

[Provisional Translation]

# **Examples of Initiatives Aimed at Reconstruction**

February 2013

This collection of materials has been compiled by the secretariat to assist the deliberations of the Reconstruction Promotion Committee concerning reconstruction initiatives being undertaken in each area.

# Initiative involving regional development proposals being built up through the exchange of ideas between local citizens and local government using the “interactive method”

—Iwanuma City, Miyagi Prefecture

[Related fields (see Chapter 3 of the FY 2012 Report on Discussions)]

- (1) Sharing Examples of Initiatives by Local Citizens and Strengthening Links Among Them
- (2) Early Realization of Regional Development and the Rebuilding of Housing

## Outline of Initiative

- In the city of Iwanuma in Miyagi Prefecture, disaster victims have been placed in temporary housing in community units (grouped according to the coastal districts where they lived) and regular discussions have been held by each district unit from the outset of the disaster.
- Amid this situation, each district has engaged in deliberations concerning group relocation and, based on the outcomes of these deliberations, decisions have been made about the relocation of six districts. The selection of destinations for relocation was carried out on the basis of each district holding individual meetings for discussions to consider candidate locations. A meeting of representatives of the six districts then took place, at which it was decided that the six districts would relocate as a group to the Tamaura-Nishi district.



Meeting of the representatives of the six districts



(Community development committee)  
Group exercise focused on discussing the community development policy



(Community development committee)  
Bespoke community development by those affected by relocation

## Characteristics

- Deliberations concerning the development of the area to which the districts will relocate as a group were carried out by the community development committee, which consists of representatives of the six districts\* and of the districts surrounding the area to which the group relocation will take place, as well as relevant experts. “Community development cards” have been used as a way for citizens to present their wishes in relation to community development; in addition, group exercises have been held, with the requisite explanations being provided by staff from the municipality, in order to discuss the community development policy and land use plans, thereby enabling those who relocate to implement bespoke community development.

\*The members serving as representatives of the six districts are existing representatives of the districts, female representatives, and those planning to relocate who are aged under 40 (in order to cultivate the next generation of leaders).



# Initiative relating to the development of public housing for disaster victims that takes local communities into consideration —Idobata Nagaya (Soma City, Fukushima Prefecture)

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

- (1) Sharing Examples of Initiatives by Local Citizens and Strengthening Links Among Them
- (2) Early Realization of Regional Development and the Rebuilding of Housing
- (3) Integrated Community Care Evolving from the Recovery of Daily Lives
- (5) Reconstruction from the Nuclear Disaster in Fukushima and Other Areas

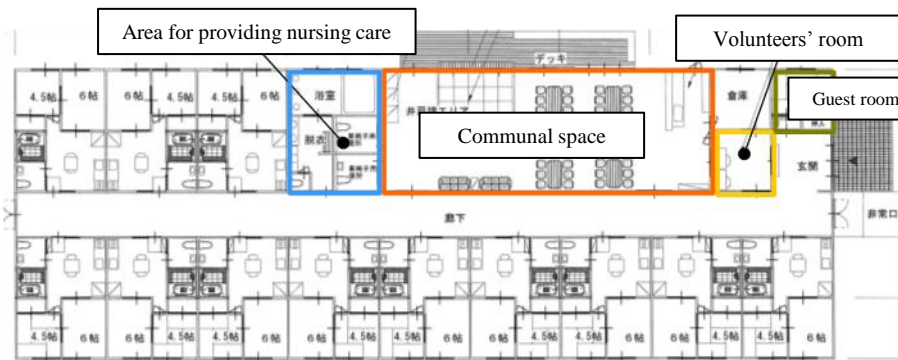
## Outline of Initiative

- In Soma City, Fukushima Prefecture, where more than 30% of all housing was damaged by the disaster, public housing for disaster victims has been established based on the principle of mutual assistance, featuring communal space, such as a dining hall and homely conversation area, with the objective of preventing the isolation of disaster-stricken elderly people and rebuilding the local community.

[Related Projects]

- Projects to develop public housing for disaster victims, etc.

\*Completed in August 2012 as the first public housing for disaster victims in the disaster-afflicted area, financed by the Grant for Reconstruction.



Ground plan



- Single-storied wooden building, 12 dwelling units, each consisting of 2 rooms, a dining and kitchen area
- The building has been equipped with a communal space, such as a dining hall where residents can take their meals together, and Japanese tatami mats space, where residents can gather to chat (It is anticipated that the communal space will also be used as a support hub in the event of a disaster)
- In order to be able to deal with situations in the future where residents might require low-level nursing care, the facility has been designed in a way that eliminates barriers, incorporating the principles of universal design (equipped with handrails and toilets suitable for wheelchair-users)

## Characteristics

- This is a public housing facility for disaster victims, where one can see at every turn that efforts have been made to devise ways of preventing the isolation of disaster-stricken elderly people and enabling residents to interact with each other. This is an initiative that also contributes to maintaining a regional community in the disaster-afflicted area.

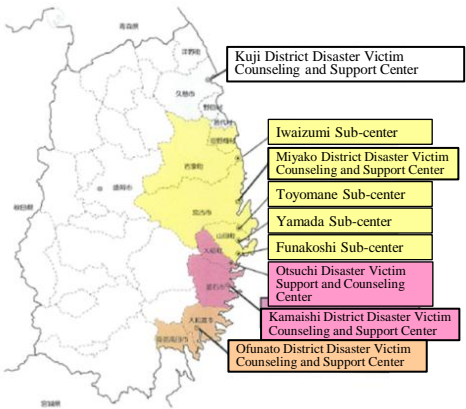
**Initiative focused on the provision of integrated support for disaster victims by counselors, etc.**  
**—Kamaishi District Disaster Victim Counseling and Support Center (Kamaishi City, Iwate Prefecture)**

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

- (1) Sharing Examples of Initiatives by Local Citizens and Strengthening Links Among Them
- (3) Integrated Community Care Evolving from the Recovery of Daily Lives

**Outline of Initiative**

- In order to respond, in an integrated and flexible manner, to requests for consultations and queries from disaster victims, Iwate Prefecture took the lead in establishing Disaster Victim Counseling and Support Centers in July 2011, in the areas within the jurisdiction of its Northern and Coastal Regional Development Bureaus.
- With a view to helping disaster victims to rebuild their livelihood, experts (such as financial planners, lawyers, judicial scriveners, qualified architects, land and house investigators, and certified public tax accountants) and counselors collaborate with relevant organizations to respond to various requests for consultations and queries (the experts respond to requests for consultations from both disaster victims and the various organizations supporting the victims).
- A free telephone line dedicated to consultation was established in FY2012 and meetings of the Kamaishi District Disaster Victims Liaison Committee, which consists of administrative bodies, social welfare councils and NPOs, are held, in order to share information about the status of activities and disaster victims' support needs.



Disaster Victim Counseling and Support Centers in the area

- [Related Measures]
- Counselors and supporters helping to rebuild the livelihood of disaster victims: emergency employment creation project
  - Experts: expert dispatch project

**Characteristics**

- The counselors and experts provide an integrated and flexible response to requests from disaster victims for consultations about rebuilding their livelihood.
- Those involved have a forum for the exchange of opinions where they share information.





- (1) Sharing Examples of Initiatives by Local Citizens and Strengthening Links Among Them
- (3) Integrated Community Care Evolving from the Recovery of Daily Lives
- (5) Reconstruction from the Nuclear Disaster in Fukushima and Other Areas

## Initiative relating to promoting interaction in temporary housing

### —Odagaisama Center (Tomioka Town, Fukushima Prefecture (including evacuation-related facilities from Koriyama City))

#### Outline of Initiative

- The people of Tomioka Town in Fukushima Prefecture were compelled to evacuate to other areas due to the nuclear power plant accident. The temporary housing in the Tomita district of Koriyama City, to which some of Tomioka people were evacuated, is also housing evacuees from Kawauchi Village and Futaba Town; accordingly, with the objective of promoting interaction among residents there living as long term evacuees, as well as providing support for livelihood, the Odagaisama Center was established within the premises of the temporary housing in Tomita district.
- The Center, where people can pursue hobbies and engage in health-promoting activities, functions as a hub for interaction, including such activities as ballroom dancing, knitting classes, and concerts.
- In order to disseminate information to the citizens of Tomioka Town living as evacuees across the country, a citizens' telephone directory and newsletters are published, and an FM radio station has been opened. The FM radio broadcasts can also be listened to via the tablet computers that the Tomioka administration has distributed to its citizens.



↑ Exterior of the Odagaisama Center



↑ FM radio station based in the center

[Related Projects]

- Disaster-related emergency employment projects

#### Characteristics

- The Center is a hub for efforts to promote livelihood support for and interaction among the residents, holding a variety of courses and club activities with evacuees in the temporary housing serving as lecturers and course leaders.
- Proactive initiatives are being taken, to provide information to townspeople living outside the prefecture and the region.

# Implementation of site visits and training for local authorities and supporters providing reconstruction support

## —Sanriku Railway (Miyako City, Iwate Prefecture)

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

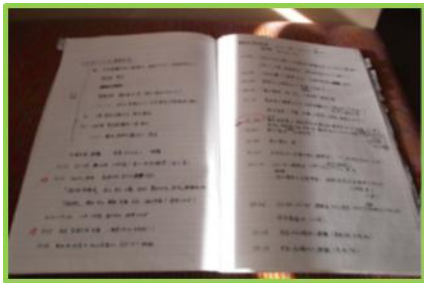
- (1) Sharing Examples of Initiatives by Local Citizens and Strengthening Links Among Them
- (4) Support for Local Industry and Jobs with a View to the Future of the Disaster-afflicted Areas

### Outline of Initiative

- Working in collaboration with municipalities, in order to facilitate the early repair of the Sanriku Railway, which suffered immense damage to station buildings and railway track due to the disaster, the Sanriku Railway Company quickly compiled plans for early repair, and submitted related requests to the prefectural governor. Repair work began in November 2011, making use of support from the national government, among others.
- Companies and groups are being provided with opportunities to visit the coastal local authorities affected by the disaster and to visit the local authorities that served as a hub for reconstruction support after the disaster, as well as being given a chance to ride on the repaired portion of the Sanriku Railway.
- Utilizing its qualifications in the tourism industry, the railway company is offering bespoke site visits and training courses for persons providing support for reconstruction, and coordinates all the arrangements, such as the overall itinerary, bus transportation at the sites being visited, and accommodation.
- Repair work on the railway is underway, aimed at the full resumption of services in April 2014. Working in collaboration with operators such as Club Tourism International Inc., it expects 20,000 people to participate.



A train carriage being used for front-line training (equipped with a PC and projector)



The above shows minute-by-minute notes taken as records from the first day of the disaster. Due to the power cut, train carriages were used as a headquarters, at which minute-by-minute communications were recorded every day. Based on these, decisions were made on the order of priorities for repair and targets for the partial resumption of services.

### Characteristics

- In parallel with implementing the repair work, the railway company is taking initiatives for reconstruction in such realms as the tourism industry and human resource development, while engaging in regional development and efforts to secure its income.
- The railway company has got back on its feet after suffering immense damage, and is proactively implementing sales promotion initiatives, such as organizing events and selling local specialties.

Training leaflet





# Initiative relating to regional development using the CM method (1)

—Onagawa Town, Miyagi Prefecture

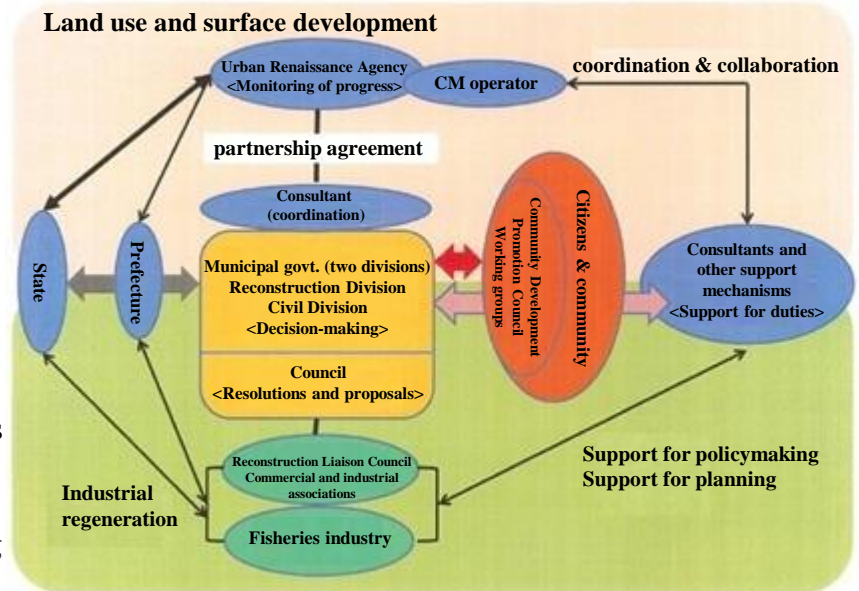
[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(2) Early Realization of Regional Development and the Rebuilding of Housing

## Outline of Initiative

- Onagawa Town suffered immense damage from the disaster, with the majority of its buildings being destroyed. The Onagawa Town Reconstruction and Community Development Project is the first initiative of reconstruction support project in which the Urban Renaissance Agency has employed the Construction Management (CM) method. (The Urban Renaissance Agency began publicly seeking applications by potential construction management companies in July 2012. In September that year, the groundbreaking ceremony for the Onagawa Town Reconstruction and Community Development Project was held. Land development of a number of districts then began.)

By using the CM method to commission the design and construction of multiple projects en masse, the Urban Renaissance Agency is striving to make the community development process smoother.

- Efforts are being made to achieve the early implementation of projects by means of unique initiatives, such as starting project procedures first for land regarding which coordination has been completed, before starting the procedures for other sites.



Onagawa Town reconstruction promotion framework

## Characteristics

- Various initiatives are being undertaken for the early realization of projects, such as the integrated commissioning of the development of multiple districts, using the CM method implemented by the Urban Renaissance Agency for design and construction work.



↑ Situation at the planned site for relocation

↓ Status of land elevation work



## Initiative relating to regional development using the CM method (2)

### —Nobiru district, Higashimatsushima City, Miyagi Prefecture

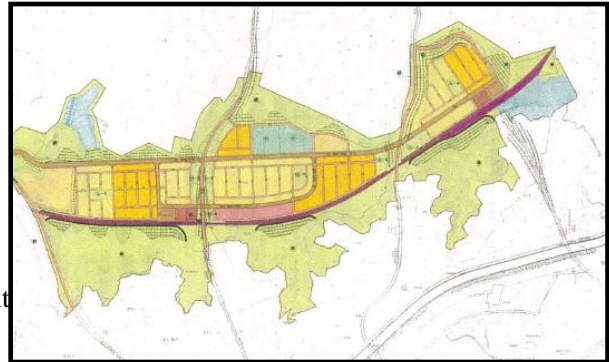
[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(2) Early Realization of Regional Development and the Rebuilding of Housing

#### Outline of Initiative

- The Northern Hill district of Nobiru, Higashimatsushima City, Miyagi Prefecture is the site to be developed for the group relocation of citizens whose houses were badly damaged by the tsunami that hit the coastal areas of the city. In conjunction with this, the portion of the JR Senseki Line passing through this district will be repaired as a vital means of transportation for citizens. A new urban district will be created through the integrated development of two railway stations (Shin-Nobiru Station and Shin-Tona Station), educational facilities, welfare facilities and residential areas.
- In developing this district, the administration of Higashimatsushima City has contracted out the projects to the Urban Renaissance Agency, which uses the CM method to commission in bulk the development of multiple districts. (The Urban Renaissance Agency began publicly seeking applications by potential construction management companies in July 2012. In October that year, the groundbreaking ceremony for the Higashimatsushima City Reconstruction and Community Development Project was held. Having received approval for the project and secured the necessary land, land development work is now underway with support from the Urban Renaissance Agency.  
Land development work involves special types of excavation, including cutting.)



The disaster-afflicted Nobiru Station



Land readjustment project: Land use plan  
\*to be relocated to the northern section of the higher ground (shaded yellow)

#### Characteristics

- Even by the standards of the candidate sites for relocation to higher ground within the prefecture, the scale of land development required in this district is considerable, and work began early on.
- In carrying out the work, the CM method is used to commission in bulk so as to speed up projects. Moreover, this is a district which serves as a point of reference for reconstruction in other municipalities, such as the coordination of each stage of the work with JR, and coordination with the Agency for Cultural Affairs concerning Matsushima, a Special Place of Scenic Beauty.

# Initiative relating to the development of public housing for disaster victims using the lease method and purchase method of the private sector

## —Ishinomaki City, Miyagi Prefecture

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(2) Early Realization of Regional Development and the Rebuilding of Housing

### Outline of Initiative

- In Ishinomaki City, Miyagi Prefecture, because of the difficulty in securing reasonably-sized sites in urban districts, the municipality is developing public housing for disaster victims utilizing the leasing and purchasing method of the private sector, so as well as by making a public appeal for land.
- With regard to development using the leasing method, the municipality made a public appeal for 600 housing units in January 2012, and is currently coordinating with private operators regarding the rental of approximately 150 housing in 5 districts.  
With regard to development using the purchase method, the municipality made a public appeal and, by purchasing land with buildings already in place from accredited private operators, it is developing around 330 housing units in former urban districts of Ishinomaki City, around 60 of which are located in the city center or surrounding central districts.
- In some districts, a design-and-build method that integrates design and construction work has been introduced, and development is underway on the basis of purchase from the Urban Renaissance Agency.  
Furthermore, consideration is also being given to collaboration with redevelopment projects in central districts and construction as part of complexes that incorporate commercial facilities.

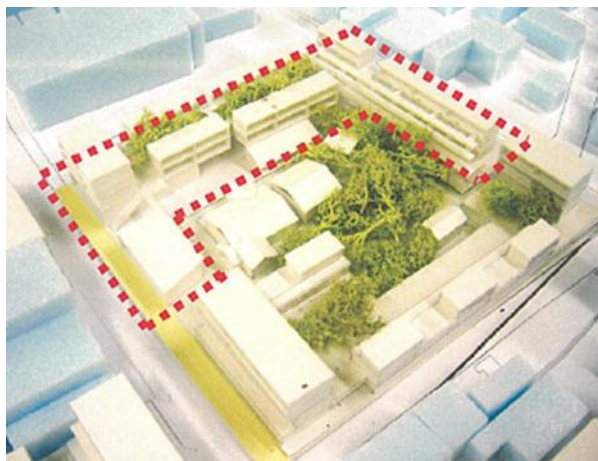


Image of public housing for disaster victims in central district of Ishinomaki City  
(collaboration with the urban district redevelopment project)

### Characteristics

- Attempts are being made to use the leasing and/or purchasing method, to develop public housing for disaster victims as soon as possible.



**Initiative relating to regional development that ensures compatibility between ideals and speed**  
—Yamamoto Town, Miyagi Prefecture

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(2) Early Realization of Regional Development and the Rebuilding of Housing

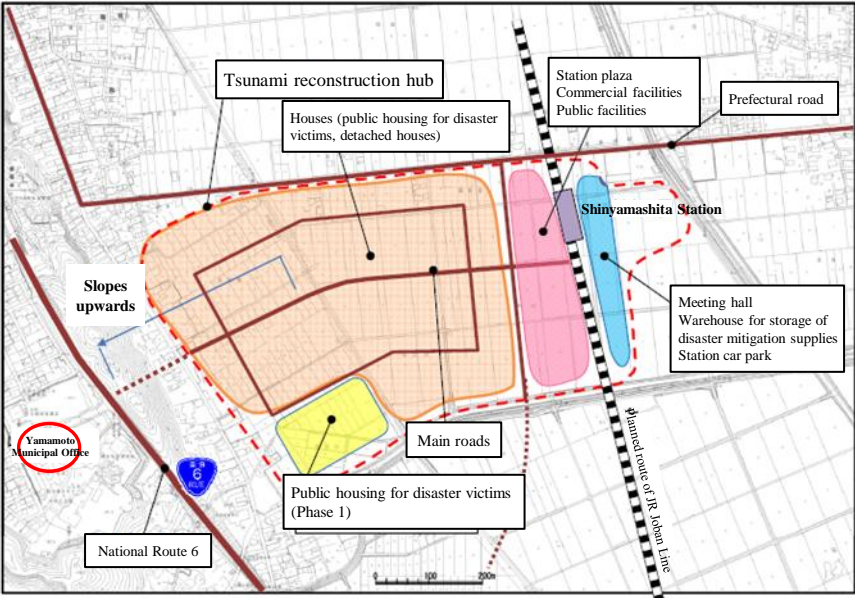
**Outline of Initiative**

- In Yamamoto Town (Shinyamashita district) in Miyagi Prefecture, the project approach to be used for developing the urban area between the town office and the new station to be built due to the relocation of the JR Joban Line, has been changed from a land readjustment project to a project focused on developing a tsunami reconstruction hub, in order to develop a disaster prevention base and commercial facilities around the new station. Through these, the municipality intends to develop a core urban area by integrating the layout of both the area around the town office and the neighboring site for group relocation for disaster mitigation.

[Related Projects]

- Projects focused on promoting group relocation for disaster mitigation
- Projects to develop tsunami reconstruction hubs
- Projects to develop public housing for disaster victims

The land use plan for the project to develop a tsunami reconstruction hub



**Characteristics**

- By developing residential areas, public facilities and commercial facilities in an integrated manner, with the new JR station at the heart of the town, the town aims to achieve sustainable new town development.

**Initiative relating to providing learning support for students using support personnel in the community**  
**—Rikuzentakata Municipal Daiichi Junior High School**  
**(Rikuzentakata City, Iwate Prefecture)**

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(3) Integrated Community Care Evolving from the Recovery of Daily Lives

**Outline of Initiative**

- At Rikuzentakata Municipal Daiichi Junior High School, which became an evacuation shelter after the disaster, classrooms not in use have been opened up to children to ensure a place for study, where an incorporated NPO, in partnership with the Rikuzentakata Municipal Board of Education, is implementing a “study rooms” project at the school.
- The rooms that can be used freely are divided up according to the students’ requirements.
  - \*Examples of use
    - “Individual study rooms,” where children can study with learning support counselors and student volunteers
    - “Group learning rooms,” where students can study together
    - “Completely private study rooms,” where talking is forbidden
- “Study rooms” are organized by learning support counselors. In addition to learning support, counseling for children about any worries is also provided (7 learning support counselors are permanently stationed there on a rotating basis; in addition, student volunteers from Iwate Prefectural University continue to provide more informal support every Sunday). Extra sessions are organized during long holidays and the preparation period for entrance examinations.

- [Related Projects]
- Emergency school counselors dispatch project
  - Project focused on supporting regeneration of local community through learning
  - Project focused on the development of university’s functions as a center, etc.



Classroom used as “a completely private study room” where talking is forbidden

**Characteristics**

- By opening up the school building to children affected by the disaster and living in temporary housing, learning support is provided through offering a space to study; in addition, psychological care is offered in the form of a place to spend time and feel comfortable.
- This is an example of an initiative in which multiple projects are being used to provide a flexible response to local needs.



# Initiative relating to support hubs for nursing care and other services

—Heita district, Kamaishi City, Iwate Prefecture

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

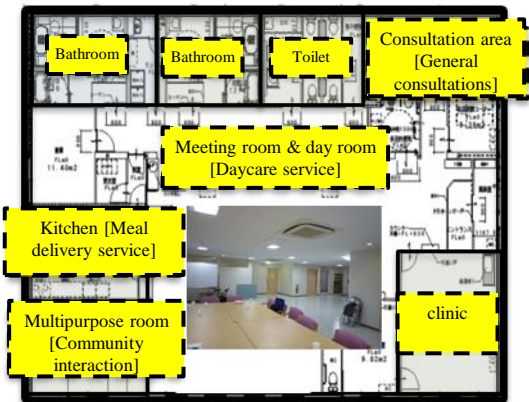
(3) Integrated Community Care Evolving from the Recovery of Daily Lives

## Outline of Initiative

- With the aim of preventing the isolation of residents in temporary housing and deterioration in the level of nursing care that they receive, as well as providing “a welcome place” where elderly people can visit and spend time as they wish, “the Heita District Support Center” in Kamaishi City, Iwate Prefecture, was opened in the premises of the Heita Park temporary housing in August 2011, as a comprehensive service hub with general counseling, day-care service, home visit nursing, regional exchange and medical care functions.
- The general counseling service deals with a wide range of consultations, including such matters as methods of applying for nursing care insurance, health concerns, watching over elderly people and other vulnerable residents, and the temporary housing environment.

### [Related Projects]

- Projects focused on developing local mutual support systems (temporary special fund for the emergency development of nursing care infrastructure, etc.)



Layout of Support Center

## Characteristics

- This temporary housing, which is perceived as a district in itself, has been developed in such a way that a support hub has been integrated into it, taking into consideration the need for it to be community-focused, preventing the isolation of elderly people and promoting their interaction with the community.
- For example, this temporary housing facility has been devised in such a way as to increase opportunities for residents to see each other, including arranging front porches to face each other and equipping the houses with wooden decks that can be furnished with tables and chairs to provide a place where residents can interact.



Layout of Temporary Housing

# Initiative relating to support for disaster victims provided by nurses and other personnel

## — Town Infirmary (Ishinomaki City, Miyagi Prefecture)

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

(3) Integrated Community Care Evolving from the Recovery of Daily Lives

### Outline of Initiative

- Inspired by an initiative implemented after the Great Hanshin Awaji Earthquake\*, and supported by Hyogo Prefecture, the Miyagi Nursing Association opened a “town infirmary” in a shopping mall in Ishinomaki City in September 2012. About once a month, its staff carry out activities at locations where people gather, focusing on areas with many residents in temporary housing or private rental housing. Nurses offer health checks and health consultations, as well as advice on long-term nursing care.
- The “town infirmary” was the initiative taken after the Great Hanshin Awaji Earthquake to establish a place in town where people could seek health advice and check-ups, to prevent disease and promote health in their everyday lives. This initiative has had a positive effect in maintaining citizens' physical and mental health.
- Physical support provided to the disaster-afflicted areas includes the dispatch by the Miyagi Nursing Association of nurses and other staff to the infirmary locations, and support by the Hyogo Prefectural Government, starting from its preparatory phase.



### Characteristics

- This is an example of an ongoing community health service initiative, which provides a place of healing through offering counseling concerning patients' lives in general, as well as opportunities for individual consultations and health checks, in order to support people living as evacuees in the long term.



Town Infirmary in action

# Initiative relating to the development of indoor playgrounds for children

## —PEP Kids Koriyama (Koriyama City, Fukushima Prefecture)

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

(3) Integrated Community Care Evolving from the Recovery of Daily Lives

(5) Reconstruction from the Nuclear Disaster in Fukushima and Other Areas

### Outline of Initiative

- As children refrained from playing outdoors after the disaster, their number of injuries resulting from a lack of exercise increased. Children become emotionally unstable, which led to the stress of their parents or guardians. Amid this situation, an indoor playground facility named PEP Kids Koriyama was opened in December 2011, with the objective of enabling children to gain outdoor play experiences indoors.
- As well as the largest indoor playground in the Tohoku region, this facility is equipped with facilities such as a seminar room, resting space, food education courses, and a cooking practice facility. Its playground facilities are available also for groups of children from nurseries, kindergartens and primary schools in Koriyama. Play leaders (temporary municipal employees) are stationed at the facility and provide support for children to play. It also organizes regular events, such as cooking classes.
- An indoor play event held by the city of Koriyama in 2011 was the trigger for the opening of this facility. A private company offered the use of the land and building free of charge for five years, as well as the donation of the play equipment. The facility is managed and run by the Koriyama Municipal Government

[Related Project]

- Fukushima Prefecture Anshin Kodomo Kikin Fund (fund for children and childrearing)



The facility has various equipment

### Characteristics

- This facility offers a place where children from disaster-afflicted areas, who have been experiencing stress since the disaster, can play safely indoors.



# Initiative relating to the reconstruction of the shopping district through independent self-help mechanisms

—Suehiro Town shopping district (Miyako City, Iwate Prefecture)

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

(4) Support for Local Industry and Jobs with a View to the Future of the Disaster-afflicted Areas

## Outline of Initiative

- All the shops in the Suehiro Town shopping district suffered damage from the earthquake. However, thanks to support from the local government and with the aim of achieving reconstruction through self-help efforts, two shops resumed operations on March 13, and 36 (half of the shops in the shopping district) reopened for business within a month.
- From the very outset, local shopping districts banded together in a cross-cutting initiative and began to hold meetings with a view to achieving reconstruction. Subsequently, various events were held regularly, such as the Miyako Merchants' Reconstruction Market, and these have played an important role in re-establishing the shopping district = providing a place to resume business, attracting more than 15,000 shoppers (as the events have developed, 81 stores have reopened for business in the Suehiro Town shopping district).
- Moreover, a vision has been proposed for the reconstruction of shopping districts, based on consensus-building among the local shopping districts, and this has been reflected in the reconstruction plan by Miyako City. The shopping districts have also united with the local authority to promote reconstruction projects.
- Various other proactive initiatives are also being implemented, including holding conferences for young people, a local currency scheme, human resource development projects, and initiatives focused on skills development.

A shop in the shopping district



Shopping district event

### [Related Projects]

- Project subsidizing the interest arising from money spent on disaster-related costs by small and medium-sized enterprises in Miyako City
- Subsidies to cover the expenses arising from projects involving measures to promote commerce in Miyako City
- Sanriku Fund project to support reconstruction in disaster-afflicted areas
- Financial aid for small and medium-sized enterprises in Miyako City to assist with the cost of repairing disaster-stricken property
- FY2011 project undertaken by the Small and Medium Enterprise Agency to increase the dynamism of small and medium-sized commercial enterprises
- Subsidies provided by the Small and Medium Enterprise Agency in FY2011 to support the revitalization of local commerce
- Financial aid provided in FY2011 to support the recovery and reconstruction of small and medium-sized enterprises in Iwate Prefecture
- Disaster recovery projects focused on joint facilities, such as those belonging to small and medium-sized enterprise cooperatives (group subsidies), etc.

## Characteristics

- In Miyako City, the leading shopping district cooperatives have jointly formulated a vision for reconstruction. Rather than seeking handout subsidies, they are aiming to achieve reconstruction through self-help efforts. Based on this premise, they are making use of support systems provided by government. The local community has come together to strive to achieve self-reliant reconstruction through its own efforts.

# Initiative focused on early reconstruction based on the integration of the fisheries, aquaculture, and distribution and processing industries

—Miyako fishing port (Miyako City, Iwate Prefecture)

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

(4) Support for Local Industry and Jobs with a View to the Future of the Disaster-afflicted Areas

## Outline of Initiative

- Based on a three-pronged approach\* to building up a fisheries industry with strong roots in the community, three fisheries cooperatives in Miyako City are promoting initiatives aimed at early recovery and reconstruction, working in close partnership with local authorities and making use of various projects and systems in combination with each other, resulting in the Miyako fish market being able to reopen a month after the disaster, with temporary repairs to the market being completed within about six months.

\*The three-pronged approach aims to rebuild based on the integration of the fisheries, aquaculture, and distribution and processing industries.

- (1) Building a fisheries industry and aquaculture industry centered on the fisheries industry cooperatives
  - (2) Building a distribution and processing system centered on the fish market in the production area
  - (3) Developing fishing ports and other facilities
- As rebuilding based on the integration of the fisheries, aquaculture, and distribution and processing industries will lead to the regeneration of the region, both production and processing groups have promoted the use of recovery and reconstruction support projects such as those aimed at the rebuilding of private sector processing businesses, and many processing companies have resumed their operations.



The fishing port after repair

### [Related Projects]

- Disaster repair support project focused on fisheries industry facilities for joint use
- Emergency support project focused on the fish market in the production area
- Individual disaster recovery projects
- Support project focused on the early repair of ice-making and storage facilities
- Support project focused on the repair of fisheries industry facilities for joint use
- Project involving measures to support the repair of fishing boats for joint use
- Disaster recovery project focused on salmon and trout aquaculture facilities
- Support project focused on restoring management infrastructure in the fisheries industry, etc.

## Characteristics

- While fisheries cooperatives are playing a central role, the fisheries, aquaculture, and distribution and processing industries, which are the most important industries in the coastal region, have united to strive for regeneration and, by combining various projects and systems, are achieving speedy recovery and reconstruction.



# Initiative focused on reconstruction based on the coexistence of shopping malls and local shopping districts

—Otsuchi Town, Iwate Prefecture

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(4) Support for Local Industry and Jobs with a View to the Future of the Disaster-affected Areas

## Outline of Initiative

- After the disaster, residents living in the vicinity of a large-scale local shopping mall in Otsuchi Town gathered more than 2,000 signatures calling for it to resume business; accordingly, various support measures were used, such as the first round of group subsidies (August 2011), and prompt repair work was carried out, leading to the mall reopening for business in December of the same year.
- In working toward reopening, the mall managed to attract 22 local businesses, as well as a clinic and bank. Moreover, efforts have been made to contribute to the local community and achieve coexistence and mutual prosperity by such means as offering a public space where local citizens can hold meetings, as well as a municipal information desk (permanently staffed by municipal office employees).
- Moreover, the bus stop that was set up in front of the mall after the disaster has become the heart of the community, with buses run by both the private sector and the municipality changing their routes to stop there.

### [Related Projects]

- Disaster recovery projects focused on joint facilities, such as those belonging to small and medium-sized enterprise cooperatives (group subsidies)
- Provision of a subordinated loan from the Great East Japan Earthquake Reconstruction Fund, etc.



Inside the shopping mall

## Characteristics

- The development of stores in partnership with local shopping districts is leading not only to the regeneration of the shopping mall, but also to the regional development.

## Initiative focused on advanced agriculture —Rikuzentakata City, Iwate Prefecture

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]

(4) Support for Local Industry and Jobs with a View to the Future of the Disaster-afflicted Areas

### Outline of Initiative

- In Rikuzentakata City, Iwate Prefecture, where the level ground of the sawtooth coastline was flooded, an initiative focused on achieving a stable supply of the vegetables produced in climate-controlled cultivation facilities using sunlight is underway, with a view to creating a new, large-scale protected horticulture complex.
- This project, which sets forth a new model for agriculture in the disaster-afflicted area, is being implemented as a symbol of the regeneration and revitalization of agriculture in the area affected by the disaster, which will contribute to creating stable employment for disaster-stricken local citizens.

#### [Related Projects]

- Subsidies for costs involved in measures to revitalize the local economy (research project on collaboration in the practical application of advanced agriculture, commerce and industry)
- \*First project designated as part of the Iwate Prefecture Plan to Promote Industrial Regeneration, based on the Act on Special Zone for Reconstruction.

#### [Overview]

- Uses of renewable energy in the disaster-afflicted areas of Rikuzentakata City
  - Trial implementation of a large-scale horticulture complex
- Approximately 1.8ha of land owned by the city has been leased and eight dome-shaped plant factories designed to make use of sunlight are being used to cultivate a number of varieties of lettuce, such as frilly lettuce and lollo rossa.

<Planting>  
Seedlings are planted in circular water tanks



<Automatic spacing system>  
They are gradually moved outward as the vegetables grow



<Harvesting>  
The vegetables growing at the outer edges of the circular water tanks are harvested



### Characteristics

- A production system for cultivating agricultural produce was swiftly established on agricultural land in Rikuzentakata City that was affected by the tsunami, helping to secure employment and promote the reconstruction of local industry.
- A composite environmental control system has been developed, combining air conditioning and temperature control systems using groundwater and solar heat, with natural energy; this system enables the volume of production and the amount of energy used to be adjusted on the basis of past demand trends and future weather forecasts.
- This project involves a trial of a highly-sustainable and stable agricultural business in collaboration with partners including the mass catering industry.

**Initiative focused on the reconstruction of the fisheries industry through cooperation with companies**  
**—Kesennuma Shishiori Fisheries Processing Cooperative**  
**(Kesennuma City, Miyagi Prefecture)**

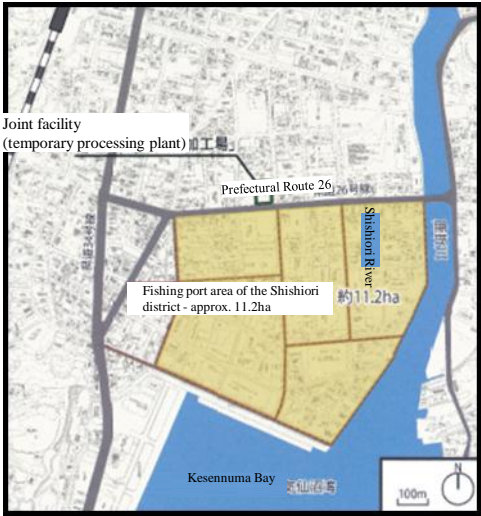
[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(4) Support for Local Industry and Jobs with a View to the Future of the Disaster-afflicted Areas

**Outline of Initiative**

- The Shishiori cooperative in Kesennuma City, Miyagi Prefecture was established in July 2012 by 17 seafood processing companies affected by the disaster, with the objective of jointly commercializing seafood processing (the project being implemented by the cooperative receives backup from a confederation of trading companies).
- Companies that are members of the cooperative will move onto a site (11 hectares) to be developed by the city in the area around the fishing port in the Shishiori district. The joint project will commence when land development is completed in September next year, and buildings for the cooperative, groundwater supply facilities, and effluent treatment facilities will gradually be put in place.  
The aim is to reduce the costs incurred by members of the cooperative and expand their sales. The cost of the project is expected to be 5-8 billion yen. There are plans to provide support in the future, in such areas as attracting companies with links to the marine produce sector and increasing marketing channels, as well as building up a brand and expanding overseas.
- In the interim, the parties involved are using financial aid from the national government to build four prefabricated temporary processing plants themselves in the vicinity, where three cooperative member companies that are not yet operating will carry out the processing of fish and dry foods.

[Related Projects]

- Disaster recovery projects focused on joint facilities, such as those belonging to small and medium-sized enterprise cooperatives (group subsidies), among others



**Characteristics**

- Whereas individual companies are limited in what they can achieve, this endeavor seeks to reduce costs and expand sales and marketing channels through collaboration among companies in the fisheries industry and with trading companies, and the formation of a cooperative.



Inside the temporary seafood processing plant

**Initiative relating to the promotion of the tourism industry through collaboration with tourism volunteers**  
**—Minamisanriku Sansan shopping district**  
**(Minamisanriku Town, Miyagi Prefecture)**

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(4) Support for Local Industry and Jobs with a View to the Future of the Disaster-afflicted Areas

**Outline of Initiative**

- Even before the disaster, the Minamisanriku Town Tourism Association implemented various projects and regional collaboration initiatives, with the objective of achieving community development through tourism.  
Based on this experience, in April 2011, a month after the disaster, the 1st Minamisanriku Town Reconstruction Market was held.
- With the Reconstruction Market initiative and the temporary shopping district initiative as catalysts, an endeavor has been launched to cultivate storytellers, mainly from among the ranks of tourism volunteers, in order to pass on to the next generation stories of the damage caused by the tsunami.
- Making use of the emergency employment system introduced by the national government, there are 11 people working at the Tourism Association.

[Related Projects]

- Disaster-related emergency employment projects



Temporary shopping district



A volunteer participating in the storyteller initiative

**Characteristics**

- In Minamisanriku Town, the storyteller initiative, in which storytellers who are mainly tourism volunteers talk to audiences about the experiences of the earthquake and tsunami, began soon after the disaster.
- Moreover, other ongoing initiatives in Minamisanriku Town include the reconstructed shopping district and the reconstruction market, which are leading examples of tourism reconstruction initiatives in Miyagi Prefecture.



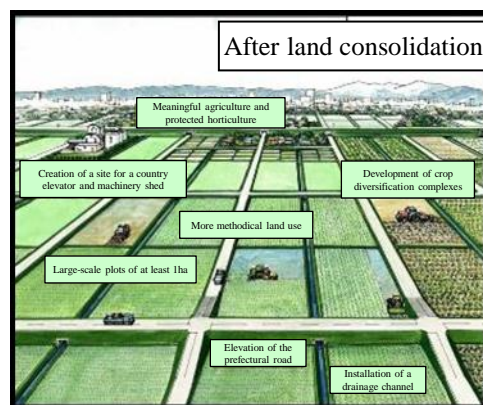
# Initiative aimed at regeneration as a hub for advanced agriculture

## —Sendai City, Miyagi Prefecture

[Related fields (see Chapter 3 of the FY2012 Report on Discussions)]  
(4) Support for Local Industry and Jobs with a View to the Future of the Disaster-affected Areas

### Outline of Initiative

- The Eastern Sendai district, in Miyagi Prefecture, is a rice paddy belt covering approximately 2,400ha, stretching between the Natori and the Nanakita rivers, and is one of the largest and best agricultural belts in the whole of the prefecture. Through such endeavors as directly-controlled specified disaster recovery projects, the rehabilitation of approximately 500ha of the 1,800ha or so of the agricultural land affected by the tsunami was completed by May 2012 and farming resumed.
- In this region, as well as initiatives directly controlled by the national government, focused on rehabilitating and desalinating agricultural land, efforts are underway to consolidate land into larger plots.
- Local people concerned held discussions and formulated a masterplan for the resumption of operations that clearly defined such matters as the management body that would form the heart of the community, and are endeavoring to promote the consolidation of agricultural land under a central management body, such as a community farming organization or agricultural corporation.
- Using the system of special zones for reconstruction and other financial aid projects, efforts are being made to promote a switch to crops that are competitive in the market, as well as to encourage “sixth industrialization,” with the aim of regenerating the area as a hub for advanced agriculture.



Eastern Sendai District  
Image of project implementation

#### [Related Projects]

- State-owned land improvement projects
- Reconstruction support project focused on resuming the management of local agriculture
- General support project focused on the reconstruction of agriculture in the disaster-affected areas, etc.

### Characteristics

- Sendai City has a policy of promoting the reconstruction of the flooded agricultural region in the east of the city as a “frontier for food and agriculture.” To this end, it is supporting the consolidation of agricultural land, reforms of agricultural management such as the establishment of corporations, a switch to crops that are more competitive in the market, and the promotion of “sixth industrialization.”



