

THE JTI FOUNDATION

A journey to recovery

CLOSING REPORT OF THE JAPAN
DISASTER RELIEF PROGRAMS





When a large earthquake and tsunami hit the northeastern coast of Japan on March 11, 2011, it deeply moved the whole of JTI – its management, its employees, and its business partners. In the spirit of solidarity, the Japan Disaster Relief Fund (JDRF) was set up and within a few weeks it had raised over CHF 5 million.

The JTI Foundation is our corporate foundation that has specialized in disaster aid for over a decade. It was chosen to administer the Fund, with a mandate to help the victims of the disaster in clearly demonstrable ways.

In this document, we report on the strategy, the partners, and projects selected – and most importantly, the results achieved. As you read about the varied programs and the benefits they have delivered, it will become clear that your support has made a real difference to the lives of numerous individuals and communities in Japan.

On behalf of the people who received your support, I would like to thank again those who have made possible all that has been achieved.

Pierre de Labouchere
President of the Board of the JTI Foundation
and CEO of JTI

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Distribution of support:

31.7%
EMERGENCY RELIEF

68.3%
LONG-TERM RECOVERY

Introduction



After the March 11 tragedy in Japan, the JTI Foundation's priority has been the transparent and effective use of donations, with the aim of providing relevant support to the victims of the disaster. Beneficiaries' views on what needed to be done and how, have been critical in guiding our response.

Since a national recovery plan takes time to develop and implement, our programs had to focus on medium-sized projects rooted in local communities and developed together with local partners. Over time, two key themes have emerged in our choice of projects. First, the assistance to the most vulnerable: the elderly, the persons with disabilities and the rural communities. Second, a focus on long-term economic revitalization: paying particular attention to innovation and creating employment opportunities.

This report accounts for the actions we have taken on your behalf. You will see that we have built strong partnerships, some of which will outlive the Japan Disaster Relief Fund itself.

We hope you will agree that your contributions have been effectively translated into action, and have delivered concrete results. During the last two years, we have experienced great appreciation from individuals and communities affected by the disaster, and many people have demonstrated dignity, strength, and even optimism in the face of enormous challenges. It is on their behalf that I sincerely thank you for your support and your trust.

A handwritten signature in blue ink, appearing to read 'Stefan Rissi'.

Stefan Rissi
Managing Director
the JTI Foundation

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Prefectures

AREAS AFFECTED BY THE DISASTER

On March 11, 2011 a total of 21 Japanese prefectures were affected by the Great East Japan Earthquake and Tsunami. Most seriously hit were Fukushima, Iwate and Miyagi. This section explores the characteristics of these regions to better understand the scale of the disaster and the challenges faced by the victims.



FUKUSHIMA

Fukushima is one of three prefectures most damaged by the events of March 11, 2011, and the one closest to Tokyo. As was the case with Iwate and Miyagi prefectures, it was the coastal population of Fukushima that was most affected by the earthquake and tsunami.

Fukushima is divided by mountain ranges that run broadly parallel to the coast. Hamadori, the coastal region, is relatively flat and was most damaged by the tsunami. Inland, the Nakadori region is the agricultural heart of the prefecture and home to its capital, Fukushima City.

Further inland, the region of Aizu is a mountainous area famed for its scenic lakes, lush forests and snowy winters. Much of the prefecture – some 13 percent – is reserved for national parks.

Fishing is an important economic mainstay along the coast, as is agriculture in the central valley. The prefecture is also noted for its power-generation industry and – in the context of the 2011 disaster – it is for the crisis at the Fukushima 1 nuclear power plant that the prefecture is unfortunately remembered.

THE LEGACY OF FUKUSHIMA 1

In the immediate aftermath of the tsunami, floodwaters coursed through the Fukushima 1 nuclear power plant between Okuma-cho and Futaba-cho, causing the emergency generators that are vital to cooling the plant at times of crisis, to fail. As a result, the outer housings of three of the six reactors at the site overheated and exploded. Subsequently, fires or partial meltdowns followed at a total of four units.

As a result of the disaster, a large number of residents were forced to leave their homes and an evacuation cordon was established around the facility. The explosions saw leaks that resulted in increased radiation levels across Japan.



PROJECTS IN FUKUSHIMA

IMMEDIATE ASSISTANCE TO DISASTER VICTIMS	AAR JAPAN	THROUGHOUT THE PREFECTURE
PEST CONTROL	NICCO	SOMA

IWATE

Iwate is situated in the larger region of Tohoku and to the north of Miyagi, another prefecture devastated by the events of March 11. Iwate’s capital is Morioka.

Much of the prefecture is mountainous, and forestry has been one economic mainstay over the years. The region is noted for its indigenous beech trees. The fishing and seafood industries were particularly badly damaged by the tsunami, resulting in great economic hardship both for fishermen and those onshore

dependent on their catch. The prefecture – with a population of around 1.36 million – constitutes only a little over one percent of the country’s total. As a result, Iwate is by Japanese standards relatively unpopulated. Only Hokkaido, the island to the north, has a lower population density. In common with many other parts of rural Japan, the prefecture also faces progressive depopulation, which even before the recent disaster has posed serious social and economic challenges.

The JTI Foundation support has targeted those segments of Iwate’s population and economy most severely affected by the catastrophe, including fishermen, internally displaced people, the elderly and persons with disabilities.

PROJECTS IN IWATE

SUPPORT TO THE OFUNATO FISH RETAILER ASSOCIATION	PWJ	OFUNATO
SUPPORT TO THE OFUNATO SMALL BUSINESSES	PWJ	OFUNATO
SUPPORT TO THE OFUNATO AREA WOMEN’S COALITION	PWJ	OFUNATO
REBUILDING COMMUNITY CENTERS IN OFUNATO CITY	KNK	OFUNATO
OTSUCHI COMMUNITY STATION	TMN	OTSUCHI
SANRIKU SEAFOOD GYOZA WORKSHOP	TMN	OTSUCHI
100 SANTA CLAUSES	TMN	OTSUCHI, OFUNATO
IMMEDIATE ASSISTANCE TO DISASTER VICTIMS	AAR JAPAN	MIYAKO, YAMADA, KAMAISHI, RIKUZENTAKATA
PEST CONTROL	NICCO	MIYAKO, TANOHATA, YAMADA, OTSUCHI, KAMAISHI, OFUNATO, RIKUZENTAKATA



MIYAGI

Miyagi is located between Iwate to the north and Fukushima in the south. Much of the long southeastern coast looks over Sendai Bay, while the coastline to the northeast is more jagged and mountainous.

Sendai is also the largest city capital of the province, and home to many of its manufacturing industries, which include electronics and food-processing.

Agriculture and fisheries play an important role in the local economy. The prefecture produces around 5% of the country's rice, and a quarter of its oysters.

The southern part of the prefecture borders Fukushima, and farmers in parts of Miyagi were subject to a government ban on beef movements over the summer of 2011, in the wake of fears about radioactive contamination.

The coastal area of Miyagi was devastated by the tsunami that followed the scale 9.0 earthquake. In Miyagi as a whole, around 10,000 people were killed or reported missing in the aftermath of the disaster. Around 340,000 buildings were damaged or destroyed, at an estimated cost of CHF 80 billion.

As a result of the severe damage to coastal areas, the JTI Foundation has focused a large part of its resources on projects in this prefecture – including those in the city of Ishinomaki, and the townships of Onagawa and Kesennuma.



PROJECTS IN MIYAGI

REHABILITATION, PARTIAL RECONSTRUCTION AND TRANSFORMATION OF THE ONAGAWA TOWN HOSPITAL	SRC	ONAGAWA
“FUYUMIZUTAMBO” SUSTAINABLE REHABILITATION OF RICE FIELDS	NICCO	SHIOGAMA, KESENNUMA, ISHINOMAKI, MINAMI SANRIKU
CO-ORDINATION OF RELIEF AND ASSISTANCE	IFSA	ISHINOMAKI
KESENNUMA TOURISM AND FOOD-PROCESSING VENTURE	PWJ	KESENNUMA
COMMUNITY CENTER AND REFURBISHMENT OF THE ONAGAWA HOT SPRING FACILITIES	AAR JAPAN	ONAGAWA
IMMEDIATE ASSISTANCE TO DISASTER VICTIMS	AAR JAPAN	YAMAMOTO-CHO, AYUKAWA, (ISHINOMAKI)
PEST CONTROL	NICCO	KESENNUMA, MINAMI SANRIKU, ONAGAWA, ISHINOMAKI, HIGASHI MATSUSHIMA

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Projects & Partners

The JTI Foundation sought to address immediate relief and long-term socio-economic recovery. Through this section, 16 projects and 8 partners illustrate the achievements accomplished with the JTI Foundation's support.



EARLY ASSISTANCE FOR VULNERABLE VICTIMS

PROJECT:	Immediate assistance to disaster victims in Fukushima, Iwate and Miyagi prefectures
PARTNER:	Association for Aid and Relief, Japan (AAR Japan)
LOCATION:	Various locations in Fukushima, Iwate and Miyagi prefectures
START DATE:	July 2011
END DATE:	December 2011
GRANT:	CHF 420,832

This project was the first funded in the aftermath of the March 2011 disaster. Its particular significance lies in the way the JTI Foundation and AAR Japan sought to identify victims of the disaster with very distinct needs: in this case, the elderly and people with disabilities. This has remained a consistent feature of our programs, which have continued to focus on the needs of those not generally targeted by large-scale disaster relief programs.

This emergency relief project had two specific aims. First, the provision and distribution of necessities to vulnerable individuals living in temporary shelters. These included food and basic nonfood items.

Second, the project provided a number of vehicles specially modified for transporting the elderly located in temporary shelters – making it possible for vulnerable individuals and groups to visit local hospitals, or meet with friends and family outside their evacuation centers.

1,400 residents of evacuation centers and temporary shelters received emergency relief items as a result. In addition, 12 specialized vehicles were delivered to 10 welfare centers and institutions catering to people with disabilities. Consequently, AAR Japan was able to provide support to 1,050 disadvantaged individuals and their families.

OUR PARTNER
AAR Japan is a specialist in the field of delivering emergency relief assistance in the aftermath of large-scale disasters. Established in 1979 as a non-governmental organization (NGO) its broader remit includes providing assistance to people with disabilities, action on mine hazards, the prevention of infectious diseases, and public awareness campaigns.

AAR Japan is active both in Japan and internationally, with operations in 14 countries beyond Japan. In 1997, AAR Japan was jointly awarded the Nobel Peace Prize as a member organization of the International Campaign to Ban Landmines (ICBL).



GAMBARO MEANS COURAGE!

PROJECT:	Gambaro! Cash grants to disaster victims
PARTNER:	JT Group Human Resources
LOCATION:	Tokyo and wider Japan
START DATE:	July 2011
END DATE:	August 2011
GRANT:	CHF 910,624

The JT Group employs nearly 25,000 people in Japan – over 1,000 of whom were directly affected by the disaster. On the initiative of the company's senior managers – and in a considerable show of solidarity – the Gambaro initiative allocated CHF 910,624 to employees affected by the disaster.

The distribution and size of the grants was made on the basis of need. As a result of this program, employees and their families were supported in their endeavor to recover lives resembling their pre-disaster routines, both personal and professional. Distribution of the funds was completed in August 2011.



GETTING A FISHING COMMUNITY BACK TO WORK

PROJECT:	Support to the Ofunato Fish Retailer Association (OFRA), revitalisation of a local industry
PARTNER:	Peace Winds Japan (PWJ)
LOCATION:	Ofunato, Iwate prefecture
START DATE:	August 2011
END DATE:	December 2011
GRANT:	CHF 251,335

This project helped the Ofunato Fish Retailer Association (OFRA) to rebuild the fish-processing infrastructure at the badly damaged port of Ofunato ahead of the all-important season for Sanma fishing. Sanma are a popular local delicacy, and the related mail-order business is a major source of seasonal income for the community as a whole.

As a result of the JTI Foundation's support, OFRA shipped 18,725 boxes of Sanma fish throughout Japan during the 2012 season, generating sales of more than CHF 675,000 in just two months.

23 OFRA members and 49 small fish shops operating under the umbrella of the Association benefitted from the project, securing the income of 200

local families, and providing a stimulus to the town's economy as a whole.

Such revival of OFRA's economic activity enabled the association to relocate to a permanent facility and donate the temporary tent, set up with the JTI Foundation's support, to another association in need, the Minamisanriku Fishing Product Association (MFPA).

This project has been the subject of an independent post-implementation report – for more details of how it met its objectives see page 49.

OUR PARTNER
Peace Winds Japan (PWJ) is a non-governmental organization (NGO) dedicated to supporting people in distress, threatened by conflict, poverty, or other turmoil. Although headquartered in Japan, PWJ is active in 11 countries and is emerging as an increasingly significant emergency relief organization, demonstrating considerable expertise in disaster response subsequent to the March 2011 catastrophe.



WOMEN AT WORK

PROJECT:	Support to the Ofunato Area Women's Coalition (OAWC)
PARTNER:	Peace Winds Japan (PWJ)
LOCATION:	Ofunato, Iwate prefecture
START DATE:	March 2012
END DATE:	May 2012
GRANT:	CHF 16,054 (balance left from the Support to the Ofunato project)

Support to the Ofunato Area Women's Coalition (OAWC) is part of the greater support to the Ofunato Fish Retailer Association (OFRA). While implementing the project with OFRA, PWJ assessed the need to provide specific support to Ofunato women affected by the March 11, 2011 disaster.

OAWC used to be working prior to the disaster in the oyster processing business and was mainly composed of spouses of oyster and seafood farmers from the Ofunato area. The tsunami destroyed most of the oyster and seafood farming facilities leading to a great loss of income for these communities.

In this framework, PWJ, together with the JTI Foundation's support, developed a program which aimed to improve OAWC member's social as well as economic wellbeing.

The project provided seafood processing facilities, which helped Ofunato women generate additional earnings to restart a business in a challenging post-tsunami environment. This project also ensured that the greater community would benefit from such business recovery as OAWC sold their products in the Sanriku Toretate Market. Beyond the economic factor, support to OAWC helped women affected by the 2011 disaster gain greater confidence and a return

to activity which positively influenced their morale. This project is nowadays outliving the JTI Foundation's support as OAWC members continue to manage their business independently.



A VERY REAL HAZARD

PROJECT:	Protecting the population from pest outbreaks
PARTNER:	Nippon International Co-operation for Community Development (NICCO)
LOCATION:	Various municipalities: Fukushima, Iwate and Miyagi prefectures
START DATE:	September 2011
END DATE:	November 2011
GRANT:	CHF 356,355

In the aftermath of the earthquake and tsunami, local authorities and the population at large were challenged by vast quantities of debris, mud and a severely damaged infrastructure. Clearance of major public areas required many months of effort. During this time, extremely high summer temperatures, and resulting increased levels of humidity created the perfect conditions for harmful pest outbreaks.

NICCO's pest control project was initiated with the Japan Pest Control Association and a number of local partners. Pest control experts are deployed in 10 municipalities where pest outbreaks had occurred or were threatened. Specific deliverables included

field visits by teams of experts, purchasing pesticides, sharing information on outbreaks at the commune level, and deploying pesticides where needed.

500,000 people live in the cities and towns of Iwate, Miyagi and Fukushima prefectures covered by this program – all of whom have directly or indirectly benefitted from reduced threats to their health. As important, the expertise and experience gained through this project will be incorporated in municipal contingency plans – better preparing communities in Tohoku for the threat of future natural disasters.

OUR PARTNER

NICCO was established in 1979 as the Kampuchean Refugee Relief program, and changed its name in 1993 to reflect its wider mandate. It now focuses on four core areas: disaster relief assistance, building self-reliance, the protection of the rural environment, and capacity building. On 27 October, 2011, Yomiuri Shimbun, Japan's best-selling daily newspaper, awarded NICCO with the 18th Annual Prize in recognition of its pest control initiative, and for the three decades NICCO spent supporting international relief operations.



SUPPORTING THE WORK OF VITAL VOLUNTEERS

PROJECT:	Co-ordination of relief and assistance
PARTNER:	Ishinomaki Future Support Association (IFSA) – formerly the Ishinomaki Disaster Recovery Assistance Council (IDRAC)
LOCATION:	Ishinomaki, Miyagi prefecture
START DATE:	October 2011
END DATE:	March 2013
GRANT:	CHF 180,254

Ishinomaki city was devastated by the earthquake and tsunami, which left more than 3,100 residents dead or missing. Some 53,000 buildings were damaged, of which 22,000 were completely destroyed. Of a total of 163,000 inhabitants, 110,000 were directly affected by the disaster – while around 30,000 people lost their livelihoods as a result of subsequent economic disruption.

This project provided funding from October 2011 for five IFSA personnel who had previously worked on a volunteer basis. These dedicated staff members have been vital to the co-ordination of volunteer activity.

The program, which was due to conclude in October 2012, has been extended to March 2013. Through IFSA's activities, information on disaster relief and recovery projects has been shared with all actors involved in supplying aid relief in a timely and transparent manner.

In another significant initiative, IFSA has organized a cadre of volunteers to teach visitors the importance of improving disaster preparedness across the country as a whole. You can read more about this aspect of IFSA's work in the feature on 'Preparedness' on page 46.

OUR PARTNER

IFSA was established on the request of the Ishinomaki City Social Welfare Council in the aftermath of the earthquake and tsunami to co-ordinate local disaster management initiatives in areas including immediate relief, emergency response, economic revitalization, transportation, health, food, water, and sanitation. Since then, IFSA has worked to align the programs of 342 international and local non-governmental organizations (NGOs) and has been central in volunteer activity – with as many as 3,000 volunteers active on any single day.



TRADITIONAL FARMING TECHNIQUES REVISITED

PROJECT:	Rehabilitation support to rice fields affected, with the application of the 'Fuyumizutambo environmental conservation method
PARTNER:	Nippon International Co-operation for Community Development (NICCO)
LOCATION:	Ishinomaki, Miyagi prefecture
START DATE:	December 2011
END DATE:	February 2013
GRANT:	CHF 187,024

Agriculture is an economic mainstay of the Tohoku region, and rice is one of the key crops – its cultivation also has deep and historic significance for the local community. NICCO's project aims to assist local paddy farmers in restarting agricultural activities using the environmentally friendly 'Fuyumizutambo' method of rice cultivation at 4 'model farms'. The resulting rehabilitation of their paddy fields is designed to help local farmers with both the economic and cultural revitalization of their communities. Project activities include site clearance using volunteers from universities throughout Japan, de-salinating paddy fields, planting, and harvesting with local farmers and local not-for-profit organizations.

Environmental and biological analysis is also done in conjunction with experts from Tohoku University.

Initially, 4 farmers from model farms in Miyagi prefecture benefitted directly from this project, while 70 other local farmers were invited to attend workshops and training sessions. Moreover, 200 volunteers who participated in 'Fuyumizutambo' workshops are spreading the knowledge they gained. If successful, rice grown with the 'Fuyumizutambo' method will expand among forward-thinking farmers and take root in the area.

MORE ABOUT NICCO'S WORK
NICCO's project to reintroduce the 'Fuyumizutambo' rice growing technique sees preselected local farmers given the opportunity to cultivate higher-quality rice, which is both more profitable and more environmentally friendly. NICCO has four-years of experience in using this method in Shiga prefecture, which has demonstrated a wide range of benefits, including improved biodiversity. In addition to its Japanese projects, NICCO has a successful track record of implementing this type of eco-farming model in Malawi, Jordan, Israel and Palestine.



MEDICAL FACILITIES THAT MEET FUTURE NEEDS

PROJECT:	Rehabilitation partial reconstruction and transformation of the earthquake and tsunami-affected Onagawa town hospital
PARTNER:	Swiss Red Cross (SRC)
LOCATION:	Onagawa, Miyagi prefecture
START DATE:	March 2011
END DATE:	April 2012
GRANT:	CHF 210,000

The Swiss Red Cross's project has played an important role in revitalizing Onagawa's infrastructure by redeveloping a local hospital badly damaged by water and mud from the tsunami. This work included adapting the facilities to better meet the future needs of the population, and specifically those of elderly residents.

The JTI Foundation's contribution focused on providing equipment, furniture and fittings at the site, which was inaugurated as the Onagawa Town Community Health and Elderly Welfare Center at a ceremony in April 2012. Due to a shortage of medical facilities in the district of Ishinomaki after the disaster, rebuilding the Onagawa hospital was a high priority.

Services for the elderly will be much improved as a result of this program – with greater emphasis on primary care; and services such as home nursing and rehabilitation. In addition, parts of the hospital complex were turned into residential units for elderly people who lost their homes in the tsunami.

Based on available patient data, the hospital's management anticipates 85,000 patient-visits annually. Elsewhere in this report, Kaoru Cho, the hospital's Chief Nurse, talks about her experience of the disaster, and the challenges around rebuilding the local community – see page 34.

A JOINT INITIATIVE
This project brought together three Swiss-based organizations: Swiss Solidarity, the Swiss Red Cross and Caritas Switzerland, who worked in co-operation with the Japanese Red Cross Society to rebuild and refurbish the hospital. It builds on a tradition of collaboration between Swiss and Japanese disaster relief agencies established at the time of the 1995 Kobe earthquake.



A BOOST FOR SMALL BUSINESSES

PROJECT:	Support to Ofunato small businesses, generating economic revival
PARTNER:	Peace Winds Japan (PWJ)
LOCATION:	Ofunato, Iwate prefecture
START DATE:	March 2012
END DATE:	October 2012
GRANT:	CHF 464,025

Ofunato's commercial heart was badly damaged by the March 11 disaster. Out of 1,786 small businesses, 1,150 were damaged or washed away by floodwaters. By the end of 2011, a number of shops had managed to reopen using owners' private funds. However, 200 less fortunate small businesses were left struggling due to a lack of premises and insufficient external financial support. Multiple actors worked towards developing and funding this project, including the municipality and the beneficiaries themselves.

Specific project deliverables included the development of common facilities at 7 shopping areas in Ofunato, and providing grants for purchasing basic equipment.

Direct beneficiaries of this project include 116 small shop owners, all of them members of their local Chamber of Commerce. Local suppliers and families of the shop owners indirectly benefit from this project. Also, 46,000 local residents and numerous visitors are taking advantage of shops reopening, and thus improving access to food and other necessities.



A CIVIC RESOURCE FOR THE BEST AND WORST OF TIMES

PROJECT:	Rebuilding Community Centers in Ofunato City affected by the 2011 earthquake and tsunami
PARTNER:	Kokkyo naki Kodomotachi (KnK) Japan
LOCATION:	Ofunato, Iwate prefecture
START DATE:	June 2012
END DATE:	2016 (JTI Foundation component December 2013)
GRANT:	CHF 640,000

Ofunato, in the southern part of Iwate prefecture, was one of the worst affected cities. Among other public facilities, 34 of 132 Community Centers were partly or completely destroyed. In light of this, the city authorities drew up a recovery plan at the end of October 2011 and called on KnK to support the funding and co-ordination of rebuilding efforts.

The JTI Foundation is supporting the work of KnK to rebuild these Community Centers. One semi-permanent Center with a useful life of 10 years and another permanent Center have been completed during 2012. The JTI Foundation will continue to cover through 2013 and beyond, the funding for the construction or renovation of a further 9 Community Centers.

KnK and the Ofunato municipality will take charge of a second phase, running between 2013 and 2016, overseeing the reconstruction of some additional 6 Centers.

Community Centers have a vital role in Japanese society: they are places where people of all ages gather to play, study, hold meetings, and organize traditional events. During times of natural disaster, Community Centers are serving as shelters, distribution bases and communication hubs. As a result, a total of 5,000 Ofunato residents from 17 local communities are expected to benefit from this two-phase project.

OUR PARTNER
Kokkyo naki Kodomotachi (KnK) was established in 1997 with a mission to promote the welfare of under privileged children across Asia. Its first modest project launched in 2000, sought to provide a refuge for 10 Cambodian youngsters. The scope of KnK's operations has since grown rapidly, and the organization has subsequently launched long-term operations and disaster relief projects in 10 Asian countries.



AGILE AND RESPONSIVE

PROJECT:	Search and Rescue Team
PARTNER:	Peace Winds Japan (PWJ)
LOCATION:	Hiroshima prefecture
START DATE:	October 2012
END DATE:	September 2013
GRANT:	CHF 315,000

Peace Winds Japan (PWJ) has demonstrated considerable expertise in disaster response in the wake of the March 2011 catastrophe – and in particular a ‘first on the scene’ approach. PWJ is extending its rapid response capabilities by establishing a search and rescue team – allowing it to identify and recover individuals trapped in debris in the aftermath of natural disasters.

PWJ’s dogs and dog-handlers train at a purpose built center located in Jinsekikogen-cho, Hiroshima prefecture. In addition to the dog training components, the JTI Foundation has contributed to the building of a permanent simulated disaster site with advanced training for PWJ staff and dog handlers in areas such as first aid and helicopter rappelling.

Developing PWJ’s search and rescue capabilities will add to the number of organizations in Japan trained in this highly specialized activity. It will also add to PWJ’s existing competencies in other fields of disaster relief and emergency response. As a non-governmental organization (NGO), PWJ will be in a position to act quickly and free of the kinds of constraints that sometimes delay the deployment of large disaster relief organizations.

This project also demonstrates the JTI Foundation’s commitment to funding initiatives that contribute significantly to disaster preparedness – read more about this on page 46.



MEETING THE NEEDS OF THE MOST VULNERABLE

PROJECT:	Otsuchi Community Station
PARTNER:	Tono Magokoro Net (TMN)
LOCATION:	Otsuchi, Iwate prefecture
START DATE:	November 2012
END DATE:	August 2013
GRANT:	CHF 585,368

This project will provide a Community Station (akin to a welfare center) for local residents of Otsuchi. In addition to the construction element, the JTI Foundation is funding training for care-workers, including three persons with disabilities. The project envisages the Community Station serving as a multi-generational, multipurpose platform for the revitalization of the local community

The focus on the elderly is particularly important. This part of the community has felt the impact of the 2011 disaster severely – with friends and relatives often dispersed during emergency rehousing programs.

This project addresses the specific needs of the vulnerable in society – the elderly and people with disabilities in particular as it provides a ‘hub’ for communities scattered by in the aftermath of the disaster. This initiative will also contribute to economic regeneration by providing a number of much needed employment opportunities: the project should provide full-time and temporary employment for up to 60 local residents.

OUR PARTNER
Tono Magokoro Network (TMN) is a volunteer group established by citizens of Tono, a city located an hour’s drive inland from the Iwate coast. During 2011, TMN’s priorities included providing lodging, transport and equipment for volunteers. In 2012, its focus shifted towards long-term economic and social recovery programs.



AN INNOVATIVE HYBRID PROJECT

PROJECT:	Kesennuma tourism and food-processing venture
PARTNER:	Peace Winds Japan (PWJ)
LOCATION:	Moune, Kesennuma, Miyagi prefecture
START DATE:	November 2012
END DATE:	August 2013 (JTI Foundation component April 2013)
GRANT:	CHF 415,128

The Tohoku region, already popular with tourists – 2.6 million visits annually – has the opportunity to develop tourism facilities that capitalize on its abundant agricultural and fishing resources. In its initial phases, this project aims to open a café, a small food-processing facility, a kitchen, and a floating restaurant.

The JTI Foundation initially agreed to fund the first project phase, comprising the café and the kitchen/food processing components. Subsequently the JTI Foundation agreed to provide additional support towards a second mobile kitchen, food-processing trailer and related catering equipment to increase staff capacity and opportunities for training.

Even before the earthquake and tsunami struck, the Tohoku region was beginning to feel the adverse effects of an aging population – a trend reflected in declining social and economic activity. This project goes beyond post-disaster economic revitalization, by addressing a more general imperative to develop new and self-sustaining businesses that meet this demographic challenge.

This initiative is expected to raise Kesennuma's profile among tourists visiting Japan's northeastern coast. If successful in stimulating the local tourism industry, PWJ estimates that the positive economic impact for the 70,000 residents of the area could amount to CHF 2.3 million annually.



A FOCUS FOR CIVIC LIFE

PROJECT:	Community Center and refurbishment of the Onagawa hot spring facilities
PARTNER:	Association for Aid and Relief, Japan (AAR Japan)
LOCATION:	Onagawa, Miyagi Prefecture
START DATE:	November 2012
END DATE:	June 2013
GRANT:	CHF 191,000

Onagawa's population stood at a little over 10,000 on the eve of the disaster; however, approximately a tenth of its citizens had been reported dead or missing not long after. Over 60 percent of the town's buildings were destroyed, and a further 25 percent were severely damaged including Onagawa's 3 Community Centers.

Residents of the town still living in temporary accommodation have prioritized the need for new Community Centers. In this framework, this project has two distinct but complementary components. The first is to build a new temporary Community Center for residents of Onagawa. The second involves providing all the fixtures and

fittings required to furnish a temporary structure at the town's famed hot spring facility. All the fittings will be moved to a permanent facility when this is constructed.

The Community Center will provide a space to rebuild a sense of community for 380 citizens from 150 households living in its immediate vicinity. The temporary facility at the town's hot spring will also provide 8,500 residents and as many as 70,000 tourists with an amenity that is likely to be widely used and much appreciated for its therapeutic values.



ECONOMIC REGENERATION ON THE MENU

PROJECT:	Sanriku Gyoza Workshop
PARTNER:	Tono Magokoro Net (TMN)
LOCATION:	Otsuchi, Iwate prefecture
START DATE:	January 2013
END DATE:	February 2014
GRANT:	CHF 239,048

This project, implemented by TMN, will establish a kitchen, workshop and office to manufacture gyoza – a type of dumpling typically stuffed with minced meat or seafood. The project’s scope also includes developing new dumpling recipes using locally sourced ingredients, and training for employees.

This project seeks to retain maximum economic value within the local economy by involving three important economic sectors: first, agriculture and fisheries; second, manufacturing and processing; and third retail and distribution. This type of project is classified as rokuji sangyo – or a ‘six-sector’ development model.

It also provides employment opportunities for local people with disabilities whose specific needs are often overlooked at times of crisis.

Finally, the project raises the profile of communities still living with the consequences of the March 2011 disaster. In addition to local sales channels, Sanriku Gyoza Workshop products will retail more widely throughout Japan – including an online and nationwide ‘Recovery Marketplace’. In its first year, TMN anticipates that the Sanriku Gyoza Workshop will directly employ 16 individuals. A further 40 workers in agriculture, fisheries and forestry are expected to benefit as suppliers.



DELIVERING A FESTIVE CHEER

PROJECT:	100 Santa Clauses
PARTNER:	Tono Magokoro Net (TMN)
LOCATION:	Various towns and cities in coastal Iwate prefecture
START DATE:	December 2012
END DATE:	December 2012
GRANT:	CHF 22,600

The holiday season is a particularly challenging time both mentally and physically for those who are still living with the consequences of the disaster. Many individuals and families across Iwate prefecture continue to reside in temporary housing, often far from friends and loved ones.

By recruiting and training hundreds of volunteers from around Japan to distribute presents between December 22nd and 24th, TMN’s 100 Santa Clauses initiative targets those for whom the holiday season poses potential emotional strain. The program saw 600 TMN volunteers dressed up in Santa Claus costumes distributing small gifts to 14,000 families – or 36,000 individuals – across the prefecture.

The JTI Foundation specifically contributed to providing and distributing gifts for 4,000 families in Ofunato and the neighboring town of Rikuzentakata. In addition to improved wellbeing for a large number of families, the program also promoted the volunteering ethos and raised awareness of the continuing plight of displaced families across Japan.

MORE ABOUT 100 SANTA CLAUSES
TMN initially launched the first nationwide 100 Santa Clauses appeal in December 2011. Such was the success of the project that the number of volunteers was immediately raised from 100 to 500. The campaign had an enormously positive psychological impact by demonstrating to beneficiaries that they remain in the thoughts of their countrymen. In 2012, TMN scaled up the program further by recruiting a total of 600 volunteers.

3

People

In this section, project beneficiaries, community leaders and program managers talk about their experiences in the aftermath of the March 11 earthquake and tsunami, and explain how the JTI Foundation's support made a difference to their journey to recovery.



Onagawa's hospital was one among many medical facilities badly damaged by the tsunami that swept through the town on March 11, 2011. With the support of the JTI Foundation and other donors – including Swiss Solidarity, the Swiss Red Cross and Caritas Switzerland in close co-operation with the Japanese Red Cross Society and Onagawa city – implemented a project to rebuild and reconfigure the hospital to better meet the needs of the local community.

ONAGAWA HOSPITAL: A COMMUNITY STILL COPING WITH THE TRAGEDY

Kaoru Cho, Chief Nurse at the Onagawa Community Hospital, recalls the night of the disaster – and talks about the challenges still facing the town.

“At the time the disaster struck, we had around 20 hospitalized patients, and a further 50 elderly citizens in a dedicated geriatric unit. The tsunami washed away an entire floor of the building. The place was crowded with people – patients, staff and the emergency services. Many patients were wet – chilled to the bone – and had no change of clothes. We found whatever we could for them – we even used hospital uniforms. Food was another pressing issue – we hold three day's supplies under normal conditions – but now the place was filled with evacuees. We had to share what we had sparingly. It was quite a desperate situation. We scavenged for food items floating on the floodwaters. We broke open vending machines.

It was freezing cold that night. We took down everything we could find to use as blankets, for example curtains and even spare doctors' uniforms. People slept wherever they could find space – the corridors were crammed with bodies.

On March 12, we heard that an evacuation center had been established in the town's gymnasium. We had to ask everyone to transfer there – it was a very difficult moment – having to move everyone in the cold. But we had no option – there simply wasn't enough food to go around.

We've been in the new facility since April 2012. In fact, we managed to keep the hospital open even while the refurbishment was going on. We still face challenges though – not so much at the hospital, but in the wider community. Public transportation is a problem – many people use it to reach the hospital, but we're still reliant on temporary services. Many of the elderly who need to visit the hospital are now living far away in temporary accommodation.

These units are too cramped for those with specific needs, such as wheelchair users. It's sad to relate, but we see a number of social problems resulting from the disaster – people getting diabetes through lack of exercise – or suffering from depression and turning to alcohol. We are one of a small number of hospitals in this area – and we take our responsibility for these kinds of issues very seriously.

I want to thank everyone who has supported the renovation of the hospital, including the JTI Foundation. It's now better organized to meet the needs of the local community – we have a large population of seniors around here. Thanks to your generosity, we've been able to focus on the provision of medical services, and have not had to worry about the rebuilding effort.”



THE IMPORTANCE OF COMMUNITY LIFE IN A POST-DISASTER RECOVERY PROCESS

KnK (Kokkyo naki Kodomotach) is a Japanese non-profit organization founded in 1997. It has extensive experience in post-disaster situations in environments as varied as an earthquake in Pakistan and a tsunami in Indonesia. Dominique Leguillier, the Executive Director of KnK Japan, talks about its work rebuilding Community Centers in Ofunato, with funding from the JTI Foundation.

“We were approached by Ofunato municipality in November 2011 – they were having trouble raising funds to reconstruct local Community Centers destroyed by the tsunami. These projects weren’t eligible for government recovery grants, and were too large to be achievable with private donations. We made numerous visits to discuss the situation with local residents before committing, and then we partnered with the JTI Foundation which is now generously supporting this important project.

To put this project in context, it’s important to understand that Community Centers play a key role in Japan’s post-disaster recovery. They are places where people get together, regardless of age, to hold meetings and organise traditional events. For children, the Centers provide an important opportunity to interact with other generations, to learn local traditions and develop a sense of ‘belonging to a community’. Two Community Centers renovated with support from the project are now actively utilized by local residents; who meet to discuss their reconstruction plans, resume their traditional cultural activities, and perhaps most importantly, enjoy chatting with neighbors.

We have already had countless opportunities to see the positive impact of the project’s work. At the opening celebrations for one of the Community Centers in November 2012, local residents performed a wonderful traditional dance to guests, including representatives of the JTI Foundation. Prior to the event, residents came together at the Center to rehearse their performance, and repair costumes damaged by the tsunami. It was an extraordinary experience.

One of KnK’s key strengths is that it focuses on assisting communities with projects that are often beyond the reach of official aid programs. It takes a needs-based approach, through close co-ordination with the communities it serves. The reconstruction of these Community Centers in Ofunato, undertaken in close collaboration with the JTI Foundation, showcases the strengths of such an approach.”

KESENNUMA AGRI-TOURISM: THE OYSTER IS THEIR WORLD

This project sees Peace Winds Japan partner with two local not-for-profit organizations – Peace Nature Lab and Mori wa Umi no Koibito – to build tourism facilities based around the region’s abundant agricultural products, fish and seafood.



KEN MATSUDA



MAKOTO HATAKEYAMA



YUKI MIYAZAKI

Peace Nature Lab’s Ken Matsuda (Representative Director), Makoto Hatakeyama (Deputy Director) and Yuki Miyazaki (Product Development) talk about the common themes that drew them to the project.

Ken Matsuda:

“We formed Peace Nature Lab in April 2012 in response to the events of March 2011. Prior to this, we’d been involved in a variety of different ventures. Hatakeyama-san was running his own organization in Kesennuma, relating to nature awareness. At the time of the tsunami he was piloting his boat in the ocean. His boat was washed away, and he only escaped by swimming to the nearby island of Oshima.”

Yuki Miyazaki:

“I was working in a bookshop. At the time of the earthquake, it was my day off, so I was with my grandmother. I was safe, but the tsunami swept away my workplace – and my job.

I’d been a member of Peace Winds Japan in the past, and after the tsunami, I found myself working for them again. On the staff of PWJ’s Tohoku operation, I noticed that Matsuda-san and Hatakeyama-san were up to something interesting. I happen to have a license to cook, and got involved on that basis.

The seas around here are full of oysters. One of my projects is to develop new recipes and new sales channels. With expert help, we’re creating a new type of smoked-oyster dish. We have an experimental oyster-smoking facility outside our lab.”

Makoto Hatakeyama:

“Matsuda-san and I were involved in emergency relief activities in Kesennuma. Peace Nature Lab was a kind of brainstorming thing we did to relax after work. We would talk about the future, nature – and oysters. We wanted to something positive and interesting – that’s why we set up Peace Nature Lab.”

Ken Matsuda:

“We have professional support for product marketing. Our ambition is to grow the business here, and eventually expand it to Tokyo. At the moment, we’re moving into a project implementation phase. I’d like to create something which is fun, something people can really enjoy, and something which generates employment opportunities along the way.”

Yuki Miyazaki:

“I’ve been living here a long time but until the tsunami I didn’t appreciate how pleasant and beautiful this place is. Sometimes we forget to observe what is closest to us. Many of the young are leaving this area to live and work elsewhere. I want our project to show them the value of staying in this neighborhood.”

Makoto Hatakeyama:

“I agree. As a local too, I feel it’s vital that we attract younger people back to the area – currently the age of most working people around here is the 50 to 60 bracket. This problem was obvious even before the tsunami – and the situation is worse now. We need outside help to rejuvenate the community. Talking to PWJ guys has been very motivating – and I want their inspirational approach to spread wider.

While we all acknowledge the vital role of the young, it’s also important to create employment opportunities for the 50- to 60-year olds left behind. These folk can’t realistically move away from the area, neither do they wish to. Our project recognizes this – and as part of its wider mandate – we’re looking to create a number of jobs for them at the Moune site.”





MEET THE OFUNATO SMALL BUSINESS OWNERS

The JTI Foundation's willingness to support long-term socio-economic recovery led it to partner with Peace Winds Japan (PWJ) to help small business owners restart trading. The messages and quotes below testify to the importance of our support.

MR AND MRS YACHI SHOP OWNERS

Kaneki Fish Shop,
Jinomori Hakkengai Market

"We sell seafood and other fresh products, and needed a large refrigeration system. These are very expensive. But with help from the JTI Foundation-PWJ grant, we were able to purchase a second-hand fridge, and some display shelving we needed."

MS OGAWA SHOP OWNER

Ogawa Hairdressing Salon,
Massaki Fureai Market

"Most of my customers are from this area – Massaki. When they heard about me reopening the boutique, many of my regular customers came straight back. I enjoy spending time with them, but when I had three customers in row, even I became tired of the chatting!

When I stop to think about it, the new shop interior almost looks and feels like my previous shop. I'm also grateful for the work done to refurbish communal parts of the mall – having a roof over the stairs really helps prevent visitors from slipping in the rain and the snow."

MR NISHIYAMA SHOP OWNER

Nishiyama Gofuku Ten Store,
Ofunato Dream Market

"I couldn't have restarted my business without the warm support of my customers and wholesalers – and the JTI Foundation-PWJ grant. With my new shop, I've created a comfortable and homely environment, so my customers can come and enjoy shopping."

MR YAMAKAWA GROUP LEADER

Massaki Fureai Market

My shop was too small to be eligible for the subsidies and grants provided by the government. The JTI Foundation-PWJ grants provided for a number of businesses in this category. Thanks! – I wouldn't have been able to restart my store without you.

This is not just a shopping area, but also a place for people to gather and share happy times!"



A FOCUS ON OFUNATO & ONAGAWA COMMUNITY CENTERS

Community Centers are a vital resource – places for people scattered across affected areas in temporary accommodation to come together for leisure activities – and to consult on important local matters affecting them. In collaboration with partners KnK and AAR Japan, the JTI Foundation has been supporting the restoration or rebuilding of such Centers. Some of those benefitting from this initiative talk about the importance of these projects.

OFUNATO



YUJI MURAKAMI
COMMUNITY LEADER

Ofunato Kamisaka Community Center
"This is the first Community Center to reopen in Matsuzaki district, and I'm hopeful it will be a spur to the completion of others in this area. The original building is 75 years old. Before the tsunami, the base was not very stable – we've been able to replace the wood foundations with concrete, and added other anti-earthquake measures – so now we really have a Center that's fit for the future. While we had some minimal resources of our own, this project wouldn't have been possible without the support from KnK and the JTI Foundation. Actually, the Center was completed on 14 October – but we waited for our guests from the JTI Foundation to visit in November for the opening ceremony – the first official gathering here for 20 months."

OFUNATO



HIDEAKI KONDO
BENEFICIARY


Ofunato Kamisaka Community Center
"Our Community Center is used for official events, like meetings to discuss upcoming festivals and other local events. As things stand, old people and children visit the new Center most often. I'm planning to use it as means for getting young people who left after the disaster back in touch with this community. And people who've been living in remote temporary housing. We will hold events, or small friendly gatherings here to lure these people back – especially those in the 20 to 40 age group. I'd like to see our community restored to the way it was before – and for that, we need more young people."

ONAGAWA



KENJIRO FUJIKI
COMMUNITY LEADER

Kami-go Community Center
"This is the spot where our old Center was located – as you can see, it's over a kilometer from the coast, and up a hill – yet even so, it was torn away by the tsunami. We have been playing pétanque (or boules) here in the meantime, and using a temporary Center in an apartment over the road. We're looking forward to the completion of the new Center though: we plan to do everything here – community events, festivals, talking about things that affect the local community – and just quietly drinking tea. I really want to thank everyone who made this possible for helping us. Look down from here towards the sea below. The tsunami flooded this entire area, it just continued climbing up the road you see in front of us, destroying everything. It was terrifying. Well, now we finally have a Community Center close to hand – and best of all – I'll still be able to play pétanque in the new facility!"



“When I learned about the extent of the damage from the tsunami, I knew I wanted to go and volunteer.”

COMING BACK FOR A NEW COMMUNITY STATION

Tono Magokoro Net (TMN) is a network of volunteers based in the inland city of Tono. Established in a demonstration of solidarity for the plight of Iwate's coastal dwellers whose lives were devastated by the earthquake and tsunami, TMN has partnered with the JTI Foundation to build a Community Station in Otsuchi.

New Yorker, Peter Porcino, talks about his journey from Japan to the US and back as a volunteer with TMN.

“I was born in New York and raised just outside the city. I studied Japanese Literature at Stanford University, and then received a fellowship from the Japanese government to study for a further two years in Kyoto. In March of 2011, my fellowship was coming to a close, and I was preparing to go back to the States.

When I learned about the extent of the damage from the tsunami, I knew I wanted to go and volunteer – but friends and teachers told me that only professional rescuers could enter the disaster area.

I returned to the US as planned and immediately began looking for organizations with whom I could volunteer. A friend of mine told me about Tono Magokoro Net, and I signed up right away. So... that's how I got here... and this is where I am today!”

4

Preparedness

Much of the JTI Foundation's resources have been allocated to projects that generate long-term economic and social benefits for communities. At the same time, the JTI Foundation has developed a second strand of projects which provide the basis for improved awareness, readiness and preparedness for future disaster.



The JTI Foundation has highlighted three areas where sustained preparedness to future disaster could be fostered: pest and disease outbreaks, independent search and rescue teams, and awareness campaigns.

LESSONS EMERGING FROM THE RUBBLE

NICCO's pest control project, conducted in Tohoku in 2011, has been instrumental in controlling outbreaks of infectious diseases – but most importantly, has demonstrated to local governments across the region a model of best practice. Public acclaim also followed the organization's work – in a follow-up survey conducted by the Japan Pest Control Association (JPCA), 77 percent of stakeholders highly-rated the impact of the pest control projects.

As NICCO plans to build on the knowledge and experience accrued during this project, the JTI Foundation feels that this support has set a precedent in the way local communities will address similar issues in the future.

PREPARING FOR AN UNCERTAIN FUTURE

Another project aimed at increasing preparedness is developing Peace Winds Japan's Search and Rescue team. The experience of the 2011 Great East Japan Earthquake and Tsunami suggests larger search and rescue teams often find it more difficult to respond immediately to crisis events than smaller and more agile not-for-profit organizations.

Through its support for Peace Winds' Japan Search and Rescue team, the JTI Foundation welcomes this development as a small but significant step towards improving Japan's preparedness for the kind of future natural disasters that unfortunately seem all too inevitable.

SHOW & TELL

Finally, the JTI Foundation determined that resilience to future disasters is also achieved through people's personal readiness to show strength when faced with very challenging events.

Through the JTI Foundation's support, the Ishinomaki Future Support Association (IFSA) was able to launch a 'Kataribe' – or 'story-telling' program, which has been conducted more than 45 times, and has involved over 1,100 individuals.

Based in both IFSA's meeting rooms and at various locations around affected cities, a team of 11 volunteer story-tellers from Ishinomaki describe their personal experiences, and brief visitors about the key lessons learned – so that they in turn can take and share this knowledge with family, friends and colleagues in other parts of Japan – improving the country's overall preparedness for future disasters.

5

Post-implementation

Monitoring and evaluation is critical in assessing the achievements of humanitarian aid programs. Peace Winds Japan's project in support of the Ofunato fishermen community was the first to be evaluated. All others will follow.

Over the autumn of 2012, the JTI Foundation commissioned a Japanese not-for-profit organization, the Center for Public Resources Development, to conduct the first third-party evaluation into a JTI Foundation project.

A DETAILED STAKEHOLDER EVALUATION

The Center for Public Resources Development's (CPRD) 70-page report* was, amongst other, based on interviews with 12 stakeholders, including representatives from Peace Winds Japan (PWJ) itself. It evaluated three areas in detail, including the project's contribution to restoring ice-making facilities critical to sanma processing, and revitalizing the sanma mail-order business. It also examined the role of funding for the Ofunato Area Women's Coalition (OAWC).

The report asked stakeholders to evaluate the project's success based on questions around its relevance and effectiveness, impact and sustainability, and operational efficiency.

Having looked at the impact of the project from the perspective of stakeholders – ranging from fish-processors through to the wider community – the report concluded that the problem facing Ofunato's fishing industry in the summer of 2011 was not the availability of funds for revitalization work – but the timing of their release. Money made available by the national government to individual prefectures was not being released to municipalities quickly enough to get time-critical economic recovery projects up-and-running.

In terms of the quantifiable benefits of the project, the CPRD reports that the project delivered wide and substantial returns relative to the initial investment. The report also features a Social Return on Investment (SROI) methodology – a technique for measuring environmental and social value in addition to financial return. Using this methodology, the evaluators concluded that the benefit generated by the project to the wider community stood at CHF 2 million, as against a total investment of just under CHF 260,000.

The report confirms that without PWJ and the JTI Foundation support, neither the fish processing nor the mail-order business would have been adequately prepared for the sanma season. In addition to the project's positive economic impact, the CPRD also notes the important psychological benefits the project delivered to a fishing community mentally scarred by the events of March 2011 disaster.

*The full report is available on www.jtifoundation.org

"We conclude that it would have been impossible to restart sanma Fish Mail-Order sales without the support of the JTI Foundation and PWJ. Ofunato Fish Retailer Association members, who are very small traders, faced the threat of discontinuing their business as of summer 2011.

This support enabled the fishermen to restart sanma Fish Mail-Order sales, with the result that they are continuing their business now. Although the yen amount invested was modest, it had great economic impact across the whole value chain of the local fish industry. The support for the women's group of seafood processors (OAWC) not only secured jobs for women in the Okirai area, but also assisted the mental recovery of those who lost everything in the tsunami."

Ms Sachiko Kishimoto
Managing Director,
The Center for Public
Resources Development



