

REPORT

ACTIVITY REPORT

The Great East Japan Earthquake

(March.2011 - April.2012)



Overview

We express our heartfelt sympathy to the victims of the Great East Japan Earthquake and Tsunami which struck on March 11, 2011.

In this current instance of emergency relief-work, thanks to the support from our partners, we were quickly and flexibly able to implement assistance to the affected areas and people of this unprecedented disaster. It is owing to this support and also the cooperation of those affected that we were able to build a trusting relationship and bring communities together for revival. We deeply thank those who have provided any forms of support, messages of encouragement and contributions in our office, as well as in the affected areas.

For our support activities from here on, we are implementing numerous projects aimed towards reconstruction. For this, we need the input of those who support JEN. JEN would like to walk together with the people of the Tohoku region and its supporters. We would like to ask for your continued cooperation in the process of reconstruction assistance.

Emergency assistance

Emergency support began on March 13th in the form of goods distribution. Different goods were distributed every week based on the changing needs of the affected areas.

Relief supplies from 2336 citizens both home and abroad were received for 2.5 months till the end of May. We distributed 70 types of daily items when temporary houses became ready, so people could start reconstructing their former lives comfortably as possible when they relocated

On March 15 we started sending soup-kitchen volunteers. Day by day, those returning to their homes from evacuation centers wishing to restart their lives grew in numbers. However in most cases, people were unable to cook as the first floor of their houses, where kitchens once were,

had been destroyed. For four months till July 22nd, we provided regular meals in two locations of the city. On April 19th, we secured a house to use as our base camp and set up a hub to welcome mud removal volunteers, for which there had been a pressing need. Everyday, we accepted 20 volunteers and dispatched them to individual houses and public infrastructure plants that are located mainly within walking distance. Some of those who requested volunteers were small business owners wishing to re-start their business, needing support removing the rubble from their company premises. Similarly, we also lent vehicles to waste disposers in order to assist retaining their employment and to generate income. In addition, psycho-emotional care was provided to long-time evacuees of all ages in the form of massages, haircuts, concerts, soccer and gymnastics classes.

Reconstruction assistance

1. Community Reconstruction

The Tsunami dramatically altered people's lives. JEN provides community based support in the hope that those striving towards reconstruction will eventually find themselves in improved circumstances and environments.

A : Community Cafe

In late April, we set up a community café with the participation of the local community, and provided psychological support through legal consultation, hair-cut service, etc. Partial control of the café was eventually handed over to the local residents who were frequent users of the café when we finished our soup-kitchen support. Workshops for community reconstruction were held that residents could join while organizing various activities such as supplementary classes for children, handicraft classes for women, etc.





B : Community space

6890 families live in 131 temporary houses across Ishinomaki city. It was a key challenge for us to provide people who came from different areas a chance to connect with each other in the housing complexes. We organized tea parties in 13 housing complexes and supported the creation of a residents' association in order to assist in community reconstruction with the aim of providing a friendly environment for all.



2. Support of Livelihood Recovery

There are 33 beaches in Oshika Peninsula. The key industry of Ishinomaki City is fishery, for which the peninsula is world famous, along with aquafarming. Yet much of the essential equipment was swept away by the tsunami. Support activity was conducted through constantly engaging in dialogue with those who wished to return to their jobs as soon as possible.

A : Restoring Fishing Industry

Forklifts, winches, containers, fishing nets and other equipment were distributed to help restore the livelihoods of the fishermen. When ropes and other materials required for the construction of fishing nets were supplied, the veteran fishermen taught the younger ones how to produce such nets. "Shore Revival Plan" workshop has also been set up by those who wish to see a restoration of the area through establishing sustainable structure.



B : Installing Temporary Retail Premises

The Ayukawa district, on the southernmost tip of the peninsula, formerly supported approximately 50 family-run shops. The Tsunami washed out the shops completely, but through assisting the strong desire of the shop owners to reopen, we have been able to set up 16 temporary retail premises. It is JEN's wish that this temporary shopping center will stimulate the local economy and contribute towards revitalization of the area



3. Accepting Volunteers



As support activity towards revitalization of the community progresses, the need for mud and sludge removal volunteers have decreased. On the other hand, there is a growing necessity for those who can offer assistance at events such as school sports days or festivals. We have especially seen a drastic increase in the need for volunteers to contribute towards recovery of the prime industry of the area. JEN continues to dispatch the required "manpower" to those whose livelihoods depend on fishery.



4. Psycho-Social Care

To provide psychological support to those who strive towards reconstruction of community and livelihood, recreational events such as cooking, and handicrafts classes, as well as musical performances have been held, alongside several therapy sessions by various experts in community spaces and cafes.



Action Policy from Hereon
In order for people to be able to lead their lives free from anxiety in their new environments, JEN will continue to provide support which focus mainly on community reconstruction and restoration of livelihood.

Total Number of Participants

11 March 2011 - 30 April 2012

206,264



Soup Kitchen 38,666



Evacuation Center 2,600



Community Development 36,993



Livelihood 69,524



Psycho-social Care 9,257



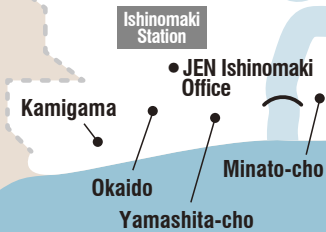
Goods Distribution 42,183



Volunteer dispatch 7,041

Project	Participants /Project	Description	Participants & Numbers	Area
Soup Kitchen	38,666	For affected people	38,666	Miyagino-ku (Sendai City), Kamikama, Kazuma, and Watanoha district (Ishinomaki City)
Evacuation Center	2,600	Support for Operation	2,600	Minato elementary school
Livelihood	69,524	Lending 29 vehicles to be used for removing debris	36,964	Debris removal companies
		Partial assistance for temporary stores and initial facilities	5,040	Ayukawa
		Assistance for fishing equipment	27,520	Miyagi Fisheries Cooperatives, Ishinomaki division (Toubu branch, Maeami branch, Samenoura branch, Yagawa branch, Tomari branch, Yoriiso branch, Omotehama branch, Kitakami area juusanhama branch, Sasunohama branch and neighboring area)
Goods Distribution	42,183	Starting-kits (Consists of 70 items)	17,914	All 131 temporary housing complex in Ishinoamki (6,890 families)
		Fresh vegetable	283	Higashihama (Oshika Peninsula)
		Clothing	5,582	Minato, Watanoha, Oshika and Ogatsu district, in total 13 places (Ishinomaki City). 2 Evacuation Centers (Higashi Matsushima City)
		"Immediate material needs" from JEN's supporters, including petrol distribution	2,336	Iwaki City (Fukushima). Sendai City, Tagajo City, Ishinomaki City and Kesenuma City (Miyagi)
		Distribution of heaters to deemed temporary housings	16,068	Ishinomaki City, Sendai City etc (6,180 families)
Community Development	36,993	Communities in temporary housing complex	13,722	25 complex (※)
		Existing communities	17,271	Kamikama, Kazuma and Koganehama
		Support for female division of Miyagi Fisheries Cooperatives	6,000	Karakuwa branch. Oshima of Kesenuma branch, Tokura of Shizugawa branch (support for another 16 branches will begin after May)
Psycho-social Care	9,257	Recreation (Body massage. Hair cut service etc)	4,462	17 Evacuation centers (Inai community center, Watanoha junior high school, Minato elementary school, Minato junior high school, Aoba junior high school, Ishinomaki junior high school, Kadonowaki elementary school, Kadonowaki junior high school, Mizuho preschool, Kanan gymnasium for workers, Hebita elementary school, Nakazato elementary school, Mangokuura junior high school, Higashihama elementary school, Oginohama elementary school, etc.)
		Football Class	300	Kazuma
		Physical Therapy	182	Iinogawa high school (and Funakoshi elementary school who use the property)
		Piano Recital	151	Kamikama, Kazuma, Minamizakai No.7, Omori, Oginohama elementary school (Ishinomaki City), Amagasawa (Kesenuma City)
		Musical Instrument Assistance to elementary, junior high and high schools	3,811	Kadonowaki elementary school, Minato second elementary school, Kama elementary school, Watanoha elementary school, Teizan elementary school, Kaihoku elementary school, Ookaido elementary school, Funakoshi elementary school, Aikawa elementary school, Yagawa elementary school, Sumiyoshi elementary school, Minato junior high school, Watanoha junior high school, Okawa junior high school, Yamashita junior high school, Ishinomaki girls commercial high school
		Musical Instrument Assistance to Ishinomaki Firefighters Music Band	351	Ishinomaki City
		Volunteer dispatch	7,041	Volunteers

(※) Temporary Housing Oohara, Ooharanakata, Minamizakai No.4, Santanbashi, Santanbashi No.2, Oshikirinuma, Kashiwagi, Tohokudenshi, Machikita No.1, Machikita No.2, Machikita No.3, Machikita No.4, Shinden, Oppagawakasen, Shirasagidai, Nukazuka, Nukazukamae, Omori No.1, Omori No.2, Omori No.3, Omori No.4, Oppagawatamokuteki, Asahikasei





Introducing Corporate Support

Volunteer Dispatch by MITSUI & CO., LTD

The employee volunteer dispatch program conducted by Mitsui & Co., LTD began on May 13th 2011. Over 700 employees have participated in the approximately fourteen months that have passed. The volunteers have exhibited their adaptability to the rapidly shifting needs of the situation whilst engaging in activities such as rubble removal, waste disposal in houses, schools and ditches, fishery revitalization support, and community reconstruction through interacting with the residents of temporary housing- all necessary steps towards self-sustainability of the community. Their consistent input has created a genuine bond of trust with the locals, and they continue to provide support through their program in 2012.



Physical Therapy with Cirque de Soleil®

Ten Cirque du Soleil performers and staff from Brazil, Russia, and America used one of the few days they had available during their Japan tour in June to visit Ishinomaki city on a day trip, in order to conduct a physical therapy session with elementary school students. The event was also attended by pupils of a high school which lends its facilities to the same elementary, leading one teacher to comment, "Our students attend school from disaster-stricken areas, but as our campus was undamaged, we never received any support. I'm extremely happy to have been able to see them smile, which has been all too rare since the disaster."

Psycho-social support by Kobunsha Co., Ltd. magazines "STORY" and "BI-ST"

Once a month from May to October for a total of six times (September cancelled due to weather conditions), Kobunsha brought a team of models, hairstylists and make-up artists to evacuation centers and temporary houses to provide relaxation through fashion and beauty. In the six months of the town's transformation from emergency to restoration, news of its situation was disseminated to the readership of the magazines, through which the voices of the locals were communicated without having to visit affected areas. Currently, we are running an income-generating project through the funding donated by the readers of a special charity issue.



Corporations, Organizations and Individuals that contributed support

(Within Japan) (Japanese Alphabetical Order · Honorifics Omitted)

AIRIO Life Insurance Co.,Ltd. / Alma Creations Co. Ltd / Eastern Mountain Planning, Inc / Iwatsuka Confectionary Co. Ltd / MBI Alumni Associate Office / O'Reilly Japan, Inc. / Kai Industries Co. Ltd / Kito Corporation / Kumamoto Himawari Zaidan, General Foundation / 2010GREEN CO.,LTD / Kodansha Co. Ltd. GLAMOROUS Editorial Department / Yamagishi Association for Happiness Head Quarters / Kobunsha Co. Ltd. STORY · BE-ST Editorial Department / Kobunsha Co. Ltd. VERY Editorial Department / Japan NGO Center for International Corporation / Reborn Garden Executive Committee / Toshiharu Kojima / Santa Fe School for the Arts and Sciences / Incorporated Educational Institution Shinagawa Joshi Gakuin / Think the Earth Project / Jewish Community of Japan / Federation of New Religious Organizations in Japan / SEKISUI CHEMICAL CO., LTD. / Zegna Japan Co.Ltd. / Dai-ichi Cutter Kogyo KK / TAKATSU MFG. CO., LTD. / Chizai Corporation / Mom's Action Project / Discover21, Inc / Toshiba Corporation / DUSKIN CO.,LTD. Ryugasaki / Twitter Japan KK / DWANGO Co., Ltd. / Nikko Asset management Co.,Ltd. / NIFTY Corporation / Nippon Yusen Kabushiki Kaisha, History Museum / NIHON L'ORÉAL K.K. / NIHON L'ORÉAL K.K., Luxury Products Operational Headquarters, Lancome Divison / Panasonic Electric Works Co., Ltd. Hunion Social Contribution Club / Specified Non-profit Corporation Center for Public Resources Development / BEAMS Co., Ltd / Fidelity Investments Japan Ltd. / Federal Express Japan K.K. (United Way Worldwide) / Fukuzawa kikai Co., LTD. / Private Limited Company Houden / Bunkyo University, Bunkyo Volunteers / MITSUI & CO., LTD / ©General Incorporated Foundation mudef (Music Design Foundation) / La Fruitiere Japon / UBS Securities Japan Co. Ltd. / UBS All concerned employees/ Rissho Kosei-kai., Donate-A-Meal Movement Headquarters/

(Abroad)(Alphabetical Order · Honorifics Omitted)

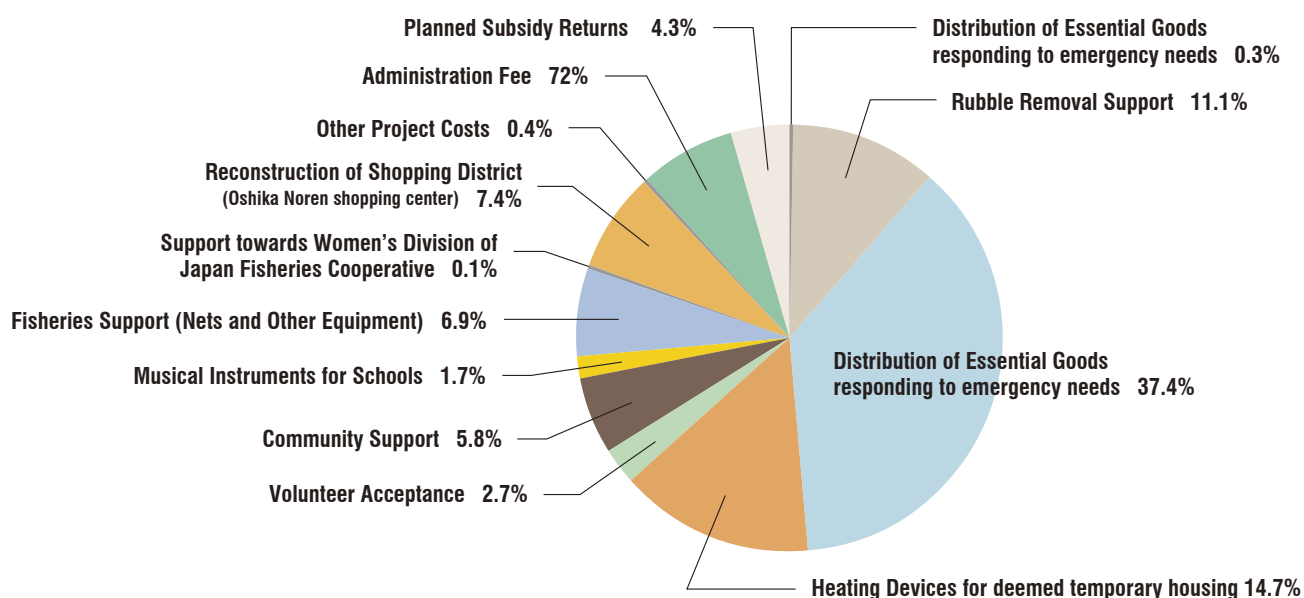
Arbeiter-Samariter-Bund Deutschland e.V. / B J TRADING SPRL / CAMERA NAZIONALE DELLA MODA ITALIANA / COFACE TRADE AID / Ermenegildo Zegna Holditalia S.p.A. / FERRARIS FRANCO / FONDAZIONE ZEGNA / GlobalGiving Foundation / GlobalGiving UK / International / Rescue Committee / Real Medicine Foundation / SIX SENSES MAURITIUS LTD / The American Jewish Joint Distribution Committee / UBS AG / United Nations Staff Relief Committee for the Victims of Earthquake and Tsunami in Japan / Universite Catholique Oue / UNOG Staff Coordinating Council / WP LAVORI IN CORSO SRL / Young Connection

Income

	Unit : Yen
Donations and Subsidies from Abroad	966,726,002
Subsidies from Home	728,747,322
Total	1,695,473,324

Expenditure

	Unit : Yen
Distribution of Essential Goods responding to emergency needs	3,170,379
Rubble Removal Support	110,911,154
Daily Goods Distribution for temporary housing	371,791,873
Heating Devices for deemed temporary housing	145,991,914
Volunteer Acceptance Total	27,280,668
Sludge Removal	20,888,894
Soup Kitchen	2,284,999
Fishery Support	4,106,775
Community Support Total	57,698,443
Temporary Housing Communities	27,924,196
Existing Communities	29,774,247
Musical Instruments for Schools	17,233,088
Fisheries Support Total	68,260,685
Fishing Equipment	47,282,797
Fishing Nets (Material & Production costs)	20,977,888
Support to wards Women's Division of Japan Fisheries Cooperative of Miyazaki Prefecture	622,852
Reconstruction of Shopping District (Oshika Noren town small scale business support)	73,782,753
Other Project Costs	4,462,033
Administration Fee	71,333,298
Planned Subsidy Returns	42,462,290
Total	995,001,430





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