Disaster Recovery through Supporting High-Impact Social Entrepreneurs with Global Expertise

The Power of Cross-Border & Cross-Sector Collaboration
Transform the Adversity into Opportunity to Create Open and Resilient Civil Society

Coastal area of Miyagi, Japan, after being struck by the earthquake and tsunami on March 11th, 2011. Photo taken by Mio Yamamoto in July, 2011.
WIT was launched to enable high-impact social entrepreneurs for sustainable recovery.

**Advanced social issues**

- Foster good practices to give back to the world

**Many nonprofits, but lack of capacity & resources**

- Support their capacity building & resource mobilization

**Less resources for sustainable rebuilding**

- Long-term sustainable rebuilding & preparedness

**Natural/human disasters repeat in history**

- Make people less vulnerable

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**Disaster Preparedness**

- Long-term Recovery
- Immediate Relief
- Short-term Recovery

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Potential of Japanese Social Entrepreneurs Needs to be Unleashed

Number of Globally Known Social Entrepreneurs*

- Social Entrepreneur per 100M ppl (ppl)
- Population (10M ppl)

Social Entrepreneurs (ppl)

<table>
<thead>
<tr>
<th>Region</th>
<th>Social Entrepreneurs</th>
<th>Population</th>
<th>Social Entrepreneurs per 100M ppl</th>
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<td>Europe</td>
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*Social Entrepreneurs selected by Ashoka, Schwab Foundation, and Echoing Green
Chart created by WIT
Our Vision

A world where Change-Making Communities™ continue to emerge globally

In order to attain the world in which WIT envisions, WIT perceives social entrepreneurs as seeds of change.

Our Mission

WIT collaborates with global citizens in order to scale the impact that social entrepreneurship has on the world.
Much Has Been Done, But Still Long Way to Go in Tohoku

Lands for residential homes
- 47%

Public housing
- 63%

Mental Health

Community Building

Evacuated people
- 148,000 people

- Farmlands: 74%
- Fishing ports: 73%
- Main roads: 99%
- Debris cleanup: 99%

Source: Reconstruction Agency (C) WIT 2016
Social Entrepreneurs – Agents for Social Change

Global Citizens – Accelerators for Social Change

= Social Innovation
WIT’s Flexible, Customized Support

- **Strategic partnership building:**
  Cross-sector business partnership with SuRaLa Net, an online learning content provider

- **Impact assessment:**
  Joint project with the University of Tokyo and Meiji University to measure the effectiveness of Asuiku’s educational services

- **Strengthening governance:**
  WIT is on the board of Asuiku

- **Functional partnership building:**
  IT, legal, marketing, and etc.

- **Funding coordination:**
  Provide sub-grant to help launch their free school

- **Organization and leadership development:**
  Providing team coaching sessions

(C) WIT 2016
Impact

WIT has supported 11 social entrepreneurs, through building 72 strategic partnerships, coordinating more than US$ 299,000, and replicating 4 business models. WIT support collectively led to increase the program effectiveness of a social venture by 4 times, created 299 jobs, and improved the lives of more than 21,000 beneficiaries – the disaster-affected people of Tohoku.

(Achievements between 2012.7.1 and 2015.6.30)
During WIT’s Cross-Border Learning Journey, social entrepreneurs from Tohoku will engage with professionals from various backgrounds in order to reaffirm their vision and mission, engage in problem solving activities, and create lasting social impact.

**[Post-LJ Outcomes]**

- By collaborating with stakeholders from different fields and regions, social entrepreneurs of Tohoku are able to broaden and deepen their social impact.
- The WIT Community will grow and further develop as a result of serving as a platform for cross-border / cross-sector collaboration.

**[LJ Outcomes]**

1. **Empathy and Trust:** Partners and Investees learn more about each other and fall in love!
   
   Social Entrepreneurs and professionals from both the US and Japan engage with one another, and as a result, one is able to deepen his/her understanding of the other participants’ friendship, background, and work.

2. **Growth of the Social Venture’s Management and Operations / Insight and Action Relevant to the Business:** “Being here brings new ideas and inspiration towards my approach and action plan!”
   
   A. Cultivate a new mindset that will allow one’s viewpoint to go back and forth and also to be expanded.
   
   B. Leveraging the experiences and expertise of participants from both the US and Japan creates opportunities to broaden, deepen, and sustain the impact of the business.

   C. Deepen ties and mutual understanding amongst the social entrepreneurs, and build a network of peer supporters and mentors.

3. **Leveraging WIT as a Platform:** “I’m able to demonstrate my strengths as a result of the trust established amongst the strong bonds between various organizations and stakeholders from various regions with different perspectives.

**【New Social Ventures as of Spring 2016】**

- Use this opportunity as a starting point to have productive discussion with US-Japan participants to reach each social venture’s desired goals
- Learn more about WIT

**【Existing Social Ventures】**

- A platform for existing social ventures to engage with US-Japan participants in order to reaffirm and get clarity on how to reach their desired goals.

**【US-Japan Participants】**

- Gain a deeper understanding of Social Ventures across Tohoku and have productive discussion with each social venture and WIT
- Learn more about WIT

**【WIT Partners】**

- Place to meet social ventures and participants outside one’s everyday work environment
- Fieldwork
- Starting point to engage with social ventures outside work

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Learning Journey
Social Entrepreneurs – Agents for Social Change
Growth stage of SE and WIT’s support

Growth Stages of Social Ventures

- Blueprint/Idea
- Proof of concept
- Early scaling
- Sustainable operation
- Endgame

Value Shift (as volunteer)

Vertical position of each organization on the graph does NOT mean the size of budget nor impact.


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Kizuna Mail
Daily email services to support pre/postnatal mothers and families

Multiple regions of Japan including Ishinomaki, Miyagi
http://www.kizunamail.com/

Issue
Young mothers across Japan often find themselves going through pregnancy and raising children in an isolated environment. While pregnancy and childbearing are common practices in Japan, access to support services that meet the individual needs of the mothers are often challenging since most support information is communicated in pull-marketing style.

Solution and Input
Kizuna Mail is a nonprofit, which aims to resolve such issues of isolation and inaccessibility. Through its technological platform, Kizuna Mail delivers emails and text messages to expecting mothers and childbearing mothers on a daily basis. Expecting mothers are able to register online and enter the child’s expected date of birth. Kizuna Mail will then send an email day by day in a timely manner, with contents that meet the needs of the individual mothers, as well as advice and words of encouragement around fetal development. Such delivery of emails and messages continue up until the child turns three years old.

From Output to Impact
To date, Kizuna Mail’s contents have been implemented and delivered across 27 municipalities in Japan, including Tohoku. At the global level, it has recently been translated and implemented in Thailand. Kizuna Mail’s goal is to reach 2 billion individuals in underserved communities and leverage the rapid growth of social media, such as Facebook, SMS, and Twitter to broaden the reach of Kizuna Mail.

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まんまるママいわて（任意団体）
助産師と地域の母親による産前産後の子育て支援
岩手県南内陸部と沿岸部
http://manmaru.org/

Issue
震災以前から岩手県では産婦人科や助産師が不足しており、妊産婦にとっては病院も遠く、十分な支援を受けられない状況にあった。被災して、精神的にも身体的にもダメージを受けた妊産婦は、必要なサポートを得たり、母親同士が集まる場が足りていなかった。

Solution and Input
まんまるママいわてでは、震災を機に、災害弱者である妊婦あるいは乳幼児を持つ母親を対象にした育児サロンを開設。毎回、専門家である助産師と、栄養士や保健師等の専門家が参加する母親たちに育児のアドバイス等ができるという特徴を持っている。母親同士が気軽に茶を飲み子どもを遊ばせながら情報交換できる場でもある。母親はここでサポートを受けるだけでなく、その後他の母親を元気づけるサポート側にまわってもいる。

From Output to Impact
今まで、岩手県沿岸部被災地の久慈市・宮古市・大槌町・釜石市・陸前高田市、内陸部の遠野市・北上市・花巻市で活動。サロン回数200回以上、延べ2000人以上の母子が参加。助産師等の専門家だけでなく、母親たちの支え合うコミュニティが構築されている。今後、妊婦及び乳幼児を持つ母親たちの置かれている状況を、よりよいものに改善できるよう、さらに活動を拡大したいと願っている。

Mammaru Mom Iwate
Pre/postnatal care by midwives and local mothers
Coastal and southern inland areas of Iwate
http://manmaru.org/

Issue
Even prior to the 2011 earthquake and tsunami, Iwate Prefecture lacked both certified OB-GYNs and midwives in the area, and sufficient consultation time at hospitals for pregnant mothers. After the disaster struck, pregnant mothers who were separated from family and friends were under tremendous mental and emotional stress, yet had no place where they could all gather to get support.

Solution and Input
Mammaru Mama was established in response to the community’s need for more certified OB-GYNs and midwives, better care at hospitals, and a place for mothers to gather to support one another. At Mammaru Mama’s salon, mothers are able to share their stories and experiences of pregnancy and childbirth with one another, also while enjoying tea, homemade sweets, and their children playing within the facility. Additional services include, but are not limited to, consultation services on pregnancy, delivery, and postpartum, and yoga. Through this support network, mothers are not only able to overcome their challenges, but are also empowering one another and future generations of mothers.

From Output to Impact
To date, Mammaru Mama has served over 2,000 mothers across the region. Through this salon that serves as both a community center and a safe space for pregnant mothers, the group of strong mothers are filling in the gaps that midwives in the local are alone cannot achieve. As such, the midwives and mothers joining efforts and supporting one another is creating lasting impact in Iwate Prefecture.

Part time 1, Volunteer 22
Budget: 6 million JPY (2015FY)
World Chodoii Lab (New dpt. of Shokado Ltd.)
Good and Happy Business for Sustainable Society

Matsushima, Miyagi
http://logmi.jp/37777

Issue
In a world where global markets and businesses are rapidly growing, there are also small businesses that are striving to succeed within its own pool of competitors. The goal of these small businesses is not to go up against large-scale businesses; rather, they are working more at the grassroots level to stimulate economic growth from the bottom-up. World Chodoii Lab is a nonprofit that is tackling the stigma of large-scale economic growth and capitalism by providing an alternative approach towards business management, and instead promoting small-scale, local businesses.

Solution and Input
“Chodoii” in Japanese means “just the right fit”, and this concept stands at the core of World Chodoii Lab’s concept. With the mindset of “less is more”, World Chodoii Lab is aiming to grow small-scale businesses to stimulate local/regional economy, especially after businesses were greatly affected by the 2011 Earthquake and Tsunami. Running a small café of his own, the founder of World Chodoii Lab is trying to influence the mindsets of other small business owners that big does not necessarily mean better, and that rather, simplicity can also have great impact, hence the “less is more” ideology.

From Output to Impact
As such, World Chodoii Lab’s motto is “let’s be good rather than being big”, and through this mindset, World Chodoii Lab is encouraging small businesses to build their regional brand by asking themselves, what is most important to the business? What values does it embrace? What is just the right fit? Following one’s own moral compass and identifying the unique niche where these small businesses exist is what World Chodoii Lab is trying to bring forth for small businesses across the world.

About 45 employees
Budget: 165 million JPY (Shokado Ltd.)
Watari Greenbelt Project
Recovery of multi-purpose coastal forests

Watari, Miyagi
http://www.watari-grb.org/

Issue
Miyagi Prefecture is known for its coastal forests, which are forests located in the coastal area to protect towns from storm surges, high winds, and tsunamis. In this region, planting seeds of trees to grow coastal forests started nearly 400 years ago. However, the coastal forest in Watari Town of Miyagi Prefecture was damaged and washed away by the earthquake and tsunami in 2011. The physical damage of Watari’s coastal forest was rather large, since the forest was as large as 2.5 miles long and 300 meters wide. Furthermore, the population of the coastal area decreased from 250 households to ten, which is insufficient to restore and maintain the forests.

Solution and Input
With such significant damage to the environment, Watari Greenbelt Project immediately responded with a mission to rebuild, restore, and revitalize not only the coastal forest by planting seeds collected by the trees within the region, but also the greater in harmony with the local community for generations to come.

From Output to Impact
To date, WGB has already planted more than 50,000 seedlings that were originally collected from the local trees. WGB is also teaching classes at five local schools to develop future leaders for environmental conservation. WGB’s goal by 2020 is to rebuild a forest of about 49.4 acres with the hands of the local community members, and eventually grow the coastal forest made up of 60,000 trees. As the trees grow over time, children within the community will also have the opportunity to gain leadership training through WGB about the maintenance and preservation of these coastal forests and surrounding nature.
Meiten Inc.
Revitalization of Japan lacquerware
Aizu Wakamatsu, Fukushima
http://urusii.com/

**Issue**
Traditional Japanese crafts have become widely accessible around the world, especially with the power of mass production. As a result, however, the market for handmade crafts handmade in Japan by artisans has become rather challenging. The market size of Aizu urushi-ware of Fushima shrank to one seventh of its peak, making it difficult for young artisans to inherit the traditional craftsmanship.

**Solution and Input**
Meiten was established with the aim of celebrating traditional crafts made by the hands of young artisans and conserving natural resources by using local materials to make urushi-ware. Meiten has organized cultural tour to visit artisans of urushi-ware. In 2015, Meiten launched its first urushi-wear, “Meguru,” which was created by the young artisans in the Aizu region of Fukushima. What makes “Meguru” unique is that it is a product made in collaboration with individuals with visual impairments, who are also guides of “Dialogue in the Dark”, a social entertainment event for individuals with visual impairments. After a year and a half of careful considerations of the design, touch, and ease of use of the urushi-ware, Meguru was launched. Furthermore, this urushi-ware is made using tree saps of trees that are only found in Japan.

**From Output to Impact**
Meiten is promoting traditional Japanese craftsmanship and nature conservancy with the purpose of creating future beyond the current mass consumption society. Meguru is a recipient of the Good Design Award 2015 and Japan Wood Design 2015, both of which are prestigious awards in the world promoting excellence in design and innovation.

人员 フルタイム1名
**Issue**

In the aftermath of the earthquake and tsunami, there were designers from across the country who wanted to help out using their experience and skillsets. However, the physical distance, communication, and lack of information all became barriers in being able to connect with the disaster-struck areas. Additionally, regardless of these affected areas, there are not many NPOs that leverage design as a means of sustainability.

**Solution and Input**

By NPOs collaborating with designers across Japan, the activities and services of the NPOs are not only recognized, but also contributing towards sustainability. Designers first design an image or character that represents the NPO, sell the charity product characters, while also licensing of characters. A portion of the revenue from the product sales is donated to the nonprofit and paid to designers as a licensing fee. In this way, the general public can feel as though they are contributing to society by enjoying character design products.

**From Output to Impact**

Between March and December of 2014, approximately 202 designers have participated with GIFTHOPE, and charity t-shirts representing a nonprofit have been launched. About 1,500 pieces of t-shirts have been sold, and 30% of the sales have been donated back to 10 nonprofit organizations. As a result of contributing their experiences and skillsets, designers are also empowered and motivated by the fact that they’re able to create social impact through these means. In the future, GIFTHOPE’s goal is to go beyond t-shirt design and develop other character products for social impact.
一般社団法人りぷらす
介護予防を通じて、だれもが健康的に生活できる社会の創造

宮城県 石巻市、登米市
http://rilink.is-mine.net/

Issue
震災後の避難所・仮設住宅での生活は、生活不活発病など様々な疾病につながりやすい。
また、日本全体をみると、介護が必要になった者や介護予備軍、その家族の、介護に関する知識が不足しており、家族と専門施設のみで要介護者のケアをする傾向がある。これにより、要介護者の生活の質や生活力は低下し、家族は介護離職を迫られたり、介護うつも多発している。
これらの問題への事後的な対応は、医療・介護など社会経済的コストを増大させ、介護に関わる人をさらに疲弊させていく。

Solution and Input
介護が必要とならないような教育と、介護を担える人材を育成する。
要介護者に対しては、理学療法士・作業療法士・言語聴覚士などの福祉の専門家が、リハビリ特化型のデイサービスを行うことで、身体運動、認知エクササイズを通じて、介護レベルを軽減し、本人の自立を促す。
また、中高齢の地域住民などの介護予備軍あるいは要介護者を支える家族に対しては、地域健康サポーターを養成する講座を開き、彼らが介護に関して学ぶ機会を提供している。

From Output to Impact
リハビリ特化型のデイサービスは、現在64名が利用しており、3人に1人は介護度が軽減し、介護から卒業する利用者もいる。3か月以上利用した人の77％は、足の筋力が改善した。
地域健康サポーター養成講座は、2014年9月の開講以来、31名がサポーターとして認定されている。今後は、彼らがそれぞれの地域で、住民の介護に関する意思向上や学びを促す役割を担っていく。
地域社会全体で介護に向き合い、要介護者の可能性を追求していくことを目指す。

人員　フルタイム7名、パートタイム2名、ボランティア2名
売上　約4000万円 (2015年度)

Replus
Healthy Life for Everyone through Preventive Care for Senior People

Ishinomaki City and Tome City, Miyagi
http://rilink.is-mine.net/

Issue
As a result of staying in shelters and temporary housing post-disaster, the likelihood of getting various diseases and illnesses increase. Additionally, there is a lack of knowledge sharing and training towards caregiving in Japan, although there is a huge need for even family members to take care of their loved ones. As a result, the quality of care is often low, even causing depression and the need to leave jobs for caregiving family members.

Solution and Input
Replus’ solution is to provide training and education around caregiving so that care is no longer a barrier and individuals can become self-sufficient once again. For those who require care, physical therapists, occupational therapists, and speech therapists provide rehabilitation services during the day. The goal is for the individual to become self-sufficient and independent as a result of these rehabilitative body movements and cognitive exercises. In addition, Replus offers courses to families who also support those in need of such services, such as the middle-aged and the elderly, all in an effort to help them learn about long-term care as well.

From Output to Impact
Approximately 64 individuals are receiving daytime rehabilitation services from Replus, where 1 out of 3 individuals have graduated the need for services. Among those who stayed for more than 3 months, 77％ of them showed improvement in their physical strength of their legs. Since September of 2014, 31 members have received certification from Replus to become a caregiving supporter. Replus hopes that an increasing amount of individuals will receive certification and continue as supporters across regions and promote awareness of caregiving. Replus is always seeking out potential of those in need of rehabilitation services, all in an effort for these individuals to become self-sufficient and become a contributing member of the society.

FTE 7, Part Time 2, Volunteer 2
Budget: 40 million JPY (2015 FY)
NPO法人アスイク
貧困の連鎖を断ち切る教育と家庭環境支援

宮城県 仙台市・岩沼市（東京都大田区等にもモデル移転）
http://asuiku.org/

Issue
震災によって経済的・精神的に影響を受けた子どもたちは、学習面でも大きなハンディキャップを負う。中でも、6人に1人の割合で貧困層の子どもほとんど、元の生活への復帰まで時間もかかり、学習の遅れの問題が顕著。仙台市の高校進学率は99.1%に対し、生活保護受給世帯は91.2%にとどまる。十分な学習サポートを受けられず、結果として学習意欲や将来への希望を失ってしまう。教育格差と貧困の連鎖に直面している。

Solution and Input
低所得者層の子どもたちへの学習支援と、彼らの家庭環境も含めた包括的なサポートを、地方自治体・教育系ベンチャー・地域の民間団体や非営利団体など、多様なセクターのステークホルダーとの協働を通じて行っている。

From Output to Impact
仙台市の高校進学率は99.1%に対し、生活保護受給世帯は91.2%にとどまる。

Asuiku
Educational support to end cycle of poverty

Sendai and Iwanuma, Miyagi (Replicated to outside of Tohoku too)
http://asuiku.org/

Issue
Children who are affected by the disaster economically and mentally often suffer difficulties in their studies. Especially, it affects the most for one out of six children who are from poor households. In Sendai City, 99.1% of middle school graduates go to high school, where the rate drops to 91.2% for those families that receive social welfare. Because they cannot get enough educational support, they lose hope and will to study, which links to the vicious cycle of educational gap and poverty.

Solution and Input
Asuiku partners with an educational venture company that develops e-learning courses. With low cost and high quality e-learning courses combined with training instructors that support the learning, they provide educational support to children of low-income families. To date, 70 instructors provided 9600 hours of learning and communication for children.*1

From Output to Impact
Through the private and non-profit sector partnerships, the impact for educational support increased 10 times more *2. 125 students use 19 support centers located in Sendai, and the number continues to expand *3. Students experience increase in their basic study skills, boost in motivation towards studying, increased self confidence, decline in mental stress, and improvement in social skills. Asuiku also provides support to parents through partnerships with Miyagi Co-Op and Personal Support Center.

7 FTEs, 15 Part time staff, and 130+ volunteers
Budget: 60 million JPY
※ Number of beneficiaries between July 2011 and June 2014.

人员　フルタイム7名、非常勤15名、ボランティア約130名
前年度売上　約6,000万円
※ 受益者数は2014年6月末までのデータ
Chimichi
Citizen-Led Community Development and Talent Development
Kesennuma, Iwate/ Ishinomaki & Watari, Miyagi, Aizuwakamatsu, Fukushima (Based in Okayama)
http://www.chimichi.org/

Issue
Many remote communities in Japan are increasing becoming resource constraint and poor. Although there are various projects piloted to develop the community, implementation is a challenge due to the lack of resources.

Solution and Input
Through utilizing his/her skills and resources from the community, the residents deliver programs that focus on rediscovering the community’s appeal. The residents will also play both roles as planners and participants at the local events, providing the opportunity to re-discover the value of their local culture, art, and nature.

Kibino Kobo Chimichi disseminates the knowledge and skills behind this “One Person One Art” movement in other communities across Japan, including the five areas in Touhoku, through events, workshops, and consulting.

From Output to Impact
The knowledge and skills of “One Person One Art” model has been disseminated to five areas in Touhoku including Watari City (managed by Flat Touhoku) and Kesennuma City in Miyagi Prefecture. 1,188 people participated in 107 programs held in these five areas.

In the four areas that adopted the model, committees were established to continuously organize these events. The program impacts so far include youths and women participating in community development and events turning into small, sustainable business.

8 paid staff and volunteers
Budget 27 million JPY

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Preventive Eldercare
Unleash Potential

2013.6.29

2013.7.31

2013.8.10

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Power of Hope

Physical Improvement of Program Participants of 3+ Months

- Improved: 77%
- Worsened: 10%
- Maintained: 13%

N=48

(C) WIT 2016
Start Small. Mobilize Volunteers
Break Bad Cycle of Inter-Generational Poverty and Educational Gap
Coastal Forest Protected Community for 400 Years…

Before 3.11

After 3.11

写真提供: 社団法人東北建設協会

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Citizen-Led Sustainable Rebuilding