

# HFHJ News Letter



33

2014 December

Habitat for Humanity Japan Newsletter  
Issue 33

A photograph showing two volunteers, a woman on the left and a man on the right, both wearing blue Habitat for Humanity t-shirts and yellow work gloves. They are smiling and working together to lift a large, grey concrete block. The woman is wearing a tan cap and a white long-sleeved shirt under her t-shirt. They are outdoors, with a blue and green striped canopy tent in the background and some logs on the ground.

**From Corporate Social Responsibility  
to Creating Shared Value**

Home Repair Project



## Home Repair Project

Mrs. Keiko Sasaki lives with her mother-in-law in Misato, Miyagi prefecture. Her house was damaged by the March 2011 earthquake, and with no means to repair it, she had been living in despair-until one day she stumbled upon a flyer. Mrs. Sasaki went to the local municipality to ask for assistance, but was turned down. It was then, when she was leaving the municipality building, that she saw the flyer. "Home Repair Project by HFH Japan," the flyer read.

Mrs. Sasaki was finally able to repair the house thanks to the help of many volunteers and skilled workers whose work was coordinated by HFH Japan. From mid-July to early-September, volunteers from all over Japan got to work at Mrs. Sasaki's. Filling cracks, painting the walls, redoing the tiles in the bathroom... in the end, the total number of volunteers reached over sixty.

"Even before the earthquake, my house was already considered old. You can imagine how vulnerable the house was when the earthquake hit. There were so many things that needed fixing, but no money. I was out of option and at a loss. I didn't even dream of repairing the house this thorough. Having so many volunteers over was encouraging, too." said Mrs. Sasaki.

Mrs. Sasaki says the Repair Project changed not only her living condition but outlook on life. "Thanks to Habitat, I can now look forward to what's to come." said Mrs. Sasaki, all smiles.



Repairing her house with a volunteer



My freshly-painted yellow mailbox is going to bring me happiness!

## Campus Chapter

 Hiroshima


## Hiroshima Landslides

Due to heavy rain, landslides occurred in Hiroshima on 20 August 2014. On 25 August HFH Japan sent a staff member from the Tohoku office for an on-site assessment.

As he set foot in the affected area, he immediately noticed the change in the air; whenever the wind blew, it blew up the mud on the streets of a normally quaint residential area, and created something of a sand storm. The closer it was to the mountains, more mud there was on the streets. The staff witnessed a few houses submerged in water due to the muds blocking the drainage. Many people were staying at temporary shelters.

Due to the extremely regional nature of the disaster, after a thorough on-site assessment, HFH Japan concluded that a local-led long-term support is the most suitable form of assistance. Hence, HFH Japan decided to continue its involvement in the disaster response by giving support to Groo've, a Campus Chapter in Hiroshima. The Tohoku staff member has shared his knowledge and experiences in disaster response with Groo've members, and the students have started to take initiatives.



### Groo've

Groo've, in close coordination with HFH Japan, has been actively working on-site in Hiroshima since the landslides. Many of the members have either been directly affected by the disaster or have friends and relatives who were affected. As members of HFH Japan in Hiroshima, they are proactively seeking for various ways to support the needs of the affected people.



# From Corporate Social Responsibility to Creating Shared Value



Today, increasingly aware of their responsibility within the society, many companies have Corporate Social Responsibility (CSR) programs. CSR initiatives range from environment and community-focused programs to improving working conditions for their employees and providing better consumer support. In recent years, a new way for companies to play a positive role in the society is receiving attention: Creating Shared Value (CSV). Companies engaged in CSV aim to play a part in an overall improvement of social structure by tackling various social issues more directly.



## Global Partnership

## Nissan

Nissan Motor Company is one of Habitat's global partners that work to support people in need in many countries across the world. Currently, Nissan branches in six countries are working hand-in-hand with local Habitat offices. Since 2011 the reach of this work has been extended to the survivors of the Great East Japan Earthquake in Tohoku, where some 120 employees have volunteered to give a hand in reconstruction efforts. Although cars and houses may seem to have nothing in common, Nissan and Habitat cross paths at people and the communities where both entities operate in today's global society.

**VOICE**

Producing great cars and serving our customers are the most important part of our job. Serving the community and making positive changes in the society, however, is also a mission of ours we take seriously. Sharing our resources with local communities and playing a part in their vitalization is beneficial to both the civil society and corporations. We believe that it is essential for them to work together towards a better society, and only then market's sustainable growth can be achieved.



## In-Kind Donation

## Dow Chemical

Dow Chemicals has been Habitat's partner for 30 years, and its contributions range from funding housing construction, employee engagement at work sites, and donating the company's products (In-kind donation). The same principal assisted a self-builder in Tohoku; the company donated insulation material out of their product line to help keep the house better insulated in preparation for the harsh winter in Northern Japan. While products are the fruits of a maker's expertise, knowledge and technology, Habitat can accelerate its advantages for the greater good by employing them in its own work.

**VOICE**

Contributing to the sustainability of the society is at Dow Chemical Company's core. Therefore, being able to partner with HFH Japan and use our products and services for a good cause was extremely meaningful to us. During the self-build project, participants with no building experience were able to help out, and through the shared experience, the team really came together. We are thankful for the wonderful opportunity.



## Holistic Approach

# Hilti

Hilti Foundation, Hilti Corporation's social contribution wing, works with Habitat around the world. The partnership in Japan started with a project to retrofit solar panels to Habitat homes and community structures in Ofunato, Iwate. Hilti Japan played a vital role in design, coordination and execution of this project, in addition to funding the operation itself. The donation of their products – professional grade electric tools and safety gear – helped keep Habitat work sites efficient and safe. Additionally, the country director joined a team of employee volunteers in working with the local communities. Such combinations of various contributions helps Habitat to better respond to the ever-changing needs on the ground.



VOICE

Habitat's work goes well beyond simply building houses. It looks to improve the overall standard of living in the community, and along the way, Habitat always involves locals and volunteers. We find that to be commendable. Hilti and Habitat are on the same page when it comes to valuing long-lasting impacts and sustainability. It is important for us to work with a partner who shares our value. That, ultimately, is what makes our relationship with HFH Japan strong.

## Employee Engagement

# Standard Chartered Bank

Standard Chartered Bank recognizes Habitat as their global partner in disaster response and their commitment truly showed through their immediate action after the 2011 disaster. The first batch of funds collected from employees around the world, matched by the company, arrived at HFH Japan within a month of the disaster, helping Habitat to respond right away. This occurred before clear plans or project proposals; the decision was based on the compassion of conscious employees and the company's established trust in Habitat. Since then, teams of employee volunteers have worked with Habitat in various parts of Tohoku, accounting for the largest number of employees mobilized by a single corporate partner to date.



VOICE

We like to encourage our employees to participate in "skill-based volunteering," and for this reason HFH Japan is our ideal partner. In addition, Habitat helps those in need regardless of race, religion, gender or ethnic background. We also operate in countries around the world in order to assist the long-term development and prosperity of the society, economy and people. We look forward to many more opportunities to work with HFH Japan.

## Pro Bono

# Goldman Sachs

Goldman Sachs, which offers their employees opportunities for social engagement, have been HFH Japan's partner for three years. It funnels seasoned professionals to take part in joint activities for families in need across Japan, and recently, focus has included utilizing the unique skill set of the employees for youth development. Bringing professionals together with a network of some thousand youth members of Habitat, employees provided coaching on fundraising, presentation and logical thinking skills. As these students are the driving force behind the awareness raising and main body of volunteers going abroad from Japan, we believe that the capacity building opportunities are crucial in nurturing these leaders of tomorrow.



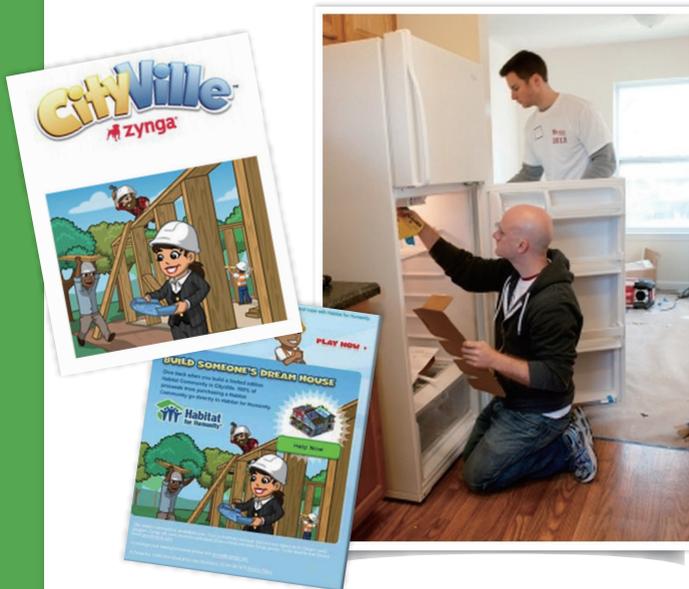
VOICE

This year's pro bono activity for HFH Japan was quite unique and memorable for the volunteers. They mentored and coached university students from HFH Japan's Campus Chapters during a fundraising workshop. The activity was quite different from the employees' daily tasks, and many of them found it refreshing. "It was stimulating to hear so many creative, out-of-the-box ideas," was one of many positive feedbacks we received. It was mutually beneficial, and we will be providing the employees with more opportunities like this in the future.

# Corporate Partnerships Around the World

## New Housing Market

“Center for Innovation in Shelter and Finance,” Habitat for Humanity’s research center, together with Bayer, its global partner, are conducting a research on supply and demand for high environmental performance housing in Asia. The partnership is to examine various factors, stages and actors of housing value chain including housing construction sites, land tenure issues, community life, housing financial instrument and its regulations, construction material market, environmental technology and other non-profit organizations as well as governments. Through a holistic research, the Center, together with Bayer, hopes to discover and create environmental technologies, products and housing solutions that can help solve the issue of poverty housing especially in the Philippines, India, Indonesia and Bangladesh over the period of one year.



## CRM

With over 3,000 affiliate organizations and over 70 national organizations around the world, Habitat for Humanity is a truly global, yet locally-minded organization. Each office works with communities in the area and engages in projects and housing constructions according to the local needs. Today, Habitat for Humanity is a trusted brand in communities across the US and the world, making Habitat brand an attractive PR tool for many companies.

As a result, Cause-related Marketing (CRM) partnerships are growing. For example, Whirlpool, a home appliance company, launched a campaign in which part of revenue from eco-friendly appliances is donated to Habitat for Humanity. Consequently, the company’s annual sales grew by 17 percent. In another example, Zynga, a provider of social game services in San Francisco, developed a game called “CityVille” (i.e. players build a house) in order to reach new clientele as well as donate part of the sales.

## How You Can Participate

### Experience

More and more people are joining activities organized by HFH Japan, be it domestic events or Global Village programs. They not only educate themselves and make a difference, but also meet and make connections with people they meet.

### Support

Becoming a House Supporter (for a monthly membership fee of 1,000 yen or more) is a great way for you to join the force that contributes to the cause, even if you are too busy to come to our events or participate in volunteer trips overseas. As a House Supporter, you will receive regular reports, event invitations and discounts throughout the year.

### Share

Sharing stories means spreading awareness. The more words about the need for decent housing you spread, the more allies we gain among your families, friends, colleagues. Please speak up and speak out! We are also looking for those who can connect us with your CSR managers.

**Get in touch with HFH Japan for more information on how you and your company can get involved. Contact Mimi Nakagawa at [corporates@habitatjp.org](mailto:corporates@habitatjp.org).**

## Treasure Hunt for a Good Cause

Find your "treasures" at home, and turn them into helping hands with HFH Japan!

An old cell-phone, foreign currency, an earring, collectibles taking up too much space in the house, books, CDs and DVDs, you name it, all these can be donated to help someone have a decent place to call home. HFH Japan is partnering with Otakaraya Meguroyamatedori Store to give your "treasures" a second home.

### What you can donate

**Cell phones, smart phones, CDs, DVDs, books, video games, coins, gift cards, stamps, art pieces, antiques, collectibles, liquor, perfume, cameras, luxury brand items, jewelries, and more!**



### How to Participate

- STEP 1** Pack your "treasure" items.
- STEP 2** Send your box of treasure with Yu-Pack\* C.O.D. (cash on delivery - the receiver will bear postal charges)
- (1) Visit your nearby post office to get Yu-Pack label to send the box for COD delivery.
  - (2) Write the following address for your delivery address.
- Otakaraya Meguroyamatedori Ten,  
3-8-10 Meguro, Meguro-ku, Tokyo 153-0063**

- (3) Do not forget to write your description as "**Habitat Otakara-aid**"
- \* "Yu-Pack" is a domestic parcel service of Japan Post, Co., Ltd. Please do not send your "treasure" items via other courier services.

**STEP 3** Otakaraya will donate whatever your treasure was worth and 10% more to HFH Japan.

## Habi-Bito

Enthusiasts in Habitat



**Makoto Omiya**  
Hiroshima  
Campus Chapter  
'Groove' Member



Photo - Ms Omiya (center) with fellow Groove members, Ms Yukimune (left) and Ms Tanaka (right)

When mudslides hit my hometown, they took with them the familiar sceneries I grew up in. The streets I used to walk, the houses of neighbors I used to greet. When everything got buried under the mud, my "daily life" also disappeared. Although my house was not directly affected, future suddenly became something I could not picture myself in.

Asaminami, Hiroshima - I could not ask for a better place to grow up in. "Grandmas," "grandpas," "aunties" and "uncles" in the neighborhood raised me as much as my real family did. That's why when the disaster happened, I canceled my GV trip to Sri Lanka and decided to stay. I did everything I could, from updating HFH Japan on what was happening in Hiroshima to shoveling the mud in the neighborhood. After hearing about children not having any place to study (schools were used as temporary shelters), I volunteered to tutor elementary school students. I wanted to cheer them up, but I felt that I was the

one who received all the encouragement. While volunteers tended to focus on physical work, the experience taught me the importance of working with the community.

I met many volunteers from far and near through the disaster relief efforts. Some even came down to Hiroshima just one day after the mudslides. Their selflessness and devotion were touching and encouraging. There are, however, victims who still feel awkward and bad about receiving help and distance themselves from the volunteers. Being in the position to receive help, I truly came to understand the challenges of disaster relief efforts.

I cannot forget what one volunteer told me: "I know you'd do the same." Rather than feeling bad, I would like to acknowledge and appreciate the support given to us, and pay it forward when the time comes.

#### Editor's Note

Autumn colors are starting to fade, and it seems the winter has arrived in Tokyo. Shivering in the cold, we hurry home, to a nice, warm, safe place full of love and laughter. This, however, is not the reality for many. This holiday season, let's not take for granted the comfort of our houses and appreciate what we have.



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Habitat for Humanity is an international NGO that aims to realize "a world where everyone has a decent place to live." Habitat works in about 80 countries around the world and has helped more than 600,000 families.