

41) Securing human resources for industry

- [Issues] (1) How to secure jobs for those unemployed due to the earthquake.
(2) How SMEs in the affected areas secure human resources.
(3) How to develop management personnel to achieve sustainable growth.

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

- **Providing emergency employment for unemployed persons through Cash for Work (Issue [1])**
Beginning in FY2012, The Ofunato City Fisheries Cooperative Association employed its own members through the Emergency Job Creation Program for debris removal tasks, thereby achieving both early recovery of their fishing ports and securing income for its members.
- **Attracting local human resources by developing comfortable work environments (Issues [1] and [2])**
Iwate Moriya Co., Ltd., an apparel company located in Kuji City, Iwate Prefecture, is focusing on training young people by actively hiring local high school students and having them participate in business meetings with clients to improve their skills. The company is also taking steps to improve its childcare leave and other systems to create a workplace environment where women can work for longer years.
- **Attracting new workers through image improvement (Issues [2] and [3])**
Fisherman Japan in Ishinomaki City, Miyagi Prefecture, carries out activities to attract new workers to the fishing industry, such as by communicating on its website the appeal of fishery as a profession and information on its internship program for young people.

[Lessons and Know-How Gained]

- (1) Provide jobs in restoration work to unemployed disaster victims to secure employment.
 - Provide unemployed disaster victims with jobs in restoration work based on the Cash for Work idea, thereby ensuring both the restoration of infrastructure, etc., and employment.
 - Provide matching support for job seekers and potential employers through Hello Work's employment support function.
- (2) Secure young people and women for employment by creating comfortable work environments and improving the image of industries.
 - Secure young people and women for employment by providing training for young people and creating work environments that women will be comfortable working in.
 - Carry out initiatives to significantly change the conventional image of industries that receive few employment applicants.
- (3) Through exchanges with innovative businesspersons, raise awareness to transform conventional ways of management.
 - Review management practices and promote management innovation through exchanges with businesspersons who lead industry.