



A Civic Force staff member is giving a speech at a church in Pamunoran village, Zambales province, Philippines. The village is one of the areas where Civic Force distributed emergency relief goods. Our staff introduced Civic Force and gave details about the relief operations. Emergency relief packs containing rice, beans, dried fish, canned sardines, cooking oil etc. were distributed to the people who had gathered.

## Emergency Distribution of Relief Goods for Floods in Philippines

Various parts of the world have been continuously flooding and heavy rain, ever before experiencing. In Philippines, torrential monsoon rains and typhoon Utor caused large-scale flooding in the north and southwest areas of Luzon including Metro Manila in August.

More than 200,000 people in Philippines were affected. In response, Civic Force dispatched staff to the affected areas from August 30 to September 8 to work with our partner NGO in the Philippines, Citizens' Disaster Response Center (CDRC) in the distribution of emergency relief goods. Both CDRC and Civic Force are members of "Asia Pacific Alliance", an international organization established last October. CDRC had been swift in their response to the disaster and Civic Force supported them in their activities.

With the financial assistance of Japan Platform, this project was implemented based on the needs assessment conducted by CDRC immediately after the flooding. The target areas included Metro Manila, and the provinces of Tarlac, Zambales and Nueva Ecija. Areas that were difficult to reach by government assistance were given priority. Representatives from the local organizations in disaster affected areas

reported the number of people affected by the disaster and the extent of damage to the CDRC. The information was consolidated at the CDRC headquarters. As it was found that there is food shortage in the affected areas, each family was given an emergency relief pack containing rice, beans, dried fish, canned sardines, cooking oil and other goods. The content of the relief packs was decided through consultations with local resident organizations. Each standard pack could sustain a family of six for a week. Relief packs were distributed to 2,600 households.

Elsi and her family of four lived near the river at the village of San Lorenzo, Masinloc, Zambales. Heavy rain caused the river to overflow and her house was flooded as a result. The flood waters rapidly rose above her head and they could barely escape on a boat. She said, "Even though I nearly lost my house, fortunately no one in my family was injured severely and everyone was safe. Thanks to the relief from Japan, I can tide through this difficult period."

Civic Force will continue emergency support projects as a member of the Asia Pacific Alliance by sharing the experience gained through the March 11 Great East Japan earthquake.

# Disaster Drill in Fukuroi City

## Monthly Topic

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



Emergency tent and shower booth Civic Force set up for the drill in Fukuroi city, Shizuoka prefecture.

On National Disaster Prevention Day (September 1st\*), Civic Force participated in the evacuation drill in Fukuroi City, Shizuoka Prefecture. Since the beginning of the cooperation agreement in 2008 with Fukuroi city for large-scale disasters such as the predicted Tokai earthquake, Civic Force has implemented various activities including joint drills and storage of relief supplies.

September 1st was the day when the Great Kanto Earthquake occurred in 1923. Under the threat of a big earthquake which may occur

between the Suruga Trough and the Nankai Trough in the near future, this drill consisted of managing evacuation center, preparation of hot meals using emergency food in stock and workshop on how to spend in the evacuation center. Civic Force demonstrated how to assemble and use temporary shower booths and emergency tents to the participants.

Civic Force also visited the disaster drill held in Aichi Prefecture with whom they signed a cooperation agreement in April 2013. A large-scale drill was conducted regarding the use of helicopters in lifesaving, managing evacuation centers, and acceptance of relief supplies. A joint drill with the Japan Self-Defense Forces was also conducted.

Civic Force entered into another cooperation agreement in April 2013 with Mie Prefecture, where a rescue operation and transport drill was conducted in cooperation with the Japan Maritime Self-Defense Forces. A health care response drill in cooperation with hospitals and the local medical association was conducted at the same time with 4000 participants.



## The Role of Private Medical Helicopters

On August 9, All-Round Helicopter (ARH), one of Civic Force's partner organizations, held a seminar at the city hall in Kesennuma City, Miyagi Prefecture. ARH is preparing to begin multipurpose medical helicopter services. The seminar tackled the topic of how a medical helicopter service, run by a private sector, could change the local medical system.

### Trilateral Agreement Concluded

On September 1, Civic Force concluded a trilateral agreement with the town of Minamisanriku and All-Round Helicopter (ARH). The agreement stipulates disaster rescue and relief operations and aims to strengthen the local medical system, disaster response and disaster prevention through active use of emergency medical helicopters operated by ARH. The helicopter service will help carry patients in critical conditions to hospitals as well as transport aid supplies.

Following Kesennuma City, Minamisanriku Town is the second municipality that has made an agreement to use the medical helicopter service. The Mayor of Minamisanriku (pictured center) has commented on "making efforts to work together with the health-care facilities."



## Preparing for the Tohoku Marche®

Network Orange will be holding their 3rd "Tohoku Marche®" on October 21 in Kesennuma City, Miyagi Prefecture. To prepare for the event, a workshop was held on August 25, with writer Akihiro Nakatani, who gave a lecture on the basic skills of customer service to approximately 90 attendees. L'Occitane supports this project, which is part of Civic Force's Mid- to Long-Term Reconstruction Project.

## Learning the Ties between the Forests and the Sea

Karakuwa is a scenic peninsula, located at the northeastern edge of Kesennuma City, Miyagi Prefecture. In this area, one can enjoy the beautiful scenery of the ria coastline as well as fresh seafood.

From August 21 to 23, three scholarship students supported by Civic Force's "Dream Support Project," (see page 3) one of the Mid- to Long-Term Reconstruction Projects, visited Karakuwa to attend a study camp for three days and two nights. The camp is supported by "Mori wa Umi no Koibito (The forest is longing for the sea, the sea is longing for the forest)", an incorporated non-profit organization, which promotes environmental education, forest tree planting, and environmental conservation. Students had immeasurable experience learning about the relationship between the forests and the sea through catching and studying sea creatures living in the shallow waters, and planting trees in Mt. Omuro, which is the source of rivers in the surrounding areas.

On August 26, Civic Force also organized a network event for scholarship students who are living in the Tokyo area. At the event held in Tokyo, students participated in a workshop where they discussed about the program and its relevance. A student commented "it was a good opportunity to know what other students were thinking about", while another mentioned "it was a great experience". Civic Force would like to continue this support project for their future.



Camp participants together with students from Kyoto University



## Campaign to Host the Olympics Encouraged Fukushima

On September 8, Tokyo was elected as the host city for the Olympic and Paralympic games in 2020. The bid campaign, with a view to accelerating the reconstruction of disaster-affected areas, was very meaningful to the residents of Fukushima.

This summer, students of Fukushima University joined the event “Discover Tomorrow”, a 1,000-km Relay where people either ran or rode a bicycle in a relay from Aomori to Tokyo. We tried our best to invite runners from Tohoku to pump up the Fukushima-leg of the relay.

The reason why I joined this event was that I made a presentation at a Youth Summit in February 2013, in which I said that I wanted to hold a sports event in Fukushima.

Due to the nuclear accident in Fukushima, lack of exercise for children has become a serious problem. Fukushima has the highest percentage of overweight children in Japan. Since I majored in physical education, I appealed for the need to do something about this problem. Mr. Onishi, Chairperson of Civic Force, and



**Ms. Yukina Murakami, second-year student at Fukushima University Graduate School**

others empathized with me and introduced me to Mr. Dai Tamesue, a former track athlete, Olympic, and people from Dentsu Inc., who manages the relay program. These people helped make our program possible.

The event was very successful. More than 150 runners participated in Fukushima area running. Before the program, Tokyo had seemed very far. However, by relaying a baton from Tohoku to Tokyo, I felt that the feelings of people from Tohoku and Tokyo were also relayed and we were able to become one team. I am so impressed with this experience working with so many people for the same goal.

## 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 September 11, 2013.

### 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 support activities we conducted for roughly one and a half years following the earthquake disaster. 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 “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

—Support of helicopter services 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 are planning to start a helicopter service to provide better access to advanced medical institutions. Aiming to launch the service by this autumn, we are now in the final stage of adjusting the details with people concerned.

#### • Dream Support Project

—Support for local youths through scholarships and conducting 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. This project group provided work-study programs in Miyagi and Iwate Prefecture this July and August.

#### • 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

—Support efforts by the local community to create homes and jobs

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

### 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 September 2013, we are supporting six projects. <http://www.civic-force.org/emergency/higashinohon/npo/>

In the partner project with “nina Jinseki Kogen,” which began in August 2013, we are supporting the maintenance and revitalization of communities in Fukushima by supporting the evacuees who are opting for a group relocation from the former Soma-han domain in Fukushima to Jinseki Kogen, Hiroshima Prefecture. We are comprehensively supporting them in terms of living conditions, employment, work, farming, etc., as well as conducting surveys of inhabitants on their living environments and their intention to relocate, and briefing sessions on relocation.

What we are doing  
in Tohoku  
**NOW**

## Where Your Money Goes

We appreciate your donations to Civic Force. The amount of donation for the earthquake reached 1.296 billion yen as of the end of August 2013. From March 2012, we spent 15% of the total amount of donations on expenditures. We will provide a tentative report on how your donation has been spent during this time. Financial contributions are screened by members of the board. You can also view the financial statement for 2012 and the project report on our website: <http://www.civic-force.org/about/>

(yen in millions)

Emergency-relief, reconstruction support	555.6
Procurement and delivery of emergency relief supplies	233.1
Installation of handmade baths	18.8
Car ferry operation to outlying islands	20.0
NPO partner project (1st & 2nd phase)	161.6
Provision of multi-purpose mobile base	71.2
Tents for volunteers	36.9
Survey for reconstruction support projects	14.0
Support activities for reconstruction	378.8
Supporting funds projects	95.8
Dispatching employee volunteers	2.6
NPO Partner Project (3rd phase)	151.7
Wing for Life Project	69.2
Tourism Revitalization Project	30.0
Green Circle Project	17.1
Community Revive Project	12.5
Expenditure for supporting local activities*	90.8
Total	1,025.1

\* including publication and fundraising costs

\*The figures are rounded off to one decimal place.

※In addition, we also implement the "Dream Support Project" together with Lawson, Inc., individual supporters and organizations. We have raised 532.5 million yen, of which 170.3 million yen has already been used for scholarship money and expenditures for the project.

## "Bokin-ken" (Donation Ticket), a Fund-raising System through

Civic Force was selected as one of the recipients of donations through "Bokin-ken", a fund-raising system sponsored by RYOHIN KEIKAKU, the company that created the MUJI brand, which means "quality goods plan". Customers can chip in units of ¥10 or ¥100 via their online store. Donations to Civic Force can be made from August 26 to November 24. Please refer to "Bokin-ken" for more detailed information.

## Backing Up with "gooddo" Service

We started "gooddo" service, an online social contribution site from August. When you click the "I'm a supporter!" button in the "Mainichi Click (click everyday)" section of the page for Civic Force at the "gooddo" website, points are added for each click enabling you to send support money to Civic Force in proportion to the amount of points. Also, over thirty online retailing sites have been made available for donations while shopping at those sites.

<http://bit.ly/17Xr7N3>

	<a href="https://twitter.com/civicforce">https://twitter.com/civicforce</a>
	<a href="http://www.youtube.com/civicforceorg">http://www.youtube.com/civicforceorg</a>
	<a href="https://www.facebook.com/civicforce">https://www.facebook.com/civicforce</a>
	<a href="http://www.civic-force.org/mailmag/">http://www.civic-force.org/mailmag/</a>

**CHECK!!**

## A Message from Disaster Areas

Two and a half years have passed since the March 11 earthquake. This section showcases the efforts towards recovery by the people living in the affected areas. For this round, we feature Mr. and Mrs. Kikuchi, who run "Tairyo-Maru" (roughly translated as the "good catch boat") at the Fukko Yatai Mura, Kesennuma Yokocho, a "temporary mall" for reconstruction in Kesennuma City. The food stall serves traditional fishermen's fare.



Mr. Masao Kikuchi and Yukie

— We used to run a horumonyaki (barbecued beef and pork offal) restaurant in Kesennuma City, before it was washed away by the tsunami. When we were thinking of starting all over again, we happened to find out about the plan for the "temporary mall" village." So we started "Tairyo-Maru" in November 2011 along with the opening of the village.

With Masao's 30 years of experience working as a chief on a deep sea tuna fishing boat, we serve traditional fishermen's fare made with fresh tuna and bonito at our food stall. One of our signature dishes, the hoseki-don or "gemstones rice bowl" consists of a rice bowl topped with salmon roe, sea urchin, and fresh shrimp and costs 3,000 yen each. Some might think it is too expensive a dish to be served at a makeshift food stall, but many customers are satisfied when they tried our dish. We use local ingredients and never compromise on taste. We also provide local sake, which goes well with our dishes.

Many volunteers from across the nation come to Kesennuma City and drop by our stall. Some people sent us letters and called us, even after they had left Kesennuma City.

We have to close our stall by the end of November because the period of operations for this mall will end then. I want to continue this business for the sake of those who have come and grew to like Kesennuma and our food stall. We have a dream of starting a guest house in my hometown island of Oshima off the coast of Kesennuma. Like everyone else, we need to think about our future. We may not know what the future holds but we will move forward enthusiastically.