



Cherry blossom trees in Naganuma Futopia Park in Tome City, Miyagi Prefecture. Starting at this park, the "Tohoku Food Marathon and Festival" was held on April 27 and 28 when the spring breeze finally started to blow in Tohoku area. 1,233 runners participated from all over the country and ran the marathon with prayers for the reconstruction efforts.

## “Buying” Products as a Way to Support

Three years ago in May 2011, many volunteers from all over the country came to work in the areas affected by the Great East Japan Earthquake during the Golden Week and other holidays. They removed mud and cleaned up debris. From right after the disaster through the end of March 2014, roughly 1.35 million people have taken part in aid activities through disaster volunteer centers established by the local Councils of Social Welfare. Many other people have also participated in volunteer activities organized by NPOs, so the year 2011 is called “the first year of the new volunteer movement.”

More than three years have passed since the disaster and the number of visitors to the affected areas is gradually declining. On the other hand, the aid activities have diversified away from collecting donations and working in the areas, and various aid methods have been created.

One way to support long-term reconstruction is “to buy” products from the disaster areas. Products made in these

areas include traditional handcrafts dating back to before the disaster, industrial products backed by excellent technology, and delicious food items grown in the nature of Tohoku. Buying these products is one casual way of supporting the milliseverts, to agree to a de facto “permanent relocation.” Some of the NPOs and companies Civic Force has been supporting through the “NPO Partner Projects,” are creating attractive products. For example, “Peace Jam,” an NPO in Kesenuma City, Miyagi Prefecture, which supports employment of the mothers of disaster victims, sells needlenwork and jam made from local vegetables and fruits. “Peace Nature Lab,” which sells Sanriku Oysters marinated in oil (photo A) and sweets made from local ingredients, emphasizes the creation of original products that are unique to the area.

In addition, other companies are working hard to bring out fine products. “Ogatsu Suzuri Production and Sales Cooperative Association” in Ishinomaki City, Miyagi Prefecture, manufactures Suzuri (ink stone: photo B) with the support of Tohoku Common Benefit Investment Fund, which was established by Civic Force. “Sanriku Iriya Suisan (seafood) Co.” creates bouillabaisse made from small fish and grape pomace. “Onagawa Factory” makes fish-shaped key chains (photo C).

This 38th Monthly Report focuses on the “recent activities” of the NPOs that Civic Force has been supporting. We will also inform you about the international symposium which will be held in Tokyo on May 13, 2014.



# Monthly Topics

## Peace Jam Workshop to be Completed

On May 29, the opening ceremony of the workshop for producing jams from locally grown ingredients and making needlework will be held in Kesennuma City, Miyagi Prefecture. Mothers who suffered from the Great East Japan Earthquake will be working at this workshop. A café and park that will be built on the same site will also be completed within this year.

The workshop is being constructed by “Peace Jam” , a Kesennuma City-born NPO. It started its activities by delivering diapers and powdered milk to babies of families who remained at home but ran short of such goods at the outset of the earthquake. Peace Jam is now supporting mothers by providing them job opportunities in making jams and needlework.

Civic Force has been supporting the projects of Peace Jam by sending advisers, etc. since February 2012 as part of the “NPO Partner Project” to assist victims in recovering from the disaster caused by the earthquake.

“We will never let babies go hungry” — has been the motto of Ken Sato, the head of Peace Jam, since the beginning of his efforts. He says, “Children cannot become cheerful unless mothers and fathers, who are the sources of love, are also cheerful. I hope children who grow up watching their parents’ enjoy their lives will contribute to the development of a more prosperous community when they become adults.”

The construction of the workshop began in October 2013 and has now come close to its completion with the aid of many volunteers from both inside and outside Kesennuma City. The completion of this workshop will enable Peace Jam to produce jam under more stable conditions. Through a full-fledged jam production mechanism, Peace Jam seeks to establish a business model that enables a sustainable community.



Mr. Sato of Peace Jam (right). Immediately after the earthquake, he began delivering goods to babies



Peace Jam provides eight flavors of jam, including blueberry, tomato, onion, and carrot. (Weight: 160 g, Price Range: JPY720 to 820 including tax. \*As of May 2014). Photo on right is “PEACE JAM: First love and Orange” . Products are available at our web shop. <http://peacejam.shop2.makeshop.jp/>



Workshop currently under construction with the help of volunteers from across the nation and local youths working together with staff members of Peace Jam. A building filled with unforgettable feelings of the past and hope for the future will be completed at the end of this month.



## “Kesennuma Jalan” Published

The “Platform for Creation of Ria Coast Tourism” is a general incorporated association, with which Civic Force was involved in its establishment last year. With support from Civic Force, they published the “Kesennuma Jalan” at the end of April to introduce



recommended spots for dining and sightseeing in the Kesennuma area. This free paper can be picked up at tourist facilities in Kesennuma City; in the neighboring city of Sendai, Miyagi Prefecture; in Ichinoseki City, Iwate Prefecture; and at “Michi-no-Eki (roadside stations)” . The same information can be downloaded from the website of Kesennuma City: <http://www.city.kesennuma.lg.jp/www/contents/1396916667762/index.html>

## Helicopter Landing Drill Conducted in Minamisanriku Town

“All Round Helicopter (ARH)” , one of our NPO partners, conducted a landing drill on April 19 for the healthcare multipurpose helicopter at a heliport located in front of the Bayside Arena in Minamisanriku Town. This heliport is located adjacent to Minamisanriku Hospital , which is the sole general medical institution in the town. With this drill, the helicopter is now capable of taking immediate action whenever a patient needs to be transported to advanced medical institutions. ARH has already concluded the “Agreement on Disaster Aid” with Minamisanriku and the helicopter operation system is expected to be put to use for disaster preparedness in addition to medical purposes. During the drill, Mayor Jin Sato and Mr. Takashi Sato , Crisis Management Manager of Minamisanriku boarded the helicopter and confirmed its mobility.

## Institute for Mori-Sato-Umi Studies Completed

“Mori wa Umi no Koibito” is one of our partner NPOs working on environmental education and town development in Kesennuma City, Miyagi Prefecture. On April 26, they held the completion ceremony of the “Moune Institute for Mori-Sato-Umi Studies” . The 490 square-meter building equipped with a facility for collecting seedlings on the ground floor and research and meeting rooms on the second floor will aim to become a hub of research and education. Based on the concept of “Mori wa Umi no Koibito Movement” and “Mori-Sato-Umi Renkan Gaku (Studies on Connectivity of Hills, Humans and Oceans)” , the facility will be used to conduct various projects for children of the next generation and is expected to bring together researchers and students from all over Japan and abroad.



## Working with People Who Strive for Their Goals

In addition to my day job, I am supporting the Tohoku-based NPO "Peace Jam" in developing its business plan as an advisor of Civic Force.

I was born in Ishikawa Prefecture and started my career at a local bank after graduating from university. At the bank, I first worked in sales and later handled credit check and designed business strategies in the loan department. After that I joined Information Services International-Dentsu, Ltd. (ISID), where I mainly plan new services and give advice on business reform for regional financial institutions.

Since I was involved as an advisor in the aid project for Tohoku region conducted by Tohoku Common Benefit Investment Fund, which was established by financial institutions and supporters of small businesses, Civic Force asked me to visit Peace Jam every month to support its staff members. I am helping them move forward by proposing various suggestions for improvement, such as confirming Peace Jam's business objectives, introducing a financial management system, stressing the need to confer with working mothers and incorporating the customer's viewpoint.



Mr. Sato (left) and Mr. Egami standing in front of the workshop



Civic Force Advisor  
Mr. Hiroyuki Egami

A workshop will be completed at the end of May, which will be used both as a jam production facility and a nursery for children. At one time in the past, Peace Jam had become uncertain of its future directions. However, as I talked day and night with Mr. Ken Sato, the Representative of the NPO, and his staff, I was surprised and moved by their strength in upholding their ideals and moving forward despite having uncertainties.

I am the first employee in my company to work as an advisor for NPOs or organizations that support local community development. I am so delighted that my knowledge and experience are useful for people with high aspirations, and I get excited just thinking about the people we will be meeting and business development in the future.

## 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 May 9, 2014.

### 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. 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 the "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. We continuously support the group through designing their website and attending their regular meetings and workshops planning strategies. This April, we supported the publishing of "Kesennuma Jalan".

#### ■ Wings for Life Project —Supporting helicopter transport service for emergency medical purposes—

Even before the disaster, the lack of medical services had been a We started a helicopter service to provide better access to advanced medical institutions in the coastal areas suffering from a lack of medical services. We have received requests for assistance and operated our helicopter to take patients to hospitals since October 2013 when the service was launched. In preparation for emergencies, we conducted drills in providing emergency support using a helicopter with the government. This April, we conducted a landing drill in Minamisanriku Town.

#### ■ 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. At the end of March, a biomass power plant started operations in Kesennuma City, Miyagi Prefecture.

#### ■ Community Revive Project

##### —Supporting local communities in creating and reconstructing homes and jobs—

Cooperating with local NPOs and local administrations, Civic Force has continuously supported the redevelopment of towns for disaster victims who have decided to relocate and the redevelopment of existing towns by sending specialists and providing human resource development programs. Civic Force had supported residents in Koizumi and Osawa districts in Kesennuma City, Miyagi Prefecture, and by March 2014 and they have already decided to move to a new location. As their new base is under construction, Civic Force is continuously supporting their meetings on discussion about their new lives.

#### ■ Dream Support Project

##### —Supporting local youths through scholarships and 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. We are planning to conduct outdoor education programs and to hold meetings for scholarship students again in the fiscal 2014.

### 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 May 2014, we are supporting two projects. <http://www.civic-force.org/emergency/higashinohon/npo/>

- **Platform for Creation of Ria Coast Tourism** : Embodying the strategy of tourism in Kesennuma City, the organization leads pilot projects.
- **nina jinseki-Kogen** : The organization encourages evacuees from Fukushima Prefecture to relocate to Hiroshima Prefecture and supports them to sustain their community in the new environment.

What We are  
Doing in Tohoku  
**NOW**

International Symposium to be held  
on Tuesday, May 13  
“Leadership and Collaboration in  
Disaster Management: Learning from  
the Experiences of the Great East Japan  
Earthquake and Other Disasters in Asia”

■Date: Tuesday, May 13, 2014

Doors will open at 13:30 and the symposium will start at 14:00.

■Venue: Elizabeth Rose Hall, The United Nations University

※Location Map: <http://archive.unu.edu/access/>

■Admission: Free

■Program:

14:00-14:30 Opening Remarks

Kensuke Onishi, CEO, Asia Pacific Alliance for Disaster Management (APADM), and Chairperson, Civic Force

Yasuhisa Shiozaki, Member of the House of Representatives

Kimihiro Ishikane, Director-General, International Cooperation Bureau, Ministry of Foreign Affairs

Said Faisal, Executive Director, ASEAN Coordinating Center for Humanitarian Assistance on Disaster Management (AHA Centre), ASEAN

14:30-15:30 Session 1: ~ Learning from the 3.11 Earthquake and Tsunami ~

~ Review of Cross-sectoral Collaboration after 3.11 ~

Masakatsu Okamoto, Director-General for Reconstruction Policy, Reconstruction Agency

Kaori Neki, Executive Director, Civic Force

~ How the business sector contributed after 3.11 ~

Yoshikazu Ota, CEO, Heart International Corporation

~ Learning from the Fukushima Nuclear Power Plant accident ~

~

Akihisa Shiozaki, Independent Investigation Commission on the Fukushima Nuclear Accident

15:30-16:00 Discussion

Moderator: Megumi Kuwana, Associate Professor, Ritsumeikan University

16:00-16:15 Break

16:15-17:10 Session 2: ~ Leadership in Disaster Management ~

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Faisal Djalal, Chairperson, APADM

Kensuke Onishi, CEO, APADM, and Chairperson, Civic Force

Hari Susanto, Visiting Officer from AHA Centre, ASEAN

Takuya Shimodaira, Captain, Japan Maritime Self-Defense Force

Force

Takako Izumi, Managing Associate Professor, Tohoku University

17:10-17:40 Discussion

Moderator: Nobutaka Murao, Professor, Graduate School, Kwansai Gakuin University, and anchorperson of TV news program “News Zero”

17:40-18:00 Closing Remarks

Win Ohnmar, AHA Centre, ASEAN

Junko Chano, Executive Director, Sasakawa Peace Foundation

Faisal Djalal, Chairperson of APADM

18:15-20:15 Reception Dinner

Participation is voluntary and the fee is 2,000 yen per person.

■If you wish to participate in the symposium, please fill out the following registration form:

<https://docs.google.com/forms/d/1vPzHVqqyqZwAcVKgDjA2pplDCnKfrbaqq8UEwTDfzTY/viewform>

Cosponsors: Asia Pacific Alliance for Disaster Management and Civic Force

Cooperating organizations: Sasakawa Peace Foundation and Secretariat of ASEAN

## Information

### User-friendly KazashiteBokin, for your donations

When you make your monthly donation, please register on “KazashiteBokin (Scan to Donate)”. The online system enables users to make donations when paying their monthly mobile phone fee in a simple way. You can donate a minimum amount of 100 yen and you can set a fixed amount for your monthly donation. When using this donation platform, you need to install Android 4.0+ on your mobile phone. The application can be downloaded for free on Google Play platform and can be used by all smartphone users.

CHECK

<http://twitter.com/civicfroce>

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

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

### Support Us with Single-click on the Site

When you click the “Single-click donations” on the website, our sponsors will donate 1 yen. We would like to ask for your cooperation.

•Donations via PSC with click

<http://www.psc-inc.co.jp/clickdonation/index.html>

•Donations via United people Fund

<http://www.clickbokin.ekokoro.jp/139.html>

•gooddo

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

### For Corporate Partners

We need your support in case there is another disaster. We have to strengthen our tie-ups with various corporations and organizations in preparation for another large-scale disaster. Our activities are greatly helped by our corporate supporters. We hope you will develop an interest in our activities and become a supporting member. Please refer to the following web page: <http://www.civic-force.org/about/membership/>

### Start Your Support with Only 33 Yen per Day

We must be ready for the “next one”. Donate a fixed amount each month in units of 1,000 yen to be a monthly supporter and you can participate in activities to prepare for a large scale disaster. Payment can be made through bank transfer to Civic Force. Our account numbers are as follows:

•Bank: Sumitomo Mitsui Banking Corporation, Aoyama Branch, savings account No. 6953964

•JP Bank : 00140-6-361805

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

[https://bokinchan2.com/civicforce/donation/bokin/page1.php?bokin\\_type=donation](https://bokinchan2.com/civicforce/donation/bokin/page1.php?bokin_type=donation)

The following page provides our Monthly Report which comes out around 11th of each month.

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

