

58) Cooperation and division of roles between public and private

sectors [emergency response phase, recovery phase, early and late reconstruction phases]

[Issues] (1) How to establish a system of public-private partnerships in normal times.
(2) How public and private sectors share roles and leverage their respective strengths.

[Situation and issues created by the Great East Japan Earthquake]

In the aftermath of the Great East Japan Earthquake, local authorities also sustained severe damage, and faced various challenges such as in gathering information and securing staff for providing support to disaster victims. While there were cases where effective support was provided through cooperation and collaboration with NPOs, etc., what also became evident were regional differences in disaster response depending on the extent of such cooperation and collaboration during normal times.⁽¹⁾

[Initiatives in the aftermath of the Great East Japan Earthquake]

- Establishing a system of public-private partnerships from normal times (Issue 1)

Kitakami City, Iwate Prefecture, already had a foundation of collaboration between government agencies, NPOs, and local communities to promote community development since before the earthquake. When the disaster hit, the city of Kitakami, the Council of Social Welfare, and Council of Employment Measures built on these regular connections, and worked together to establish the Kitakami Reconstruction Support Collaborative. The city and NPOs, etc., worked together to decide on support measures and provide assistance to disaster victims (Case study 58-1).

- Efficient support for restoration based on the division of roles between public and private sectors (Issue 1)

A Four-Party Liaison Conference for Supporting Disaster Victims was held, consisting of the national government's local response headquarters, Miyagi Prefecture, Self-Defense Forces, and volunteer staff. Matters discussed included how information should be shared, the direction of volunteer activities and support measures, and how liaison meetings at cities and towns should be followed up on. In particular, the division of roles regarding soup kitchens and distribution of supplies was discussed, and administrative agencies and NPOs worked together to provide support to disaster victims (Case study 58-2).

Based on their own reflection that organizations in the network, such as NPOs (organizations participating in preparatory meetings, etc.) were unable to grasp the overall picture of support operations, activities in the field were extremely challenging, and the systems for coordinating with government, administrative agencies and businesses were limited because no coordination system had been in place prior to the earthquake, NPOs and other volunteers gathered in July 2013 to create a system for coordination and collaboration.⁽²⁾ Later, based in large part on experience from the

Kumamoto earthquake that occurred on April 14, 2016, Japan Voluntary Organizations Active in Disaster (JVOAD), a non-profit organization, was formed in October 2016 with the aim to promote collaboration among related parties across regions, fields and sectors, and improve the support environment so that omissions, oversight, and duplication of support for victims in times of disaster can be avoided, and support activities that meet the needs in the field can be carried out effectively.⁽³⁾

• Solving rebuilding issues through public-private sector collaboration (Issue 2)

In FY2014, Iwate Prefecture established the Iwate Social Contribution and Reconstruction Activity Support Fund with its 300 million yen contribution, and provided subsidies to NPOs, etc., for reconstruction activities and efforts to solve regional issues, such as organizing experiential tours that convey the appeal of the fishing industry.⁽⁴⁾ Furthermore, alongside its subsidizing of NPOs' activity expenses, it continues to provide support for the formulation of mid- to long-term plans, seminars to increase trust and sympathy for their activities, and exchange meetings to develop collaborative activities with businesses and other organizations.⁽⁴⁾

Commissioned by Rikuzentakata City to address the issue of population decline, declining birth rates, and a graying population, NPO Takata Kureha, a non-profit organization, provides seamless support to those who wish to relocate from the Tokyo metropolitan area and other urban centers, such as by providing a portal site with regional information on jobs and daily life, establishing a one-stop contact point, holding relocation promotional events and such to provide information, running a databank of vacant houses, conducting local tours, and organizing opportunities to interact with local residents after they relocate.⁽⁵⁾

[Lessons learned and know-how gained]

- (1) Establish a public-private partnership system from normal times and provide recovery support based on roles.
 - Establish a system of cooperation with NPOs and other intermediary support organizations from normal times, and make specific arrangements on how information should be shared and how to collaborate with each other.
 - When disaster strikes, hold meetings to exchange information between the public and private sectors, and maintain a system for continuously engaging in reconstruction issues as a collaborative body.
- (2) Tackle local issues by leveraging the respective strengths of the public and private sectors.
 - NPOs, etc., leverage their own experience, know-how, networks, etc., while government agencies commission NPOs, etc., for efficient problem-solving.

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