



**Sousou Area Support Satellite,
Fukushima Future Center for
Regional Revitalization**

Manabi-kan, 31 Shimokobanabakunyu, Naraha-machi,
Futaba-gun, Fukushima 979-0604

TEL:0240-23-6675 FAX:0240-23-6676

Kawauchi Annex

Kawauchi-mura village office, 11-24 Kamikawauchihayawata,
Kawauchi-mura, Futaba-gun, Fukushima 979-1292

TEL/FAX: 0240-25-8995

Minamisoma Annex

Revival Approach of Minamisoma, 1-8 Asahi-cho,
Haramachi-ku, Minamisoma, Fukushima 975-0004

TEL/FAX:0244-24-2563

Know the past, feel it now, think about the future

Fukushima Revival Experience / Training Program

SOU^相-SOU^双 Re:born Tours



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Regional Revitalization**

About the Sousou Area in Fukushima Prefecture

The Sousou area refers to the northern part of Hama-dori along the Pacific coast in the eastern part of Fukushima Prefecture. It is an area rich in nature with the sea and the mountains at its doorstep and is probably known by many as being the home for J-Village, a national training center for soccer, and DASH-mura, a television show. The Fukushima Daiichi Nuclear Power Plant is located across the towns of Futaba and Okuma and has been supporting the local economy.

At the time of the Great East Japan Earthquake, the tsunami, along with the incident at the nuclear power plant, caused severe damage in 12 villages, towns, and cities in the Sousou area: Minamisoma, Iitate-mura, Hirono-machi, Naraha-machi, Tomioka-machi, Kawauchi-mura, Okuma-machi, Futaba-machi, Namie-machi, Katsurao-mura, Tamura City, and Kawamata-machi, incurring total destruction or leaving no choice for some of the residents to evacuate either within or outside the prefecture. “Difficult to return zones” remain today where entry is limited, and progress is still ongoing for recovery efforts in other regions as well. The people in the region continue to take a step at a time as they aim for recovery amid difficulties that persist in the region—the decommissioning work that has been going on over a long period while efforts continue to bring residents back to their homes, the issue of resettlement, and the need to eliminate damage caused by harmful rumors or misinformation caused by the nuclear incident—challenges which are not experienced by other locations hit by disaster.



About the SOU-SOU Re-born Tour

Background and Objectives

In March 2011, Futaba-gun, Fukushima Prefecture, was hit by unprecedented compound disasters—the Great East Japan Earthquake and the nuclear accident at Tokyo Electric Power Company’s Fukushima Daiichi Nuclear Power Plant. While many issues still remain for recovery, six years have passed, and the harsh reality is that interest is fading among people and society. This study tour on the recovery, called SOU-SOU Re:born tour, began in a bid to make the area more open to the outside world in order to resolve this gap by generating ties with various people, companies, and organizations to boost momentum for recovery from both within and outside the region. The theme is to gain an awareness of the past, to feel the present, and to think about the future; the objective is to offer an avenue for more people to think about the things that can be done for those who have been hit by the disaster to regain the everyday life that they had previously taken for granted.

Organizer: Sousou Area Support Satellite, Fukushima Future Center for Regional Revitalization

Established as a local base that connects the Futaba area, hit by the Great East Japan Earthquake and the Tokyo Electric Fukushima Daiichi Nuclear Power Plant accident, and Fukushima University. Regularly staffed by 10 employees, it leverages the university’s expertise and the social experiences of its staff to offer support activities that stand alongside residents as it aims to revitalize the region.

Cooperation provided by: Futaba no Ashita o Kangaeru Kai (Meeting to think about Futaba’s future)

A meeting group established by practitioners involved in work related to the promotion of recovery in the eight towns and villages in Futaba in November 2015 in order to gain a grasp of the issues at the front lines through mutual exchange and to lead to the planning and execution of steps that will contribute to recovery of the region from a broad perspective.

Characteristics of Re:born tour

To not only offer inspections and short-term help but to also generate empathy through learning and exchange and to offer opportunities that will tie in to next actions and long support by thinking together about what can be done for recovery that doesn’t appear to have an end.

- 1 Offering combinations of experience-based programs and workshops to promote learning and inspiration by participants.
- 2 Enabling participants to understand present conditions and challenges faced through exchange with employees with the eight towns and villages of Futaba who are presently at the front lines of recovery.
- 3 Visiting nonprofit organizations and private companies involved in recovery efforts to offer opportunities to see the diverse forms of recovery efforts.
- 4 briefings offered so participants may take part in the tour equipped with basic knowledge and a high level of awareness.
- 5 Made-to-order programs may be prepared based on the wishes and the needs of participating companies / organizations.

Seeing and Knowing



To have participants obtain an accurate understanding of the present status of the Sousou region, the local people have an extremely strong desire for them to first come to the site and see it for themselves. When a person stands and sees with their own eyes the traces of what the tsunami and earthquake have left behind, the sites of recovery efforts, the Fukushima Daiichi Nuclear Power Plant where decommissioning efforts continue, and the impact made by the nuclear accident on the region, there are things that they can feel and understand that cannot be conveyed by the media or by Internet. The sentiments that they feel may possibly lead to their next actions. The Re:born tour works to meet the wishes and schedules of participating groups and companies and offers the planning and coordination of a well-balanced lineup of places to visit so the present state of the region may be seen in a straightforward way.

Experiencing and promoting exchange



Generally speaking, this experience-based program that is highly extraordinary will not only help reset and refresh your mindset but also generate a strong sense of empathy as information is complemented through what you see and hear. We suggest programs where participants engage in physical activity—for example, yet much-needed volunteer activities like the removal of rubble, cutting grass and cleaning houses, helping farmers who have resumed their commercial farming activities, and salmon fishing, which will give participants a true sense of the recovery of the fishing industry. The avenues of exchange with local officials and residents, made possible by leveraging our network with Futaba no Ashita o Kangaeru Kai (Meeting to think about Futaba's future) is also a unique part of the program offered in the Re:born tour. Hearing how the locals really feel and talking about what you've felt amid an informal atmosphere at meetings and barbecues will make the disaster-hit area more visible to participants.

Hearing from the reciters



What happened on March 11, 2011? How did people at the site act? How did they attempt to overcome the unprecedented disaster? What are they doing now and what are they thinking? The real voices of people who have actually had these experiences will shake you up. The lessons offered by the reciters are an asset of society that goes beyond the region. For the reciters as well, sharing their experiences and being connected with others will encourage them. In the Sousou area, we have people who work for administration, people who operate local companies, and people who used to work for Tokyo Electric who are willing to talk about their experiences. There are also many other reciters with the towns or villages like elderly men and women, housewives, and students who will tell you about their experiences of a sudden change coming over the lives that they had previously taken for granted.

Let Us Think Together



There is an increasing number of cases where companies and organizations which are proactive in their support for disaster-hit areas consider local visits and inspection tours not only as a part of their CSR activities but also as training for their own employees and on expectation of positive impact on their business or projects. In such a case, it is effective to go beyond seeing, hearing, and experiencing but to include programs such as training and workshops where participants think together with their peers and with the local people. Making disaster a more personal issue will tie in to continuous involvement. There are various angles that may be used: from the unique challenges which exist for the region in developing communities amid disaster response and prevention while many residents remain at evacuation sites to the creation of jobs, aging, and depopulation, which are common social issues being faced by other regions throughout Japan. The Re:born tour will listen to the needs of participating companies and groups and work with them to create made-to-order programs with suitable topics.

Case Study A:
A Certain IT Company






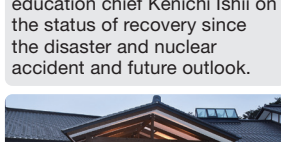






Format: Resolving Local Issues

Duration
One night and two days

Number of participants
20 people

Purpose of Tour:

To create a program that focuses on hearing directly from the locals, including activities and exchange that participants can enjoy in an attempt to achieve an understanding of the current state and issues faced by the disaster-hit area. The tour also offer participants an opportunity to consider solutions for social issues, not only through individual involvement but from a business perspective.

Day 1	Day 2
 <p>Briefing by AFW (Appreciate FUKUSHIMA Workers) representative Akihiro Yoshikawa on the status of the decommissioning of the Tokyo Electric Fukushima Daiichi Nuclear Power Plant.</p>	 <p>Depart from Koriyama train station</p>
 <p>Briefing by nonprofit organization Asamigawa Yume Kaigi chairperson Masanori Suzuki on the involvement by local residents in the preparation of a green area for disaster prevention.</p>	 <p>Hirono-machi community hall (approx. 1.5 hours)</p>
 <p>Inspection tour around Naraha-machi (approx. 40 min.)</p>	 <p>Inspection tour at Hirono - machi green area for disaster prevention (approx.30 min.)</p>
 <p>Briefing by Kamishigeoka rice paddy recovery association representative Mitsuo Sato on the process to the resumption of commercial farming.</p>	 <p>Kamishigeoka rice paddy recovery association (approx. 1.5 hours)</p>
 <p>Briefing by Tomioka-machi education chief Kenichi Ishii on the status of recovery since the disaster and nuclear accident and future outlook.</p>	 <p>Naraha-machi town office</p>
 <p>Exchange with the town and village officials and local residents in Futaba while enjoying a barbecue.</p>	 <p>Workshop in resolving local issues at Iwana-no-sato (approx. 3.5 hours including lunch break)</p>
	 <p>Depart from Iwana-no-sato</p>
	 <p>Arrive at Iwaki Train Station</p>

Case Study B:
Government office





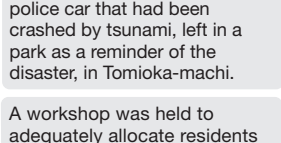

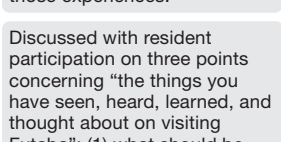








Training for civil servants

Duration
One night and two days

Number of participants
20 people

Purpose of Tour:

What types of responses are required of government agencies and the local authorities in the event of a disaster? What type of mental preparedness is needed as a public servant? These items is studied based on experiences in Fukushima. Rather than offering a straightforward inspection tour, we would like to set up local study tours where participants will have exchanges of opinion with local officials and take part in programs that include practical workshops.

Day 1	Day 2
 <p>Briefing by Futaba Future Meeting Representative Tsutomu Hirayama on activities underway by volunteer residents from the eight towns and villages in Futaba-gun aimed at recovery.</p>	 <p>Depart from Iwaki Train Station</p>
 <p>Inspection tours included a tour around J-Village, areas that had been flooded by the tsunami and Tenjin Misaki in Naraha-machi. They also inspected a barricade beyond which is "difficult-to-return zone" in Yonomori area and a police car that had been crashed by tsunami, left in a park as a reminder of the disaster, in Tomioka-machi.</p>	 <p>Hirono-machi community all (approx. 1 hour)</p>
 <p>A workshop was held to adequately allocate residents who were flooding into an auditorium being used as an evacuation site and to then created rules for the smooth running of communal living; to relive the experiences and the know-how achieved from those experiences.</p>	 <p>Naraha-machi inspection tour (approx. 1 hour)</p>
 <p>Discussed with resident participation on three points concerning "the things you have seen, heard, learned, and thought about on visiting Futaba": (1) what should be done right now; (2) what should be done now, aiming to achieve results in 10 years; (3) what should be done now, aiming for results in 50 years.</p>	 <p>Tomioka-machi inspection tour (approx. 1 hour)</p>
	 <p>Naraha-machi town office</p>
	 <p>Workshop in creating rules for evacuationsites (approx. 2 hours)</p>
	 <p>Group work with local residents (approx. 1.5 hours)</p>
 <p>Exchange at Shiokaze-so, lodging</p>	 <p>Inspection tour to Fukushima Daiichi Nuclear Power Plant (approx. 3 hours)</p>
	 <p>Depart from power plant</p>
	 <p>Arrive at Iwaki Train Station</p>

Case Study C:
A Certain Pharmaceutical Company

Format: Human Resources Training

Duration
tour participation
on Day 2

Number of
participants
17 people

Purpose of Tour:

A desire to view support for disaster-hit areas as employee training to help work reviews and to boost motivation. Expectations to reflect on the work that participants usually engage in from a different perspective with hopes that the tour will tie in opportunities for the discovery of new objectives.

Minamisoma City

Depart from lodgings



Naraha-machi

Tenjin Misaki Miruru (approx. 30 min.)



Lunch at izakaya "Yui no Hajimari" (approx. 1 hour)



Kidogawa Fisheries Cooperative (approx. 1 hour)



Workshop on creating rules for an evacuation site at Naraha Manabi-kan (approx. 2 hours)



J-VILLAGE (approx. 45 min.)

Arrive at Iwaki Train Station

A viewpoint for tsunami prevention set up in a corner of Tenjin Misaki (cape). A panel display provided an introduction to damage caused by tsunami. Re:born tour staff offered a briefing on the state of disaster damage and recovery conditions after the disaster and nuclear accident.



We heard from Kaori Furuya, a native of Chiba Prefecture who had opened the izakaya "Yui no Hajimari" hoping to help recovery efforts by creating a venue for exchange between residents and those engaged in recovery work. She introduced herself, talked about how she had opened her establishment, and the sentiments she had for Hama-dori.



Along the Kidogawa River, known as one of the leading rivers where salmon swim upstream, the hatchery business was reconvened in 2015. This was an inspection tour of the fishing, spawning, and fertilization work guided by Kentaro Suzuki, chief at the hatchery and the protagonist in the "Sake ga Kaettekita! Fukushima-ken Kidogawa Gyokyo Shinsai Fukko e no Michinori" (The salmon are back! The road to post-disaster recovery for the Kidogawa fisheries cooperative in Fukushima Prefecture), a nonfiction work about the recovery efforts of the hatchery business at Kidogawa. Shopping at specially opened store.



A workshop was held for a simulated experienced of creating everyday rules for an evacuation site under the tutelage of a staff member from the recovery planning division at Hirono-machi.



Executive managing director Shunsuke Ono talked about the current status aimed for the resumption of the operation of J-Village. Participants then saw status of construction work at the facility.



Case Study D:
A certain electronics manufacturer

Format: Volunteer activities

Duration
One night and two days

Number of
participants
20 people

Purpose of Tour:

Volunteer buses set up by employees have already been sent to Iwate, Miyagi, and Fukushima dozens of times, with more than 1,000 people taking part. The key focus, which had initially been volunteer work such as the removal of rubble, is gradually shifting to communication and exchange with the locals, and support for the local industry. We would like to make this a tour that offers new discoveries that satisfies both members who have been taking part each time and those who are taking part for the first time.

Iwaki City

Depart from lodging



Naraha-machi

Tenjin Misaki Miruru (approx. 50 min.)



Kidogawa fisheries cooperative (approx. 1.5 hours)



Lunch at Naraha Manabi-kan

Workshop on making rules for an evacuation site (approx. 2 hours)

Depart from Naraha Manabi-kan for home

Looked at the area that had been severely damaged by the tsunami from a viewpoint for tsunami prevention. Briefing by Re:born tour staff on the status of damage and recovery from the disaster and the Daiichi nuclear accident in Naraha-machi.



Inspection tour to see traditional awase-ami netting, spawning, and fertilization at the hatchery guided by Kentaro Suzuki, chief at the hatchery followed by shopping at a specially opened store.



A workshop was held for a simulated experienced of creating everyday rules for an evacuation site under the tutelage of a staff member from the recovery planning division at Hirono-machi. Grade school children who had taken part in the tour in the past were energetic in sharing their opinions.



Comments from people who had previously taken part in the tour

I was moved by the strength of the people working here where they don't give up their dreams and their positiveness. I was made to realize anew that in my work, too, it's important to have the strength of not giving up and blaming it on the situation.

Simply listening to what the local people had to say was a great learning experience and I thought it was terrific training material. I'll be sure to share what I learned with my team.

Since I promised the people at the Naraha-machi town office, I'll host an office tour for children from the town.

Because the workshop for making rules for an evacuation site was something that I don't usually do, it was difficult, but I also felt that it was sure to be useful in case something happened.

I thought this was indeed what's meant when they say a picture's worth a thousand words.

Since I'm in the U.S., I'd like to tell the people around me about the situation in Fukushima to make up for my inability to visit often. I'd also like to think about what I can do in Silicon Valley.

Some of the ideas that were produced at the workshop had high probabilities of actually happening, and hearing they were doing something similar again next year, I'm interested in hearing about the progress.

I gained a sense of the potential for IT – how to leverage data through sports, needs for automated operation, and so on.

The visit to Yui no Hajimari was excellent. It was a precious opportunity to hear from the people who were there for support, and I felt a lot of empathy.

It would have been better if there was a place to have discussions on how I or my company should get involved.

I wish I could have heard more from the local people.

The Awase-amiryo netting and the hatchery were very interesting. Realizing that damage from the disaster had even impacted things like this, I thought I'd like to see a lot of salmon coming back to Kidogawa like they used to come before.

I thought that instead of being affected by rumors, I wish people would see the conditions with their own eyes.

I made a suggestion concerning electric power, so I'd like to start by checking the amount of energy that's generated in Futaba-gun, and I think I recall hearing that there was a power-sufficient island in the Netherlands and would like to look into it.

Lead-Up to Your Tour

Contact the Sousou Area Support Satellite.

Feel free to drop us a line if you're interested in the Re:born tour.

Interview to hear your requests

Our staff will visit you at your company or organization to hear your requests concerning the purpose of your tour and the things that you would like to do during your tour.

Tour plan proposal

We will propose a made-to-order tour plan that has been created based on your interview.

About two months before your tour:

Finalization of your tour schedule

We will hear your opinions and requests concerning the tour plan that we have proposed and work with your contact person to create a final plan.

Two to three weeks before your tour:

Advance briefing

To boost the effectiveness of your tour, our staff and persons who are most suitable for your plan will pay a visit to your company or organization to offer a briefing on the status of recovery in Futaba-gun and to offer basic information on the sites that you will be visiting.

Day of the tour

Our staff will accompany your group during your tour.

Follow-up

In order to reflect on the things that participants saw, heard, and experienced during the tour and to tie these in to the future, we will conduct questionnaires and also conduct post-tour briefings if desired.

For inquiries, contact:

Sousou Area Support Satellite, Fukushima Future Center for Regional Revitalization

Contact: Nobuo Shimazaki

TEL:0240-23-6675

FAX:0240-23-6676 Email address: r785@ipc.fukushima-u.ac.jp