

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

## **The Power of Cross-Border & Cross-Sector Collaboration**



**WIT**  
World in T○H●KU

Change-Making Communities™

# 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 11<sup>th</sup>, 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

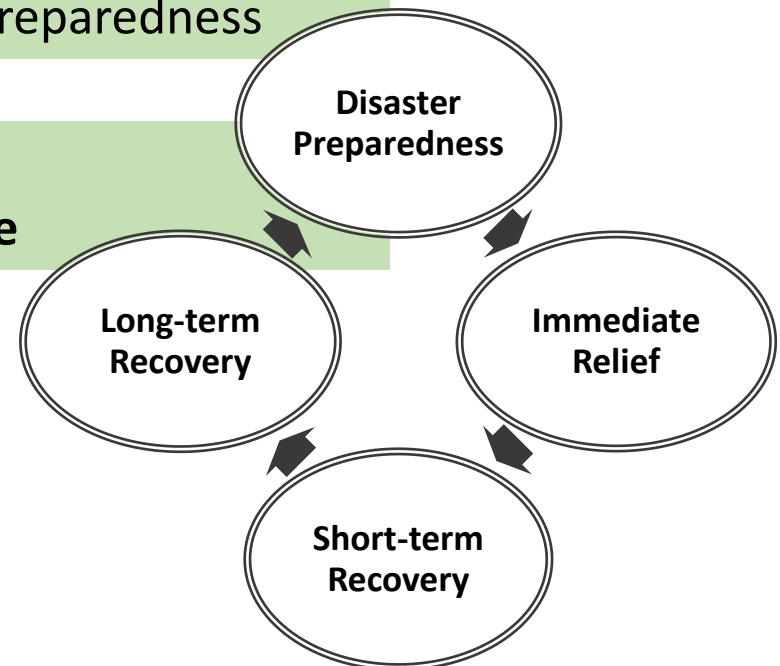
Support their **capacity building & resource mobilization**

Less resources for sustainable rebuilding

**Long-term** sustainable rebuilding & preparedness

Natural/human disasters repeat in history

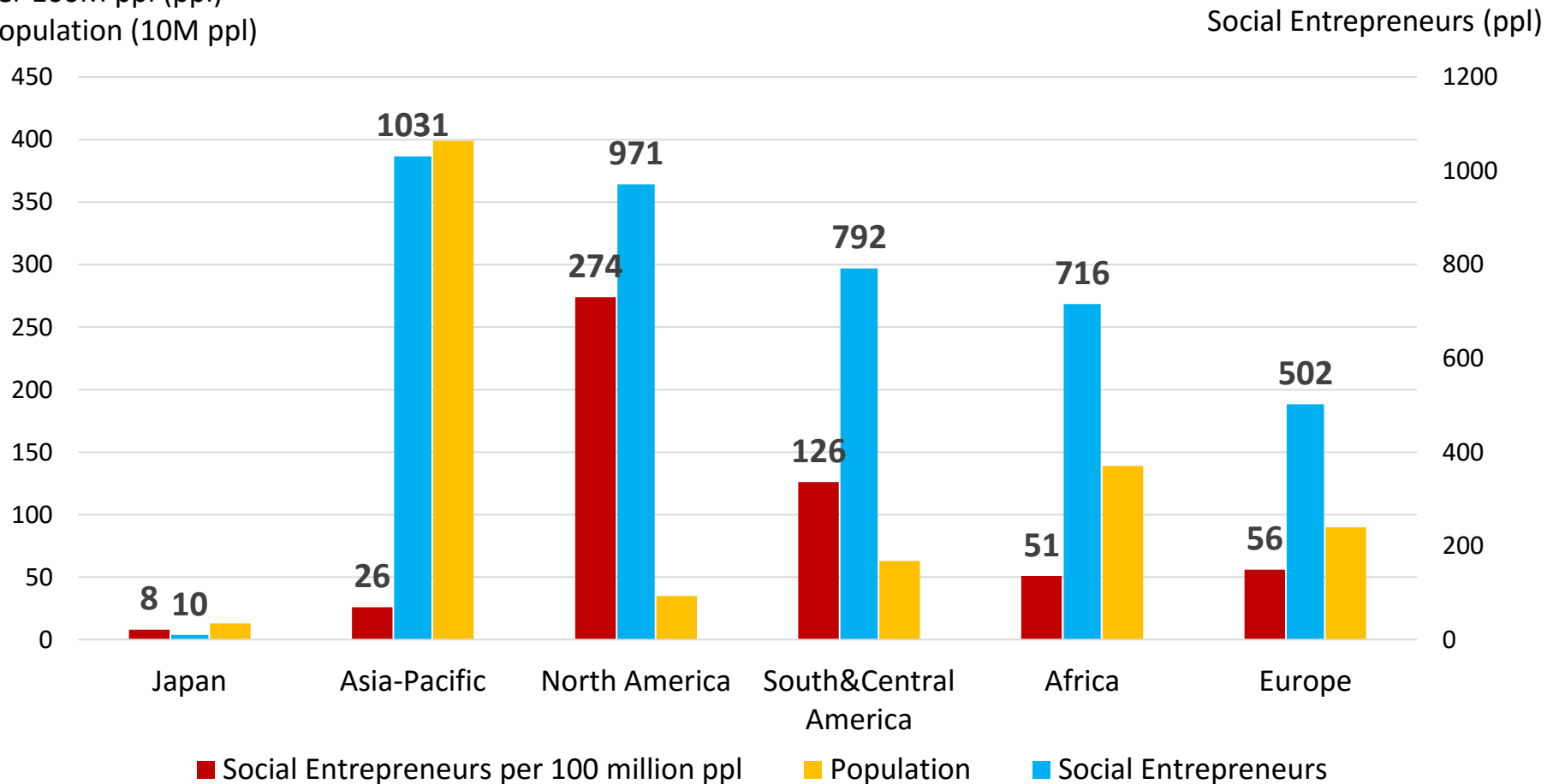
Make people **less vulnerable**



# 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 selected by Ashoka, Schwab Foundation, and Echoing Green

Chart created by WIT

(C) WIT 2016

Data source: Population- World Bank 2014, Social Entrepreneurs – Ashoka Foundation, Schwab Foundation and Echoing Green

## 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.***

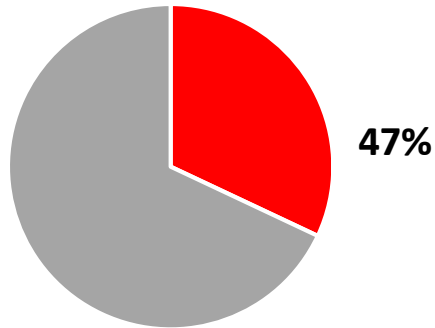
## Our Mission

WIT collaborates with **global citizens** in order to **scale the impact** that social entrepreneurship has on the world.

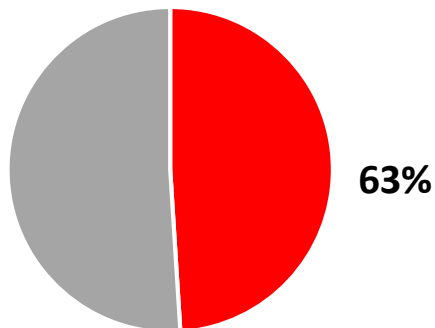


# Much Has Been Done, But Still Long Way to Go in Tohoku

Lands for residential homes



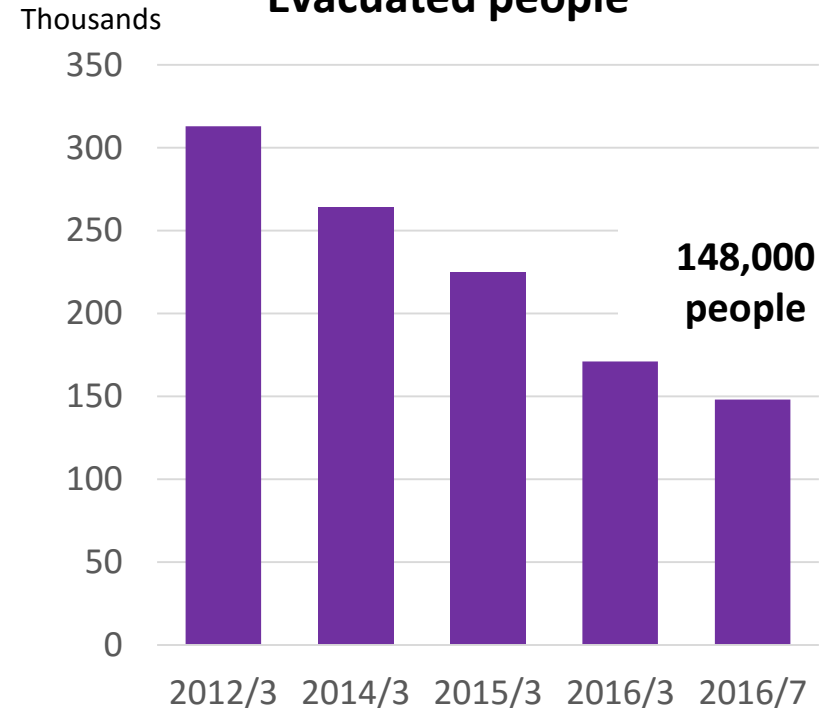
Public housing



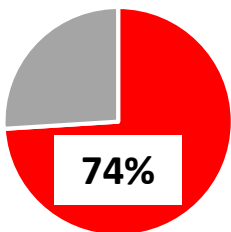
**Mental  
Health**

**Communi  
ty  
Building**

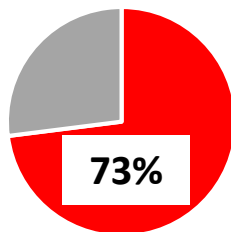
Evacuated people



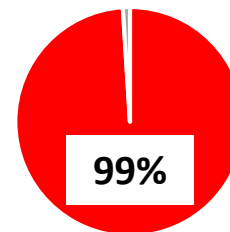
Farmlands



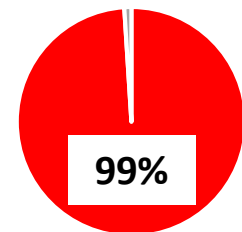
Fishing ports



Main roads



Debris cleanup





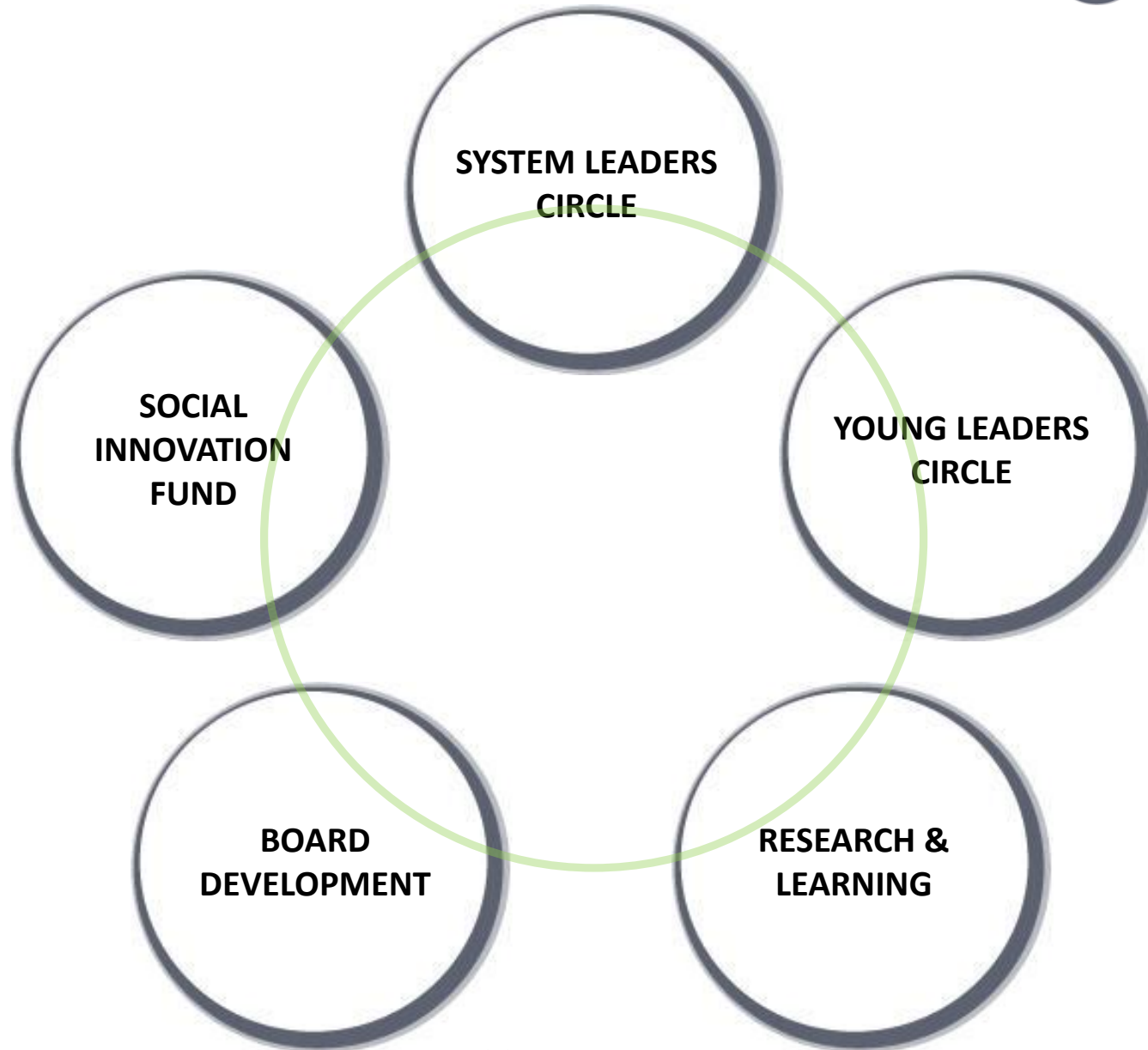
**Social Entrepreneurs – Agents for Social Change**



**Global Citizens – Accelerators for Social Change**

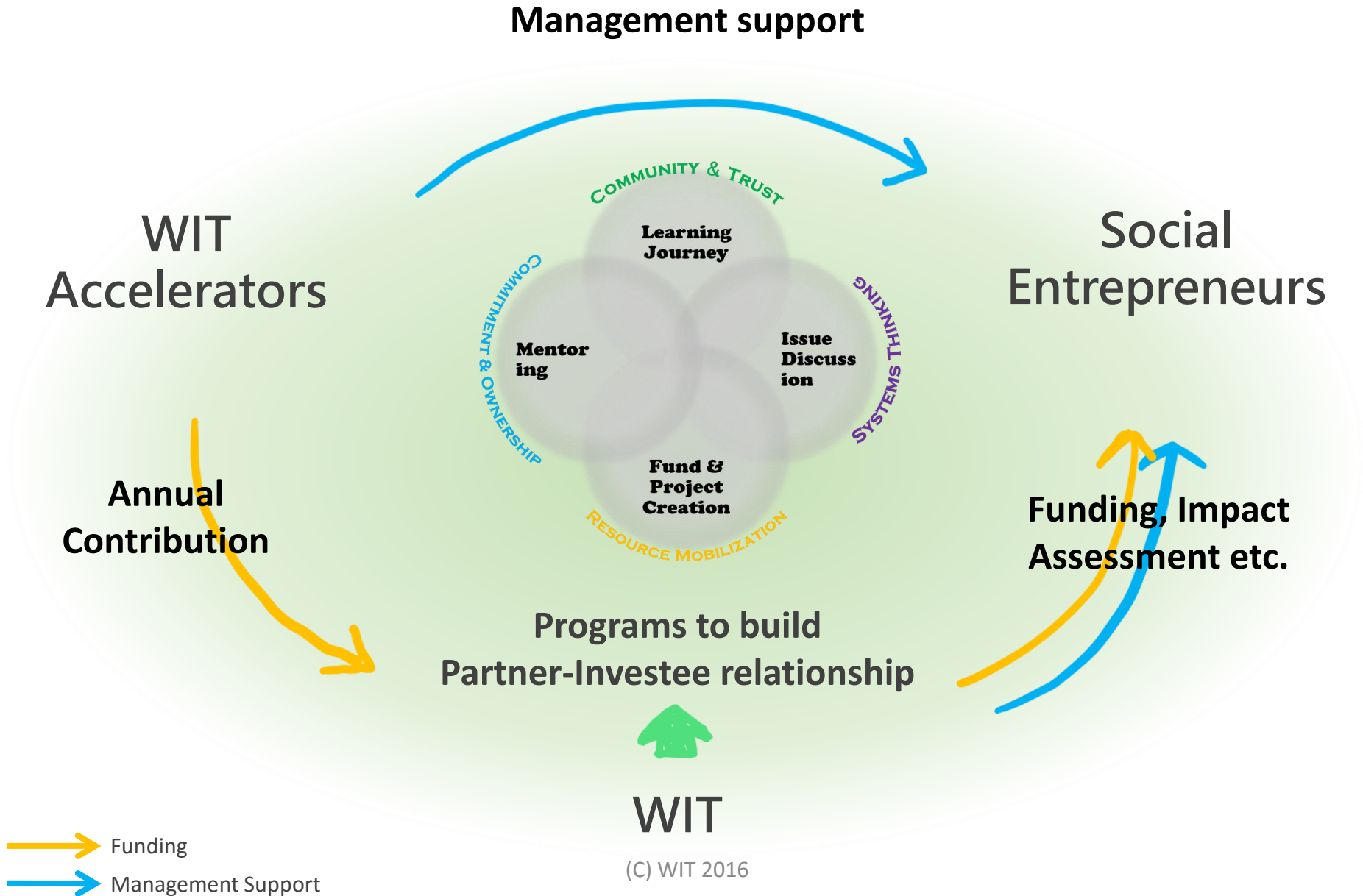


**Social Innovation**





# System Leaders Circle



- **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

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)



# Learning Journey – WIT Flagship Program to Support Social Entrepreneurs



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

# Learning Journey

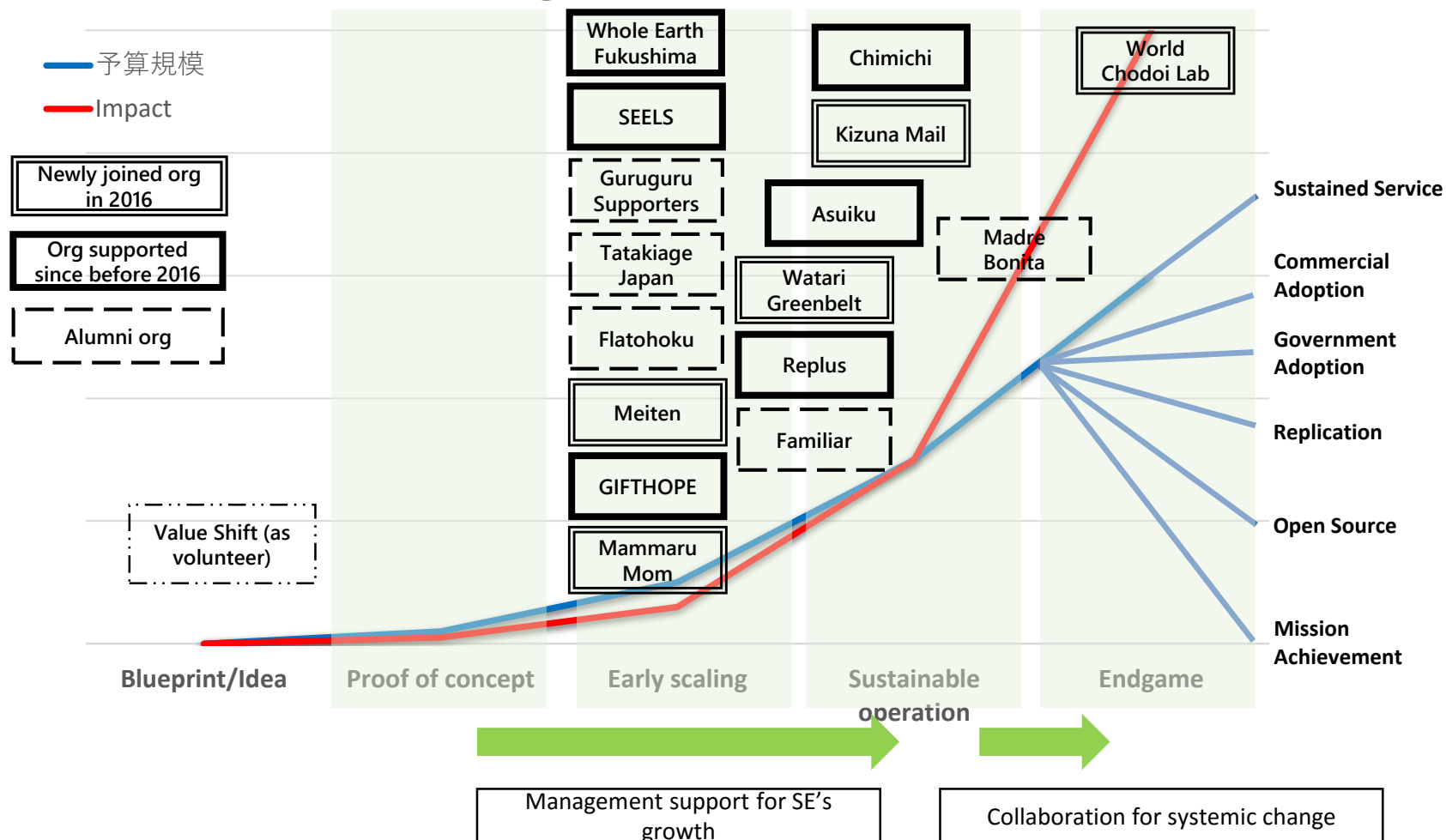


# **Social Entrepreneurs – Agents for Social Change**



# Growth stage of SE and WIT's support

## Growth Stages of Social Ventures



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

Endgame options refer to "What's Your Endgame?", Alice Guelev & Andrew Stern, Stanford Social Innovation Review, Winter 2015



## NPO法人 きずなメール・プロジェクト

子育て支援メールサービスを通じた、  
「孤育て」（孤独な子育て）予防

日本全国（宮城県石巻市を含む）  
<http://www.kizunamail.com/>

### Issue

妊産婦やその家族に、妊娠出産や子育てに関する必要な情報が行き届かないことで、問題や悩みを抱えていても母親は孤立しがちで、家族もサポートの仕方がわからない。情報は自分から探して取りに行く「プル型」情報発信のため、必要な人に届きにくい。

### Solution and Input

「孤育て」（孤独な子育て）を予防するため、きずなメールは、産前から子どもが3歳の誕生日を迎えるまで、毎日「プッシュ型」のメールマガジンで情報を届ける。出産予定日や誕生日を母親が登録することで、個々人の状況に合ったメールコンテンツが届く。メールは、地域の自治体や病院と提携することで、きずなメールの独自コンテンツと各地域の子育て情報が組み合わさった、きめ細やかな情報提供が可能になっている。

「安心・つながり・楽しみ」を“毎日”届ける孤育て予防メール



特定非営利活動法人

きずなメール・プロジェクト

### From Output to Impact

これまでに東北を含む全国27の自治体と提携し、妊産婦やその家族に情報を届けてきた。海外では、タイ語に翻訳されている。メール以外にもソーシャルメディアを活用して、世界で支援を必要としている20億人の人々に届けたいと活動している。

人員 フルタイム5名、パートタイム7名、ボランティア3名  
前年度売上 約3,200万円（2015年度）

## 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.

FTE 5, Part time 7, volunteer 3  
Budget 32 million JPY (2015FY)

## 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、母親同士が集まれる場所が足りていなかった。

#### Solution and Input

まんまるママいわては、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、また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をできるという特徴を持っている。母親同士が気軽にお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。

人員 パートタイム1名、ボランティア22名  
 前年度売上 約600万円（2015年度）

## 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 childbearing 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)

## 世界ちようどいい研究室 ((有)松華堂内)

GoodでHappyな経営による、持続可能な社会の実現

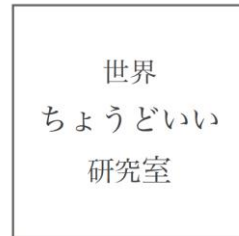
宮城県宮城郡松島町  
<http://logmi.jp/37777>

### Issue

世の中が過剰で利根的になり、心や身体、社会や地球環境にまで大きな負担をかけなければ保てないような現在の経済システム。  
 松島町で100年続く商家の5代目が、バブルの崩壊や東日本大震災被災という絶望を乗り越えた上で気がついた事。それは経営の目的は勝つ事ではなく、ハッピーになることだった。

### Solution and Input

World Chodooii Laboは有限会社松華堂内に設立された研究室で「BIGになるよりGOODになろう。RICHになるよりHAPPYになろう」を合言葉に、ハッピーになるための経営を研究する。同時に世界中のさまざまな土地で頑張る小さな会社の経営者の相談相手となり、一緒に経営の目的を整理し、コンセプトと手段を考え、その土地の魅力、そしてそのオーナーの魅力を引き出し輝かせる手助けをする。



WCL  
 World Chodooii laboratory

### From Output to Impact

日本的調和を前提とした経営方法や考え方を広げていくことでワクワクと安心が調和し、同時に多様性と持続可能性の有する社会を実現していくことを目指している。

人員 約45名  
 前年度売上 1億6500万円 (松華堂)

## World Chodooii 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 Chodooii 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

“Chodooii” in Japanese means “just the right fit”, and this concept stands at the core of World Chodooii Lab’s concept. With the mindset of “less is more”, World Chodooii 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 Chodooii 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 Chodooii Lab’s motto is “let’s be good rather than being big”, and through this mindset, World Chodooii 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 Chodooii Lab is trying to bring forth for small businesses across the world.

About 45 employees  
 Budget: 165 million JPY (Shokado Ltd.)

## NPO法人 わたりグリーンベルトプロジェクト

### 海岸林の育成・維持管理、並びに海岸林保全のための啓もう活動

宮城県亘理郡亘理町  
<http://www.watari-grb.org/>

#### Issue

約400年前に伊達政宗の主導で植えられた宮城県沿岸部の海岸林は、高波、風、津波などの被害から、地域の農地や人々の生活を守ってきた。その長さ4kmにわたる海岸林は、震災時に津波の威力低減に大きく貢献し、120haのうち77haが流出して、壊滅的なダメージを受けた。また、震災により沿岸部の住人が250世帯から約10世帯に減少し、海岸林の維持管理を行える人材が、減少し高齢化も進んでいる。

#### Solution and Input

東日本大震災で町民を津波から守って流出した海岸林を復活させるため、住民が中心となり、2011年に立ち上がったプロジェクト。約400年前に伊達政宗が始めた海岸林を、「町を守る海岸林育成」、「地域性を活かした海岸林づくり」「復興プロセスへの住民の主体的参画」を通じて、次世代へ継承すべく、苗木づくり、植樹、教育活動を行っている。



#### From Output to Impact

地元の種から育てた50,000本以上の苗木を、地域住民や企業等のボランティアとともに植樹してきた。将来の担い手育成のため、地元の5つの小学校で環境教育も行っている。2020年までに森林20ha分に相当する60000万本を植樹すること、そして将来の世代にわたって、森林を維持管理していく仕組みをつくり、沿岸地域の環境保全と活性化につなげることを目指している。

人員 フルタイム1名、パートタイム2名、ボランティア20名  
 前年度売上 約1,300万円 (2015年度)

## 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.

FTE 1, Part Time 2, Volunteer 20  
 Budget: 13 million JPY (2015 FY)

## 株式会社 明天

漆器の企画・販売・プロモーション

宮城県亶理郡亶理町

<http://urusii.com/>

### Issue

日本の伝統工芸産業は、需要の低下、職人の減少に伴い、衰退の一途を辿っている。会津漆器もその例外ではなく、大量生産の廉価品に押され、本物の漆器の価値が作り手から使い手に伝わらず、売上は最盛期の7分の1に落ちこみ、若い職人の育成も課題となっている。

### Solution and Input

城下町会津に残る伝統工芸の作り手たちを応援しようと、2005年、株式会社明天を設立。2013年より、会津漆器の工房と連携し、作り手（職人）と使い手（消費者）を繋ぐ、漆の産地文化ツアー「テマヒマうつわ旅」を展開。2015年に、目を使わないで生きる人（ダイアログ・イン・ザ・ダークのガイド）と共同開発し、国産漆を使った、優しいかたちと心地よい手触りが評判の漆器「めぐる」を発売開始。売上の一部は、国産漆の植栽に使われている。



### From Output to Impact

世代を超えて受け継ぐ暮らしをテーマにした本質的な漆器ブランド「めぐる」は、2015年グッドデザイン賞とウッドデザイン賞・審査委員長賞を受賞。作り手と使い手を繋ぎながら、大量消費社会を脱却するための「次世代の回答」づくりを目指す。

人員 フルタイム1名

## 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 Fukushima 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-ware, "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.

FTE 1



## NPO法人ギフトホープ

NPOと全国のデザイナーのコラボレーションプラットフォーム

宮城県（宮城県と東京都を中心に全国や海外）

<http://gifthope.jp/>

### Issue

被災地では多くの人々が助けを必要とし、全国では多くのデザイナーが自らの経験・スキルを活かして被災地を支援したいと思っていたが、距離的な問題、コミュニケーションや情報不足のため、つながらない現状があった。また、被災地に限らず、非営利団体の多くでは、デザインを活動の持続性に役立てる基盤が弱い。

### Solution and Input

非営利団体と全国のデザイナーがコラボレーションすることで、非営利団体の活動が世の中に発信され、持続可能性が向上する仕組みをつくる。支援対象の非営利団体をイメージしたキャラクターをデザイナーがデザインし、キャラクター商品を販売し、キャラクターのライセンスも行う。売上の一部が、団体への寄付、デザイナーへのライセンス費用にあてられる。一般の人々にとっては、キャラクター商品の購入を通じて、気軽に社会貢献ができる。



### From Output to Impact

2014年3月のサービススタートから2014年末まで、202名のデザイナーが参加し、非営利団体のモチーフとしたTシャツをデザイン。約1,500枚のTシャツが販売され、売上の30%が10の非営利団体への寄付された。参加したデザイナーには、売上に応じたロイヤリティが支払われ、自分の経験・スキルを活かして社会貢献をする、というモチベーションが上がる効果もある。今後はTシャツだけでなく、様々なソーシャル商品を開発・販売して、デザインの力で社会を変える活動を目指す。

人員 ボランティア6名  
前年度売上 約400万円

## GIFTHOPE

Collaboration Platform to Connect Nonprofit Organizations in Tohoku and Designers

Sendai City, Miyagi and others

<http://gifthope.jp/>

### 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.

Volunteer 6  
Budget: 4 million JPY (2014 FY)

## 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出ている。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月の開始以来、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識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 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人の割合でいる貧困層の子どもほど、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。学習支援では、eラーニングと子どもたちに寄り添うサポーターの養成を組み合わせ、子どもたちの居場所をつくっている。これまで延べ368名の学びサポーターによる、子どもへの学習支援及びコミュニケーション時間は46,000時間以上に上っている。



### From Output to Impact

営利・非営利の枠を超えたパートナーシップにより、仙台市を中心とする28か所の学習拠点で延べ638名が学んできた。子どもたちには、基礎学力向上、学習意欲の向上、自尊心の向上、精神的なストレスの軽減、ソーシャルスキルの向上などが見られ、2015年3月卒業生の高校進学率は100%であった。また、仙台市、みやぎ生協、パーソナルサポートセンターとの連携により、保護者への支援も行っている。

人員 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

# 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.

## NPO法人吉備野工房ちみち

### 住民主導のまちづくりと人材育成

岩手県・宮城県・福島県

気仙沼市・石巻市・亘理町・会津若松市（岡山県より活動開始）

<http://www.chimichi.org/>

#### Issue

日本の多くの地方はコミュニティが衰退し、まちに活気がなくなりつつある。まちおこしの試みがなされていても、地域復興の担い手不足があり、地域資源や地域の人材を有効活用しきれていない。

#### Solution and Input

住民が自らの特技や地域の資源を活用しながら、様々なプログラムを実施し、見えていなかった地域の魅力を再発見する。住民がイベントの企画者と参加者の双方になることで、地元の文化、芸術、自然に触れ、その価値を再認識する。

吉備野工房ちみちは、この市民主体のコミュニティ開発手法（一人一品運動）を、東北5地域を含む日本各地に移転するために、講演会やワークショップの実施やアドバイス等を通じて、各地のイベント実施へのノウハウ提供を行っている。



#### From Output to Impact

住民主導型まちづくりのモデルのノウハウが、宮城県亘理市（ふらっとーほくが実行主体）や石巻市など東北の5地域に移転された。5地域で開催された一人一品運動では、230名以上がワークショップ等を企画し、4,600名以上がこれらのプログラムに地域内外から参加した。

移転先のうち4地域では、継続的にイベント実施を担う組織がつくられ、「若者や女性がまちづくりに参画するようになった」、「イベントが持続的な小規模ビジネスへ発展した」等の変化があらわれている。

人員 有給8名、ボランティア

前年度売上 約2,740万円

※ 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 increasingly becoming resource constrained 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 Tohoku, 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 Tohoku including Watari City (managed by Flat Tohoku) 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

※ Number of beneficiaries between July 2011 and June 2014.





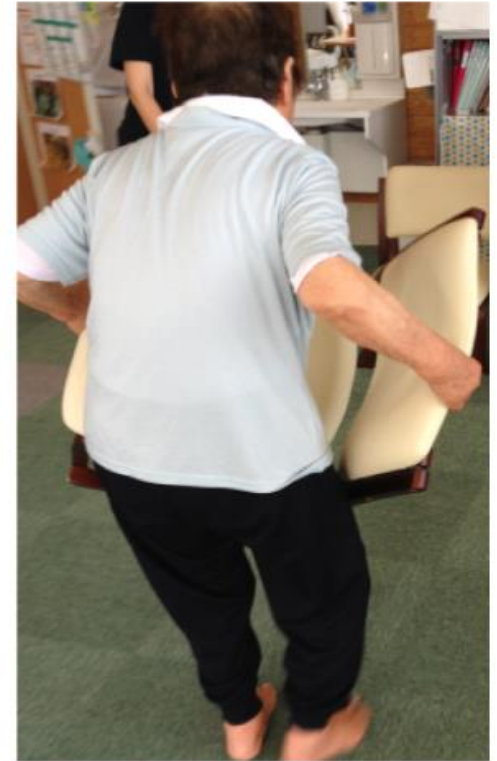
# Unleash Potential



**2013.6.29**



**2013.7.31**

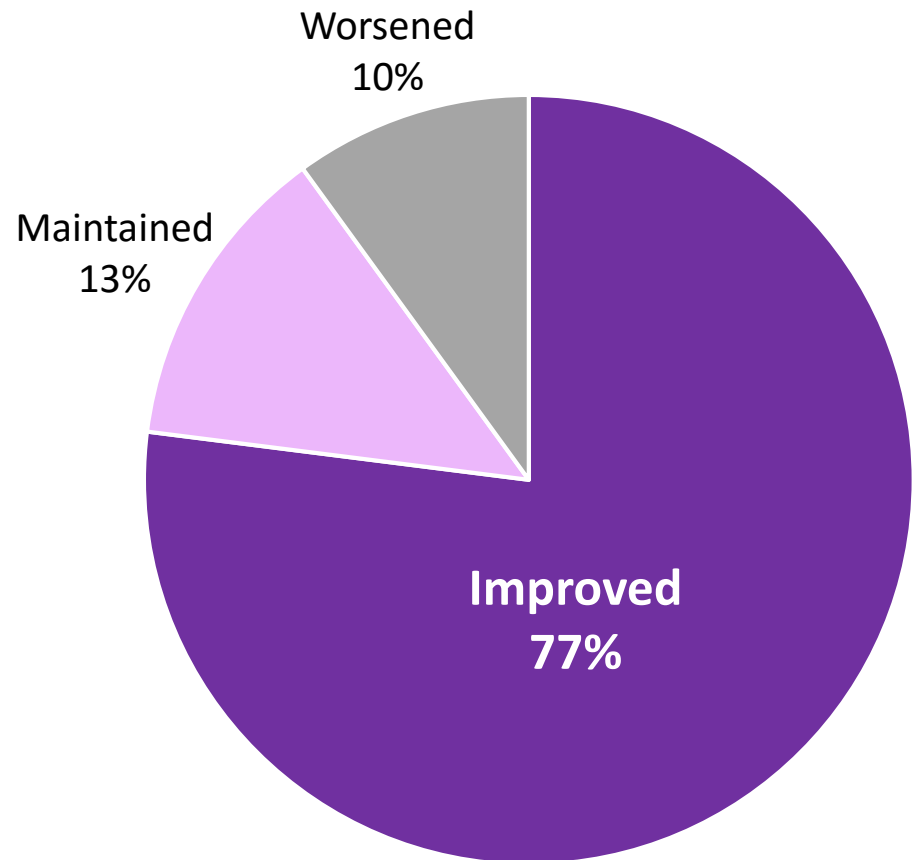


**2013.8.10**

# Power of Hope



## Physical Improvement of Program Participants of 3+ Months



N=48

# 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



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# Citizen-Led Sustainable Rebuilding

