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**Proposed by:**



**Website: [www.belconsulrehabfund.org](http://www.belconsulrehabfund.org)**

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## 1. Tsunami Disaster in Sri Lanka

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As a consequence of the tsunami waves, experienced on 26<sup>th</sup> December 2004, over 2/3rd of Sri Lanka's coastal areas were destroyed. Over 30,000 persons lost their lives, 850,000 people lost housing and properties. Billions were lost! Sri Lanka's economic activity was heavily affected: over 75% of the fishing industry destroyed and the tourist industry suffered destruction of hotels, infrastructure, as well as the impact of lost tourism. Annex 1 to this report indicates the area where the tsunami hit the worst and some pictures of the devastation.

The damages caused by the tsunami to ten Asian countries and two Eastern African countries is identified as the greatest natural disaster the world has seen in recent history. Sri Lanka is one of the worst affected countries.

It is acknowledged that the respective governments of the affected countries cannot handle the rehabilitation work on their own due to the magnitude of the devastation and the complexity of the rehabilitation efforts required. It is essential that the private sector contributes to these efforts and international assistance is sought.

This document presents you a Belgian-Srilankan initiative, which started on 26<sup>th</sup> December 2004, with the purpose to rebuild the 60km coastal stretch between Galle and Matara, in the South of Sri Lanka.



## 2. Background

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Established in 1984, Loadstar Pvt. Ltd., is a joint venture private company between the Jinasena family and Pierre Pringiers (chairman of Solideal and Honorary Consul of Belgium in Sri Lanka) operating in Sri Lanka. Loadstar Pvt. Ltd. is manufacturing industrial and construction tires (both solids and pneumatics), rubberized tracks and wheels and rims for export. This company operates five factories in Sri Lanka, employing over 5,000 persons. With an annual turnover in excess of 10 billion Srilankan Rupees ( $\approx 100$  million USD), Loadstar Pvt. Ltd. is considered to be one of the largest manufacturing companies in Sri Lanka.

Products of Loadstar Pvt. Ltd. are sold in over 60 countries. Marketing, selling and distribution is handled by Solideal, the Joint venture partner.

The founders of Loadstar Pvt. Ltd. have embarked on a major effort to fulfil their obligations and commitments. The Directors have established the fund named 'Solideal Loadstar Rehabilitation Fund' with an initial commitment of 100 million Srilankan Rupees ( $\approx 1$  million USD) as seed money.

This fund will not provide any assistance to Loadstar employees, as requirements of such employees will be met by Loadstar Pvt. Ltd. directly.

However the demands posed by the tsunami disaster are far too great for Loadstar Pvt. Ltd. to handle it on its own. Thus a special purpose fund has been established to handle a well defined major rehabilitation effort covering a section of the southern coast of Sri Lanka. This fund will rely on further funding from the founders of Loadstar Pvt. Ltd., their friends and relatives, the Solideal worldwide organization, its employees and clients, the Jayewardene and Christopher Ondaatje, their friends and relations and other interested parties.

In the past similar relief activities in Sri Lanka had been carried out through Loadstar Pvt. Ltd.

From the inception, Loadstar Pvt. Ltd., Being a socially responsible corporate citizen, has been allocating 1% of its annual turnover on social welfare. The company has always come forward to help communities in distress consequent to major disasters. Most recent was the reconstruction of an entire village in Deniyaya that was washed away by the major flood that occurred in June 2003 (Annex 11). Funds required for reconstruction was provided by the 'Social Responsibility Fund' of Loadstar Pvt. Ltd. and the voluntary contributions of employees.

### **3. The Teams**

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#### **3.1. The Team in Sri Lanka**

The program team in the field is a mixed Srilankan – Belgian group consisting of:

- The board of trustees who lead and closely monitor the activities:
  - Pierre Pringiers: Honorary Consul of Belgium in Sri Lanka, who settled in the country 30 years ago and has since created with his Srilankan partners a successful tire and wheels company.
  - Dr. Nihal Jinasena: Loadstar director and partner of Pierre Pringiers for the last 30 years. He is an established Srilankan businessmen leading several companies. Dr. Nihal Jinasena was recently appointed by the Srilankan government to lead the Srilankan fishing industry rehabilitation program.
  - Tissa Jinasena: Managing director of Loadstar and partner of Pierre Pringiers for the last 30 years. He is an established Srilankan businessmen leading several companies and with a strong reputation in the country.
  - Koenraad Pringiers: director of Solideal Loadstar, working and living in Sri Lanka for the last 15 years.
  - Pradip Jayewardene: grandson of the former President of Sri Lanka and an established businessman.
- A program coordinator, reporting to the board of trustees, is managing the program implementation.
- A logistics team of Srilankan and Belgian volunteers.
- 30 Expert technicians and employees from Loadstar Pvt. Ltd. in the field.
- 50 Daily paid workers.

### **3.2. The Team in Belgium**

An association of 10 volunteers, under the name 'Aid Sri Lanka Tsunami', has joined forces in Belgium. The team consists of professionals of diverse sectors. They all responded spontaneously to Pierre Pringiers' help request and will focus on promoting the program and helping raise the funds required.

Activities they have engaged so far are:

- Promote program through different channels:
  - Network of friends, family and business relations
  - Companies
  - Service Clubs
  - Associations and NGO's.
- Approach King Baudouin Foundation for program adoption to enable tax deduction for donors.
- Provide updates & feedback to donors and parties interested.
- Coordinate & communicate with the team in Sri Lanka.
- Act as enabler for Belgian industrial donors in kind.

Members of the team are: Christof Frenay, Paul Hegge, Amaia Lasa Montoya, Filip Kempnaers, Sacha Muller, Nicolas Frenay, Nerea Lasa Montoya and Louis Motte.

### **3.3. The Belgian Army**

#### **Contingent**

The first contingent of the Belgian Army arrived in Sri Lanka on the 12th of January 2005. This contingent consisted of 4 different components of the Belgian Defence namely, Army (engineers, mechanics, divers, fibre technicians), Air Force (water purification team), Royal Navy (mechanics of boats and engines, fibre technicians) and Medical team (doctors, nurses, aid men, hygiene specialist). They arrived with much equipment, which needed to carry out their operations such as JCB, Bobcats, Trucks, Jeeps, and Boats etc.... In total there were 4 contingents during 4 months of relief operations, which amounted to the participation of approx 250 Belgian Defence personnel. They worked in close cooperation with the 'Solideal Loadstar Rehabilitation Trust'.

#### **Activities**

The lines of activities of the contingent were divided into 4 areas:

- Emergency Relief (medical assistance, clearing operations, IDP camps).
- Rehabilitation and Development of Fisheries (diving & salvage operations, engine & boat repair).
- Rehabilitation of Critical Infrastructure (reconstruction of schools, hospitals and public buildings).
- Rehabilitation of Micro Economy ('Cash for Work' Program, Civil Military Cooperation (Cimic)).

The last contingent consisting 51 personnel of the Belgian Army left Sri Lanka on the 12<sup>th</sup> of May 2005.



## 4. The Project

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The project essentially aims at assisting a part of the affected people, initially in the southern coastal area. This area has been selected as project implementation could be carried out effectively with the Loadstar factory in Midigama as base. Annex 111 to this report indicates the locations identified.

The project consists of five components as outlined below.

1. Providing immediate relief.
2. Help to overcome the traumatic effects of the disaster by counselling.
3. Rebuild houses.
4. Rehabilitation of Schools.
5. Helping to re-establish the fishing industry.

### ***4.1. Immediate Relief***

Loadstar was one of the first few institutions that provided immediate relief to those who were affected. From December 26<sup>th</sup> afternoon, just a few hours after the tsunami had struck, the company has been providing following assistance continuously, under the personal direction and supervision of the two joint managing directors.

- Providing drinking water and meals to inmates of the refugee camps.
- Treating the wounded.
- Clearing the roads, thus enabling the rescue operations.
- Helping to find missing persons.
- Providing the leading hospitals with essential medicines.
- Assisting Public Health Inspectors to mobilize their men and material.
- Deploying a team of medical doctors to carry out clinics at the refugee camps.
- Providing sanitary facilities to refugee camps.
- Providing other infrastructure facilities to the refugee camps.
- Assisting people in cremation or burial of bodies.
- Assisting to find stranded tourists and move them out to Colombo.
- Cleaning of houses and drinking water wells.
- Importing a consignment of medicine to treat any diseases.
- Assisting the refugees to re-settle, wherever possible.

Presently about 130 volunteers from Loadstar Pvt. Ltd. are released to work on a full time basis to provide immediate relief to nearly 5,000 refugees housed in 14 camps in the southern region alone. This relief work will continue as long as it is required.

Immediate relief activities are extended up to Negombo, which is in the North Western Province of Sri Lanka.

It is estimated that the immediate relief work will cost about 15 million Sri Lankan Rupees (≈150,000 USD). The cost of these activities will be met by the 'Social Responsibility Fund' of Loadstar Pvt. Ltd. and the voluntary contributions made by the employees who have already contributed two days of their salary.

## **4.2. Counselling**

Many have lost their loved ones; some have lost all their belongings. This has left permanent scars on them! Most of the victims have witnessed these events with their own eyes. It is essential that proper counselling is organized, at least to minimize the long term traumatic effects. Loadstar Pvt. Ltd. has a set of professional counsellors who assist its employees. The services of these counsellors will be extended to tsunami victims as well. A provision of 10 million Srilankan Rupees ( $\approx 100,000$  USD) is kept for counselling related services.

## **4.3. Providing Housing**

The 'Sri Lanka Southern Coast Rehabilitation Program' has suggested to provide new homes for 600 families. These will be established in three housing schemes in the Southern province in following three locations:

- Weligama
- Kamburugamuwa
- Unawatuna

At the first stage of the housing program, a housing scheme consisting of 200 houses will be constructed in Weligama with the basic amenities. It is estimated that a plot of land with an extent of approximately 30 acres (12 Ha) will be sufficient for this purpose. This sub project is estimated to cost approximately 125 million Srilankan Rupees ( $\approx 1,250,000$  USD) as detailed below.

The government declared that in future no unauthorized construction activities will be allowed close to the beach front. New houses will be constructed 100m away from the shore, which will also help to improve the environmental planning.

Kamburugamuwa and Unawatuna schemes too are expected to cost similar amounts.



#### **4.4. Rehabilitation of Schools**

In Sri Lanka, primary and secondary education are provided by the schools system which is largely funded by the government. Between Galle and Matara towns, about 10 provincial schools have been damaged by recent tsunami affecting a student population of about 5,700. These schools primarily serve coastal communities and unless they are reconstructed on an urgent basis, a major social problem is likely to occur. Therefore the rehabilitation of these provincial schools is essential.

The program will cover the reconstruction of destroyed and damaged buildings, provision of desks, chairs, other class room equipment, laboratory and library facilities and also training of teachers. According to preliminary estimates the entire schools rehabilitation program is estimated to cost 65 million Srilankan Rupees ( $\approx 650,000$  USD).



#### **4.5. Rehabilitation of Fishing Industry**

The main livelihood of the communities living by the sea is fishing. Companies of a medium size as well as small scale boat owners are engaged in this industry. Over 90% of the fishing boats in the area have been either damaged or destroyed by the tsunami thus depriving the meagre earnings of the people involved in the fishing industry on a daily paid basis. It is suggested to repair or replace 100 damaged or destroyed boats belonging to small scale boat owners operating at Mirissa and Weligama harbours. These fishermen will be provided with the other related fishing gears as well. This part of the project is expected to cost 50 million Srilankan Rupees ( $\approx 500,000$  USD).

#### 4.6. Financing plan

A summary of the estimated total cost of the project, excluding the cost for immediate relief activities as this will be met by the ‘Social Responsibility Fund’ directly, is given as below.

<b>Phase 1</b>	
1. Immediate relief	Met by Loadstar
2. Counselling	100,000 USD
3. Housing Weligama	1,250,000 USD
4. Rehabilitation of schools	650,000 USD
5. Fishing industry	500,000 USD
<b>Phase 2</b>	
3. Housing Kamburugamuwa	1,250,000 USD
3. Housing Unawatuna	1,250,000 USD
<b>TOTAL ESTIMATED COST</b>	<b>5,000,000 USD</b>

The Phase 1 of the project is proposed to be financed with 100 million Sri Lankan Rupees ( $\approx$ 1 million USD) of seed money contributed by the trustees while the balance 150 million Rupees ( $\approx$ 1,500,000 USD) is expected to be collected from local and international donors.

Funds required for the Phase 2 of the project will be sourced locally, subsequent to the successful implementation of the Phase 1.

## 5. Project Key Highlights

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- Focus on smaller villages in the South: Weligama, Unawatuna, Kamburugamuwa, ...
- 100% of the money to the victims, 0% to overhead and structure.
- 100% coordinated with the local NGO's through daily contact with the Donor Coordination Center in Colombo (CNO & TAFREN)
- Program leaders know the people, their culture and the language; they live in Sri Lanka (not another charity program in an unknown country).
- The Srilankan team has management, industrial, construction and field expertise.
- Clearly defined objectives, timelines and responsible people.
- The program is closely followed up by the board of trustees (weekly meetings).
- Regular updates via email and newsletters covering work in the field and Belgium.
- Donors will receive documentation in the form of pictures and confirmation of completion.
- Project progress will be continuously monitored and reports will be displayed on the website.
- Various project components will be assigned to professional suppliers of goods.
- We will start various projects immediately as any delay is likely to turn the events into a major social problem.
- The project is recognized by the King Baudouin Foundation, which allows tax deductible donations.

## 6. Contact Details

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### 6.1. *Srilankan team*

**Address:**

Consulate of Belgium in Sri Lanka  
3/1, Police Park Terrace  
Colombo 5  
Sri Lanka

**Telephone:**

+94112504351  
+94112504353

**Fax:**

+94112504352

**Mail:**

[info@belconsulrehabfund.org](mailto:info@belconsulrehabfund.org)

### 6.2. *Belgian team*

**Address:**

Rue Herman Richir 18  
1030 Schaarbeek  
Belgium

**Mail:**

[info@aidsrilankatsunami.org](mailto:info@aidsrilankatsunami.org)

## 7. Make a donation

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### 7.1. Account Details

#### **In Belgium:**

Account Number: 000-0000004-04

IBAN: BE10 0000 0000 0404

SWIFT/BIC Code: BPOTBEB1

Beneficiary Name: King Baudouin Foundation

Obligatory Message: 'L80989 - Rehabfund Sri Lanka'

Beneficiary Bank: Banque de la Poste

Rue des Colonies (P28)

1000 Brussels, Belgium

Donations of 30 Euro and above on this account **only** are tax deductible in Belgium (art. 104 tax code of Belgium).

The tax deduction document will be sent to donors directly by the King Baudouin Foundation in February of the next year.

Tax deduction in **France, United Kingdom, Germany, the Netherlands** and **USA**, is also possible. Contact us for more information.

Online donations can be done via the website of the King Baudouin Foundation:  
**[www.kbs-frb.be](http://www.kbs-frb.be)**

#### **In Sri Lanka:**

Rupee Current Account Number: 103 000 588 9

SWIFT/BIC Code: CCEYLK LX

Beneficiary Name: Loadstar Solideal Rehabilitation Fund

Beneficiary Bank: Commercial Bank of Ceylon Limited Foreign Branch

21, Bristol Street,

Colombo 1, Sri Lanka

## **7.2. Tax Deduction**

### **Tax deduction in Belgium:**

Donations of 30 Euro and above on the account 000-0000004-04, with mandatory reference 'L80989 - rehabfund Sri Lanka', are tax deductible in Belgium (art. 104 tax code of Belgium). The tax deduction document will be sent to donors directly by the King Baudouin Foundation in February of the next year.

### **Tax deduction in The Netherlands, France, Germany and United Kingdom:**

Only donations through Transnational Giving Europe (TGE) are subject to tax deduction. TGE is a partnership of leading European foundations that facilitates tax-efficient cross-border giving within Europe. The TGE network enables donors, both corporations and individuals, resident in one of the participating countries, to financially support non-profit organizations in other member countries, while benefiting directly from the tax advantages provided in the legislation of the country of residence. Transnational tax deductible gifts will have to be made into your respective national foundation's account and they will pass it on to the King Baudouin Foundation. Only after approval your donation can be subject to tax deduction.

For donors from and in The Netherlands, France, Germany and United Kingdom, please get in touch with us via [info@belconsulrehabfund.org](mailto:info@belconsulrehabfund.org) for assistance.

### **Tax deduction in the USA:**

For donors from and in the USA, please get in touch with us via [info@belconsulrehabfund.org](mailto:info@belconsulrehabfund.org) and we will help you with the procedure.

### ***7.3. The Respective National Transnational Giving Europe Foundations***

#### **For Belgium: King Baudouin Foundation**

Contact: Ludwig Forrest  
Rue Brederodestraat 21  
1000 Brussels, Belgium  
Tel.: +3225111840  
Fax: +3225115221  
E-mail: [tge@kbs-frb.be](mailto:tge@kbs-frb.be)

#### **For The Netherlands: Oranje Fonds**

Contact: TheoVan Oosten  
J.F. Kennedylaan 101  
3981 CB Bunnik, The Netherlands  
Tel.: +31306564524  
Fax: +31306562204  
E-mail: [info@oranjefonds.nl](mailto:info@oranjefonds.nl)

#### **For France: Fondation de France**

Contact: Valérie Obien  
40, Avenue Hoche  
75008 Paris, France  
Tel.: +33144213100  
Fax: +33144213101  
E-mail: [fondation@fdf.org](mailto:fondation@fdf.org)

#### **For Germany: Maecenata International e.v.**

Contact: Veronika Hoffman  
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Barer Straße 44  
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Tel.: +4989284452  
Fax: +4989283774  
E-mail: [mint@maecenata-management.de](mailto:mint@maecenata-management.de)

#### **For the UK: CAF – Charities Aid Foundation**

Contact: Malcolm Ransdon or Lyn Hansley  
Kings Hill  
West Malling  
Kent ME19 4TA, United Kingdom  
Tel.: +441732520000  
Fax: +441732520001  
E-mail: [info@cafonline.org](mailto:info@cafonline.org)