Regenerating Industries

I. Fishing Industry and Agriculture & Forestry

Basic Approach

<<Fishing Industry>>

Promote the integrated establishment of a distribution/processing system, centered on fish markets in production regions, and the establishment of a fishing industry and aquaculture industry, centered on fisheries cooperatives, for the fishing industry and distribution/processing industry, which are the two main hubs, in order to regenerate a region-based fishing industry.

Further, promote regional disaster prevention countermeasures and regional community planning, as well as the restoration and maintenance of coastal protection facilities and a fishing harbor/fishing ground/fishing village living environment infrastructure based on the direction of fishing industry regeneration.

Promote the restoration and maintenance of coastal protection facilities and agricultural production infrastructure, such as the formation of gardening land and farms, in order to realize an agricultural industry with high productivity and profitability based on the direction of regional community planning and the characteristics of the coastal region.

Further, support the restoration and maintenance of damaged plywood factories, etc., in order to regenerate regional wood processing systems, and move forward with the restoration and maintenance of tide water protection forests, in light of regional disaster prevention countermeasures.

Outline

Establish an integrated purchasing/shared use system for production means, such as fishing boats and aquaculture facilities, provided by fisheries cooperatives, maintain seedling production facilities for salmon, abalone, etc. (the foundations of the fishing industry), and support the securement and cultivation of leaders through the cultivation of cooperatives and utilization of a shared use system.
establishment of a shared use system, centered on fisheries cooperatives

Key factors in Iwate Prefecture (damage conditions, etc.)
1. Extensive costs of damage related to production value in fishing industry and aquaculture industry
2. Destroyed equipment and facilities that form the basis of the fishing industry
3. Most of the fishermen in the prefecture are small business owners
4. Out of 24 fisheries cooperatives in Iwate, the offices of 14 were either lost or destroyed

Regional communities in coastal settlements that were built through fishing industry

Urgent efforts
- Support the establishment of an integrated purchasing/shared use system for production means, such as fishing boats and aquaculture facilities, by fisheries cooperatives
- Support the quick restoration of shared use facilities, such as aquaculture facilities, and buy fishing boats in bulk so that seaweed cultivation and almadabra fishing of autumn salmon, etc. can be resumed
- Promote the restoration of seedling production facilities for abalone, etc., and the urgent restoration of salmon hatcheries that can be used for this season so that the stocking of salmon, abalone, etc. can be resumed
- Support lives through the removal of disaster waste (rubble) and the examination of fishing harbors and fishing grounds by fishermen

Short-term efforts
- Support the restoration and maintenance of fishing boats and shared use facilities by fisheries cooperatives
- Support the restoration and maintenance of seedling production facilities for abalone, etc., and salmon hatcheries
- Support the securement and cultivation of leaders through the cultivation of cooperatives and the utilization of shared use systems
#### Medium-term efforts

- Establish efficient seedling production systems for salmon, abalone, etc. in collaboration with fisheries cooperatives, etc.

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**Steps towards reconstruction**

<table>
<thead>
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<th>Urgent efforts</th>
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<th>Medium-term efforts</th>
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</thead>
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<tr>
<td>Establish a fishing industry and aquaculture industry, centered on fisheries cooperatives</td>
<td>Support the establishment of an integrated purchasing/shared use system for production means, such as fishing boats, by fisheries cooperatives, and support the restoration of shared use facilities such as aquaculture facilities and integrated purchasing of fishing boats</td>
<td>Establish efficient seedling production systems for salmon, abalone, etc.</td>
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<td>Support the restoration and maintenance of seedling production facilities for abalone, etc., and the urgent restoration of useable salmon hatcheries</td>
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<td>Establish efficient seedling production systems for salmon, abalone, etc.</td>
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</table>
Goal 2: Establish a distribution/processing system, centered on fish markets in production regions

Outline

Promote the restoration and maintenance of facilities, equipment, and devices necessary for the resumption and stable operation of core fish markets in production regions, as well as high productivity and high value that are added through collaborations between companies and the accumulation of processing functions.

◆ Diagram of distribution/processing system centered on fish markets in production regions
Urgent efforts

- Support the maintenance of equipment and devices, and the urgent restoration of facilities necessary for the resumption and stable operation of core fish markets in production regions.

- Support the urgent restoration of disposal facilities for the harvest of autumn salmon.

- Support the restoration and maintenance of shared use facilities, such as freezing/refrigeration facilities and processing facilities, aimed at the resumption of operations.

- Support the regeneration of businesses through the enhancement of financing/subsidy systems and support aimed at eliminating overlapping debt through the use of reconstruction support funds, etc.

- Promotion of efforts aimed at eradicating harmful rumors, and safety countermeasures related to radioactive materials.

➢ Short-term efforts

- Support the restoration and maintenance of facilities and equipment of fish markets in production regions according to the functions of the markets and the harvesting conditions of the products.

- Support the restoration and maintenance of facilities and equipment that are capable of handling advanced sanitation/freshness management in the core fish markets in production regions.

➢ Medium-term efforts

- Establish a distribution (fish market) / processing system that can achieve high productivity and high added values through collaborations between companies and the accumulation of processing functions.

Steps towards reconstruction

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<td>Support the maintenance of equipment and devices, and the urgent restoration of facilities necessary for the resumption and stable operation of core fish markets in production regions</td>
<td>Support the restoration and maintenance of facilities and equipment of fish markets in production regions according to the functions of the markets and the harvesting conditions of the products</td>
<td>Support aimed at eliminating overlapping debt through the use of reconstruction support funds, etc.</td>
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</table>
Goal 3: Maintain fishing harbors, etc.

Outline

While moving forward with the quick removal of disaster waste (rubble) and objects hindering fishing harbors and fishing grounds, as well as the urgent restoration of coastal protection facilities and harbors in order to secure functions and safety, promote regional disaster prevention countermeasures and regional community planning, and restoration and maintenance of coastal protection facilities and a fishing harbor/fishing ground/fishing village living environment infrastructure, in light of the direction of fishing industry regeneration.

◆ Diagram of maintenance of fishing harbor/fishing ground/fishing village living environment infrastructure
➢ **Urgent efforts**

- Removal of disaster waste (rubble) and objects hindering waterways and anchorages in order to re-establish the mooring and anchoring of fishing boats in harbors
- Removal of disaster waste (rubble) in fishing grounds in order to resume production
- Urgent restoration of coastal protection facilities and harbors in order to secure functions and safety

➢ **Short-term efforts**

- Restoration and maintenance of fishing harbors and fishing grounds according to the functions required for safe securement of fishing boats and product harvesting conditions
- Restoration and maintenance of coastal protection facilities and fishing village living environment infrastructure in order to create a disaster-resistant and comfortable fishing village environment

➢ **Medium-term efforts**

- Restoration and maintenance of coastal protection facilities and fishing harbor/fishing ground/fishing village environment infrastructure based on the direction of fishing industry regeneration, and regional disaster prevention countermeasures and regional community planning

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<td>Removal of disaster waste and objects hindering waterways and anchorages, and removal of disaster waste in fishing grounds</td>
<td>Restoration and maintenance of coastal protection facilities and fishing village living environment infrastructure in order to create a disaster-resistant and comfortable fishing village environment</td>
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### Goal 4: Achieve an agricultural industry with high productivity and profitability that utilizes regional characteristics

<table>
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<tr>
<td>While moving forward with the restoration of farmland in order to quickly resume farming, promote the creation of gardening production regions that benefit from the cool summer and warm winter weather of the coastal region, as well as the restoration and maintenance of coastal protection facilities, farming village living environment infrastructure, and agricultural production infrastructure in light of the direction of regional community planning and regional disaster prevention countermeasures</td>
</tr>
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- **Urgent efforts**
  - Implement salt removal measures and the quick removal of disaster waste (rubble) from farms, etc.
  - Urgent restoration of agricultural production infrastructure, such as farms, farm roads, and water facilities, aimed at the quick resumption of farming
  - Support the restoration of shared use facilities, such as grain elevators and agricultural warehouses
  - Urgent restoration of coastal protection facilities, etc. in order to secure functions and safety for the foreseeable future
  - Promote the introduction of fall and winter vegetables (such as cabbages) and the resumption of agricultural processing, aimed at the securement of income for the foreseeable future
  - Promotion of efforts aimed at eradicating harmful rumors, and safety countermeasures related to radioactive materials (Restated)

- **Short-term efforts**
  - Support the securement of stable markets and establishment of a production system aimed at production expansion of agricultural products
  - Cultivation of a management body aimed at diversified management, such as the supply of local dishes and agricultural product processing
  - Restoration and maintenance of agricultural production infrastructure, such as farms, farm roads, and water facilities
  - Restoration and maintenance of coastal protection facilities and agricultural village living environment infrastructure in order to create a disaster-resistant and comfortable agricultural village environment
  - Support the securement and cultivation of leaders through the expanded introduction of highly profitable gardening products and the promotion of the use and accumulation of farmland through the maintenance of an agricultural production infrastructure

- **Medium-term efforts**
  - Expansion of agriculture in conjunction with regional industries, such as the livestock industry and food industry, and the creation of gardening production regions that benefit from the cool summer and warm winter weather of the coastal region
  - Restoration and maintenance of coastal protection facilities and an agricultural production infrastructure and agricultural village living environment infrastructure based on the direction of regional community planning and regional disaster prevention countermeasures, such as the maintenance of fields integrated with disaster restoration
Steps towards reconstruction

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<td>Support the restoration of shared use facilities, such as grain elevators</td>
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Goal 5: Regenerate processing systems, etc. by utilizing regional timber

Outline

Support the restoration and maintenance of plywood factories that utilize regional timber, plan for the regeneration of timber processing systems, and restore and maintain coastal protection facilities, etc. based on the direction of regional community planning and regional disaster prevention countermeasures

➢ **Urgent efforts**
- Support the restoration and maintenance of mechanical equipment and facilities, such as plywood factories that utilize regional timber, in which operations can be restarted quickly.
- Support the expansion of the raw wood market, in which distribution has slowed down as a result of damages to regional plywood factories, etc.
- Quick removal of disaster waste (rubble) from tide water protection forests, etc.
- Urgent restoration of coastal protection facilities in order to secure functions and safety for the foreseeable future

➢ **Short-term efforts**
- Support the restoration and maintenance of mechanical equipment and facilities of plywood factories and other factories that have sustained heavy damage
- Promote restoration and afforestation in vacant sites due to forest fires

➢ **Medium-term efforts**
- Restoration and maintenance of coastal protection facilities and tide water protection forests based on the direction of regional community planning and regional disaster prevention countermeasures

Steps towards reconstruction

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<td>Promotion of coastal protection facilities and tide water protection forests based on the direction of regional community planning and regional disaster prevention countermeasures</td>
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<td>Support the expansion of the raw wood market, in which distribution has slowed down as a result of damages to regional plywood factories, etc.</td>
<td>Quick removal of disaster waste from tide water protection forests, etc., urgent restoration of coastal protection facilities</td>
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Regenerating Industries

II. Commerce and Industry

Basic Approach

Provide support aimed at reconstruction and the resumption of small- and medium-sized businesses that support the economies of affected regions to quickly stave off economic contraction, and support the promotion of industries that utilize regional characteristics and the re-establishment of prosperity through the construction of shopping districts, etc. in conjunction with new community planning.

Further, strengthen manufacturing systems through cooperation between the coastal region and inland region, and promote the activation of regional economies through academic research and scientific research that makes use of regional characteristics.

Goal 1: Support for rebuilding small- and medium-sized businesses and efforts to promote them

Outline

Establish a subsidy system and support system for businesses and shopping districts in affected regions, plan for the quick resumption of operations, and promote regional industries through fine-tuned support

◆ Support system for small- and medium-sized businesses, etc.

- Restoration of balance sheets (restoration of damaged assets, procurement of funds, etc.)
- Maintenance of systems that comprehensively support various business challenges, such as the securement of profits (development of new customers, advancement of new fields, etc.)
Urgent efforts

- Maintenance of a consistent business regeneration support system that provides support for new loans, etc., support aimed at the elimination of overlapping debt through reconstruction support funds, etc.
- Creation and expansion of financial/subsidy systems and support for maintenance of facilities, etc. necessary for the quick resumption of operations, such as temporary shops, plants, etc.
- Enhancement of management consultation systems, such as the expansion of professional dispatches
- Promotion of efforts aimed at eradicating harmful rumors, and safety countermeasures related to radioactive materials (Restated)

Short-term efforts

- Continuous financial and systemic support aimed at the stabilization of the management of rebuilt companies

Medium-term efforts

- Promotion of the advancement and stabilization of the management of regionally-based small- and medium-sized companies
- Support for the development of markets within and outside Japan, and the expansion of sales
- Support for the reconstruction and promotion of shopping districts in conjunction with new community planning

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Goal 2: New manufacturing industries

Outline

While supporting the quick re-establishment of industries that function as the driving force of the region and the quick resumption of damaged businesses, promote regional economic activation by creating new industries and furthering the accumulation of industries, as well as the strengthening of community planning systems through cooperation between the coastal region and inland region.

◆ Strengthening manufacturing systems through cooperation between the coastal region and inland region

System for registering supporters of damaged manufacturing companies

◆ Aim
Support for damaged manufacturing companies through public-private cooperation. Promote prompt rebuilding of these companies.

◆ Efforts
Register companies that consent to supporting damaged companies as “supporters of damaged manufacturing companies”
Implement support while gaining the cooperation of supporters to meet the various needs of damaged companies within the range of support possible.

Urgent efforts
- Support the quick re-establishment of companies that form the foundation of affected regions, and the quick resumption of operations in damaged companies.
- Promotion of efforts aimed at eradicating harmful rumors, and safety countermeasures related to radioactive materials (Restated).

Short-term efforts
- Promote mutual support between companies by establishing a network with inland manufacturing companies.
- Support the expansion of business transactions and re-establishment and maintenance of supply chains.

Medium-term efforts
- Promote the accumulation of companies that function as driving forces.
- Preferential treatment through mitigation of regulations, etc. in order to activate industries through the promotion of new locations, etc.
- Stimulation of Iwate and Sanriku through academic research and scientific research that make use of regional characteristics, such as the cultivation of industrial personnel through cooperation among government, industry and academia, as well as the attraction of the International Linear Collider (ILC), etc.

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<td>Support through strengthening of manufacturing network</td>
<td>Support the quick re-establishment of core companies, their quick resumption of operations in damaged companies, and the attraction of the ILC, etc.</td>
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Regenerating Industries

III. Tourism

Basic Approach

Strive to restore and re-establish the tourism industry of the coastal region, which has lost many of its tourist resources, create a tourism industry and tourist sites that are appealing, and convey to both Japan and the world that Iwate is doing its best and not giving in to the earthquake, thus establishing Iwate as a tourist destination.

Goal 1: Regenerate tourist resources and create new appeal

Outline

In order to re-establish tourism in the Sanriku coastal region, focus on quickly rebuilding the damaged coastal region’s tourist industry, support management through fine-tuned support, and promote the development of tourist site platforms in which public and private sectors have been integrated.

Further, increase the population by building safe and secure tourist sites, providing places where individuals can be in touch with nature while taking disasters into consideration, etc.

Diagram of efforts for welcoming tourists and creating tourist site platforms in conjunction with reconstruction operations.
➢ **Urgent efforts**

- Creation of subsidy system and financial/managerial support aimed at the quick restoration of tourist businesses, etc.

➢ **Short-term efforts**

- Support for the cultivation of tourism reconstruction leaders, and transmission of tourist resource information unique to Sanriku that can be restored quickly

- Restoration and maintenance of natural park facilities that can be utilized during disasters

➢ **Medium-term efforts**

- Promote the creation of tourist site platforms in which NPOs and both public and private sectors have been integrated, and cooperation between a broad range of industries related to tourism

- Recreate Sanriku coast tourism by developing new tourist resources in conjunction with reconstruction, promote tourism with new appeal through tsunami/disaster prevention research bases, geoparks, etc.

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<td>Regenerate tourist resources and create new appeal</td>
<td>Quick restoration of Sanriku tourist resources and cultivation of tourism reconstruction leaders</td>
<td>Promote the creation of tourist site platforms in which NPOs and both public and private sectors have been integrated, promote tourism with new appeal by making use of regional characteristics</td>
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<td>Creation of subsidy system and financial/managerial support aimed at the quick restoration of tourist businesses</td>
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Regenerating Industries  III. Tourism

Goal 2: Prefecture-wide efforts to attract tourists in conjunction with reconstruction activities

Outline

Support the tourist industry, which has become stagnant due to the earthquake and tsunami, attract tourists by excavating and polishing up tourist resources that are unique to Iwate's history, culture, and landscape, and establish Iwate as a hospitable international tourist destination, placing emphasis on the relationships that grew out of reconstruction efforts

➢ Urgent efforts
- Implement a campaign with commitment from both public and private sectors, in conjunction with reconstruction support from both within and outside Japan in order to evoke a demand for tourism, an industry that has become stagnant due to the general mood of conservatism that has pervaded since the disaster
- Promote publicity and tourist attraction activities through various campaigns, and promote the creation of tour packages in conjunction with reconstruction support
- Promotion of efforts aimed at eradicating harmful rumors, and safety countermeasures related to radioactive materials (Restated)

➢ Short-term efforts
- Implement an Iwate Destination Campaign, and implement a tourist promotion plan in conjunction with the world heritage inscription of Hiraizumi’s cultural heritage

➢ Medium-term efforts
- Create pioneering efforts aimed at tsunami disaster prevention with new tourist attraction factors, and attract tourists by transmitting this information
- Establish Iwate as an international tourist destination, in which the best hospitality Japan has to offer, is in harmony with history, culture, lives and abundant nature

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<td>Support various reconstruction support activities, and promote the creation of reconstruction support tour packages</td>
<td>Implement an Iwate Destination Campaign, and implement a tourist promotion plan centered on Hiraizumi</td>
<td>Attract tourists utilizing new tourist attraction factors</td>
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