRA held a rakugo event(, which is a traditional form of Japanese comedy) performed by Sanyutei

Kyoraku, at temporary housing in the city from May 17 to 29.

■Japan Forest Biomass Network x Civic Force



Japan Forest Biomass Network plans to open “Tenohira ni Taiyo no Ie,” to accommodate disaster victims

from Fukushima this July. A workshop for the paint of the house was held early in June. Many people applied to the recreation event during the summer vacation to be held between July and August. Currently, applications for use from September to November are accepted.

■Network Orange x Civic Force

Network Orange held “The first Tohoku Marche,” with owners of stores in Sanriku coast in Kesenuma in November, 2011, which attracted 1,000 people. The second Marche is ready to open on July 22. Network Orange held a workshop on May 12 in the city and invited Mr. Sachio Fujimaki, a business person. Also, a workshop by a small and medium enterprise management consultant, Mr. Takuji Hatano who has worked for the first Tohoku Marche was held on June 9 and 30. Participants of the workshop learned how to establish new business and how to cultivate human resources within organizations. Civic Force continues to support Network Orange which is earnestly engaged in developing vigorous community through industrial recovery.

■Peace Jam x Civic Force



Peace Jam supports employment with mothers raising children in disaster areas through jam

making business. In May, a new jam product was

developed at a cooking room of the agricultural environment improvement center in Ichinoseki City, Iwate Prefecture in May. Peace Jam is planning publication of fruit jam to increase the number of customers and development and sale of new products including coffee and tea through collaboration with other companies.

■ Chiiki Saisei Project×Civic Force

Civic Force has carried out the “Car sharing project” to support people living in an isolated island, Oshima who lost their vehicles due to the earthquake. In order to respond high demand, the project was decided to be continued. Civic Force will select a local organization which takes over the project during the project period ,realizing trouble free transfer of the project and establishment of new system suitable for them.

■ The first case of “capital to start business for reconstruction”



“The general incorporated foundation, Tohoku Relationship Capitals ” which was formally established in last

December by the donation to Civic Force contributed five million yen to Peace Nature Labo in the form of private placement bond. This is the first case of “capital to start business for reconstruction” which is the fund to support entrepreneurs.

Peace Nature Labo is aiming to establish “Mori no isaribi kobo,” smoked sea food business utilizing timber from forest thinning in Kesenuma and Minami Sanriku area, cooperating with local NPOs which engage in environmental education, reforestation and environmental conservation. Through this business, an industrial structure in harmony with nature is established to create employment of 100 local people.

In addition, the Fund held “Relationship Capitals Meeting” in Sendai on June 7 and about 30 people participated in the event.

■ Thank you letter and report on the use of donated funds

Thank you for your continuous support. We received donation of about 1,237 million yen (Of the amount, about 320 million yen, 15% is used for operation since March 2012) for the Great East Japan Earthquake as of the end of May. The following is the use of donated funds as of the end of May. The amount is tentative and preliminary report. Donated funds are used according to the approval of the board. The account settlement and the business report of fiscal 2011 are disclosed on our website.

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

*We report our accounting once every quarter.

Project	Amount
Emergency/restoration support activities	¥549,300,000
Provision and delivery of emergency support goods	¥233,010,000
Construction of baths to improve daily living conditions	¥18,790,000
Operation of a car ferry to an outlying island	¥19,980,000
Cooperative partner projects with NPOs – Phases I & II	¥158,580,000
Provision of multi-purpose, multi-operation bases	¥68,010,000
Tents for receiving volunteers	¥36,880,000
Reconstruction support survey	¥14,040,000
Reconstruction projects	¥157,340,000
Industry reconstruction support fund	¥95,800,000
Employee volunteer dispatch	¥2,310,000
Cooperative partner projects with NPOs – Phase III and IV	¥59,230,000
Shared miscellaneous project expenses*	¥56,080,000
Total :	¥7,627,200,000

* Amounts are rounded to ten thousand.

*Cost for fundraising is included.

Information on change in use of “designated donation” to support Tohoku

From March 2012, we changed the use of fund donated to Civic Force. All the “designated fund” to support our activities for the Great East Japan Earthquake donated until the end of February were spend on operational costs of the designated activities. However, we use 15% of the donations for operating expenses since March 1. Operating expenses mean expenses for funfamental and essential activities of Civic Force including o management costs of Civic Force Tokyo office and operational costs to prepare future disaster.

Preparing for the next disaster



Cross-organizational cooperation among companies, governments, NPOs, etc. is necessary to

provide effective and efficient support in case of large disaster. Civic Force took training at Japan Maritime Self Diffeence Force (hereafter referred to as JMSDF) Staff College in Atsugi Base on June 6 as a preparation for the next disaster. In the training, we learned JMSDF disaster relief mission including life saving on the sea through the explanation about Air Patrol Squadron and rescue flying boat. We observed the inside of US-2, a Maritime Self-Defense Force plane and the museum of publication.

Request for monthly supporters

Regular preparation has a huge influence on the speed and quality of support when a disaster strikes. Civic force experienced this personally during the Tohoku Earthquake and is now preparing for the next large scale disaster. Your help has been necessary for the activities we have been able to conduct so far and will also be

needed for our preparations for the next disaster. We ask that you participate in our activities, necessary for preparing for the next large scale disaster, as a monthly supporter, contributing an amount of ¥1,000 each month.

Disasters, particularly earthquakes, can occur anywhere at any time. Please help us prepare for the next earthquake in Japan so that we can provide more effective and efficient support. We accept financial support for our activities at the accounts listed below.

■Bank: Sumitomo Mitsui Bank, Aoyama Branch, savings account no. 6953964

■JP Bank: 00140-6-361805

(The account holder for both of the above is “Civic Force”)

■Credit card: Please check the “Donate Now!” section on the Civic Force homepage.

Request for supporting member

Civic Force is seeking corporations that support us to prepare large-scale quick supporting activities when a big disaster occurs. Please participate in emergency drills and other activities and support Civic Force as a supporting member with 500 thousand contributions each. For further information, please visit our website.

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

*You can view our monthly reports, released around the 11th of each month, at

<http://civic-force.org/news/monthly/>



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