

# 10 keys to achieving recovery from the disaster

## Major initiatives implemented during the Reconstruction Stage (FY2016-2017)

### Objective

In order to advance toward recovery from the disaster, the Miyagi prefectural government is willing to adopt completely new institutional designs and innovative approaches to pursue drastic rebuilding of society. In line with this policy, we have promoted projects with a focus on the following 10 key agendas to achieve the goals of the Miyagi Recovery Plan. In fiscal 2016 and 2017, as in the previous years, we implemented cross-divisional activities for each agenda.

### 01 Constructing a Miyagi disaster-resistant community development model

In the coastal municipalities struck by the tsunami, coastal levees and other protective measures were built as necessary to secure safety for city functions, and projects for residential relocation to higher ground were promoted, targeting disaster-prone areas. The prefectural government also supported the coastal municipalities in creating post-disaster community development plans and executing related projects. To maintain major road networks that are essential to support life in an emergency and goods transportation services, improvement projects were launched for the Sanriku Expressway, Miyagi Kenpoku Expressway and Route 398 Ishinomaki Bypass, among others.



Photo: Kesenuma Oshima Bridge

### 02 Rebuilding Miyagi's marine products industry

To rebuild the prefecture's fishing industry, the government focused not only on rehabilitating the severely damaged operations promptly, but also on reforming it into a new fishing industry, which involved more than just restoration to the pre-disaster state, seeking to achieve continued growth in the future. In pursuit of drastic reform, we addressed a range of issues, such as consolidation/reorganization of port functions, joint operations, modernization of management styles mainly through business incorporation, by adopting various new concepts and approaches and fully drawing on the capabilities of related parties.



Photo: Ishinomaki Fishing Port under restoration work

### 03 Building progressive agricultural and forestry industries

In the agricultural sector, the prefectural government focused on creating new agricultural business and community models, with the objective of achieving a disaster-resilient and safety-ensuring agricultural community and developing young competitive agribusiness operators. Specific agribusiness projects were promoted as a priority to produce value-added products based on the "sixth-industry" concept. In the forestry sector, major projects were promoted in pursuit of rebuilding the supply chain ranging from afforestation and lumbering to wood production as well as building multipurpose usage models for wood biomass.



Photo: Large vegetable production facility in Hebata district, Ishinomaki City

### 04 Rebuilding the manufacturing industry promptly to achieve a prosperous Miyagi

In order to reconstruct the prefecture's manufacturing industry immensely damaged by the disaster, the prefectural government offered group subsidy schemes for smaller enterprises for the purpose of facility restoration and financial assistance, a major measure to assist affected businesses to resume operations. Also, as a measure to strengthen local logistics foundations, functions at Sendai Airport and Sendai Port were improved to prevent disasters and reduce disaster-related risks. Other initiatives got under way to attract businesses using the national government's incentive schemes for business establishment and special economic zone systems for post-disaster reconstruction and to encourage new business development, seeking to increase stable employment opportunities.



Photo: Agreement signed with HI-LEX CORPORATION for business establishment

### 05 Revitalizing Miyagi's attractive tourism industry

The prefectural government worked to dispel harmful rumors and communicate accurate information. We continued running the Sendai and Miyagi tourism campaign to attract domestic tourists. To increase visitors from abroad, we held seminars and business meetings in Shanghai and Dalian while inviting travel agencies and media outlets to advertise local attractions. In addition, we actively organized plans for educational and incentive tourism as well as reconstruction-themed programs, and played matchmaker between travel agencies, visiting schools and companies and hosts from affected areas.



Photo: Campaign run jointly with airlines (FY2016)

### 06 Reconstructing health/medical care and welfare functions as part of community development plans for the entire region

The prefectural government worked to reconstruct functions to provide health and medical care and welfare services as an integrated part of community development processes mainly in the coastal areas. Major initiatives included establishing the Miyagi Prefecture medical and welfare information network, utilizing advanced ICT. Also, the Miyagi Disaster Mental Health Care Center was established, with headquarters in Sendai City and branches in coastal areas, to be able to offer services to those affected by the disaster in a comprehensive manner over the long term.

### 07 Developing "eco towns" that utilize renewable energy

The prefectural government promoted and supported efforts to utilize renewable energy, for the purpose of reducing CO2 emissions to mitigate global warming and securing adequate energy supply for the region in the event of emergency. Relevant projects were incorporated in community development processes. Specifically, we encouraged the introduction of solar power generation systems in rebuilding damaged homes and building new homes for disaster survivors, and worked to popularize "smart energy" housing models equipped with off-the-grid decentralized networks.

### 08 Promoting disaster-resistant prefecture and nation

The prefectural government worked to rebuild disaster prevention functions through constructing disaster-resistant, multiple transportation networks and developing systems to collect and transmit accurate disaster information swiftly. In conjunction with this, we promoted the establishment of hubs for interregional disaster prevention operations and proposed to the national government the setting-up of appropriate alternative national crisis management functions. In addition, construction was started for the Ishinomaki Minamihama Tsunami Memorial Park, a project to commemorate the victims of the Great East Japan Earthquake and pass down lessons learned from the disaster.



Image: Ishinomaki Minamihama Tsunami Memorial Park (architectural perspective)

### 09 Developing human resources of the future

The prefectural government focused on offering mental health care to disaster-affected children while enhancing disaster prevention education. Also, experiences of the disaster were incorporated in the prefecture's original Kokorozashi (education of the will) youth development project, which is promoted in cooperation with the household, community and business sectors, aiming to develop social awareness in connection with future visions and forward-looking attitudes toward future goals. In addition, anticipating future changes in the regional industrial structure, we carried out programs to develop and improve our young workforce who will lead regional businesses in various sectors.

### 10 Building financial resources, systems and cooperative frameworks to support recovery efforts

The prefectural government proposed to the national government the introduction of national-scale permanent taxes for disaster prevention, incentive programs for private investment in the region, and other financial support measures. In conjunction, we built broader regional cooperation frameworks embracing municipalities in the prefectures, including Aomori, Iwate and Fukushima, which were affected by the Great East Japan Earthquake, looking to address common issues together. We promoted reconstruction projects involving non-government sectors, adopting new ideas and encouraging participation from the private sector while increasing collaborations with academic and research institutes and think tanks known as leaders in fields related to reconstruction from disaster and regional revitalization.