

## Initiative 15 Construction of sustainable local communities by promotion and utilization of local resources

### [Outline of Approach]

- Before achieving full-fledged reconstruction, it is necessary to rebuild a sustainable and stable socio-economic infrastructure. As a result, it is necessary to promote multi-layered industrial development. This includes fostering human resources and utilizing local resources such as agricultural and marine products, tourism, production technologies, and so on.
- Aquaculture, one of the prefecture's key industries, suffered considerable damage along with land-based industries in the affected areas of Iwate Prefecture. However, even though they had to face the devastation of losing about half of the local social capital, Iwate Prefecture, the coastal municipalities and related organizations have worked towards rebuilding the delivery and processing system of the local fishing markets to quickly revive the local fishery industry, reorganize the market street together with town planning organizations, and further promote local tourism by utilizing local characteristics.
- By unearthing a variety of resources in the region, polishing them, and adding additional values, we are promoting the development of the region while connecting with the outside world.

### Approach 1: Promotion of reconstruction support matching by industrial, academic, and governmental organizations

"Iwate Future Creating Organization," the industry-academia-government network organization, is undertaking a project to promote business as a bridge for the reconstruction of Iwate Sanriku. This matches the support for reconstruction to the affected areas from inside and outside the prefecture.

By placing coordinators in the coastal areas and in Morioka City, it has also been working to deliver reconstruction-related information and strengthen the reconstruction support network with organizations and companies within and outside the prefecture.

From past matching, there are also cases of increasing the use of products from the prefecture such as utilization support of the companies' own sales channels, implementation of internal sales events, making menus for employees' canteens, and so on.



Due to matching, the market for cosmetics produced in the prefecture has expanded throughout the country

### Approach 2: Introduction of "improvement" for productivity in fish processing industry

In order to support early reconstruction and management stabilization of the key industry in the coastal region, the fish processing industry, the guidance of "Improvement" (a Toyota production system) by experts from the fiscal year of 2011 was introduced. Because of the "improvement" efforts, the goal that we are aiming for is expansion towards the building of Iwate's unique fish processing system with high efficiency, high productivity, and high added value.

#### [Improvement Example]

Previously, a worker had to lift a container with more than 30kg of goods to transfer it from a truck to the weighing machine. By adjusting the height of the weighing machine to eliminate the difference in height with the truck, heavier work can be eliminated and workers are now safer, more reliable, and can work at an even faster pace.



Before



After

### Approach 3: Building distribution and processing systems focused on local fish markets

In order to promote the integral regeneration of the fishing, distribution, and processing system, efforts were made to realize the early resumption of local fish markets, and operations such as maintenance toward a more hygienic fish market facility than that of before the earthquake, functional recovery of the nearby ice making, ice storage facilities, and refrigeration facilities, etc., were promoted.

Through utilization of the rich aquatic resources of Sanriku, by helping 80% of the marine product processing industries affected by the disaster to recover and improving the additional value of the harvested seafood in the region, efforts were made to revive the local aquaculture industry as a key industry.



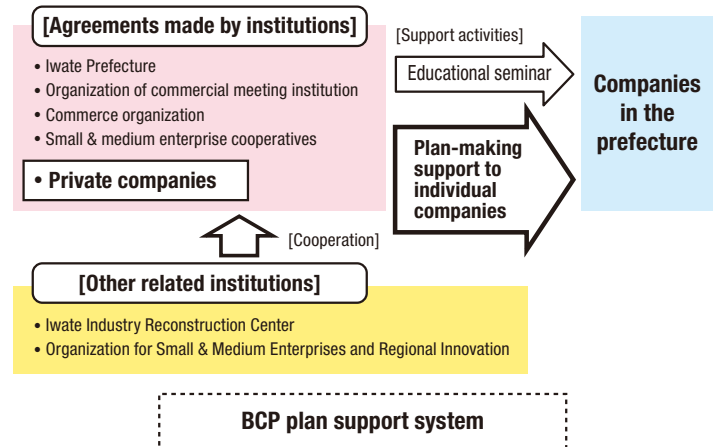
Fish market after improved sanitation  
(Ofunato fish market)

**Approach 4: Designed support for shaping the business continuity plans of private companies**

After the earthquake, people were very concerned about how they would keep their businesses going in an event that a large-scale disaster occurred.

With the cooperation from the Organization for Small & Medium Enterprises and Regional Innovation, Iwate Prefecture has held seminars for shaping BCP (business continuity plans) oriented to SMEs to give them inspiration.

Together with this, the prefecture has also signed agreements with private companies and commerce organizations that had experience in promoting detailed plans, and asked them to support the plan-making operations of companies in the prefecture.



**Approach 5: Reopening of Sanriku Railway**

Sanriku Railway, the infrastructure for coastal life and transportation, suffered from devastating damage and received a lot of financial and non-financial support from companies, organizations, and individuals; it was also shown in the morning television drama "Amachan" on NHK in 2013 and received attention from all over the nation.

Three years after the disaster, all the lines opened up again and they had been used as a tourism resource (such as an event train). They are established as a precious, invaluable asset in the local area.



Ceremony for the resumption of all the lines on the South Rias Line (April 5, 2014)

**Approach 6: Promotion of work in Sanriku Geopark**

In order to formulate a field for telling future generations about coexistence with nature, the history of the movement of earth, and memories of the earthquakes, we are promoting the utilization of geopark lessons through disaster risk reduction education and school education at elementary schools and junior high schools.

In addition, as the biggest geo-park in Japan stretching across 3 prefectures (Aomori, Iwate, Miyagi), efforts are also being made to attract school trips and disseminate information related to promoting widespread tourism.



Geopark class

**Approach 7: Construction of Sanriku tourism platform**

In order to make educational trips the pillar of tourism in coastal areas focusing on earthquake studies, Iwate Prefecture has been working to improve our level of knowledge, start up a network of earthquake storyteller associations, and to build the platform for undertaking centralized information distribution of all the information about the disaster-affected areas.



Skills training of the earthquake storytellers organizations (local training)

Accepted earthquake storyteller guides	Year	Number of groups	Number of people
	2013	5,131 groups	10,5351 people
	2012	4,050 groups	79,045 people