

**Initiative 14 Revitalizing the local community through cooperation between residents and various entities****[Outline of Approach]**

- In the affected areas of Iwate Prefecture, a mutual support system to provide individual house-visits and safety-monitoring services in temporary housing is being developed. NPOs and social welfare councils have also created meeting grounds for people to get together. Such support provided to each and every survivor is only possible when local residents, including young people, women, companies, NPOs and other entities all join hands and work together to regenerate the local community.
- Many young people such as high school students, college students and working adults both inside and outside the prefecture resolved to contribute immediately after the Great East Japan Earthquake and Tsunami and the subsequent reconstruction, by actively participating in town planning activities and volunteering. Seeing these young people actively contributing and encouraging survivors on the road to recovery makes us feel hopeful about the future.
- In response to the enthusiasm of these young people, Iwate is working towards establishing a system to financially support their outstanding reconstruction proposals, and to develop a region where the youth can fulfill their potential.
- The female workforce is also essential in enriching the community and restoring the region. We established a "Women's Participation Promotion Committee" within the "Iwate Great East Japan Earthquake and Tsunami Reconstruction Committee" and are working toward an environment where women can take on a more central role in social activities. We are working to raise awareness on gender equality, as the perspectives of both genders are equally important in the reconstruction.

**Approach 1: Construction of a mutual support system in emergency temporary housing, etc.**

To construct a mutual support system in emergency temporary housing areas, the municipalities, in cooperation with NPOs, provide lifestyle counseling and individual house visits by counselors and members of the temporary housing complex to watch over the survivors and ensure their safety.

Community associations were established to create and distribute manuals such as "Guidelines for Temporary Housing Management" and "How to Effectively Watch Over Residents of Public Temporary Housing". These are distributed at local government offices, etc.



Watch activities by lifestyle support counselors (Miyako)

**Approach 2: Creating meeting grounds for exchanges by NPO, etc.**

In the emergency temporary housing, NPOs and social welfare councils held "Tea Party Meetings", where residents can feel free to get together and chat, helping to prevent loneliness and promote togetherness in the community.



Yamagishi Idobada Cafe  
(Ofunato)



"Sunshine School"  
(Otsuchi)

**Approach 3: Life support for elderly people in emergency temporary housing**

We have established a support center to monitor residents' safety, engage in general consultation, meal deliveries, and other day services for those who especially require assistance such as the elderly and people with disabilities.

In addition, the elderly can attend exercise classes and health consultations on a casual basis, and we are making efforts to promote engagement between local residents and temporary housing residents, and support health maintenance to prevent inactive lifestyles.



Exercise activities (Rikuzentakata)

**Approach 4: Establishing meeting places in the public housing for disaster survivors**

To promote exchanges among the public housing residents and with the other local residents, more spacious meeting grounds are being established.



Prefectural Toyamane Apartment Meeting Space

**Approach 5: Inviting people to move into the public housing for disaster survivors in groups**

To maintain a feeling of togetherness in the community, the public housing for disaster survivors is calling for new residents to move in in groups.

**Approach 6: Supporting participation of young people the reconstruction**

Iwate is working towards establishing a system to financially support young people's outstanding proposals for the reconstruction, and towards developing a region where the young people can play more active roles in the future.

In Noda Village, as part of the recovery from the Great East Japan Earthquake and Tsunami, and to help bring peace to the souls of the victims, the Tohoku Pacific coastal regions have come together to organize annual firework displays. The youth organization "LIGHT UP NIPPON Noda Executive Committee", has also devised plans for a special event-train services, special classes to discuss the reconstruction and the future of the region at Noda Junior High School, and more, all subsidized by Iwate prefecture.



Subsidized event in Noda Village

**Approach 7: Moving towards a reconstruction that is based on the mutual opinion exchange between both genders**

To include women's perspectives in the planning and execution of reconstruction plans, the prefecture has organized all-women exchange meetings of experts from all specialized professions since 2011.

From fiscal 2014, this initiative is being further developed to incorporate female perspectives by establishing a "Women's Participation Promotion Committee" within the Iwate Great East Japan Earthquake and Tsunami Reconstruction Committee, which investigates matters related to the reconstruction following the Great East Japan Earthquake and Tsunami.



Women's participation promotion committee (Morioka City)



The prefecture has been holding lectures and workshops on "Thinking about Disaster Risk Reduction and Reconstruction from the Perspectives of Both Genders" since fiscal 2013, to promote gender equality in the participation of disaster risk reduction and the reconstruction.

Disaster risk reduction and reconstruction from the perspectives of both genders workshop in Miyako



**Approach 8: Central role of the youth and women in recovery efforts**

Considering that the temporary housing spaces are cramped, NPOs have set up learning facilities with teaching support from local cram school teachers and college students for junior high and high school students in the affected areas who are studying for exams.

After-school learning in Rikuzentakaka

From August 2011, a group of women decided to contribute to the reconstruction efforts and opened a temporary cafeteria, "Yottettannsee," in Kirikiri, Otsuchi Town to not only provide meals, but to also create a gathering place for the local residents.



Helpers from "Yottettannsee Cafeteria" (Otsuchi)

**Column****Disaster Relief by the Sanriku Fund**

- Sanriku Fund: Established in 1994 to facilitate research exchanges between academics and entities of the municipalities in a bid to promote the Sanriku region and its surrounding areas
- In fiscal 2013, the foundation provided support for regenerating the local community and strengthening coastal businesses involved in the reconstruction.
- Example of support provided: Youth development work in affected areas
  - Objective: Subsidize costs of activities to solve problems facing youth development work
  - Content: Subsidize part of the activities' expenses, fixtures and equipment purchase costs
  - Example of subsidy: Unosumai Youth Baseball Club (Kamaishi)



The Youth Baseball Club has been practicing at schoolyards and other borrowed grounds after losing its grounds in the tsunami. However, with the availability of overgrown land, ground leveling work is conducted so they can be used as practice grounds. The idea to decorate the grounds with carp streamers succeeded in appealing to the locals and attracted children to the association.