

Support the Disaster Recovery Leaders - Relieve, rebuild and re-start Japan

Disaster Recovery Leadership Development Project Revised Implementation Plan

September 2011

ETIC.

Build up Tohoku where the Japanese youth challenges for their own future

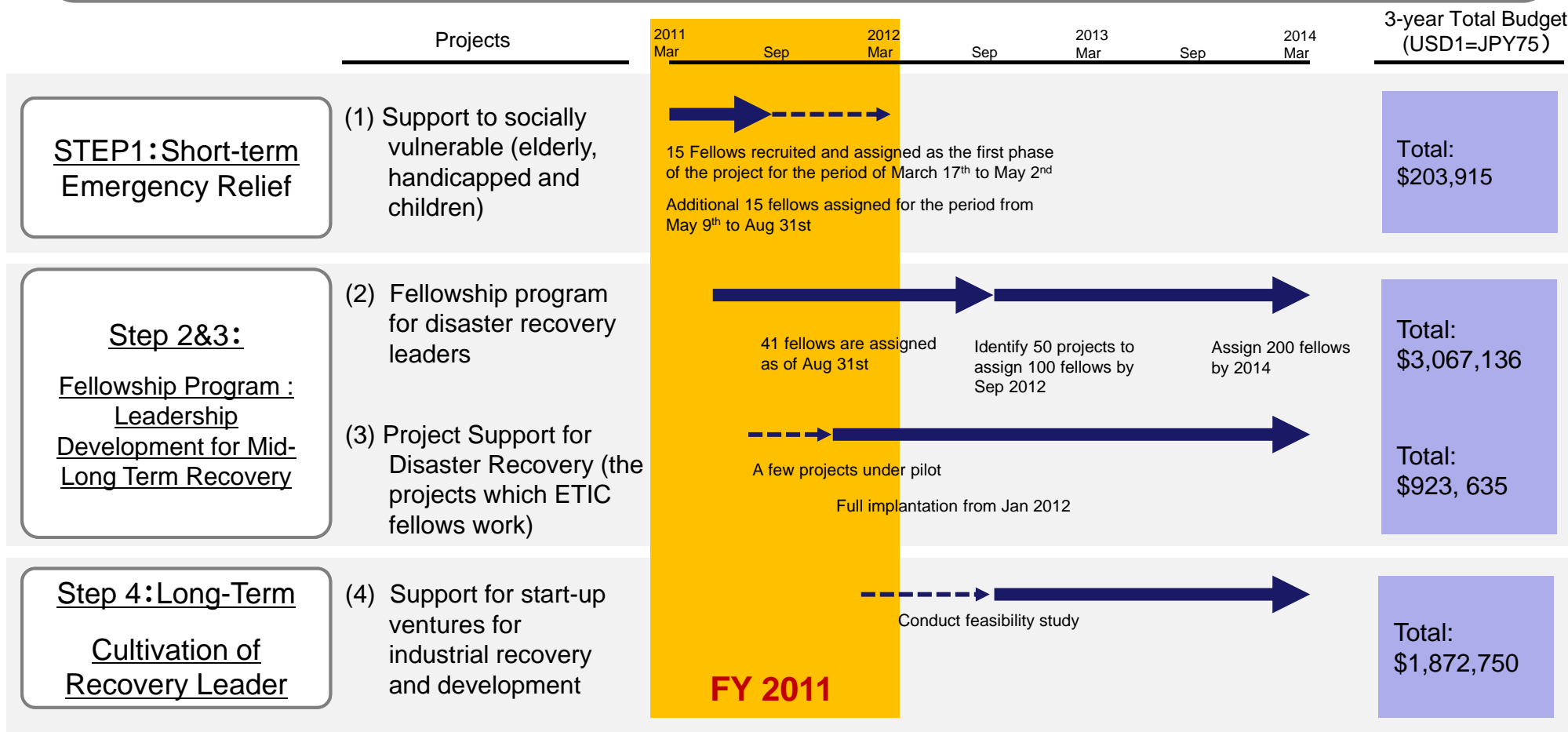
Create Entrepreneurial Ecosystem in Tohoku
for Self-sustaining Rebuilding

Build up Tohoku where the Japanese youth challenges for their future

- **Bottleneck : Lack of core leadership resources for recovery effort**
 - Leadership role is desired in every segment of affected area by the earthquake. Outstanding leaders could attract resources and high potential project ideas which is critical for recovery effort.
 - On the other hand, over 25% of the population is elderly (35% in coastal area) and there has been outflow of young workforce to Tokyo metropolitan area, which resulted in critical shortage of core leadership talents to execute recovery projects on the ground, at Executive Director level.
- **Solution : Continuous involvement of young talents to recovery effort**
 - ETIC. has recruited and assigned 41 young non-profit leaders for 6 month to one year assignment to work for disaster recovery projects (as of Aug 31st)
 - After the earthquake rescue boom, decreased inflow of non-profit organizations and its volunteers are concerned. Continuous involvement by young leaders are critical for sustainable development
- **Entrepreneurship and local Initiatives are the key for recovery effort**
 - Tohoku used to be relying on government subsidization and investment by large companies. It is a structural problem of vital local economy and weak community tie.
 - Entrepreneurship by local small business, youth and women are the key and it will attract youth who are willing to devote into the recovery work

Project Overview (for 3 years)

Cultivate and develop recovery leaders who will be the core of eco-system for entrepreneurial and sustainable community in Tohoku







FY 2011

Project Plan for FY2011* and Some Example Cases

*from April 2011 to March 2012

Our plan for FY2011

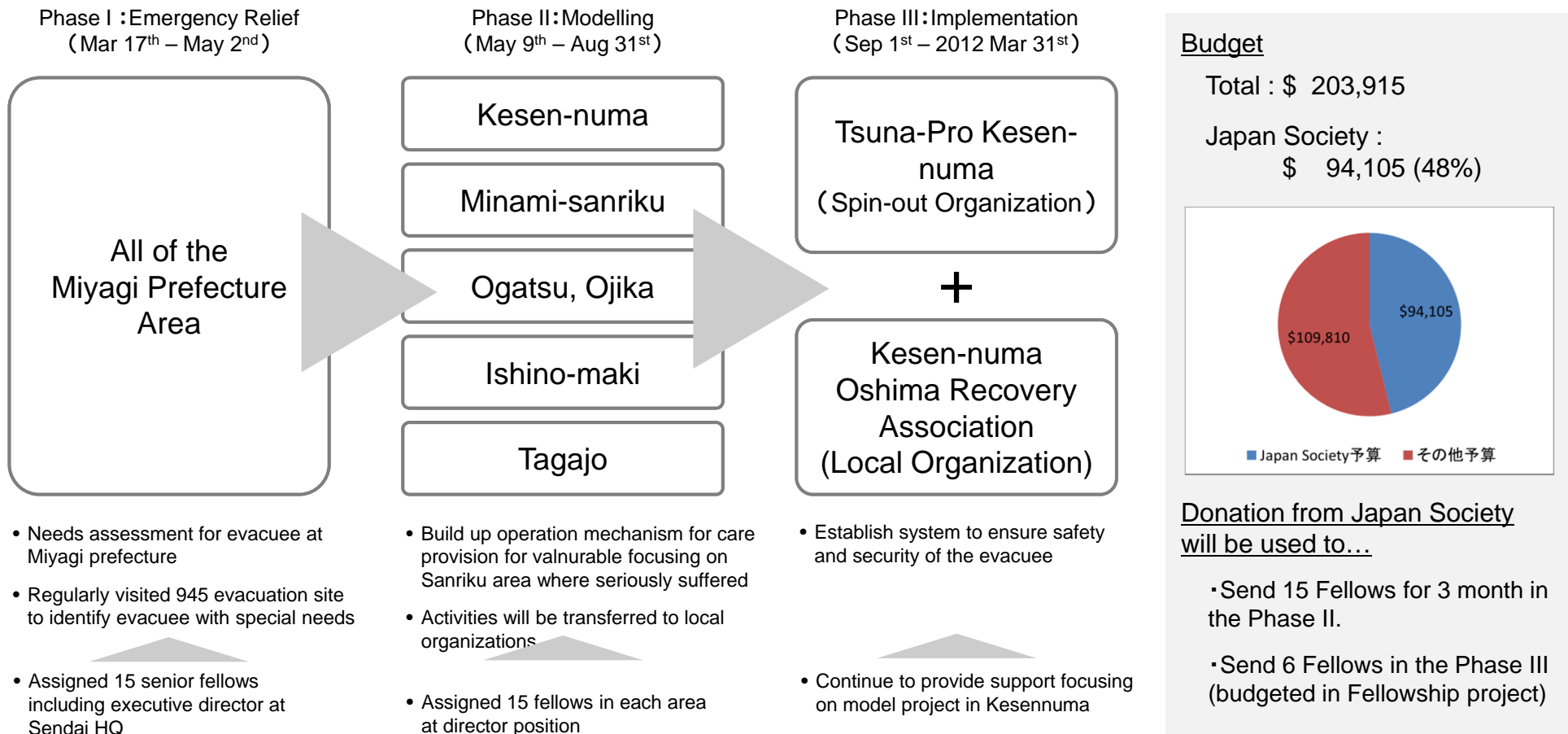
We will focus on sending 70 Fellows to local projects in FY2011, while implementing some pilot projects for our mid- to long-term activities

	Projects	Mar 2011	Sep	Mar 2012	FY2011 Budget (USD1=JPY75)
STEP1: Short-term Emergency Relief	(1) Support to socially vulnerable (elderly, handicapped and children)	 <p>15 Fellows recruited and assigned as the first phase of the project for the period from March 17th to May 2nd. Additional 15 fellows assigned for the period from May 9th to Aug 31st</p>			Total: \$203,915
Step 2&3: Fellowship Program : Leadership Development for Mid-Long Term Recovery	(2) Fellowship program for disaster recovery leaders	 <p>Recruit and assign 70 fellows in 35 projects by Mar 2012</p>			Total: \$1,584,947
	(3) Project Formulation for Disaster Recovery (the projects which ETIC fellows work for)	 <p>A few projects under pilot Full implantation from Jan 2012</p>			Total: \$196,402
Step 4: Long-Term Cultivation of Recovery Leader	(4) Support for start-up ventures for industrial recovery and development	 <p>Feasibility study, planning and preparation</p>			Total: \$129,079

Project Overview (1) Emergency Relief

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15 ETIC fellows led emergency relief projects immediately after the earthquake to support socially vulnerable (elderly, handicapped and children)



Project Overview (2) Fellowship Program for Leadership Development

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Identify and assign 300 young leaders(fellows) in 3 years to work for local project for disaster recovery

- Fellowship Program : Bring solution to lack of leadership to fully commit to local projects in a long-term which is a bottleneck issue for disaster recovery

Young talents in 20s and 30s willing to make long-term commitment

The ability to work independently and actively in severe environment

- Young individuals in their 20th and 30th who can work full-time for 3 months to 1 year
- With the situation constantly changing, and with the lack of various resources, we value the ability and potential to work independently and actively to produce outputs
 - For example, we are looking for those who have experience in working or doing an internship at ventures and NPOs especially during the start-up phases

- By providing financial aid, we support the activities of fellows in the affected area

Provide financial aid from the fund, as well as other supports needed

- On top of 100,000 to 150,000 yen/month from Disaster Recovery Leadership Fund, we provide prior and post trainings, as well as other supports such as matching of businesses and raising awareness

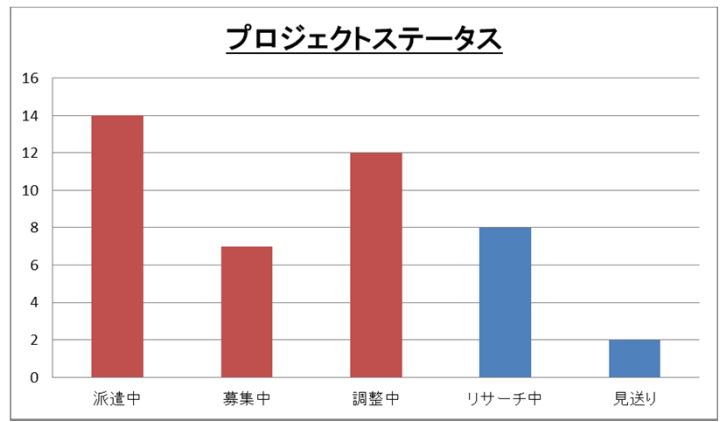
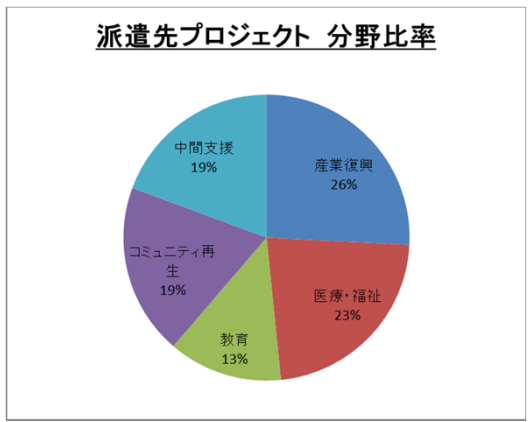
Project Overview (2) Fellowship Program for Leadership Development

FY2011 Goal

- Identify and assign **70** Fellows to **35** projects by March 2012
(Target at 200 Fellows in three years)

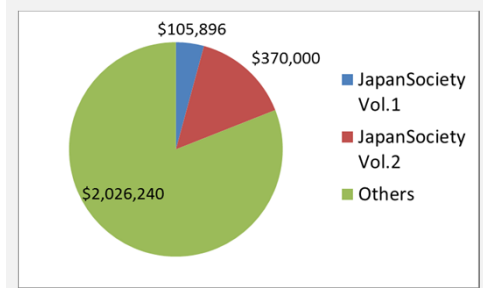
Progress

- Assigned **41** Fellows in **20** projects (As of Aug 2011)
- **14** positions in recruitment



Budget

Total : \$1,584,947
Japan Society : \$ 475,896(30%)



Implementation Process

Position Opening on the Web



Fellowship Recruitment Fair



Training



Donation from Japan Society will be used to...

- send 15 Fellows mainly to provide affected people with the emergency medical and emergency supports

Project Case: Onagawa-Kogakukan Tutoring School

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After-school tutoring classes for children in Tohoku employing teachers who lost their jobs in earthquake



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Leader : Kumi Imamura

(President, NPO Tatariba /
ETIC.Program Graduate)

Kumi has launched Katariba program with 4000 college volunteers when she was studying at university. Currently she is running a project in Onagawa, Miyagi pref.

ETIC Fellow : Lisa Takayama

Lisa has lived in Manila for 13 years, working as a country representative of international non-profit organization. She works for Katariba's project for fundraising and project management.

Beneficiaries

Teachers who lost their job in earthquake : Employment Creation

Children in Onagawa : After-school tutoring opportunities

Project Case : Tsuna-Pro Kesen-numa

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Identify 150 evacuee in need of special care to provide personalized care liaised with clinics and government



Leader : Katsuhiro Kawasaki

Katsuhiro started his business consulting firm in 2000 and also involve in community revitalization projects.

He has been proactively involve in recovery projects in Kesen-numa area as a part of Tsuna-Pro project which ETIC has been leading.



Fellow: Hiroshi Kajihara (left)

- 4th year student in Waseda Univ.
- Played a key role in launching a local volunteer office with local disaster countermeasures office.

Fellow: Naoto Kojima (right)

- 2nd year student in Aoyamagakuin Univ.
- Managed volunteers who implemented a door-to-door survey on all the houses.



Beneficiaries

OBAKA Group Project:

A local group of young fishermen works towards reconstruction of Kesen-numa Ohshima.

Residents in Kesen-numa:

Secure the residents' safety and reassurances

Project Case : “Cannus” Home-Visit Nursing

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Support local medical and nursing entrepreneurs to create a model for regional medical care



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Leader : Kensuke Sugawara

(Coordinator , Cannus)

After the earthquake, Kensuke quit his job as physical therapist and joined Cannus to support local operation at Ishinomaki.

Fellow: Yuko Tsukada

Yuko took one year off from Chiba university to join in Tsuna-Pro program to conduct needs assessment for evacuation centers. She support Cannus for develop operation model.

Beneficiaries

Nurse : Support starting medical venture start-ups

Evacuees and local residents : Support healthcare

Project Case: Tohoku Roku Project

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Develop high value-added agri-business in Sendai
Creating 40+ employment including handicapped people



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Leader : Masayuki Shimada

(CEO, Familia Corporation)

Masayuki have led “Marche Japan Sendai” project. After the earthquake, he provided more than 20,000 meals to evacuation centers which eventually formed as “Roku” project

Fellow : Akihiro Fujisawa

Akihiro quitted his job at major convenience store chain and joined Tohoku Roku project in July 2011. After two weeks, he has promoted to division manager and run bakery operation of the business.

Beneficiaries

Handicapped people : Employment opportunities

Farm workers : Job opportunities

Potential Project: Kesen-numa Outreach

Identify local resources and attractions for marketing communication for vital small business community in Kesen-numa



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Leader : Kazue Saito

(Director, Saiyoshi Co.)

Kazue is the 3rd generation management of Saiyoshi, a family-owned fishery firm with 60 years of history. She is trying to rebuild her business with a help of external investors.

Fellow Position: Open

Recruiting fellow position who work to market Kesen-numa's small business and local resources. The fellow is also expected to train marketing communication skill for local businesses

Beneficiaries

Small business in Kesen-numa : Improved Communication skills and increased sales

Potential Project: Fukushima(Aizu) Center for Social Bond

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Job Creation for Nuclear Refugees and Earthquake Evacuees



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Leader:Wataru Kainuma

(CEO, Meiten)

Founder of Meiten, the first social enterprise in Aizu, Fukushima, which aims at revitalization of local community

Fellow Position : Open

Conduct networking of evacuee from Fukushima

Beneficiaries

Evacuee and local resident of Futaba, Fukushima

List of projects that accept fellows (34 projects are open)

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1. Industry Recovery Project(8 Cases)

- Tohoku Roku Project
Primary industry revitalization including hydroponics, agriculture, processing factories and local restaurants near Sendai, which creates 40 jobs mainly for those with disabilities and supports reconstruction of farmers
- Industry reconstruction project in Ishinomaki and Ojika areas
Aims at independence by operating a small-scale business by local housewives creating and selling traditional goods by utilizing deer horns
- General Association of the East Japan Food Industry
Distribution and food companies in Tokyo purchase farm and marine items in Tohoku and support the producers
- Hitachinaka Marine Seaside Train Renewal Project
Rebuild the area with the local train as a symbol to connect everyone in the community for reconstruction
- Minamisanriku Reconstruction Atelier Project
Create jobs in the atelier by producing goods with the octopus of Shizugawa as a symbol for reconstruction
- Kesen-numa Project for Raising Awareness (Saikichi mercantile store)
Local seafood processing workers challenge to provide more information about them to the final consumers
- Hotate Aquaculture Revival Project (Sweet Treat 311)
Support clam and scallop farmers in Ogatsu who have set up a reconstruction project
- Rikuzen-Takada Community Community
Local SMEs' managers launched a time-limited company to rebuild local community and to revitalize local shopping streets.

2. Medical and Social Services Projects (10 Cases)

- Guru-guru Supporters
Helps to provide elderly people in shelters and temporary housings with their meanings of lives through creating jobs

- Local Care Project
Support nurses for establishment of local care system
- Drum Café Japan
Create a relaxing place with interactive drumming
- Nurse Visit Station Set-up Project
Protect the well-being of the affected area through visit-care and health checks
- face to face [East Japan Disaster Rehabilitation Network]
Providing courses about rehabilitation by a volunteer team comprised of professionals from the entire Japan
- Tsuna-Pro Kesen-numa
Creation of a system that ensures the minimum "safety and emotional security" to about 150 locals
- Tsunapro in 4 areas such as Minami-sanriku, Tagajou Ishiomaki, Tagajou
Livelihood support of the disadvantaged disaster victims

3. Educational Projects(4 Cases)

- Educational Support Project for Middle-school and High-school students (Kidsdoor)
Educational support to the children of families with financial difficulties after the disaster
- Educational Support Project for Children in Temporary Houses
Educational project for children in 19 temporary housings in Seidai
- HotSpace
Creating a place where the children can feel at home
- Onagawa-Kougakukan (Katariba)
By employing education-related workers in Onagawa and starting up a night-school for local children

4. Community Revitalization Projects (6 Cases)

- Fura-Tohoku Project
Accept volunteers from capital regions and facilitate their communication with local people
- Personal Support Center
Create jobs for the people living in shelters

- Fukushima (Aizu) Center for Social Bond
Creation of new jobs by connecting the radiation refugees and the people in cities that accept them
- OBAKA Group Project
The local group of fishermen work towards reconstruction of Kesen-numa Ohshima.
- To-no Magokoro Network
Comprehensive support center for disaster affected area
- Ohfunado Temporary Housing Project

5. Projects that provide intermediary supports (6 Cases)

- The Miyagi Fund
Locally-rooted foundation for recovery
- Sendai Miyagi NPO Center
Leading intermediary support center in North Japan
- MAKOTO Project
Non-profit fund that helps the creation of new projects by companies in disaster-affected
- RCF Disaster Support Team
A think-tank for providing supports for effective reconstruction efforts
- ORIZURU Project
Support for fundraising efforts using social media

[Project Selection Criteria]

We mainly select projects that are expected to be highly-leveraged

- 1) Projects that could serve as model cases for other projects and areas
- 2) Projects with long-term strategies for specific community's development
- 3) Projects with hopes to reconstruct industries and create social innovations as well as job opportunities

Total Budget (3 years, as of Sep 2011)

*In response to the increasing needs, we have raised our 3-year target for Fellowship Program from 100 Fellows to 200 Fellows.

	Period	Total	
		JPY	USD
1. Short-term Emergency Relief		¥ 15,293,661	\$ 203,915
Support Funding for Fellows (Tsunapro)	March 17, 2011 - September 30, 2011	¥ 9,438,000	\$ 125,840
Support Funding for a Local Entrepreneur		¥ 3,000,000	\$ 40,000
Program Expenses		¥ -	\$ -
Proportional Distribution of the Program Expenses for the Entire Project		¥ 866,604	\$ 11,555
Personnel Expenses		¥ 598,724	\$ 7,983
General and Administrative Expenses		¥ 1,390,333	\$ 18,538
2. Fellowship Program *		¥ 445,804,035	\$ 5,944,054
Support Funding (stipend) for Fellows	June 1, 2011 - March 31, 2014	¥ 322,902,500	\$ 4,305,367
Program Expenses		¥ 8,175,000	\$ 109,000
Proportional Distribution of the Program Expenses for the Entire Project		¥ 13,433,498	\$ 179,113
Personnel Expenses		¥ 58,875,900	\$ 785,012
General and Administrative Expenses		¥ 42,417,137	\$ 565,562
3. Project Support		¥ 73,436,825	\$ 979,158
Program Expenses	October 1, 2011 - March 31, 2014	¥ 32,997,000	\$ 439,960
Proportional Distribution of the Program Expenses for the Entire Project		¥ 6,581,300	\$ 87,751
Personnel Expenses		¥ 29,568,500	\$ 394,247
General and Administrative Expenses		¥ 4,290,025	\$ 57,200
4. Start-up Support		¥ 124,353,188	\$ 1,658,043
Support Funding for Entrepreneurs	April 1, 2012 - March 31, 2014	¥ 85,000,000	\$ 1,133,333
Program Expenses		¥ 9,660,000	\$ 128,800
Proportional Distribution of the Program Expenses for the Entire Project		¥ 3,105,800	\$ 41,411
Personnel Expenses		¥ 14,786,000	\$ 197,147
General and Administrative Expenses		¥ 11,801,388	\$ 157,352
Total		¥ 658,887,709	\$ 8,785,169