The Road to Recovery

Recovery and Reconstruction from the Great East Japan Earthquake
On March 11, 2011, the most powerful earthquake in the recorded history of Japan occurred.

The Great East Japan Earthquake, followed by the tsunami, devastated the Tohoku region. The long journey toward recovery and reconstruction started—for and with the people of Tohoku.

"The northeastern region of Japan is called "Tohoku," consisting of the six prefectures of Akita, Aomori, Iwate, Miyagi, Fukushima, and(newton.

By theRikuzentakata shore inIwate Prefecture, one pine tree survived the March 11 tsunami while the other seventy thousand were swept away. The tree, widely known in Japan as the "miracle" pine tree, stands giving hope to the residents of the town and symbolizing the Tohoku region’s recovery.
The Tohoku coastal areas were no longer what they used to be.

Just days after the earthquake, volunteers flowed into the disaster-affected areas from across the nation while extensive disaster relief started arriving from around the globe. They helped the locals remove rubble and debris in order to develop a foundation for the restoration of basic lifelines and infrastructure.

This was the first step in the long and arduous Tohoku recovery process.

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The removal of disaster debris today*

As of March 31, 2014, the removal of debris was completed in 231 municipalities in 19 prefectures, including the prefectures of Iwate and Miyagi. The removal of disaster debris in certain areas of Fukushima is ongoing.

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*As of March 31, 2014. **Including the area to which evacuation orders have been issued.
Evacuees need a place to call home.

Many in the Tohoku region lost their worldly possessions in the disaster, including their homes. The national and local governments are making the utmost efforts to develop residential land and public housing for the evacuees.

Prospects for the supply of public and private housing projects and residential land*

In each of the prefectures of Iwate, Miyagi, and Fukushima, approximately 24,000 public houses and private residential land properties are scheduled to be developed by March 31, 2013. Each of the municipalities in these prefectures has disclosed highly detailed development schedules, enabling those without housing to begin planning for their new lives.

*Images
Top: Evacuees living in a local school gymnasium right after the disaster
Bottom: One of many temporary housing projects in the Tohoku region
The locals devoted themselves to creating new hometowns, aiming to incorporate their dreams and ideas.

Taking their ideas and needs into close consideration, the local governments have carefully developed a master plan for each area for the restoration of public infrastructure and the creation of a safe environment.
The health and mental support for evacuees must be put first.

We are working closely with volunteers and NPO members from across the nation to provide disaster victims with continuous physical and mental health care. These services will be provided until victims can once again live normal lives.

**Number of evacuees**

The number of people moving to permanent housing from temporary housing has rapidly increased, lowering the number of evacuees from 470,000 to 200,000 in January 2015.

**Total number of social welfare coordinators assigned to the disaster-affected areas**

Hundreds of certified social workers, including social welfare coordinators, have been assigned to the disaster-affected areas to provide the local residents with welfare services.

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<th>Iwate</th>
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<td>January 31, 2013</td>
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People need jobs to make a living again.

Tohoku needs its robust fishery, agriculture, and tourism industries restored first, in order to again become an inviting place to live.

We are helping Tohoku and its people rebuild their places of work through a variety of support systems.

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Change in sales volume*

According to the results of a questionnaire, approximately 45% of all the businesses enrolled in our Group Shikani Plan have reached their sales volume levels as of June 2014. Many of them are recording even higher sales levels than before the disaster.

We will further help accelerate Tohoku’s economic growth by assisting in the development of industrial zones, the rebuilding of shopping districts, and the development of new industries in the region.

*The figures shown above have been calculated based on the results of the questionnaire that targeted the businesses enrolled in the Group Shikani Plan.
Fukushima will be a place where people can proudly present their home-grown products.

Nature in Fukushima has always been incomparably beautiful and rich, offering an abundance of agricultural, forestry, and fishery resources. The prefecture and its people, however, have suffered serious damage to the reputation due to the nuclear accident. Products produced in the prefecture have been widely shunned in Japan and abroad.

All necessary measures have been implemented in order to secure the maximum safety of Fukushima products. The Fukushima Association for Securing Safety of Agricultural Products thoroughly inspects radiation in all Fukushima-grown products. The government has set out to carry out the most stringent inspection standards in the world when inspecting products. Seawater around the prefecture is also being closely monitored.

"The Fukushima Association for Securing Safety of Agricultural Products consists of the producers, local farmers, distribution trade associations, retailers, and consumer groups.

Fukushima’s gross agricultural production volume (in billions, JPY)

Although Fukushima’s gross agricultural production yield has yet to recover, it is approaching the level that the prefecture boasted before the disaster.

The above graph has been made based on the annual report, "Fukushima Agricultural Income Report", released by the Ministry of Agriculture, Forestry and Fisheries of Japan.
Tohoku holds the key to a brighter future for the world.

Tohoku was facing many challenges even before the earthquake, including an ageing population, the fear of peak fossil fuel, and industrial hollowing-out.

In our approach for the reconstruction of Tohoku, the region will not just be returned to the way it was before the disaster; we’re addressing those issues by implementing innovative ideas and are aiming to make the region the world’s “ideal” place to be.

Business developments in the creation of a new Tohoku

A. The development of the world’s most advanced technology – An offshore wind turbine is undergoing experimental research.

B. Fukuoka Airport hosts a mega solar generation plant, promoting participation in renewable energy generation.

C. Former semiconductor factory – Clean rooms with LED lights are used for the hydroponic production of organic lettuce.
The people of Tohoku have come a long way and are firmly going forward with appreciation for all your support.