

Re:Cycle Overview

Moving Forward from 3.11:
Making Volunteering Sustainable
for the East Japan
Relief/Recovery Effort and Beyond

Created in Pecha Kucha 20X20 Style
for MoMo 6.13.2011

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About Pecha Kucha 20X20

PechaKucha 20x20 is a simple presentation format where you show 20 images, each for 20 seconds. The images forward automatically and you talk along to the images. You can find out more about Pecha Kucha at <http://www.pecha-kucha.org/what>

About Re:Cycle

This presentation is primarily about the *Re:Cycle* aspect of our project. The full program we refer to - making the process of getting more volunteers and making volunteerism itself sustainable - is currently being developed. However, presenting this initiative intelligently requires a separate presentation. Please contact us for more information on the sustainable initiatives we are proposing.

Our Slide Text:

1	OK, we've already heard a lot about the huge size/scale of the destruction, but I want to think about it now in terms of the work needed for the region's recovery. As you all know, a vast area has been affected by the disaster, including about 1200km of coastline
2	Nobody really knows how many volunteers are going to be needed. But many estimates are in the region of 5 million volunteers over 5 years. There have already been over 400,000 volunteers these past 3 months, but this is barely a start.
3	The initial push, the rush, and the excitement to act is starting to die off. That's natural. But the need for volunteers is greater than ever. So how do we keep up the flow of volunteers – especially in a country that lacks a natural volunteer attitude?
4	Although corporate/international funds thus far are far less than the amount given following Hurricane Katrina, this is largely because Japan is a very wealthy country. Japan is expected to find its ground – not alone, of course – but ask for support where necessary.
5	Still, I think that foreign participation in funding and volunteerism has been high. But I also think that this is a double-edged sword – Japan needs to return the favor when something happens elsewhere – and not just by dishing out funds.
6	Minami-Soma has sister city relationships with something like 80 locations, including Pendleton, Oregon, and Sugunami-ku, where I live. They have led to generous funding, supplies, and other support that is the envy of other towns, many with populations exceeding that of Minami-Soma - 70,000.
7	Of course, the town's Mayor Katsunobu Sakurai became famous following his March 24 plea via YouTube for supplies and support for the city's evacuees. More than 400,000 people have viewed it, with most of this during the first few weeks after it was uploaded.
8	Pendleton-Minamisoma even has a Facebook page. I found the earliest post on that page to be March 15. Until April 1, it was an open group. After then, the group required approval to join. There are still posts almost daily about disaster news and how people in Oregon can help.

9	108 boxes of toys from the little town of Bozeman Montana are being sent to Kissennuma right now. The connection: Rob Irizzary (I knew him in Tokyo more than 15 years ago and his son's 3rd grade teacher, who stayed in Kissennuma 5 years ago). I made a plea for relief supplies for children via Facebook on March 16, which grew into this.
10	These things are happening for two reasons: First, the direct human bond between people, and second, social media's power to maintain those connections frequently and asynchronously, and to build connections progressively. Our idea is to use this to grow a sustainable volunteerism in Japan. Now, briefly, our plan...
11	Our quest is to ride bicycles from the front of Tokyo Disneyland to Misawa Airport through all of the disaster stricken parts of Chiba, Ibaraki, Fukushima, Miyagi, Iwate, and Aomori Prefectures, and Ustream the entire journey.
12	We plan to do this on two kinds of bicycles. Joseph will ride an electric bicycle. He is planning to ride using a modified iRun, so the batteries will provide continuous power to the broadcast equipment. He will also be equipped with solar panels to charge some of the many devices required.
13	I intend to ride on a very heavy city bike. This is the ultimate local pedestrian transit in Japan. It powers the commute for students and salarymen, the shopping vehicle of choice for the obasan armies. As the default vehicle of choice for the masses, it's the vehicle of choice for re:Cycle.
14	We want to visit all of the major devastated towns along the way: Choshi and Asahi in Chiba, Hitachi and Oarai in Ibaraki, Onahama and Soma of Fukushima, Ishinomaki, Kissennuma, and Minami Sanriku in Miyagi, Ofunato, Kamaishi, and Miyako in Iwate, and Hachinohe in Aomori.
15	We plan to conduct interviews, get people to ride with us, visit evacuation centers, schools, hospitals, volunteer centers, and try to show the particular culture and life of the people in these communities. Through Ustream, Twitter, other social media, and with the support of traditional media, we want to create a month-long event highlighting the situation and celebrating the spirit of the people in east Japan.
16	To celebrate, we intend to raffle off some bicycles along the way... September has two 3-day weekends, and there is also one in October. This gives us 3 extra holiday days to get many extra people to join our party for recovery!
17	Re:Cycle is a party - but it's a party with a very serious underlying mission. The objective is to get people to re:member, re:cover, re:vive, and re:discover. It is really about sustainable volunteering. Remember, the need is for 5 million volunteers, but:
18	If people commit to making 10 trips over 4 or 5 years, then the real need is for only 500,000 volunteers. If these 500,000 are part of 8 person teams, then the need is for just 62,500 teams. If the teams are recruited in 250 locations, then each location only needs to find 250 teams.
19	But the teams need to find their reasons to make such a long-term commitment. We think that there are many ways to instill such a commitment and are working to build the infrastructure for that. But the start, we believe is finding the people and the connections that make the bonds real. Just like sister cities.
20	We plan to re:Cycle our way through east Japan. But the re:Cycling will continue for years. We hope to show one way for the pedaling to keep moving forward (as on the left) – and not run around in Escher-like circles.

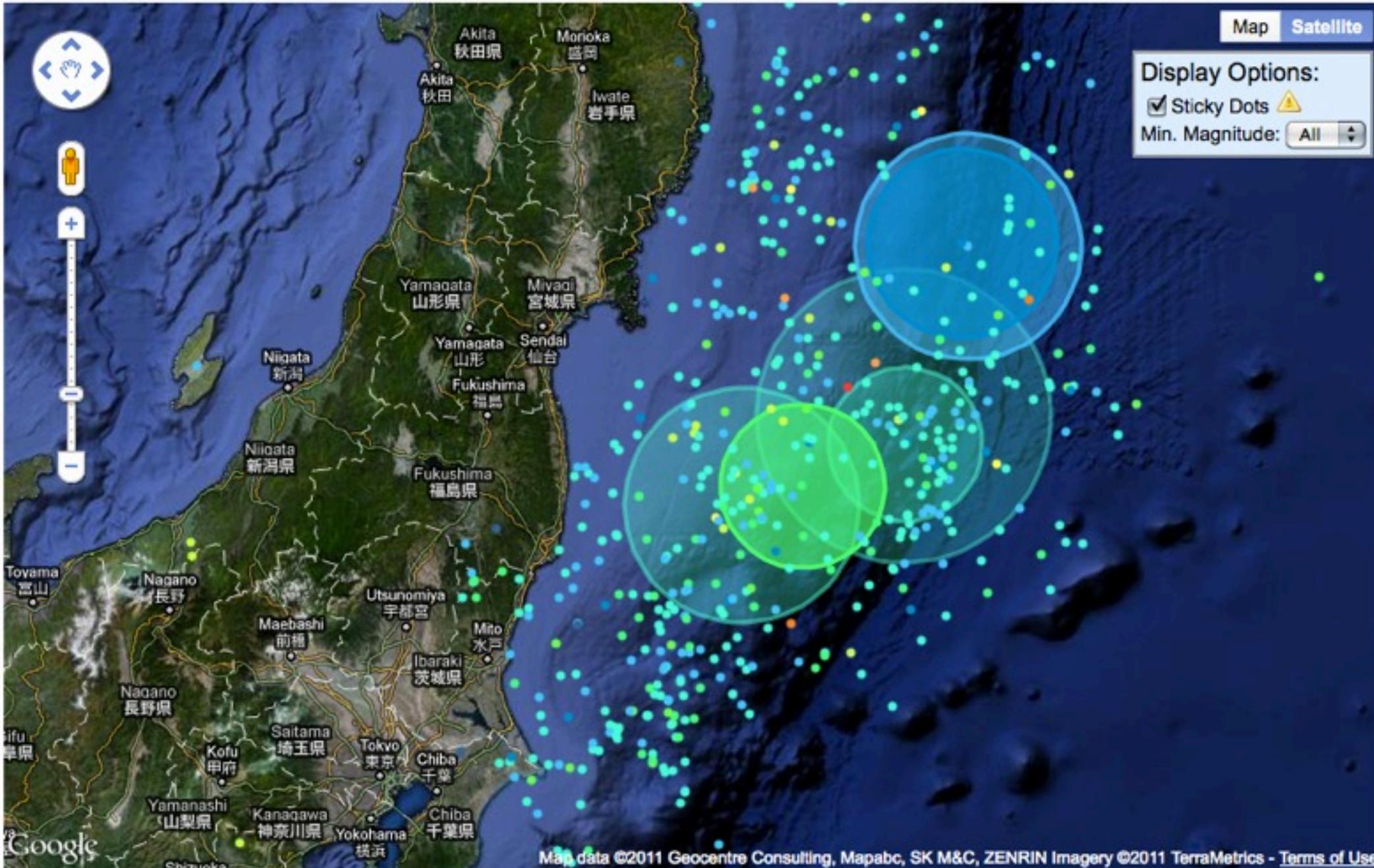


Japan Quake Map

Like You like this.

Japan Quake Map

日本語 Show: Since March 11 [Past 7 days](#) [Today](#)





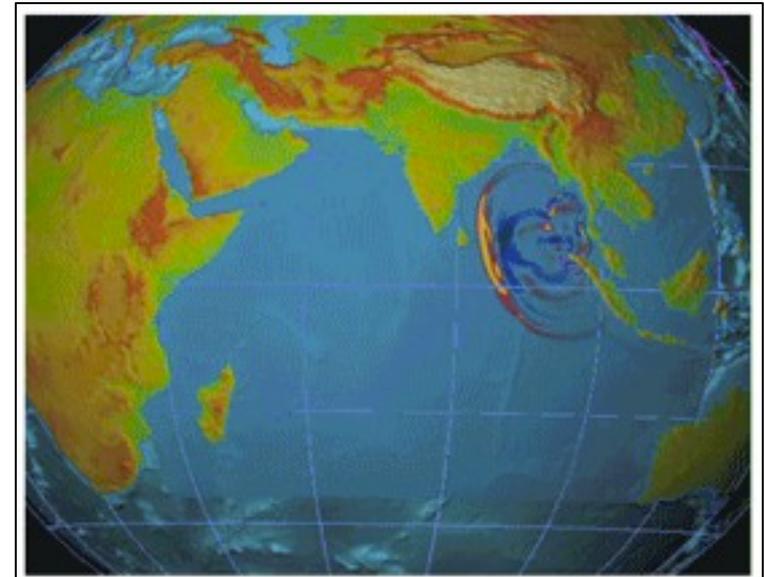


*Photo courtesy of Scrape TV News



Chart: Comparison of Business Aid for Past Disasters, BCLC

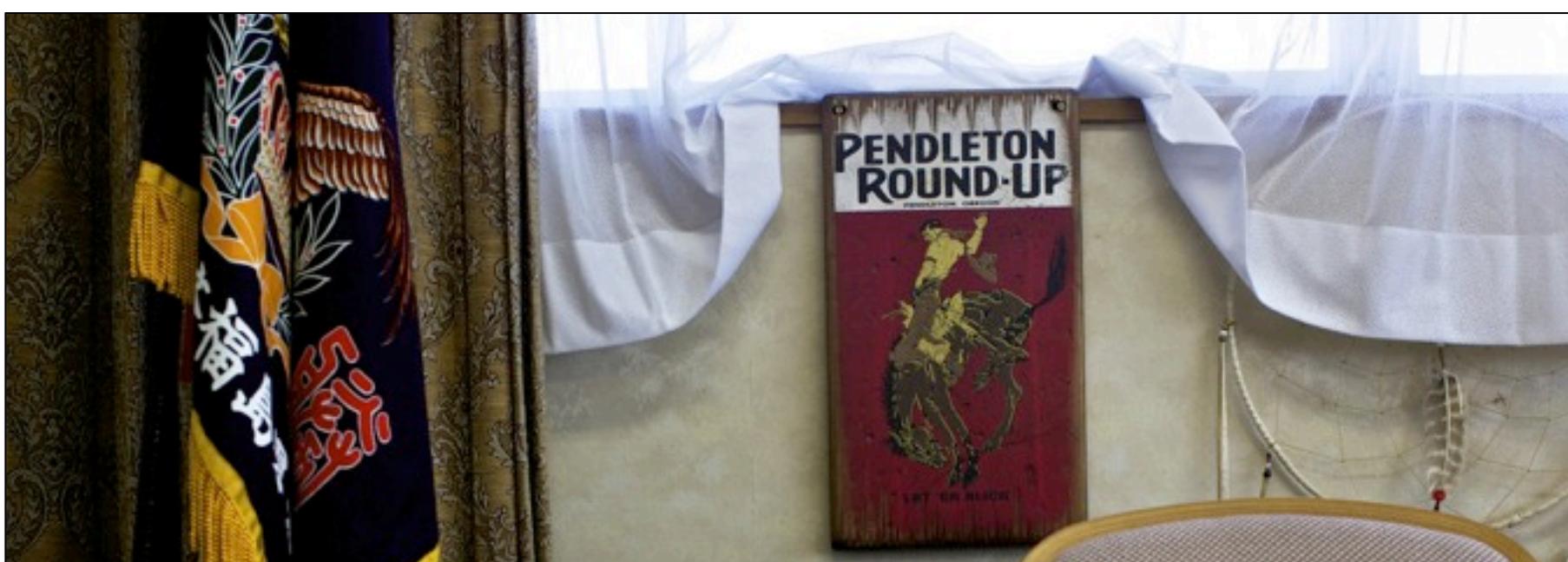
#1	Hurricanes Katrina and Rita (U.S. Gulf Coast, Aug. & Sept. 2005)	\$1.08 Billion
#2	Indian Ocean Tsunami (Southeast Asia, Dec. 2004)	\$566 Million
#3	Japan Earthquake and Tsunami (March 2011)	\$301.2 Million (as of 5/10/11)
#4	Haitian Earthquake (Haiti, Jan. 2010)	\$146.8 Million
#5	Kashmir Earthquake* (Pakistan, Oct. 2005)	\$116 Million*
#6	Sichuan Earthquake (Central China, May 2008)	\$110 Million
#7	Hurricane Ike (Texas Gulf Coast, Sept. 2008)	\$60.7 Million
#8	Pakistan Floods (Pakistan Aug. 2010)	\$24 Million
#9	Spring Tornadoes/Storms (Southern U.S., April 2011)	\$20.6 Million
#10	San Diego Wildfires (Oct. 2007)	\$17.9 Million
#11	Cyclone Nargis (Myanmar/Burma, April 2008)	\$6 Million
#12	Typhoon Ondoy (Philippines, Sept. 2009)	\$4.2 Million
#13	Hurricane Gustav (Louisiana Gulf Coast, Sept. 2008)	\$2.4 Million
#14	Peru Earthquake (Aug. 2007)	\$1 Million



*Tracked by the South Asia Earthquake Relief Fund (SAERF)



南相馬



杉並区の南相馬市支援チャリティバザー

ホーム・杉並区・この記事を書く
 更新日: 2011年3月27日 日曜日の夜
 カテゴリ: イベント, 杉並区, 災害

東北地方太平洋沖地震の被災地となった福島県南相馬市の支援のため、「復興支援バザー」の開催式にて、チャリティバザーをおこないます。被災の苦境からの寄付物品を販売し、被災の苦境の鎮静化を図ります。売上金はすべて義援金として南相馬市に寄付します。みなさんの参加で、大きな復興を南相馬市へ届けましょう！



今日は、南相馬小学校の旗を歩いていたら、こんな文房から始まるパンフレットが配られていました。Twitter上でも流れていたのですね。早速お返しました。杉並区内へ避難している方への物産品、被災へのバザー売上金の支援です。以下、そのパンフレットと杉並区役所サイトからの情報を転記します。

南相馬市支援チャリティバザー

- 日時：平成23年4月13日(金)10時～12時 定例災害終了
- 場所：復興支援バザー (民泊センター)
- 雨天備用：復興第一小学校体育館 (民泊センター)
- その他：車での来場は出来ませんのでご注意ください。マイバザーをご持参ください。

南相馬市の復興支援を 杉並区チャリティバザーに6000人

tokyomx 4,682 videos



0:42 / 1:21

Like Add to Share

2,408

SOS from Mayor of Minami Soma City, next to the crippled Fukushima

p4minamisoma

1 video

Subscribe



2010.7.23・24・2 この映像は、3月24日21時に撮影されました。
This was recorded on March 24th 21:00.

The 3.11 earthquake and Tsunami, and a series of developing accidents at Fukushima First Nuclear Power Plant has severely damaged our city.

00:19 / 11:13 360p

Like Add to Share

428,453

Uploaded by p4minamisoma on Mar 26, 2011

[April 7th 2011 Update]

The Chief Cabinet Secretary, Yukio Edano, has said in the press conference held on March 7, that regarding the range outside the 30km

2,150 likes, 32 dislikes

As Seen On:

Últimas noticias - La...

Show more



Michael Konin Kato
[Edit My Profile](#)

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- Messages 1
- Events 65
- Friends

Connection Search

- Pendleton-Minami... 1
- Cyclists, Runner... 2
- Creatives
- FARMVILLE FRIENDS
- Hapa Japan
- [More >](#)

- Games
- FarmVille 1
- Are YOU Interested?
- Games
- BranchOut
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Friends on Chat



Pendleton-Minamisoma

Open Group — pendleton.minamismo@groups.facebook.com

[Ask to Join Group](#)

Search This Group

Description

On about April 1 we will require approval for new members.
 Send an email to the group by addressing it to
[Pendleton.Minamisoma@groups.facebook.com](mailto:pendleton.Minamisoma@groups.facebook.com)



Camellia Nieh

<http://www.yomiuri.co.jp/dy/national/T110609005998.htm> <CN>



1,700 kids living 20-30 km from N-plant : National ;
[DAILY YOMIURI ONLINE \(The Daily Yomiuri\)](#)
www.yomiuri.co.jp

Daily Yomiuri News Site

Yesterday at 1:14am

Lienard Lifran likes this.



Larry Lehman ideas on how we could help
 Yesterday at 11:35am



Camellia Nieh

Mayor Sakurai of Minami Soma in the international news again...

<http://af.reuters.com/article/energyOilNews/idAFL3E7H908C20110609>

Japan mayor wants tsunami-hit rice paddies to go solar | Energy & Oil | Reuters
af.reuters.com

TOKYO, June 9 (Reuters) - A Japanese mayor is seeking to rebuild his city into a renewable energy hub by placing solar panels on top of rice paddies that were devastated by the March earthquake and tsunami.

Friday at 1:01am

2 people like this.

Members (134)

[See All](#)



Pokes



Nex Takenouchi
 has poked you.
[Poke Back](#)

Sponsored Story



Hiroki Kuwataka likes オフィスナビ.



オフィスナビ

Like

Sponsored

[Create an Ad](#)

JSoccer Magazine Launch



JLEAGUE

JSoccer Magazine -
 Japanese
 Football/Soccer in
 English 1st issue ships
 June 30th - ¥1000 \$12
 £7 or 8 Euros
 worldwide inc. air mail!

RSVP - Arudou Debito may be attending.

クラスマッチ@鹿児島発信通販サイト

Bozeman kids send gift of fun to Japan quake victims

Story

Comments (1)

Image



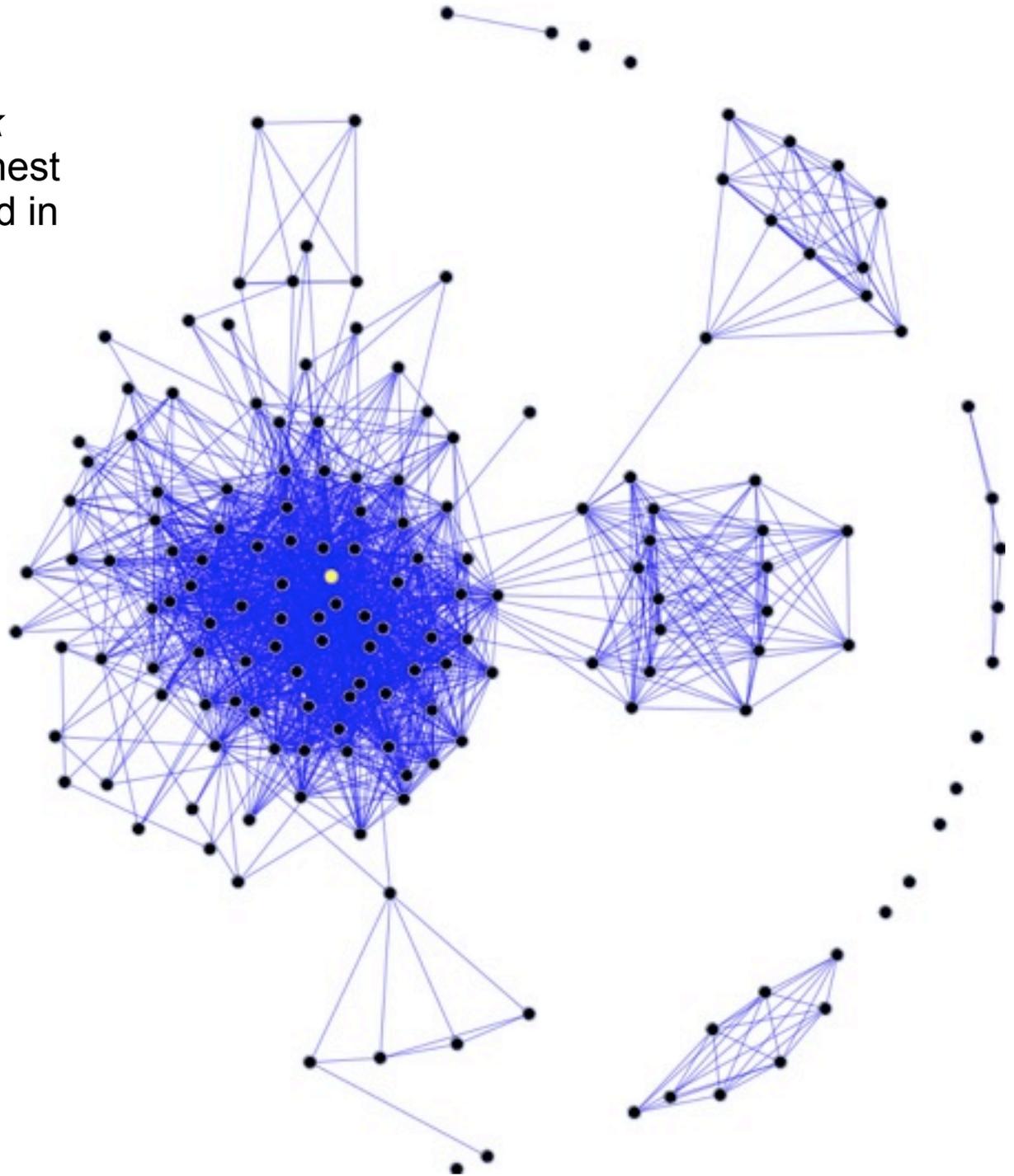
SEAN SPERRY/CHRONICLE

Third graders donate for Japan earthquake relief

Morning Star third graders hold a box destined for kids in Japan who were affected by the March earthquake and tsunami. From left clockwise is: Anna Sofianek, Taka Irizarry, Morgan Curran, Isaac Holmgren, Holly Angell, Addison Harrington, Carter Cape and Ava Lauman bottom right.

From Wikipedia Commons:

An example of a **social network diagram**. The node with the highest betweenness centrality is marked in yellow.





RE: CYCLE

RE:MEMBER
RE:COVER
再:確認
再:復

RE:VIVE
RE:DISCOVER
再:生
再:発見



Photos: <http://jpta.me/IB5G5E>
<http://www.takahawk.com/bike/>

Who are We?



Joseph Tame
@tamegoeswild





Michael Kato's Posterous

A foolish consistency is

the Hobgoblin of little minds.

- Ralph Waldo Emerson

Using technology to support learning
and to create more sustainable
societies is my life work.

I have been DJing periodically for fun
for more than 30 years - I'm known as
dj PopMuze.

Michael Konin Kato

facebook



Name:
Michael Konin Kato

Current City:
Suginami-ku,
Tokyo, Japan

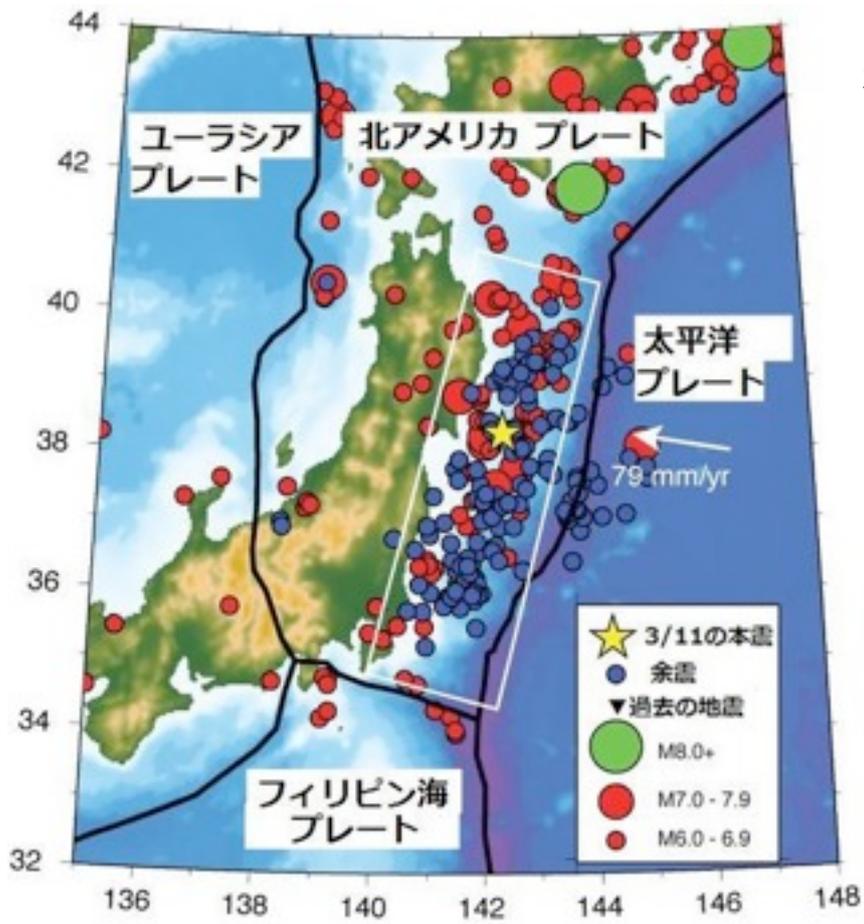
Screen Names:
mikekato (Skype)

Websites:
<http://twitter.com/mikekato>
<http://knowcando.posterous.com/>

[Tweet Mike's Posterous](#)

The City Cycle or “ママチャリ”





岩手県



青森県



宮城県



千葉県



茨城県



福島県





現在、番組はオフラインです

Joseph Tame ジョセフ・テイム

tamegoeswild

コミュニティに参加

Tweet 161

Like 4

ポップアウト



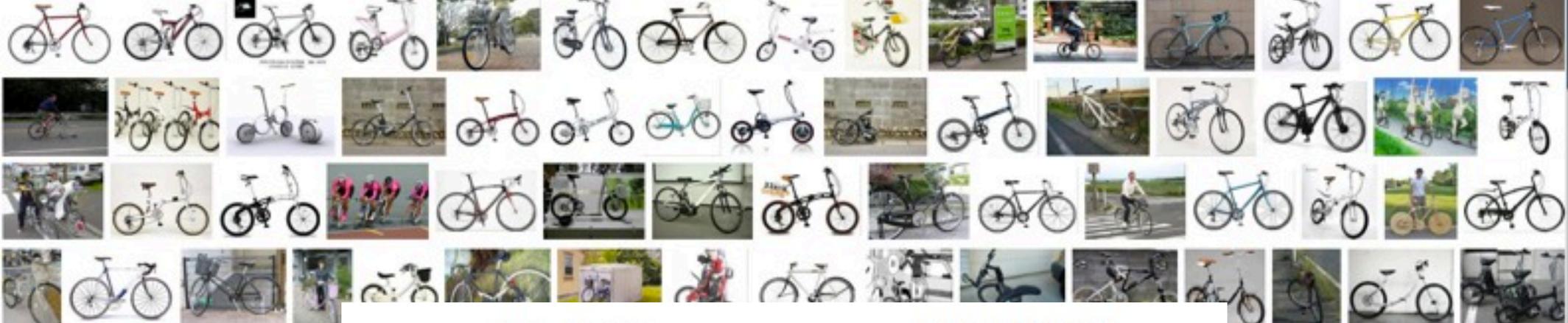
ソーシャルストリーム チャット ポップアウト

チェックイン

ソーシャルストリームに参加

- 
 mayanoko @tamegoeswild @elmfrit But snoring is a symptom.. If you love a snorer isn't it your solemn duty to get them medical help?
 2 時間前
- 
 froggy_ong @tamegoeswild LOL at iPhone's autocorrect failures <http://t.co/fww5QIP0>
 18 時間前
- 
 mikamika59 @tamegoeswild I feel the same as you thought, this discussion on niconico showed us how mass media is useless, dysfunctional.
 19 時間前
- 
 henrikfalck @tamegoeswild or just *industrial* *Over us his own and made him the*





9月 (長月)

日	月	火	水	木	金	土
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

19日 敬老の日 23日 秋分の日
 1日 二百十日 8日 白露 9日 重陽
 12日 十五夜 20日 彼岸 23日 秋分

10月 (神無月)

日	月	火	水	木	金	土
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

10日 体育の日 9日 寒露, 十三夜
 21日 土用 24日 霜降



RE: CYCLE

Re: 再: 来る

Re:MEMBER
Re:COVER
再:確認
再:復

Re:VIVE
Re:DISCOVER
再:生
再:発見





If Each Volunteer Makes 10 Visits over 5 years



& Each Person is part of an 8 Person Team



Recruited in 250 Locations...







ALPHALIO (C) RAYMOND YAP

ART by 

