

Corporate Support That Led to Opportunities for New Industry Creation



▲ Corporate volunteers planting trees. Support activities for fisheries and agriculture were also carried out in various places around Minamisanriku.



▲ Volunteers providing logistical support for an event. Sustained interaction goes on even to this day.
Photo courtesy of Minamisanriku Tourism Association

In the wake of the earthquake, Minamisanriku received a wide range of support from numerous companies.

Over a period of 63 days from April 28th to June 30th, 2011, one company rendered support in using snowplows to provide hot water for bathing at an evacuation shelter. The bath was used by a total of 2,237 people, offering them a moment of peace.

Another company provided a machine that turns seawater into fresh water. Minamisanriku, which was struggling to restore its water supply, quickly received assistance with water, the most important element in saving lives.

The town also received ongoing support for forest development in the form of forestry road maintenance and tree planting. Initiatives to produce wooden items from forest thinning lumber are making contribution to environmental conservation and the development of new industries.

Minamisanriku concluded a reconstruction cooperation agreement with a company that has continued to support the running of events. This has made a positive contribution to the marketing work of the Minamisanriku Tourism Association and community development through ICT.

In addition, interactions with other companies have developed thanks to volunteers who were company workers visiting Minamisanriku to assist in the days after the earthquake. The realization that what was important was not so much support as the creation of interactions and the expansion of contacts led to the opening of a restaurant in Tokyo whose concept is “a bridge between people, between regions, and between people and the future.” The restaurant uses ingredients sourced from Minamisanriku.

A variety of social events took place in a building that a company provided as a base for tourist interactions, bringing vitality to the town and community.

The expertise of corporate people and their passion to inspire the Minamisanriku community provided the town with opportunities to create new industries. Interacting with such people, visions of sustainable industries with a focus on the future came into being one after another.



▲ A restaurant in Tokyo serving dishes prepared with ingredients from Minamisanriku



▲ Minamisanriku Portal Center, which became the base for the Minamisanriku Tourism Association, was built with corporate support. Various events and social gatherings were held here.
Photo courtesy of Minamisanriku Tourism Association