



United Earth: the Tohoku Pacific Offshore Earthquake and Tsunami in Japan "KIZUNA -絆-" Aid Project

1. Social Action Collective United Earth; Content of Activity

The social action collective United Earth aims to unite citizens in various fields including strong-willed nonprofit organizations, activists, management executives, artists, constituencies and students by implementing effective social action programs. (More than three hundred thirty thousand people joined this project in the last year alone.) KOBE International HARMONY-EYES Association, which is supported by United Earth's head office, started activities in 2006, triggered by the Great Hanshin-Awaji Earthquake in 1995.

Through the experiences of the Great Hanshin-Awaji Earthquake, the organization believes that the immense significance of support is to develop a long-term continuing support system as well as to pursue assistance in an organized way, rather than doing things on the impulse of a moment.

Nowadays United Earth pursues a unique contribution of necessary people, goods, funds and information by using both information infrastructure and real-world practical experience. The information infrastructure, which did not exist in terms of aid at the time of the Great Hanshin-Awaji Earthquake, helps to put the internet to practical use.

These are the things the collective has been doing;

- 1) allocating human resources and constructing leadership frameworks involving the quake-hit areas, relay points, and Kobe.
- 2) establishing a comprehensive portal website, collecting and transmitting support information in real time.
- 3) providing needed relief supplies where needed in the amount needed.
- 4) pursuing assistance by using videos and pictures, showing the conditions of places where support is needed.
- 5) providing phased and long-term assistance, rather than just temporary support.

Now is the time to empower all citizens, conquering the difficulties of the Tohoku Pacific Offshore Earthquake with a Japan-based warm-hearted network. The organization hopes to rebuild from the devastation as soon as possible.



2. Support Action Plan

The body will promote necessary support actions depending on the phase of reconstruction.

●Phase 1

- conducting field surveys of afflicted areas (understanding what goods are needed in terms of contents, quantity and place).
- establishing support portal websites.
- gathering emergency aid (through the internet and on the street).
- collecting necessary goods, establishing distribution systems, and recruiting on-the-spot volunteers.

●Phase 2

- constructing leadership framework.
- providing necessary relief supplies where needed in the amount needed.
- pursuing assistance by using videos and pictures, showing the conditions of places where support is needed.

●Phase 3

- on-the-spot leaders primarily run websites to cover need and supply.
- care for emotional and spiritual needs is made available (touching mangas and books; workshops, counseling, coaching with laughter; sending comedians, artists and beauticians; musicians' gigs)

3. Emergency Aid Fund for the Tohoku Pacific Offshore Earthquake in Japan

The body collects emergency aid. Thank you for your cooperation.

【Bank Transfer】

Bank: SUMITOMO MITSUI BANKING CORPORATION

Branch: Kobe Sales Division

Account number: 500-9223148

SWIFT code: SMBC JP JT

Account holder: Specified Nonprofit Organization KOBE International HARMONY-EYES Association

Address: Kobe Asahi Building, 56 Naniwa-cho, Chuo-ku, Kobe 650-8660 JAPAN

TEL: 078-331-8101



[intended use of funds]

1. Purchase expenses for emergency aid
2. Transportation costs for emergency aid
3. Expenses for temporary rentals and regular upkeep
4. Support for tentative living expense
5. Expenses for putting people's lives back in order in terms of boosting towns' recoveries
6. Costs of town development
7. Overhead cost for volunteer efforts
8. office supply expenses

<Contact Information>

United Earth Head Office

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