



CIVILNET

Through its CivilNet Program, JCIE continues its long tradition of leadership in promoting the development of a vibrant civil society in Japan, Asia Pacific, and around the world. With more than three decades of experience in the field, JCIE finds itself in a unique position to create collaborative networks of civil society organizations worldwide and enhance cooperation among them in addressing common challenges.

One important CivilNet objective is to encourage dynamic and innovative approaches in the philanthropic sector. JCIE's commitment to strengthening Japan's indigenous private and corporate philanthropy dates back to the early 1970s, when it conducted the groundbreaking International Philanthropy Project. In 1979, it founded the Asian Community Trust, Japan's first charitable trust supported by general fundraising, and in 1997, the Levi Strauss Foundation and JCIE launched Japan's first donor advised fund. Building on these activities, JCIE has been facilitating philanthropic programs for a growing number of Japanese and foreign corporations that are seeking ways to address diverse social challenges. In FY2009 and FY2010, this diverse group of corporations and foundations included the Toshiba International Foundation, the Tiffany & Co. Foundation, Voyager Management, Microsoft Japan, and Ajinomoto.

The CivilNet Program also seeks to promote a broader and deeper understanding of civil society in Japan and around the world. JCIE organizes research and dialogue projects on the role of civil society organizations in governance and society, including recent studies on trends in local and people-to-people exchanges between Japan and the United States. JCIE also works to support international outreach by Japan's civil society, including the promotion of grassroots exchanges between Japan and other countries, and makes a special effort to encourage civil society leaders in Japan to work more closely with their counterparts around the world in order to improve their effectiveness and heighten the sector's potential contributions.

After the March 2011 Japanese earthquake and tsunami, JCIE's civil society expertise has allowed it to serve as a key liaison in the disaster response, linking overseas and Japanese philanthropic organizations and disaster relief organizations to Japanese NGOs and facilitating a number of giving programs.

Facilitating Innovative Philanthropy

Microsoft Japan NPO Cooperation Program

In 2002, Microsoft Japan launched the Microsoft Japan NPO Support Program, renamed in 2009 as the Microsoft Japan NPO Cooperation Program. This program aims to empower nonprofit organizations in Japan through the use of information technology. Each year, approximately US\$180,000 (¥20,000,000) in grants is distributed to Japanese NPOs, together with software and other technical advice as necessary. In the past seven years, almost US\$1.2 million has been granted to a total of 51 organizations. JCIE began operating this program for Microsoft Japan in 2006, managing the planning, operations, selection process, and evaluation of the program.

In 2009, this program was renamed as a result of discussions about transforming the relationship between the corporate sector and NPOs into a more collaborative partnership. The new program focuses on how the two parties can leverage their respective expertise and create a win-win relationship. In addition, the focus of the program's support has expanded to encompass two main themes: (1) projects promoting safe use of the Internet and (2) projects utilizing information technology to provide solutions to pressing social issues, especially in the fields of the environment, health, and local revitalization.

SEEDCap Japan

The Social Entrepreneur Enhanced Development Capital Program (SEEDCap Japan), a funding initiative that was launched in 2004, serves as a new model for nonprofit financing in Japan. Voyager Management, a socially conscious American “fund of funds” investment company that aggregates and invests funds for small and mid-sized hedge funds,

contributes 10 percent of the incentive fees from its transactions on behalf of several Japanese corporations to JCIE. This contribution is then regranted by JCIE to exemplary Japanese nonprofit organizations that are implementing innovative new approaches to pressing social issues. This innovative arrangement was conceived by the investment advisory firm Shibusawa & Company.

In 2009, the program shifted from a recommendation-based grant process to an open application process to allow organizations across Japan to apply for funding. Multi-year funding, which is not common in the Japanese context, is designed to enable the organizations to make their programs financially self-sustaining. Pangaea and Ecotwaza were new grantees in 2009 and 2010 respectively, while other grantees received their second and third years of funding in 2009–2011.

2009 Grants

PANGAEA—First year of funding for an organization that operates programs for children from around the world to communicate nonverbally through online games and activities. Funding will allow them to provide online training for facilitators and add more sites around the world.

TOTAL HEALTH CARE FOR ARTISTS JAPAN (THCA JAPAN)—A second year of funding to expand access to affordable healthcare for Japanese dancers and other artists and to broaden THCA Japan's ties with arts organizations and healthcare providers.

KOMPOSITION—A second year of funding for the organization's “wall art” competition, to assist wall artists by introducing their work to the general art world, and to incorporate wall art into local revitalization efforts.

KOTOBA NO ATELIER—A third and final year of funding for the organization’s program to train unemployed youth in acquiring professional skills.

A DREAM A DAY IN TOKYO/HEARTFUL HOLIDAY IN TOKYO FOR TERMINALLY ILL CHILDREN—A final year of funding was awarded to enable terminally ill children from Japan and Asia a one-week stay in Tokyo to fulfill lifelong dreams.

2010 Grants

ECOTWAZA—First year of funding to enable Japanese producers of ecofriendly goods to reach markets outside of Japan, with the goals of promoting environmentally responsible practices while helping to maintain Japan’s traditional handiworks and craftsmanship and strengthen the economic viability of the local communities where the crafts are made.

PANGAEA—A second year of funding for children from around the world to communicate nonverbally through online games and activities. Pangaea is currently working to reach more children and to expand their activities internationally, in part through the creation of a franchise model that will make the program self-sustaining.

TOTAL HEALTH CARE FOR ARTISTS JAPAN (THCA JAPAN)—A third and final year of funding to expand access to affordable healthcare for Japanese dancers and other artists and to broaden THCA Japan’s ties with arts organizations and healthcare providers.

2011 Grants

ECOTWAZA—A second year of funding to help scale up Ecotwaza’s international customer base

PANGAEA—A third and final year of funding to develop a system for training local facilitators around the world to use the Pangaea system.

Tiffany Foundation Award

In 2008, the Tiffany & Co. Foundation and JCIE established the Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society in order to recognize organizations that have made notable contributions to the promotion of Japanese traditional culture and to the revitalization of local communities. The 2009 and 2010 awardees were honored at award ceremonies in Tokyo on June 26, 2009, and June 29, 2010, respectively.

The Tiffany Foundation Award honors organizations in two categories: the Taisho Award honors organizations that are nationally recognized and have introduced an innovative element to their field; and the Shinkosho Award honors organizations that are recognized at the community level as having great potential or having produced exemplary results through efforts in their regions. One award is made in each category annually, and recipients receive a ¥2 million grant and a custom-designed trophy from Tiffany & Co. The award recognizes those whose activities (1) incorporate the heritage of traditional local culture into the contemporary activities of modern society by mobilizing the participation of a wide range of citizens in traditional cultural activities, (2) revive traditional cultural activities that have been passed down through the generations with the purpose of regenerating a sense of local pride and contributing to community revitalization, and (3) promote domestic and international exchange related to the theme of



Performance by Kodo from Sado Island at the 2009 Tiffany Foundation Award Ceremony

traditional arts and culture to rejuvenate local communities and open them to the rest of the world. JCIE requests nominations for the award from experts and institutions throughout Japan. In addition, organizations carrying out exemplary activities in keeping with the award's objectives are invited to directly nominate themselves. An independent selection committee of experts evaluates the nominees.

To explore the program's impact, JCIE held a seminar, "Toward Community Revitalization: New Possibilities for Traditional Culture," on August 19, 2010, in Tokyo, convening nearly 100 participants to discuss the state of Japanese traditional culture and ongoing efforts at revitalization.



Tiffany Foundation President Fernanda Kellogg presents the 2010 Tiffany Foundation Award

Selection Committee

KATSUHIKO HIBINO, *Artist; Professor, Tokyo University of the Arts*

FUMIO NANJO, *Director, Mori Art Museum*

YUKO TANAKA, *Professor, Hosei University*

2009 Awardees

Taisho Award: EARTH CELEBRATION COMMITTEE (Sado City, Niigata Prefecture)—Earth Celebration is an international performing arts festival hosted by Kodo, a local taiko drum troupe in Sado City on Sado Island. With a theme of celebrating humans and the environment, the festival includes outside concerts, taiko workshops, island tours, and cultural exhibitions.

Shinkosho Award: KUROBEI PROJECT TEAM (Murakami City, Niigata Prefecture)—The Kurobei Project is a part of a local effort to preserve the traditional *kurobei* (black wall) style of Murakami City by applying painted lumber over the existing outer walls so that the streets retain the characteristics of a Japanese castle town.

2010 Awardees

Taisho Award: KYO-MACHIYA REVITALIZATION STUDY GROUP (Kyoto City, Kyoto Prefecture)—The Revitalization Study Group preserves Kyoto's historic *Kyo-machiya* townhouses from the Edo period (1603–1867) and the traditions that have been associated with them.

Shinkosho Award: RED BRICK CLUB MAIZURU (Maizuru City, Kyoto Prefecture)—Red Brick Club Maizuru was established to promote the *akarenga*, or red bricks, of the historic navy warehouse district of Maizuru as a symbol of the city and to make the district a center for community life.

Toshiba Youth Conference for a Sustainable Future

Sponsored by the Toshiba International Foundation, the Toshiba Youth Conference for a Sustainable Future brings together high school students and teachers from Japan, Poland, Thailand, and the United States to encourage the students to deepen their awareness of environmental issues and to take the lead in their communities in working toward a better future. The program also seeks to enhance the teachers' ability to promote environmental, scientific, and intercultural communication education.

This program is unique for its multilateral nature and its potential to form ties of international friendship and to strengthen international exchange between students through an action-oriented focus on common issues that span national boundaries. During

the weeklong camp in Japan, the students and teachers participate in an intensive program designed to promote a broader understanding of environmental issues, including group research projects, field visits, and discussions with their fellow participants from other countries.

Prior to each conference, the student participants compose reports on local environmental issues and exchange views through a dedicated website. After returning to their respective countries, the students can keep in touch via the website, and it is hoped that these continued interactions will help encourage the development of a long-term network of environmentally conscious young leaders committed to creating a better future. In cooperation with Toshiba and BeGood Cafe, a Japanese environmental nonprofit, JCIE has been facilitating the development of the program since its inception. Along with the Toshiba International Foundation, this program is sponsored by the Toshiba America Foundation and Toshiba Thai Foundation.



2010 Toshiba Youth Conference for a Sustainable Future participants at the terraced rice paddies of Kamogawa

Under the theme of “Halve CO₂ Emissions by 2050—Achieving the Best Mix of Energy Resources,” the second annual Toshiba Youth Conference for a Sustainable Future took place on July 31–August 7, 2009, in Yokohama and Kamogawa. The following summer, the 2010 program ran on July 31–August 6, 2010, in Tokyo and Kamogawa under the theme of “Halve CO₂ Emissions by 2050—Save Energy, Create Energy, Begin a New Lifestyle.”

Ajinomoto International Cooperation for “Nutrition and Health” Support Program

The Ajinomoto International Cooperation for “Nutrition and Health” Support Program is a grant program aimed at improving the quality of life of people in developing countries through support for international cooperation activities in local communities in the field of food and nutrition. The program was launched in 1999 as one of the Ajinomoto Group’s corporate citizenship activities and aims to contribute to the achievement of the United Nations Millennium Development Goals. From 2007 to 2009, JCIE advised Ajinomoto on its program content and helped to publicize the program and run the application process.

European Venture Philanthropy Mission

On March 15–19, 2010, JCIE Managing Director & Executive Secretary Hideko Katsumata, along with two other Japanese civil society leaders, traveled to Amsterdam, Brussels, and London to study the experiences of the European Venture Philanthropy Association and identify lessons as to how they might better encourage the promotion of venture philanthropy in Japan. Also known as “engaged philanthropy,” venture philanthropy was initially modeled after venture capitalism and entails the investment of funds in high-growth social businesses coupled with a hands-on approach to supporting management. Through this visit to Europe, the study mission sought to deepen its understanding of the current situation in Europe and to gain insight into the ways in which Japan’s civil society can cooperate with the corporate sector and secure the type of corporate financial support that is seen in European venture philanthropy endeavors.

Grassroots Exchange and Dialogue

Study of US-Japan Grassroots Exchange

In March 2010, JCIE released a comprehensive survey on the state of US-Japan grassroots exchange. This survey compiled data from a variety of sources on grassroots and community-level exchange and interaction between the United States and Japan, including sister-city exchange and Japan America Societies based in Japan. The survey also tracks the use of information technology over recent decades to help facilitate communication and collaboration among these groups.

Supporting “Japan Matters for America/America Matters for Japan”

In support of the East-West Center (EWC), JCIE provided data and analysis for “Japan Matters for America/America Matters for Japan,” a multi-activity project jointly organized by the EWC’s Washington DC office and the Sasakawa Peace Foundation to demonstrate and track Japan’s importance to the United States as well as the importance of the United States to Japan. The project produced a comprehensive print and online directory of indicators of the close bilateral relationship between Japan and the United States, including statistics and analysis in the areas of trade, investment, travel and tourism, history, people, exchanges and sister cities, and security and military ties.

Introducing Innovative Models of Philanthropy Education to Japan

JCIE has been facilitating a new collaborative project to introduce Penny Harvest, an American philanthropic education program for children, to Japan. Developed by New York City nonprofit Common Cents, Penny Harvest is an innovative program designed to encourage an understanding of philanthropy and a sense of community membership among school-aged children. Traditionally, there are few chances for children in Japan to learn firsthand about philanthropy, and in spring 2011, JCIE partnered with Common Cents and the Japan Philanthropy Association to introduce the principles and methods of Penny Harvest, which was done through a series of workshops and programs in Japan involving the founder of Common Cents, and to explore how to adapt these methods to the Japanese context.

Responding to Japan's 3/11 Disaster

The March 11, 2011, earthquake and tsunami was the worst natural disaster to ever strike a developed country. JCIE has been utilizing its overseas networks and its long track record of supporting Japanese civil society and philanthropy to help with the disaster response. For example, JCIE has facilitated the work of overseas disaster relief organizations and helped them find Japanese partners to work with, served as a source of reliable information on the state of Japan's disaster response for a wide range of overseas institutions, and helped coordinate among American NGOs and philanthropic organizations that are assisting with relief and recovery efforts. In addition, it has established two funds to facilitate giving to Japanese civil society organizations that can respond effectively to the disaster, and it has also been advising other philanthropic organizations on their giving.

Japan NGO Earthquake Relief and Recovery Fund

On March 14, JCIE launched the Japan NGO Earthquake Relief and Recovery Fund to raise funds for Japanese nongovernmental organizations that are taking part in the relief effort, as well as to ensure longer-term support for local organizations working hard to rebuild their communities. The fund received an outpouring of grassroots support from individuals, companies, schools, and community groups across the United States and around the world.

Initially, half of the funds raised were channeled directly to the Center for Public Resource Development's "Give One" initiative, which supported six leading Japanese organizations that were providing immediate disaster relief in the affected areas, with the other half reserved for long-term recovery. As needs evolved following the initial relief effort, the

fund has shifted to fully supporting the long-term recovery through a grant-making program for Japanese groups working in the region. As of December 2011, the fund had raised roughly US\$1.5 million, of which US\$304,000 went to the Give One initiative and the remainder was reserved for long-term recovery.

Bain Capital Japan Disaster Relief Fund

With nearly US\$2 million in donations from Bain Capital, LLC, other corporations, and individuals donors, this JCIE-managed fund has supported a range of relief and recovery efforts in and around the Tohoku region with a special focus on Fukushima Prefecture. In partnership with the Tokyo Voluntary Action Center, this initiative created a transportation system to ensure the delivery of supplies and to support volunteer activities in Fukushima Prefecture and the southern parts of Miyagi Prefecture that were not able to get sufficient supplies (food, clothing, etc.) and other services. A scholarship program to allow students affected by the disaster to attend technical colleges was also created in cooperation with the National Institute of Technical Colleges, and other programs to aid Fukushima Prefecture are now being explored.