

10 Points to achieving recovery from the disaster

Major initiatives of the Development Stage (FY 2018-2020)

In order to advance toward recovery from the disaster, the Miyagi Prefectural Government is adopting new institutional designs and innovative approaches to pursue drastic rebuilding of the region. In line with this policy, projects have been promoted with a focus on the following 10 key agendas to achieve the goals of the Miyagi Prefecture Earthquake Disaster Recovery Plan. From fiscal years 2018 to 2020, cross-divisional initiatives have been implemented for each agenda.

Initiative 01 Constructing a Miyagi model for disaster-resistant community development

In addition to progress in the construction of sea walls to protect prefectural land and the lives of residents, work has begun on all coastal improvement projects. All segments of the Sanriku Expressway within the prefecture are now open, and all project sections of the Soma-Watari main regional route, which plays a role one of the multiple protective defense barriers are also now open. In all districts of the area, Disaster-Affected Municipality Land Readjustment Projects, Disaster Prevention Collective Relocation Promotion Project and Tsunami Recovery Central Construction Projects have been completed. In addition to encouraging coastal municipalities to strengthen the content of their tsunami evacuation plans and to support the formulation of such plans for each region, support and verification of post-disaster community development projects were also provided.

Initiative 02 Rebuilding Miyagi's fisheries industry

The restoration of five prefectural fishing ports (Kesenuma, Ishinomaki, Shiogama, Onagawa, and Shizugawa) which serve as hubs for the fishing industry, prefectural fishing ports, and municipal fishing ports are all scheduled to be completed in fiscal year 2021. In addition to holding study sessions and providing management guidance to groups of fishermen to stabilize their management, experts were dispatched to affected seafood processing companies, and support was provided to strengthen corporate capabilities, growth, and productivity. As a measure to secure new workers, promotional activities were conducted and support for holding technical training sessions was provided. In addition, to develop new sales channels for processed seafood products produced in the prefecture, online business meetings were organized and support was provided to participate in large-scale exhibitions and trade fairs.

Initiative 03 Building progressive agricultural and forestry industries

In the agriculture industry, comprehensive improvements to agricultural production infrastructure in the disaster-affected areas and the surrounding areas were carried out to enable the swift recovery of the agricultural industry. In addition, facilities with advanced technology and highly profitable land-use open-field horticulture were promoted. In the livestock industry, high-quality calves were kept in the prefecture, leading to the recovery of the calf production base. In the forestry industry, support was provided to promote the effective use of prefectural timber by utilizing woody biomass as fuel and raw materials, as well as providing support for supply and increasing the share of thinned timber in the prefecture.

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

Assistance was provided to small and medium-sized enterprises affected by the disaster, including subsidies for the cost of restoring and improving facilities and equipment, as well as offering guidance and advice on restoration, reconstruction, and improving management. The Miyagi Business Establishment Subsidy and other government support programs have led to the concentration of manufacturing industries, particularly in the automobile, advanced electronic machinery, and food industries. In addition to creating business opportunities in the automotive and advanced electronic machinery industries, comprehensive support was provided in areas such as improvement of production sites and human resource development. Various support was provided to IT companies in the prefecture to help gain access to new markets, and efforts were also made to create AI and IoT businesses. In addition, to attract foreign companies to the prefecture, investment promotion and development of sales channels for local companies were carried out.

Initiative 05 Revitalizing Miyagi's attractive tourism industry

Strategic promotions were conducted to attract visitors, including effective information dissemination incorporating digital marketing techniques. For domestic tourists, the Sendai-Miyagi Destination Campaign was conducted, while for visitors from abroad, promotion was continuously conducted utilizing overseas media, and travel agencies. In addition, initiatives were taken to attract domestic and visitors from abroad, including the establishment of 4 Miyagi Olle trail routes as new tourist spots, as well as the establishment of the Miyagi Tourism Reconstruction Support Center and the Miyagi Coordination Support Center to match recipients for educational trips in disaster-stricken areas.

Initiative 06 Reconstructing comprehensive health, medical and welfare fields throughout the region

Efforts were made to rebuild the health, medical care, and welfare system integrated with community development, mainly in coastal areas. Also, the establishment of a medical and welfare information network system utilizing ICT (Information Communication Technology) was promoted. For the mental health care of disaster survivors, the Miyagi Disaster Mental Health Care Center provided counseling and support for various issues, and outreach (visiting support) was conducted in the coastal areas. Concerning mental health care for children, efforts were made to strengthen the clinical care system, provide consultation services for affected children and their guardians, and dispatch child psychiatrists, psychologists, public health nurses, and other specialists to municipalities, schools, and other facilities.

Initiative 07 Developing "eco-towns" that utilize renewable energy

The prefectural government offered local companies with assistance to introduce energy-saving or renewable energy equipment, and to develop products in the environmental field that reduce environmental impacts. Subsidies were also provided for the introduction of residential solar power generation system and household fuel cells, and energy-saving renovation of existing homes. To support the formation of eco-towns in cities, towns, and villages, subsidies were provided for surveys and other expenses for businesses that work with municipalities to incorporate renewable energy into their community development efforts. Seminars and inspection tours were also held for municipalities to share information on advanced initiatives.

Initiative 08 Promoting a disaster-resistant prefecture and nation

The Sanriku Expressway has completely opened to traffic in the prefecture, and the Joban Expressway has been widened to a four-lane highway. To strengthen the nuclear disaster prevention system, nuclear disaster emergency drills were conducted, disaster prevention equipment and materials were prepared, and the base facility for emergency response measures (an off-site center) was reconstructed. In addition to discussions with related agencies toward the establishment of the Miyagi Wide-area Disaster Prevention Center, materials and equipment for operation of regional disaster prevention centers were installed in all 7 regions by fiscal year 2019 and all centers have commenced full-scale operations. The Ishinomaki Minamihama Tsunami Memorial Park, which was developed by the national government, Miyagi Prefecture, and Ishinomaki City, was opened on March 28, 2021.

Initiative 09 Developing human resources who will lead the future

For the mental health care of children and students, measures were taken to strengthen the educational consultation and student guidance systems by assigning additional teachers, school counselors, and school social workers, as well as providing operational support and staff to the Miyagi Disaster Children's Mental Health Care House operated by municipalities. In disaster prevention education, safety and disaster prevention education was enhanced in cooperation with the local communities. In addition to promoting and raising awareness of the Kokorozashi (education of the will) youth development project through forums and other events, initiatives were promoted to develop human resources to support post-disaster reconstruction. Also, by utilizing the Miyagi Industrial Work Force Platform, organized by industry, academia, and the government, the development of the industrial human resources for the manufacturing industry was promoted.

Initiative 10 Building a frame work for financial resources, systems, and cooperation to support recovery efforts

Regarding the water supply, industrial water supply, and sewerage businesses which faced a challenging business environment, procedures were underway to introduce the Miyagi Prefecture Integrated Water Supply, Industrial Waterworks, and Sewerage Public-Private Partnership Management Project (Miyagi management & operation method). The aim is to reduce costs by integrating the three businesses and making maximum use of private sector capabilities, and a preferred vendor for implementation of the project was selected in March 2021.