

Material  
Issue **4**

# Community Involvement and Development—Partnership with NGOs/NPOs

## “Pro Bono” Program for Supporting Reconstruction after the Great East Japan Earthquake

### Fact



**Fiscal year 2012 expenditure for employment creation, skill development, and support for job assistance**

Source: Fiscal year 2012 Social Contribution Activity Expenditure Survey Results P. 1-7 “Figure 8: Social Contribution Activity Expenditure by Segment” (Japan Federation of Economic Organizations/One-Percent Club)

As concern from companies for social contributions and support for the areas severely affected by the Great East Japan Earthquake mounts, more companies are undertaking unique activities that leverage their expertise and knowledge. According to a survey on social contribution activity expenditures by segment, Fiscal year 2012 expenditures for the segment of “employment creation, skill development, and job assistance” showed a sharp increase, more than doubling compared to the previous year. Pro bono—volunteer activities by professionals with unique knowledge, skills, and experiences in their respective fields—have been expanding and will likely continue to expand in the future.

### Our Action

Assistance needed for reconstruction efforts in disaster-affected areas has shifted from short-term volunteer work to mid- to long-term support, with growing demand for corporate human resources with management skills and experience. Sampo Japan Nipponkoa Group has been participating in the Michinoku Recovery Project Partners\* and dispatching the company’s personnel to the affected areas to assist leaders engaging in reconstruction activities under its Employee Dispatch Pro Bono Program.

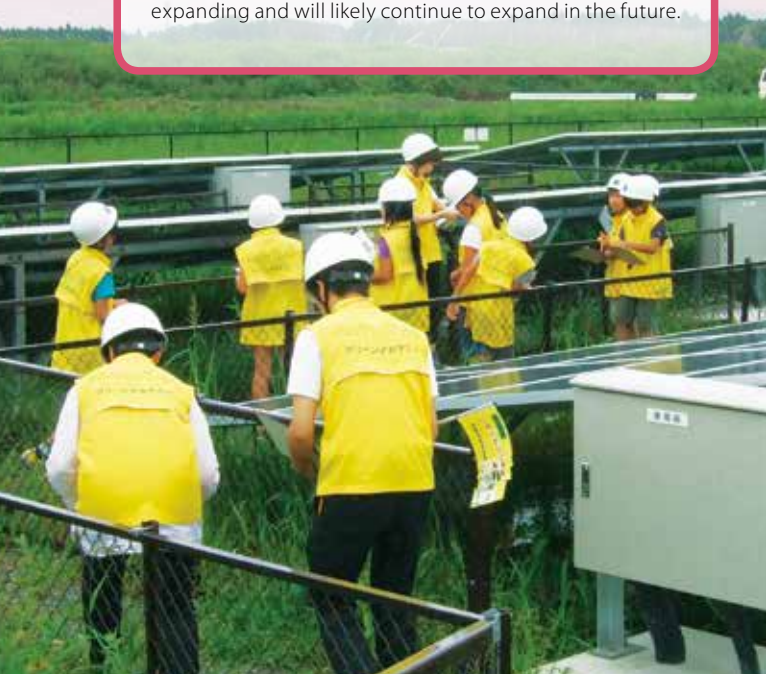
The Group will continue to conduct a variety of activities in and outside of Japan to help solve social issues both at a regional and global level, while supporting employees’ voluntary social contribution activities.

\* Michinoku Recovery Project Partners: A corporate consortium established to aid the self-help-based recovery process in disaster-affected areas. As of March 2014, the consortium is made up of Sampo Japan Nipponkoa and six other companies: Ajinomoto Co., Inc., Benesse Holdings, Inc., Dentsu Inc., Isuzu Motors limited, Kao Corporation, and Toshiba Corporation (in alphabetical order).

### Employee Dispatch Pro Bono Program to Support Reconstruction after the Great East Japan Earthquake

In addition to the prompt payment of earthquake insurance claims, the Sampo Japan Nipponkoa Group has been involved in various support activities for the affected areas, since the occurrence of the disaster. Under its Employee Dispatch Pro Bono Program, in fiscal year 2012 the Group sent 10 employees to the disaster victim support team CANNUS, a volunteer organization of nurses, as well as 9 employees to the Fukushima Solar and Agriculture Experience Association—Minamisoma Solar Agripark in fiscal year 2013. The dispatched employees worked closely together with the leaders and local staff of the respective organizations to help solve a variety of issues.

For CANNUS, dispatched employees engaged in work such as the management and analysis of data necessary for home-visit long-term care, cooperation with administrative authorities, and development of



public relations tools. The work undertaken for the Minamisoma Solar Agripark involved the preparation of subsidy application documents and support for the planning of local events. The program proved effective not only as a supporting tool for reconstruction of the disaster-affected areas but also for the personal growth of each dispatched employee.

In December 2013, a final report meeting was organized to report the achievements of the Employee Dispatch Pro Bono Program, with

approximately 180 attendees from within and outside of the Group. Through listening to the program participants' experiences and engaging in a panel discussion, the attendees were able to share what was learned from the program, a new style of social contribution that capitalizes on the expertise of human resources.

### My Experience in the Employee Dispatch Pro Bono Program

## Participation in the Program Led to My Personal Growth

There were two main reasons why I decided to participate in the program. First, I wanted to become involved in reconstruction of the disaster-affected areas. Second, I heard from one of my colleagues who had participated in the fiscal year 2012 program that it was a valuable experience one could never have had anywhere else.

What I actually felt after being dispatched was the strong will power of the local people in Fukushima and Minamisoma to recover and revitalize their hometowns that were devastated by the disaster. This positive intent could also be felt among the staff of the Minamisoma Solar Agripark where I worked as well as the



At the Minamisoma Solar Agripark



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intern students I worked with. I was greatly encouraged by the participating students who sincerely consider and discuss how they can contribute to the recovery of Fukushima and the future of the affected children.

During the two-week dispatch period, I supported agricultural experience and summer school programs in the Minamisoma Solar Agripark. I worked closely with the leaders and local staff of organizations to address various issues through dialogue, but things didn't always go smoothly. When I face some difficulties in my daily work at my company, I can receive advice from other members in my workplace. However, the difficulties we faced in the disaster-affected areas were all very new and no one knew how to deal with them while facing an approaching deadline. It became a very precious experience for me to figure out what I can do on a zero base and it helped me to develop myself. Through the extraordinary experience in both success and challenges in this program, I was able to rediscover myself and find a challenging task. It became truly an important experience in my life.

## VOICE

### We Look Forward to Continuously Working Together in Various Activities Including the Employee Dispatch Pro Bono Program



### Mr. Haruo Miyagi

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Partners Secretariat  
Executive Director  
Entrepreneurial Training for  
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The Sompo Japan Nipponkoa Group provided us with support twice through its Employee Dispatch Pro Bono Program. We received grateful comments from the disaster victim support team CANNUS, a volunteer organization of nurses who appreciated the dispatched personnel, who were able to create a mechanism for operational management and efficiency optimization, which CANNUS staff, who are busy with daily nursing activities had no time to undertake.

Also, the Fukushima Solar and Agriculture Experience Association—Minamisoma Solar Agripark appreciated the dispatched personnel for their great contributions mainly in the training of local young entrepreneurs, liaisons with local communities, and other operations that will help reinforce the foundation of the organization's future growth. Skills developed in the business field proved very effective in promoting the disaster-recovery projects of leaders as well.

On the other hand, it appeared that the experiences gained in the disaster-affected areas gave the dispatched personnel an opportunity to recognize the worth of their daily work, reevaluate their skills, and feel gratitude to their workplaces, which supported their decision to participate in the program and their experience of working in difficult environments also helped them to achieve further personal growth.

We look forward to continuously working with the Sompo Japan Nipponkoa Group in the various activities including the Employee Dispatch Pro Bono Program.