



Material for International Forum on the “FutureCity” Initiative



Higashimatsushima “FutureCity” Initiative



Reconstruction Policy Division
Reconstruction Policy Department
Higashimatsushima City
February 21, 2012

東松島市

Higashimatsushima before the Disaster

Higashimatsushima lies at the edge of the Pacific Ocean, 30 km northeast of the city of Sendai in the center of the Tohoku region. It was a beautiful city, sharing with its neighbors Matsushima, one of the "Three Views of Japan."

With a population of 42,915 (National Census, preliminary figures), its main industries are laver, oysters and other aquaculture, and agriculture. Situated in between Sendai and Ishinomaki, the number of households had been increasing as more and more corporate employees were choosing to be based there, commuting to their jobs elsewhere during the day.

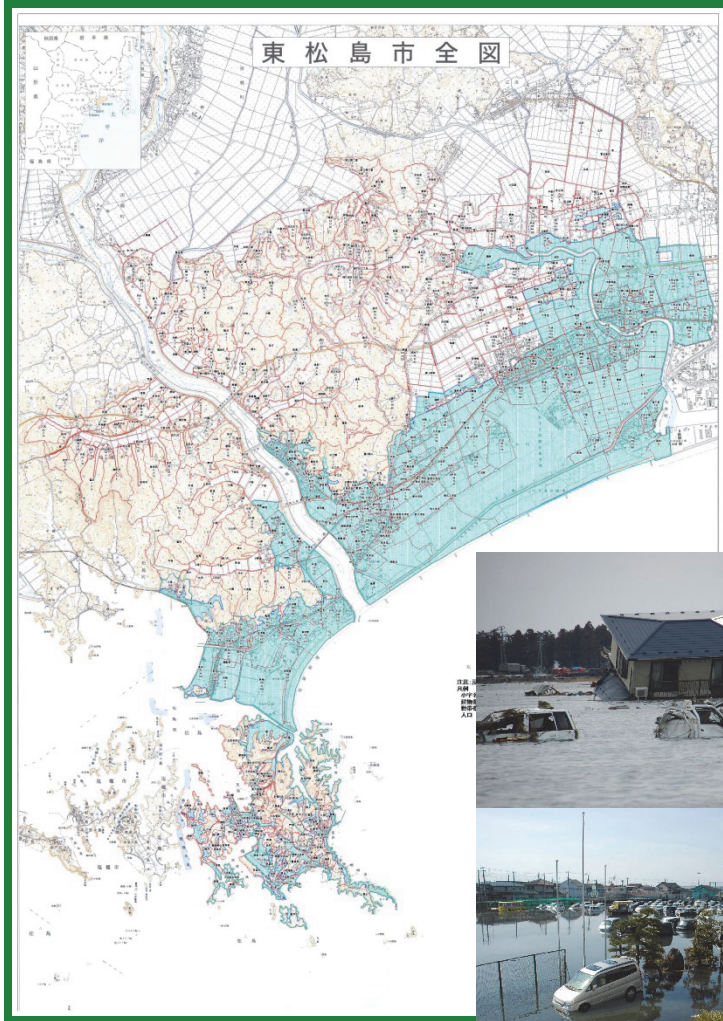




Catastrophic Damage from the Massive Tsunami



Higashimatsushima: 1,047 deaths, 61 missing



65% of urban neighborhoods submerged:
highest rate among disaster area
municipalities

The Destruction in Higashimatsushima

● The Human Toll

Deaths: 1,047 (as of 05 Jan. 2012)

Missing: 61

Total: 1,108 (3% of population)

● Housing Damage

Totally destroyed: 5,500 buildings

Half destroyed: 5,500 buildings

Total: 11,000 buildings

(60% of all households)

● Lost automobiles: 11,000

● Evacuees (at peak): 23,500

● Evacuated neighborhoods (at peak):
154

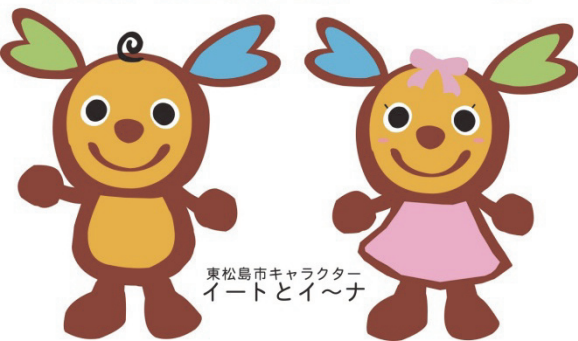


“Higashimatsushima City Reconstruction Plan”

Stepping forward into the future, while never forgetting that day

～Higashimatsushima: our hearts are one. ～

東松島一心



Developing a Reconstruction Plan that Emphasizes the Intentions of the Citizens

In developing its reconstruction plan, Higashimatsushima is placing emphasis on the intentions of the citizens.

In place of the run-of-the-mill sessions to put out information, it is holding workshops to listen to the intentions of each citizen and incorporating them in the development of the reconstruction plan.



“Reconstruction Workshop by Middle School Students”



“Discussion Groups on Reconstruction,” with more than 2,000 people participating

Future Vision of the City

1. City that withstands disasters and is safe

- We shall strive to become a city that protects priceless “lives” and withstands disasters.

2. City where people can feel secure and live with smiles on their faces

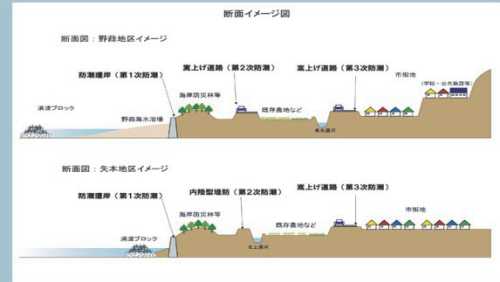
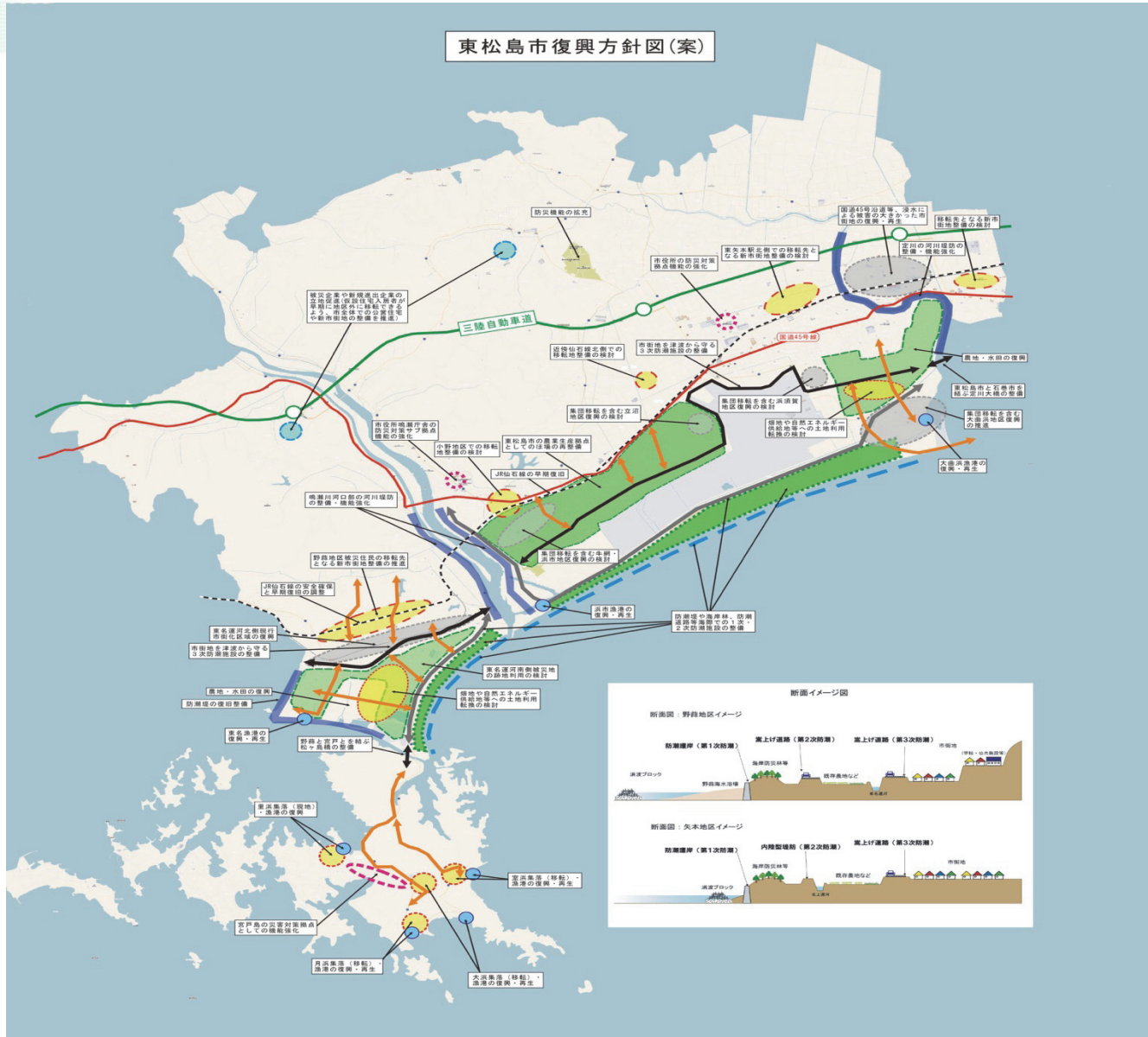
- We shall strive to become a city that values “kizuna,” a city where everyone can live in security and contentment.

3. City that generates industries and creates jobs

- We shall strive to become a city that generates a wide variety of industries and enables people to find satisfaction in their jobs, a city full of “vitality.”



東松島市復興方針図(案)





Higashimatsushima “FutureCity” Initiative



~ Higashimatsushima: we are reborn. ~

◇ Issues for Higashimatsushima

① Environment (low carbon, energy conservation)

Issue: building independent local energy sources

Issue: reducing greenhouse gas emissions, mainly from households and the transport sector

② Responses to super-aging (localized nursing and welfare)

Issue: containing geriatrics, nursing, and welfare costs

Issue: meeting the needs of the elderly requiring nursing and welfare

Issue: increasing employment opportunities for the elderly

③ Others (building disaster-resistant neighborhoods)

[Imagine] [Create] “neighborhoods where people can continue to live for generations to come” by securing the safety of their residents from gales, torrential rain, heavy snowfall, floods, high tides, earthquakes, tsunami, volcano eruptions and other natural disasters

Issue: building self-supporting functionality during disasters

Issue: securing and maintaining disaster prevention awareness at the individual resident level

Action Guidelines for the “FutureCity” Initiative

- ① Environment (low carbon, energy conservation)
 - ◇ Implement the “Matsushima Natural Energy Park Initiative.”
 - ◇ Reduce the use of automobiles.
 - ◇ Popularize electromobility (electric vehicles, personal vehicles, electric buses, etc.).
 - ◇ Promote zero emission architectural structures.
 - ◇ Increase green coverage by developing disaster prevention forests, algae cultivation plants, etc.
 - ◇ Conduct environmental education and awareness raising activities for citizens.

Action Guidelines for the “FutureCity” Initiative

- ② Responses to super-aging (localized nursing and welfare)
 - ◇ Improve the housing environment for the elderly.
 - ◇ Create a society where residents watch out for one another and promote multi-generation households.
 - ◇ Create employment opportunities for the elderly.
 - ◇ Secure safe, multiple means of conveyance for the elderly.

Action Guidelines for the “FutureCity” Initiative

- ③Others (building disaster-resistant neighborhoods)
 - ◇Implement the “Matsushima Natural Energy Park Initiative.”
 - ◇Reinforce disaster prevention functions at public facilities.
 - ◇Reinforce everyday training for disaster prevention.
 - ◇Develop a stronger sense of community (social capital) among residents.



Kingdom of Denmark

Make up for our physical losses through education.

◆ Kenichi Ohmae says:

Denmark is a “Little Big Nation,” a “state that learns.”

✂ Education that values wisdom over knowledge.

“Folkehøjskole”



Note: Kanzo Uchimura “The Story of Denmark”

→ 100 years ago, Kanzo Uchimura made a speech in which he encouraged Japan to learn from Denmark.



Kingdom of Denmark 2

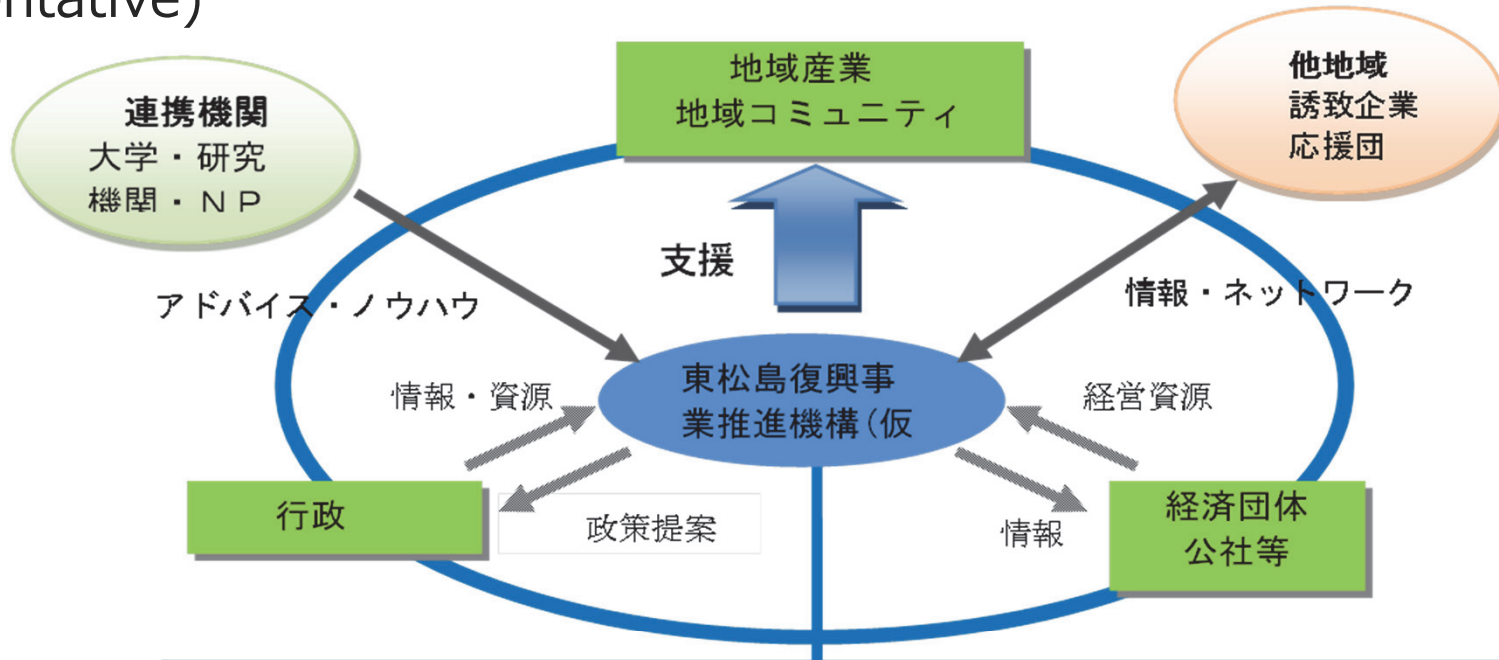
- Thirteenth in international competitiveness
 - ※2010 survey by the IMD business school in Switzerland (Japan was 27th)
 - Third worldwide in IT competitiveness
 - ※2010, World Economic Forum (Japan was 21st)
 - Denmark held first place from 2007-2009.
 - Third most innovative country in the world
 - ※European Commission “INNOVATION UNION SCOREBOARD 2010” (Japan is seventh)
 - Energy self-sufficiency 124%
- Shift in energy self-sufficiency
- 1973 1st Oil Crisis
- | | |
|---------|------|
| 1980: | 5% |
| (Japan: | 6%) |
| 1997: | 100% |
| (Japan: | 4%) |
| 2009: | 124% |
| (Japan | 4%) |





[intermediary supporting organization] Higashimatsushima City Reconstruction Projects Promotion Organization (name tentative)

図 地域産業の持続・再生プロジェクト関連イメージ図



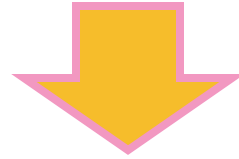
- 産業創造支援
 - 情報支援（助成・支援情報の収集・提供）
 - 事業連携支援（事業マッチング、企業間コーディネート）
 - 経営支援（マーケティング、情報発信、事業企画、地域ブランド化等）
 - 起業化支援（ソーシャルビジネス、コミュニティビジネス）
 - 人材育成（離職者・失業者の職業能力開発、担い手育成）
- 産業振興・まちづくりの企画・調査研究・政策提案、市民の意識啓発



Higashimatsushima City in 2050

A city where the residents enjoy health and security,

A city with the proudest residents in all of Japan.



A city where people find true happiness



We thank you for your kind attention.

HOPE
Higashimatsushima,
Miyagi, Japan

