

The island nation of Indonesia is prone to earthquakes, floods and other natural disasters. Here, a man walks through flood waters in the city of Jakarta. The Boeing site investigation team, which left Jakarta around the same time, witnessed the February floods.



# Half a world away

Boeing team in Indonesia finds hope, optimism survive in the aftermath of tragedy

Photos by David Evans for Mercy Corps and CARE



Boeing employee Bob Seipel was part of a team that visited the tsunami-stricken areas in Indonesia to ensure that Boeing contributions are being used effectively. Here, he observes the coastline in Aceh province. Debris and rubble still mar the shores. Damaged boats sit on dry land, far from the water and clearly unusable.

By SUSAN BIRKHOLTZ

If you listen closely to world news on a regular basis, you might wonder how the people of Indonesia can continue to survive despite what seems to be a continuous string of natural disasters. For this equatorial archipelago, it's not a matter of if a disaster will happen; it's when—and how bad it will be.

When you add in the fact that the country is still recovering from a devastating earthquake and tsunami that in late 2004 killed 180,000 and ruined the livelihoods of hundreds of thousands more—as well as from a long civil conflict—it's hard to think that anything but despair and hopelessness could thrive here.

But a Boeing team, which recently conducted a site investigation in Indonesia's tsunami-affected Aceh province of Sumatra, discovered the opposite. In fact, team members were astonished by the will and determination of the people they met there not just to recover from the tragedy, but to triumph over it.

"The stories of these people are gratifying and energizing," said Bob Seipel, a program manager for Boeing Space & Intelligence Systems Mission Systems, and a member of this delegation, which visited the area to ensure that Boeing and employee and retiree contributions are being used effectively. "They have lives to lead, and they lead them largely independently, but now more successfully thanks to support of organizations like CARE, Mercy Corps and the American Red Cross and fueled by donations from people like you and me and companies like ours."

Boeing corporate and employee/retiree dollars were vital to the relief efforts. Contributions totaled more than \$4.5 million. Employee and retiree contributions accounted for almost \$1.9 million of that total, which also included a \$1.8 million company match and a corporate contribution of \$1 million.

Seipel and the Boeing team—led by Boeing Global Corporate Citizenship representative Linda Martin and including Paul Walters, Boeing's regional vice president for the Southeast Asia region—were encouraged by their experiences in Aceh. "We were gratified not only by the commitment of the people we met to improve their lives, but also by the work being done by the in-country staff of hosts CARE and Mercy Corps," said Martin, referring to two of the three nongovernmental organizations that received Boeing contributions. A meeting with the American Red Cross, the third recipient, took place during the trip as well.

Each organization has a different approach and areas of focus, Martin said. For example, Mercy Corps activities do not include house building as CARE's do. However, she added, "each of these organizations shares a common commitment to measurement against stated objectives, regular evaluation of the progress made against these objectives, and holding themselves and their beneficiaries accountable for ensuring that funds are being spent in order to achieve the greatest possible impact."

"Our CARE hosts told us that in the two years since the organization launched its tsunami-response program, it has been audited more than 30 times, by both internal and external audit



## ■ FEATURE STORY

It's customary for Banda Aceh residents to gather every Friday near the entrance to Banda Aceh harbor to watch the sunset. It was a traditional meeting place before the tsunami—and it is now again, two years later.



The Boeing team traveled to Saree to visit with refugees from a remote island off the west coast of Sumatra called Pulo Aceh. The tsunami killed about 40 percent of its population and left the land unusable and partially underwater. Here, a boy in Pulo Aceh shows Bob Seipel an easy, but unusual, way to make a string bracelet.

teams,” said Seipel. “Imagine having to deal with being audited at Boeing that often!”

Boeing also is committed to accountability in the work the company does with the community, Seipel said. “Through our Global Corporate Citizenship function, the company holds itself accountable to our stakeholders—which includes our employees—to be conscientious stewards of corporate and employee contributions,” he said.

GCC Vice President Anne Roosevelt said philanthropy, such as the company’s efforts in disaster relief, is just one way the company can demonstrate its commitment to global corporate citizenship. While it is this function’s responsibility to implement the company’s philanthropic strategies, Roosevelt sees its role as much broader than that—to help the enterprise understand what it means to be a global corporate citizen in everything the company does.

“The generosity of spirit that our employees and retirees demonstrated by giving to tsunami relief—not just the amount of money they gave—as well as the company’s commitment to making sure that money is being used responsibly, are great examples of global corporate citizenship in action,” she added.

Seipel had the opportunity to experience this generosity of spirit during his tour of several U.S.-based Boeing sites in the weeks following the trip. “I was struck by how engaged and interested the employees who attended the meetings were in what I experienced while in Indonesia,” Seipel said.

“That’s what global corporate citizenship is all about. It’s the concern for something outside yourself—whether that something is next door or halfway around the world—and the positive action that follows from this concern. What I experienced both during the trip and afterward has made me prouder than ever to be a part of The Boeing Company.” ■

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*To read more about this trip, visit the Boeing Frontiers Web site at [www.boeing.com/frontiers](http://www.boeing.com/frontiers) to read daily reports turned in by the team during its trip. These reports originally appeared on Boeing News Now, the Boeing news site on the company’s intranet.*



Bob Seipel inspects a stalk of rice with a farmer in a rice paddy outside of the city of Banda Aceh. This is the first successful harvest after the tsunami, which caused salt-water floods that rendered the land sterile. The yield will provide seed for next year's crop, which will be sold at market.



Boeing's Bob Seipel tries his hand at brick making in Lam Ujong, while a worker in the factory looks on. She makes up to 1,300 bricks each day. The factory is actually a small group of modest buildings consisting of a kiln and two thatched-roof open-air structures where the bricks are made and dried.



Bob Seipel (center, seated) and Linda Martin of Global Corporate Citizenship (at Seipel's left) review a map of locations that the Boeing site investigation team will visit during one day of the team's trip.

For more photos and some of the most frequently asked questions Boeing employees asked Bob Seipel about his trip, [see Page 43](#).



Aceh business owner Ms. Sadiyah as she offers a plateful of cakes to visitors including Bob Seipel. In business for 25 years, she was able to expand her family-run business thanks to a \$150 cash grant provided by Mercy Corps. Now she makes 100 bags of six cakes each every day, working from sunrise to sunset with her daughters and other female relatives at her side.



The Boeing group traveled to Lambaro Skep to visit the Puskesmas Pembantu Health Clinic, one of four provincial clinics built by CARE in conjunction with the Johns Hopkins International Program for Gynecology and Obstetrics. Here, the clinic's head explains to Seipel how the site helps the village's young mothers and children.

Seipel shows pictures of his three sons to some of the women participating in an organic garden project in Miruk Lamreudeup that is funded by Mercy Corps and Green Hands.





Smiling, mischievous children seemed to be everywhere as the Boeing group walked through villages during the site investigation. Here, Bob Seipel is trying to get the attention of two boys, Ijal (center) and Buyung.

## What employees wanted to know

Boeing employee Bob Seipel was part of a Boeing team that recently visited Indonesia to see how donations from the company and its employees and retirees were supporting post-tsunami recovery efforts. After returning to the United States, Seipel made presentations at various Boeing sites to tell about what he saw. Here are some of the questions employees most frequently asked him, along with his answers.

### Q: Is there a warning system in place now for future tsunamis?

**A:** This is being addressed at multiple levels with local disaster-preparedness education and drills, as well as plans for an Indian Ocean tsunami warning network. Also, all infrastructure and homes are being “built back better” to withstand damage from earthquakes, while any new schools built must be at least two stories tall to protect students from flood waters in an emergency.

### Q: Are people being allowed to rebuild homes in coastal areas?

**A:** Yes. This region has had a thriving civilization for many centuries, and ancestral lands are well defined. Also, many villages are dependent on the fishing industry and need to be near the water.

### Q: I'm having a hard time visualizing a 90-foot wave. Are there photos?

**A:** No, but teams from the U.S. Geologic Survey confirmed this when they measured the damage in January 2005, immediately after the tsunami, to determine the wave heights and the inland limit of flooding, which in some places was more than three miles.

### Q: How was the water supply affected? How was the salt water removed from the fields?

**A:** Many wells were permanently contaminated. Major irrigation projects, many taking more than a year, were required to get fields back into shape to grow rice. Some fields, however, will likely never come back.

### Q: How did Boeing identify the aid organizations we contributed to?

**A:** The Global Corporate Citizenship function carefully chooses the organiza-

tions that receive funding for disaster relief and any other corporate grant. In this case, CARE, Mercy Corps and the American Red Cross happened to be trusted organizations with established relationships with our company, and all had a regional or country presence before the tsunami struck.

### Q: How did Boeing ensure money was not diverted away from those who needed it?

**A:** By working with trusted aid organizations who gave money directly to local communities, Boeing was able to avoid the government channels and contractors where corruption is most likely to occur. The organizations have their own fraud controls as well.

### Q: Who audits these aid organizations?

**A:** While our site investigation was one form of “audit,” many other donor organizations conduct formal accounting audits. Examples would be USAID, other governments and major corporations.

### Q: What is Boeing continuing to do in this area?

**A:** The initial donations of private funds for tsunami relief are not expected to run out until later in 2007. In addition, Boeing Global Corporate Citizenship and Paul Walters, Boeing regional vice president for Southeast Asia, continue to be engaged with these agencies to identify future needs. For example, the company recently contributed \$50,000 toward relief efforts for the March 6 earthquake in Sumatra.

### Q: Will there be other site investigations like this one?

**A:** Yes. The sites likely to be visited next will be areas affected by Hurricane Katrina to see how Boeing employee and retiree donations to the American Red Cross are being used. Corporate, employee and retiree contributions for Hurricane Katrina relief efforts in Louisiana and Mississippi totaled more than \$9 million, including nearly \$3.9 million donated by employees and retirees.

### Q: Would you go back to Indonesia?

**A:** Given the chance, absolutely.