

1 Main Initiatives (1) Environment, Daily Life, Hygiene, and Waste

Post-Disaster Conditions and Issues/Challenges

Approximately 240,000 units of housing were completely or half destroyed due to the disaster. On the day the quake struck, a large number of people were stranded and unable to return home, as the operations of most of the modes of public transportation, such as trains, were suspended in various areas, including Sendai City.

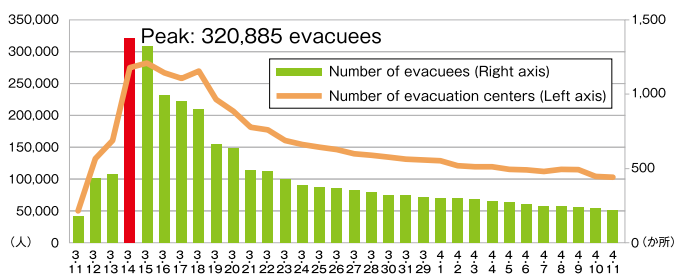
The supply of public utilities, such as electricity, gas and water, was also stopped so there were only a few stores able to continue operating. As a result, a number of victims gathered in shelters, seeking food and other relief supplies.

A maximum of 1,323 evacuation centers were established in 35 municipalities in the prefecture. The number of evacuees was 320,885 at its peak (March 14, 2011) in 1,183 evacuation centers.

In the aftermath, as the victims and other residents were suffering difficult and unstable living conditions, our most urgent issue was to restore normal life for them as soon as possible, through the provision of support for dwellings and daily commodities, including food.

There were also other concerns, such as unattended death and disuse syndrome, for those who were living in temporary emergency housing, so we made it a primary concern to provide disaster victims with a secure, stable and improved living environment.

Graph: Number of evacuees and evacuation centers one month after the disaster (Announced by Miyagi Prefecture)



The massive tsunami destroyed or swept away an enormous amount of personal property, such as houses, furniture, electrical products, and cars, leaving a huge amount of debris that littered almost the entire area in the aftermath.

It was initially estimated that the total amount of disaster waste would reach a maximum of 18 million tons, or about 23 times the amount of general waste generated in one year in daily life. There was also a large amount of disaster waste washed out to the sea, which caused serious problems for the aquaculture and coastal fishery industries.

Due to the tremendous damage to infrastructure in various areas in the prefecture, energy supplies were withheld for long periods of time. In addition, Tokyo Electric Power's Fukushima Daiichi Nuclear Power Plant accident forced the world to reacknowledge the reality of electricity shortages and the difficulty in securing energy sources in the aftermath of disasters.



Photo: Primary temporary scrap yard for disaster waste (Natori City)

Table: Damage and Restoration Status of Public Utilities in the Prefecture (as of March 2012)

区分	Immediately after the disaster (Data)	Immediately after the disaster (Information)	Restoration status
Waterworks	Damaged locations: 150 locations	Excluding those managed by the Ishinomaki District Water Supply Authority	Restored on Apr. 16, 2011
General water supply	Service interruption: Approx. 612,000 houses	In all municipalities within the prefecture	Restored on Sep. 30, 2011
Industrial water supply	Damaged locations: 133 locations		Restored on Apr. 22, 2011
Sewerage	Damaged sewage pipes: 423 km		Restoration being implemented through deposition and sterilization at damaged treatment plants
	Damaged treatment plants: 38 locations		
	Service interruption: 13 municipalities		
Electricity	Blackout: Approx. 1.42 million houses		Restored on Jun. 18, 2011
Gas	Service interruption: 13 municipalities		Restored on Dec. 11, 2011
Communications	No communications: Approx. 760,000 lines		Restored on May 6, 2011

Note: Restoration information does not include the areas damaged by the tsunami as it is difficult to provide services in these areas.

In light of the lessons learned from the experience, some affected cities and towns included innovative community development measures in their recovery plans. These include the utilization of renewable energy, such as the creation of smart cities and eco towns.

Securing Stable Living Environment for Victims

In addition to the provision of daily necessities, such as food and commodities, the physical condition of the victims was monitored and cared for by a variety of services. These included consultations offered in the communal area of temporary emergency housing and a health survey conducted on those living in private rental housing (deemed temporary). The survey data was distributed to municipalities to help them implement further measures involving relevant parties.

To secure an immediate stable living environment for evacuees, we prepared 48,346 temporary housing units (47,861 units actually provided) in total as of April 2012. This included 22,095 temporary emergency housing (prefabricated houses) at 406 sites, as well as private rental housing (deemed temporary).



Photo: Temporary emergency housing (prefabricated houses) (Sendai City)

Each site is equipped with a communal area as a community space, and we have been promoting the setting up of municipal support centers to offer certain services, including community monitoring, to provide elderly victims with an environment where they can feel safe and secure. In September 2011, we established the prefectural support office to assist municipal centers with the aim of formulating a support system to care for victims, as well as maintaining and rebuilding local communities. To this end, it provides services, such as training sessions for life support counselors.

In order to provide further support for victims in reconstructing their lives, we provided consumer information at consumer centers and the prefecture's citizens service center, along with grants in line with provisions outlined in the Act Concerning Support for Reconstructing Livelihood of Disaster Victims. We have also provided financial compensation for those



Photo: Public disaster housing (Shiogama City)

who lost their families or who were disabled due to the disaster.

In terms of housing, in order to reduce the financial burden on victims, we promoted the provision of public disaster housing and disbursed grants for the interest on existing housing loans for those victims who found themselves encumbered with double loans.

Furthermore, we offered support for the restoration and resumption of operations for terminals and other facilities, such as the Abukuma Express, ships to remote islands, and bus companies

Proper Waste Management

Waste management after the disaster was an extremely difficult assignment for affected municipal governments. One of the reasons was the deterioration in administrative functions, as municipalities found themselves victims also due to damage to offices and personnel who were victims. On top of this, the amount of the waste generated was extraordinary and something on a scale not previously experienced.

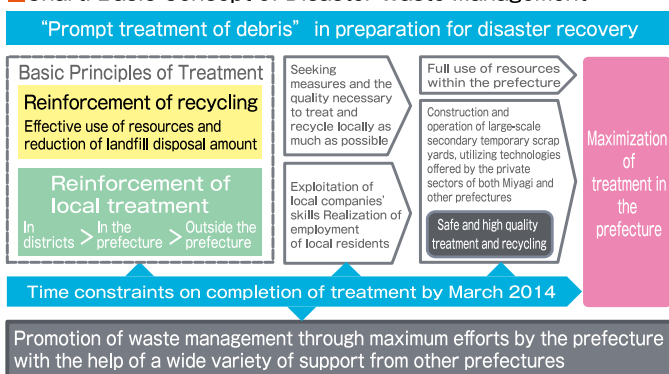
In response, the prefecture established a team to deal with it immediately after the earthquake, and made a request to the national government for flexible enforcement of laws, regulations and financial measures. Under Japan's Local Autonomy Act, municipal governments are required to treat disaster waste in accordance with the prefectural government's waste management plan, but on March 27, 2011, the national government interpreted that it was possible for the prefectural government to deal with this in place of the municipalities. Thereafter, the following day, in line with Article 252-14 concerning the entrustment of administrative affairs of the Local Autonomy Act, the Basic Policy for Disaster Waste Management was set up to stipulate that a prefecture could be entrusted with disaster waste treatment by its

municipalities and should complete treatment within approximately three years to speed recovery. In May 2011, the Guidelines for Disaster Waste Management was introduced to municipalities to indicate the methods of removal, transfer, separation and treatment of disaster waste.

In August in the same year, we formulated the Action Plan for the Disaster Debris Treatment in Miyagi Prefecture (first draft) based on the Ministry of the Environment's master plan, and decided to implement this for coastal areas in local block units, and not in existing municipalities or partial cooperatives.

Following implementation of this action plan, the prefecture has almost completed the collection of disaster waste scattered over the damaged areas, and all orders for treatment operation in each block/management district, entrusted to the prefecture, were completed by July 2012. Therefore, the first draft of the Action Plan was revised to create the second draft. In April 2013, all the treatment plants in the prefecture achieved fully-fledged operations, resulting in the creation of the final version of the Action Plan for the Disaster Debris Treatment in Miyagi Prefecture.

■ Chart: Basic Concept of Disaster Waste Management



The prefecture set up secondary temporary scrap yards in Kesennuma City, Minamisanriku Town, Ishinomaki City, Sendai City, Natori City, Iwanuma City, Watari Town, and Yamamoto Town to conduct the treatment operations, entrusted by 12 coastal municipalities. It completed all incineration treatment of the waste generated in the prefecture by January 2014, and all other remaining operations, including landfill disposal of ash, by March of the same year.



Photo: Secondary temporary scrap yard for disaster waste (Ishinomaki City)

* The final amount of treated waste entrusted to the prefecture was 9.72 million tons. (About 14 times the amount of general waste generated in one year in daily life)

Realizing of a Sustainable Society and Environmental Conservation

Due to global warming and the serious shortage of energy after the earthquake, the prefecture promoted certain measures, including some energy-

saving projects and the introduction of renewable energy.

In June 2012, the Miyagi Guidelines for Promoting the Introduction of Renewable Energy was formulated for the purpose of accelerating the introduction of renewable energy as part of the disaster recovery scheme. Following the guidelines, we provided support for the introduction of new energy and energy-saving facilities and residential photovoltaic systems. We also provided support to disaster prevention facilities regarding the



Photo: Photovoltaic power generation systems installed at a public facility (Shichigahama Town)

introduction of renewable energy and storage batteries. In addition, the prefecture established the Miyagi Smart City Liaison Council, consisting of disaster damaged coastal municipalities and the private sector, with the aim of sharing information concerning their efforts into community development. It also conducted deliberation on inviting renewable energy-related industries and the installation of large-scale photovoltaic power plants (mega solar power systems) onto prefectural properties.

In order to maintain and promote the multiple functions of forests, we have worked on providing support for activities related to forest management, including tree thinning, a stable supply of locally produced lumber and the promotion of wood use. We have also strived to spread the forest-sink offset credit scheme to promote the development of systems for forest management supported by all areas of society.

Furthermore, the prefecture made a variety of efforts to accelerate recovery through special approaches, such as attracting tourists, and in response to the Ministry of the Environment's initiative and vision of "Green Reconstruction: Creating a new Sanriku Fukko (reconstruction) National Park." Our efforts included

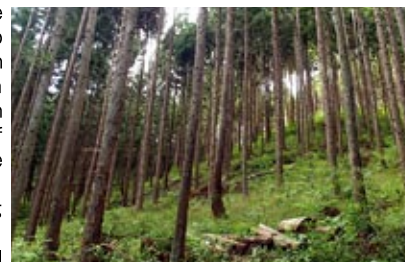


Photo: A forest under proper management

a resources survey, discussions with related municipalities, and meetings involving experts to look into the future of infrastructure and service initiatives. We also held symposiums to brighten up the atmosphere of local communities and created pamphlets to showcase our efforts both in Japan and overseas as part of our public relations scheme.



Photo: Sanriku Fukko (reconstruction) National Park (Kesennuma City)

Our Challenges and Efforts Toward the Reconstruction Stage

- Our most important task is to secure a good living environment that allows victims to reconstruct their livelihoods. Further acceleration of this effort is desired.
- Disaster waste treatment was completed at the restoration stage with the cooperation of local governments of other prefectures.
- The development of public disaster housing has been progressing steadily. However, its speed has slowed due to difficulties in finding land, so further acceleration of this effort is required.
- There are concerns that victims' physical and mental conditions are deteriorating, generally due to the prolonged term of living in temporary housing. Therefore, it is necessary to improve the quality of monitoring and health support activities for evacuees, as well as the implementation of support measures under the schemes for local community regeneration and revitalization of damaged areas.
- It is necessary to coordinate approaches in collaboration with related authorities, with regard to the JR lines that are out of service in order to facilitate an early resumption of full operations.
- It is necessary to provide support to municipalities to allow them to implement effective operations, with the aim of realization of a smart city (eco town).

1 Main Initiatives (2) Health, Medical Services and Welfare

Post-Disaster Conditions and Issues/Challenges

The local systems of medical care provision had significant loss, as many medical facilities such as hospitals were devastated in the coastal areas, or are used as evacuation centers. Five hospitals and as many as 126 clinics were "completely destroyed," and immediately after the earthquake, patients were concentrated to inland areas from coastal areas which had lost medical functions.



Photo: Scene of a health activity support team (Kessenuma City)

In an environment where public utilities and communications networks were interrupted, life-saving activities and first-aid systems have been maintained by the hard work of prefectural medical institutions and related organizations and the dedicated efforts of medical teams gathered from around the world.

Many children were affected, especially in the coastal areas, including those confirmed to have lost parents. In Miyagi Prefecture, 136 children lost both parents to the earthquake, while 921 lost one parent (as of March 31, 2014). Many children needed assistance after the painful experience of the earthquake, including mental health care.

Not only houses were lost in the earthquake, people lost family, relatives or close friends, and many victims suffered deep psychological wounds.

In shelters, a large number of victims live in a space with only cardboard partitions where privacy is hard to secure, which can lead to chronic mental stress, and some people have suffered health problems.

Social welfare facilities that were completely or half destroyed by the earthquake include 77 child welfare facilities, 35 facilities for people with disabilities and 201 elder care facilities.

Securing Reliable Regional Healthcare

The recovery of local medical functions is a top priority in the affected areas, in cooperation and collaboration with the relevant national organizations, doing their utmost to provide healthcare for the victims. In Miyagi, in addition to quickly requesting the country to dispatch emergency medical teams composed of doctors and nurses, emergency medical teams were also requested from local governments around the country, based on the Disaster Countermeasures Basic Act, and at its peak nearly 120 teams were engaged in hospital support and medical relief activities at shelters within the prefecture.

In areas where medical functions have been lost due to the earthquake, temporary facilities (4 medical and 6 dental) and temporary pharmacies have been established, and to address the local shortage of doctors, efforts have been strengthened to secure doctors through the Miyagi Prefectural Doctor Bank.

In order to prevent the deterioration of health, health anxieties or disuse syndrome which are associated with prolonged living as evacuees in shelters or temporary emergency housing, health consultations and home guidance including for home evacuees was provided by professionals at the communal area of temporary housing.

Although health surveys of temporary emergency housing (prefabricated



Photo: Temporary medical clinic (Minamisanriku Town)

houses) tenants are conducted by municipalities, understanding the health conditions of tenants of private rental housing (deemed temporary) has become an issue, and therefore the prefecture conducted a health survey of residents of private rental housing in collaboration with municipalities in January 2012.

In addition, in order to reduce the burden on municipalities, the prefecture decided to conduct health surveys of temporary emergency housing (prefabricated houses) occupants in cooperation with the municipalities from 2012.

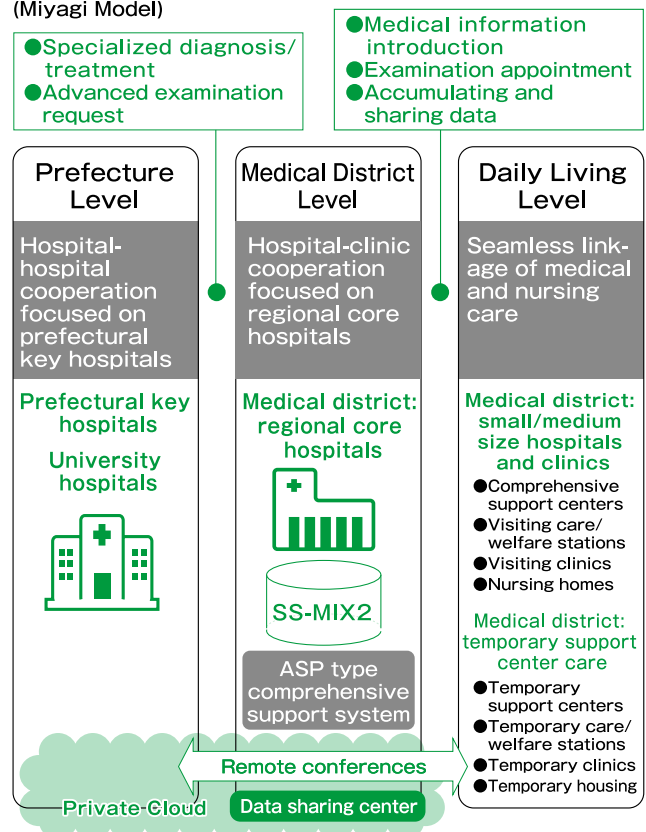
As well as promoting the early restoration of social welfare facilities that were damaged, we supported efforts to secure the human resources needed for nursing care and to develop strong systems in a disaster,



Photo: Health promotion activities for temporary housing residents (Natori City) based on the lessons learned in the earthquake.

Amid the concern about the shortage of healthcare workers, in order to promote a seamless healthcare delivery system during the lifecycle of disaster victims, we have also supported the building of a medical and welfare information network system at the Miyagi Medical and Welfare Information Network, to build a regional medical cooperation system utilizing ICT (information and communications technology), strengthen cooperation between hospitals, clinics, welfare facilities and home welfare services, and to promote information sharing.

Chart: Basic Concept of Medical Welfare Information Cooperation (Miyagi Model)



Assistance for Children Who Are Responsible for the Future

Since many children lost their parents in the earthquake, efforts were made to support those children who required protection, such as securing a place to live with foster parents or in child welfare facility, and for mental health care of affected children such as touring consultations by the Children's Mental Health Care Team.

In order to utilize the donations which were given to assist earthquake orphans and others and assist the children who lost parents to grow up with hope for the future, the Great East Japan Earthquake Miyagi's Children Fund was established in October 2011 for students from preschool to university who lost parents or guardians, and has begun payments of support

funds and scholarships.

As well as providing support for the restoration of child welfare facilities that were damaged in the earthquake, we helped municipalities which reduced childcare fees in order to assist affected people.

We also provided assistance for the maintenance of temporary childcare facilities as emergency measures, and for the cost of purchasing facilities and equipment which were washed away by the tsunami.

In addition, we assisted the restoration of damaged children's centers and facilities related to support for child rearing, and worked to restore the damaged prefectural child welfare facilities.

Since many residents were affected by the earthquake, there is concern about the impact on the child-rearing environment of the region. Therefore, we are reviving the Citizen's Movement to Advance Childcare Support, working to develop momentum for the entire local community to support children who are responsible for the future, as well as working to promote childcare support measures, such as aid to subsidize mothers' clubs, based on the recommendations of the Regional Council on Measures to Support the Development of the Next Generation.

In addition, since there is concern about increases in child abuse and domestic violence (DV) in association with the changes in living environment due to the effects of the earthquake, we provide support for consultation at child consultation centers, and have worked in collaboration with relevant organizations to spread awareness in order to protect victims of DV.

In order to facilitate childcare services which correspond to the various needs of parents whose working conditions have changed under the impact of the earthquake, we have supported the implementation of holiday childcare and extended childcare at nursery schools, and the establishment of after-school children's clubs.



Photo: Yoshida Childcare Center which was reopened in a temporary building (Watari Town)

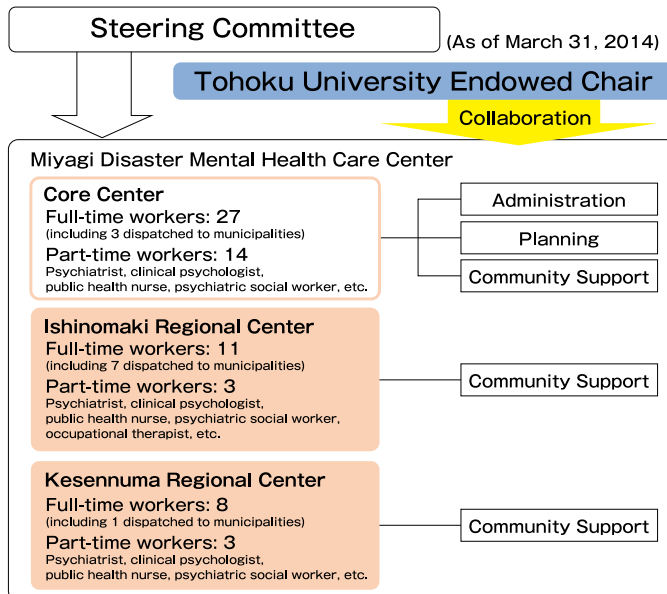
■ Table: Number of Children Who Lost One or Both Parents (Great East Japan Earthquake Miyagi's Children Fund benefits) (as of March 31, 2014)

区分	Support funds	Scholarships			Total
	Preschool	Elementary school	Middle school	High school	
Lost both parents	10人	53人	29人	44人	136人
Lost one parent	206人	303人	203人	209人	921人
Total	216人	356人	232人	253人	1,057人

Building a Community That Is Livable for Everyone

The Miyagi Disaster Mental Health Care Center was established in December 2011, with regional centers opened in Kesennuma and Ishinomaki cities in April 2012, in order to build a consultation clinic system to support long-term attentive mental health care for victims at home and in shelters who were traumatized by the earthquake disaster. With these facilities as a nucleus, we provide consultation to assist victims and have conducted workshops and human resource development for supporters in collaboration with the relevant municipalities.

■ Chart: Organization of the Miyagi Disaster Mental Health Care Center



While supporting emergency maintenance of special nursing homes and facilities for disabled people that were damaged and assisting the early restoration of facility services to residents, we have promoted system development, taking into account the needs of the affected areas, so that the elderly and disabled at home and in temporary emergency housing can receive the necessary housing services.

While assisting the launch of mutual support activities in the region and developing facilities for regional activities, we have built a watch system by life counseling and support staff of the support centers established at temporary housing complexes, and promoted the reconstruction of a local community where the elderly and everyone can live in peace and comfort.



Photo: Watch support for temporary housing (Iwanuma City)



Photo: Restored elder care facility (Ishinomaki City)

Our Challenges and Efforts Toward the Reconstruction Stage

- We seek the earliest possible recovery of the health, medical and welfare provision systems to support disaster victims in the region.
- It is necessary to take measures from a long-term outlook regarding the shortage of medical personnel such as doctors and nurses, enhancing our previous efforts to secure a stable healthcare delivery system.
- In the affected areas, the environmental improvement needed for the elderly and disabled people to live at ease is a challenge, and it is necessary to build a regional comprehensive support system through cooperation in the health, medical and welfare fields, with the collaboration of the concerned parties.
- Victims of the disaster who need mental health care are expected to increase regardless of age, and the consultation support system for mental health needs to be strengthened. Especially for children, it must be advanced with information sharing and cooperation among the relevant organizations, including the educational field.

1 Main Initiatives (3) Economy, Commerce & Industry, Tourism and Employment

Post-Disaster Conditions and Issues/Challenges

The influence of tsunami exerted on the manufacturing industry was enormous, resulting in a series of production shutdown due to destruction or loss of factories/machinery equipment mainly in the coastal area, with the damage amounting to 452.6 billion yen.

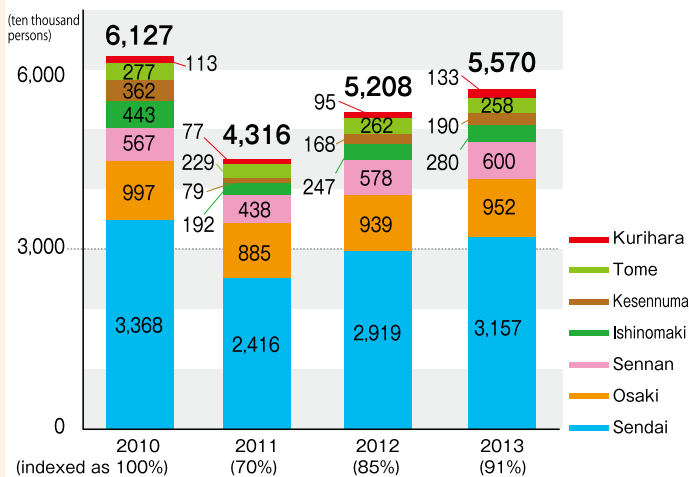
Meanwhile, in inland areas, disruption of wide-area logistics infrastructure—road, railroad, port and airport—caused disruptions and disorders in supply chain (parts supply & procurement network) of the automobile-related, advanced electronic machinery and other industries.

For the fishery processing and other industries in the coastal area, loss of sales channel resulting from discontinuation of product supply until restoration became a big issue.

Shops and restaurants in the coastal urban district were also vastly destroyed, and damages from destruction or loss of shop buildings or commodities amounted as much as 145.0 billion yen.

Furthermore, cancellation of various events, downturn of personal consumption and a substantial decline in the number of tourists due to a mood of voluntary ban which spread nationwide immediately after the earthquake greatly affected the tourism market.

Graph: Trend of prefecture-wide and area-based number of tourists (Source: Prefectural tourism statistics)

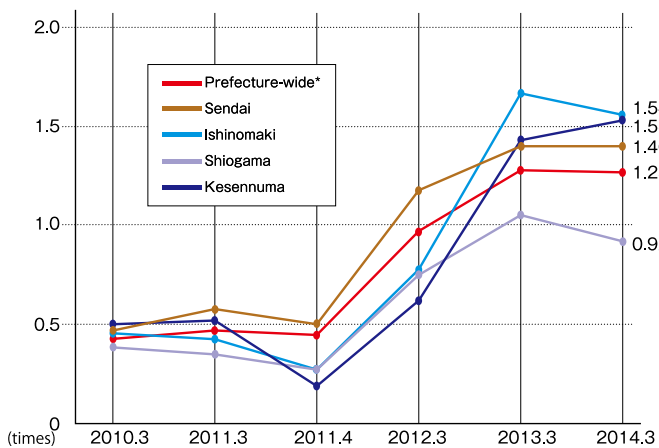


Many of the affected business operators were forced to shut down their factories or downsize business, causing employment problems including lay-off/absence from work of employees and withdrawal of job offer to new graduates.

The prefecture's employment environment had substantially deteriorated immediately after the earthquake, pushing many disaster victims to leave their job, with approximately 65,000 persons on leave at its peak.

While increase in manpower needs for debris disposal and recovery-related work was expected, this also aroused concern about "employment mismatch," or inconsistencies between employers' needs and those of job seekers.

Graph: Trend of number of job offerings and job seekers (by Public Employment Security Office)



* Prefecture-wide figure is seasonally adjusted as of February 2014.

Recovering the Manufacturing Industry

The number of business operators suffered from the earthquake, who belong to any of the commerce and industry associations or chambers of commerce and industry around the prefecture, totaled 11,425 companies. In collaboration with municipalities and relevant organizations, Miyagi Prefecture provided aid to those affected business operators in the development of a consultation system and restoration of damaged factory buildings and equipment for their early business resumption.



Photo: A fishery processing factory under restoration (Minamisanriku Town)

In November 2011, the prefecture opened Miyagi Prefecture Industrial Recovery Consultation Center with the help of financial institutions and others to develop the consultation system by professionals, to solve various problems that the affected business operators had and to help their early business resumption and stabilization, in collaboration with Miyagi Organization for Industrial Recovery (established in December 2011), Corporation for Revitalizing Earthquake-Affected Business (established in March 2012) and others.

The prefectural government also utilized the Temporary Facility Maintenance Project of the Organization for Small & Medium Enterprises and Regional Innovation, JAPAN to develop temporary shops, factories, etc. (including those under construction) in 142 locations of 14 municipalities of Miyagi Prefecture. Along with that, around 3,700 business operators worked on restoration utilizing the Restoration & Recovery Support Project (Subsidy for Small & Medium Enterprises and Other Groups).

The Industrial Technology Institute of the Miyagi Prefectural Government opened up its facilities and equipment to small & medium enterprises which lost their factories and equipment, provided technological consultation and support, and helped tests and analyses.

To recover sales channels which have been lost by production shutdown and to expand transactions, Miyagi Promotion Council for the Automotive Industry and Miyagi Promotion Council for the Advanced Electronic Machinery Industry provided support to holding seminars and



Photo: Trade fair for expanding transactions

business meetings, as well as participation in exhibitions, through collaboration among industry, academia, and government.

Since industrial reconstruction of the affected areas requires not only industrial restoration and recovery but also development from a medium- to long-term viewpoint, the prefecture pushed forward with establishment of new business facilities by encouraging new businesses and attracting companies as well as support to early restoration and recovery of the affected enterprises.

Recognized as Special Zone for Promoting Private Investment (Manufacturing industry version) on February 9, 2012 (applied jointly with Miyagi Prefecture and 34 municipalities), we set a new exceptional tax treatment in order to promote early reconstruction of the manufacturing industry mainly in the coastal areas, which had undergone immense damage, and achieved industrial clusters of eight sectors including the automotive, food and medical/health-related industries.

Reconstructing Commerce and Tourism



Photo: Temporary shopping street (Yuriage Saikai Market, Natori City)

Most part of city centers formed in the coastal low-lying area suffered catastrophic damage by tsunami; shops and equipment were lost or destroyed on shopping streets and commercial districts. Local commerce has been battered and riddled with problems in management since before the earthquake, and now resuming business is a considerably significant hurdle for merchants who lost their shops or equipment due to the earthquake.

Miyagi Prefecture promoted early business resumption in cooperation with relevant organizations through offering of comprehensive consultation for those merchants and subsidy for reopening of the shops, in addition to the development of temporary joint shops by the Organization for Small & Medium Enterprises and Regional Innovation, JAPAN.

As it takes time to form new city centers, shopping streets consisting of temporary shops were built in many locations in the coastal area.

Meanwhile, the number of tourists visiting Miyagi Prefecture has decreased sharply due to a voluntary ban on traveling and harmful rumors continuing since immediately after the earthquake.

Promoting tourism has a vital role of driving economic recovery and development of the affected areas for Miyagi Prefecture, which is seeking



Photo: Opening ceremony of Sendai-Miyagi Destination Campaign held at Sendai Station

to recover from the disaster, disseminated information to move beyond the influence of voluntary ban on traveling and harmful rumors and quickly invite tourists from home and abroad, and also launched a caravan-campaign to attract tourists in the Tokyo Metropolitan area and other areas.

From April to June 2013, the public-private Sendai-Miyagi Destination Campaign was run by a combination of efforts of relevant organizations to attract tourists.

Expenses necessary for restoring the tourist facilities hit by the disaster including hotels, Japanese inns and guest houses, pleasure boats, tourist information centers and so on were subsidized utilizing the Restoration & Recovery Support Project (Subsidy for Small & Medium Enterprises and Other Groups).

In areas devastated by tsunami, "Recovery Tourism" —for instance, a "storyteller guide" conducts a tour of affected areas while telling his/her own disaster experience—was developed in many places with an aim to enhance support for the affected areas and increase human interactions, thereby promoting attraction of tourists.

Maintaining and Ensuring Employment

In order to maintain and ensure urgent employment of disaster victims, the prefecture provided support for business operators who were forced to downsize their businesses following the earthquake



Photo: Debris sorting under the emergency job creation program (Higashimatsushima City)

to maintain their workforce. Aiming to stabilize employment and daily life as soon as possible while liaising with the national government, we took emergency measures such as providing support for the stricken small and medium enterprises to maintain their workforce, enhancing consultation opportunities for people who left their jobs due to the earthquake, and promoting recovery projects to create jobs.

For the victims to stabilize their lives, we established a low-interest living fund loan system and also helped their stricken employers

to resume operation early toward stable employment. Furthermore, for the people who left their jobs after being stricken by the earthquake and for other reasons to return to work as soon as possible, we provided emergency public trainings for obtaining license to operate heavy construction equipment and others,



Photo: Joint job fair

Joint job interviews and job fairs were also held for disaster victims and new graduates to promote employment of the victims, the youth and new graduates.

Miyagi Prefecture's efforts also include: accumulating new industries that will lead the next generation, such as clean energy and healthcare, as well as the automotive-related and advanced electronic machinery industries, to create new job opportunities; and fostering human resources who will be active in those new industries to create more diversified employment opportunities as an industry-government-academia initiative.



Photo: Practice at Sendai Vocational Training School (Sendai City)

Our Challenges and Efforts Toward the Reconstruction Stage

- Highly detailed assistance eyeing the progress of community recovery is required for business operators who have not yet resumed operation at a full scale.
- As the community recovery moves ahead, new shopping streets need to be built to support the life in affected areas and local communities.
- Some earthquake-stricken fishery processing business operators and others are facing with the loss of sales channels, decline in sales and other problems even after their production functions were recovered. Given the above, it is necessary to provide them with support for improving technological ability to regain sales channels and develop new products as well as managerial power to appropriately respond to changes in the managerial environment.
- In view of a drop in employment opportunities after the recovery demand has come to an end, providing support to ensure employment, including response to employment mismatch, is required along with support for resumption of business.
- When inviting business enterprises, it is necessary to establish new business facilities through implementation of measures to eliminate shortage of sites and attract more companies.
- In the tourism sector, we should work on measures against harmful rumors concerning the earthquake and the nuclear accident, attraction of tourists after the Destination Campaign, and promotion of Tohoku wide-area tourism and Recovery Tourism.