

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 Aomori, Iwate, Akita, Miyagi, Yamagata, Fukushima.

◀ By the Rikuzentakata shore in Iwate 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 lone 'miracle' pine tree*, stands, giving hope to the residents of the town and symbolizing the Tohoku region's recovery.



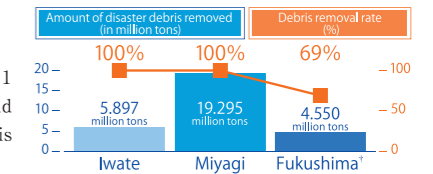
The Tohoku coastal areas were no longer what they used to be.

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.

The removal of disaster debris today*

As of March 31, 2014, the removal of debris was completed in 231 municipalities in 12 prefectures, including the prefectures of Iwate and Miyagi. The removal of disaster debris in certain areas of Fukushima is ongoing.



*As of March 31, 2014 †Excluding the areas to which evacuation orders have been issued.



Photo courtesy of Minamisoma city, Fukushima Prefecture



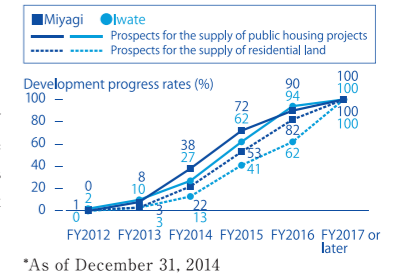
Photo courtesy of Shichigahama-machi, Miyagi Prefecture

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 29,000 public houses and private residential land properties are scheduled to be developed by March 31, 2016. Each of the municipalities in these prefectures has disclosed highly-detailed development schedules, enabling even those without housing to begin planning for their new lives.



*As of December 31, 2014

◀ Images

Top: Evacuees living in a local school gymnasium right after the disaster
 Bottom: One of many temporary housing projects in the Tohoku region

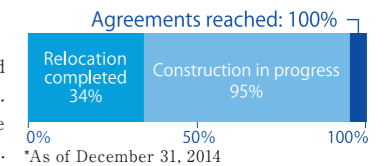


The locals devoted themselves to creating new hometowns, aiming to incorporate their dreams and ideas.

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.

Community relocation project progress*

Approximately 90% of the residents of disaster-affected coastal areas have finished preparations to relocate to higher ground near their hometowns as planned. The national and local governments continue their efforts to promptly provide solutions when the locals and their municipalities face difficulties and obstacles.



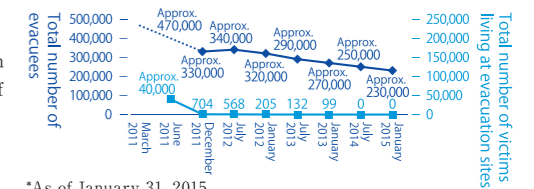


The health and mental support for evacuees must be put first.

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 steadily increased, lowering the number of evacuees from 470,000 to 230,000 in January 2015.



*As of January 31, 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.

Iwate	Miyagi	Fukushima
192	233	185

† As of fiscal year of 2013



Photo courtesy of Kesenuma city, Miyagi Prefecture



Photo courtesy of Sendai city, Miyagi Prefecture



Photo courtesy of Spa/Resort Hawaiians Uokan Kosan Co., Ltd., Fukushima Prefecture

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.

Change in sales volume*

According to the results of a questionnaire, approximately 40% of all the businesses enrolled in our Group Subsidy Plan have regained their sales volume level 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 commercial zones, the rebuilding of shopping districts, and the development of new industries in the region.

	Decreased sales volume after the disaster	Increased sales volume after the disaster
February 2012	70.1%	30.0%
September 2012	67.6%	32.4%
June 2013	63.3%	36.7%
June 2014	59.7%	40.3%

*The figures shown above have been calculated based on the results of the questionnaire that targeted the businesses enrolled in the Group Subsidy Plan.



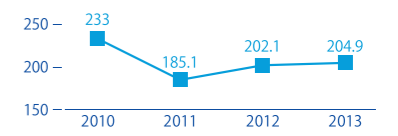
Fukushima will be a place where people can proudly present their home-grown products.

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 prefecture, 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, "Produced Agricultural Income Report," released by the Ministry of Agriculture, Forestry and Fishery of Japan.



Photo courtesy of Fukushima Offshore Wind Consortium



Photo courtesy of Okuji-kensan



Photo courtesy of Aizufujikako Co., Ltd.

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	Images		
A. The development of the world's most advanced technology - An offshore sea wind turbine is undergoing experimental research.	<div style="display: flex; align-items: center; justify-content: center;"> A <table border="1" style="border-collapse: collapse;"> <tr> <td style="text-align: center; padding: 5px;">B</td> </tr> <tr> <td style="text-align: center; padding: 5px;">C</td> </tr> </table> </div>	B	C
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B. Fukushima Airport boasts 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.





<http://www.reconstruction.go.jp/english/>

