

# **SEEDS Asia 10-Year Plan**

(2017-2026)

SEEDS Asia



## 1 . Formulation of the 10-Year Plan

---

This Plan specifies SEEDS Asia’s organizational goals and principles in the coming 10 years from 2017 to 2026, and the growth strategy to realize its goals and principles through strengthening the contents, public relations, finance and institution.

This Plan was formulated for the final approval by the Board in May 2017 after a series of discussions between the Board members and staff members, with the inputs by the advisers, looking back at the history of implementations in the past 10 years since SEEDS Asia’s establishment.

This Plan also indicates the priority actions and their basic ideas which SEEDS Asia should intensively implement in the next 10 years based on its mission. Activities under each project will be conducted according to this Plan. The project plans and reports of each year will be formulated and delivered under this Plan, and this strategy will be reviewed every year if necessary.

## 2 . SEEDS Asia's Mission

---

40% of disasters in the world occur in Asia.

60% of the casualties to world disasters are Asians.

90% of the affected by disasters are in Asia.

The Asia region including Japan has fallen victim to uncountable disasters and has lost many human lives, properties, communities and linkage each time the region experienced severe calamities.

Particularly in developing countries in Asia, the frequency of disasters has increased and the impacts even more severe due to overpopulation by rapid urbanization as well as climate change by global warming.

In consideration of such a situation, we, SEEDS Asia implements projects on environmental improvement, disaster risk reduction and disaster relief, through which we will contribute to sustainable development of the society as a whole and human security.

### 3. Goal and Principles in Coming 10 Years

---

#### Goal in the Coming 10 Years

SEEDS Asia has aimed to contribute to the achievement of the goals set in Hyogo Framework for Action through its projects since its establishment 10 years ago. We have worked on capacity building, education, and awareness raising on disaster risk reduction, in collaboration and/or through discussions particularly with national and local governments, international organizations including the United Nations, research groups such as universities, citizen groups, private corporations and the media sector. Another initiative of SEEDS Asia is emergency response and recovery assistance after disasters such as the East Japan Earthquake and Tsunami. Through these undertakings, we have developed innovative disaster risk reduction programs for schools and communities. Such programs have been adopted and institutionalized by the counterpart governments and been utilized even after the project durations.

In March 2015, new agenda, namely Sendai Framework for Disaster Risk Reduction (SFDRR) and Sustainable Development Goals (SDGs) were formulated. SEEDS Asia's goal in the next 10 years is to contribute to the attainment of the goals set by the SFDRR and SDGs through sustainable operations of expert and quality disaster risk reduction projects by strengthening our public relations, finance and institution based on our 10-year accomplishments.

## Principals to Achieve the Goal

1. To contribute to SFDRR and SDGs and implement expert and quality disaster risk reduction projects.
2. To enhance the “brand image” of SEEDS Asia through our implementations and promote its outreach through our project partners.
3. To increase the income by creating profitable projects based on previous accomplishments.
4. To increase the income by donations through strengthening public relations which enhances the visibility of SEEDS Asia.
5. To lead to sustainable implementation of projects and public relations by allocating diversified source of income to strengthening the organizational foundation.

