

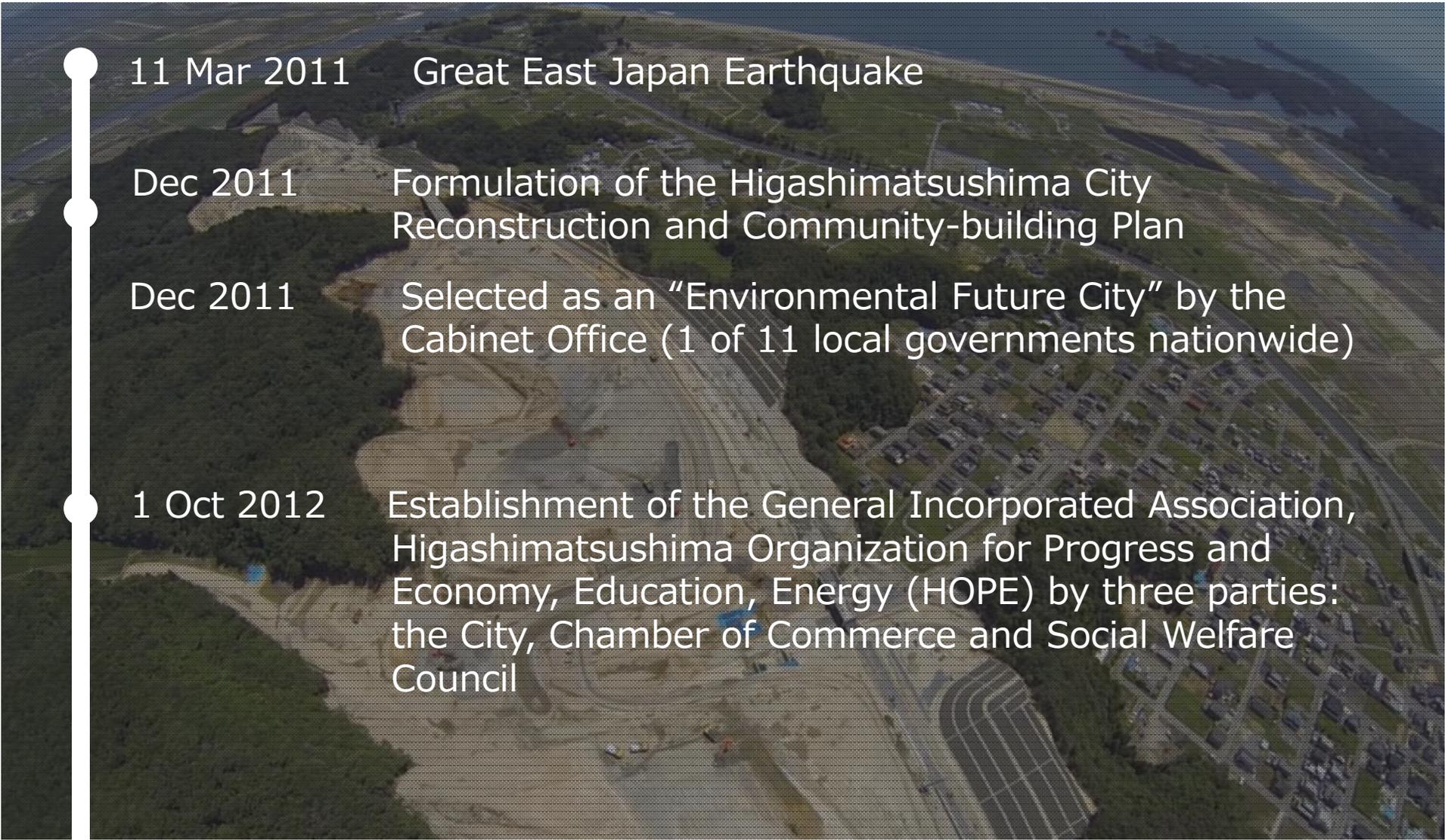
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# General Incorporated Association Higashimatsushima Organization for Progress and Economy, Education, Energy (HOPE)



# HOPE

## Background for HOPE

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- 11 Mar 2011 Great East Japan Earthquake
  - Dec 2011 Formulation of the Higashimatsushima City Reconstruction and Community-building Plan
  - Dec 2011 Selected as an “Environmental Future City” by the Cabinet Office (1 of 11 local governments nationwide)
  - 1 Oct 2012 Establishment of the General Incorporated Association, Higashimatsushima Organization for Progress and Economy, Education, Energy (HOPE) by three parties: the City, Chamber of Commerce and Social Welfare Council

Promotion of the Revitalization and  
Community-building Plan and Realization  
of the "Environmental Future City" Concept



HOPE

Higashimatsushima Organization for Progress and Economy,  
Education, Energy

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HOPE

Higashimatsushima  
Organization for  
Progress and  
Economy, Education, Energy

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HOPE

# HOPE

## Group overview

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General Incorporated Organization

Higatsumatsushima Organization for Progress and Economy,  
Education, Energy

Established: 1 October 2012

Chair, Board of Directors: Seiichi Otake (Professor, Graduate  
School of Economics and Management)

Director: Iwao Atsumi (Mayor of Higashimatsushima)

Director: Koichi Hashimoto (Chair, Higashimatsushima Chair  
of Commerce)

Director; Eiichi Abe (Standing Director, Higashimatsushima  
Social Welfare Council)

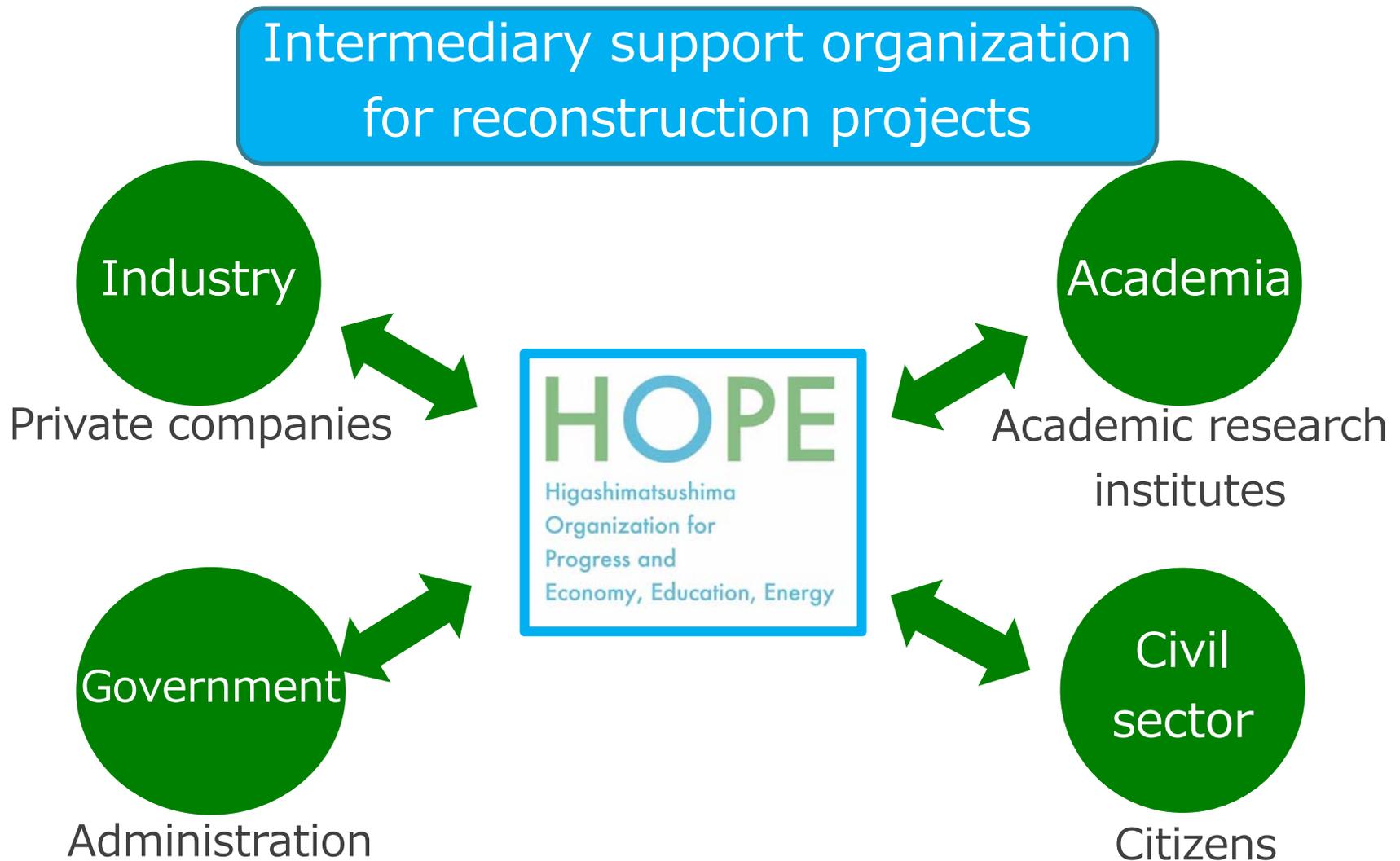
### Secretariat (total 14 persons)

- Managing Director (part-time), 1 person
- Employees, 6 persons
- City government employees (dispatched), 1 person
- Reconstruction Agency employee (on loan from  
private companies) 3 persons
- Community-building volunteers, 1 person
- Contracted employees, 2 persons

# HOPE

Aiming for creative reconstruction based on industry, academia, government and civil sector cooperation

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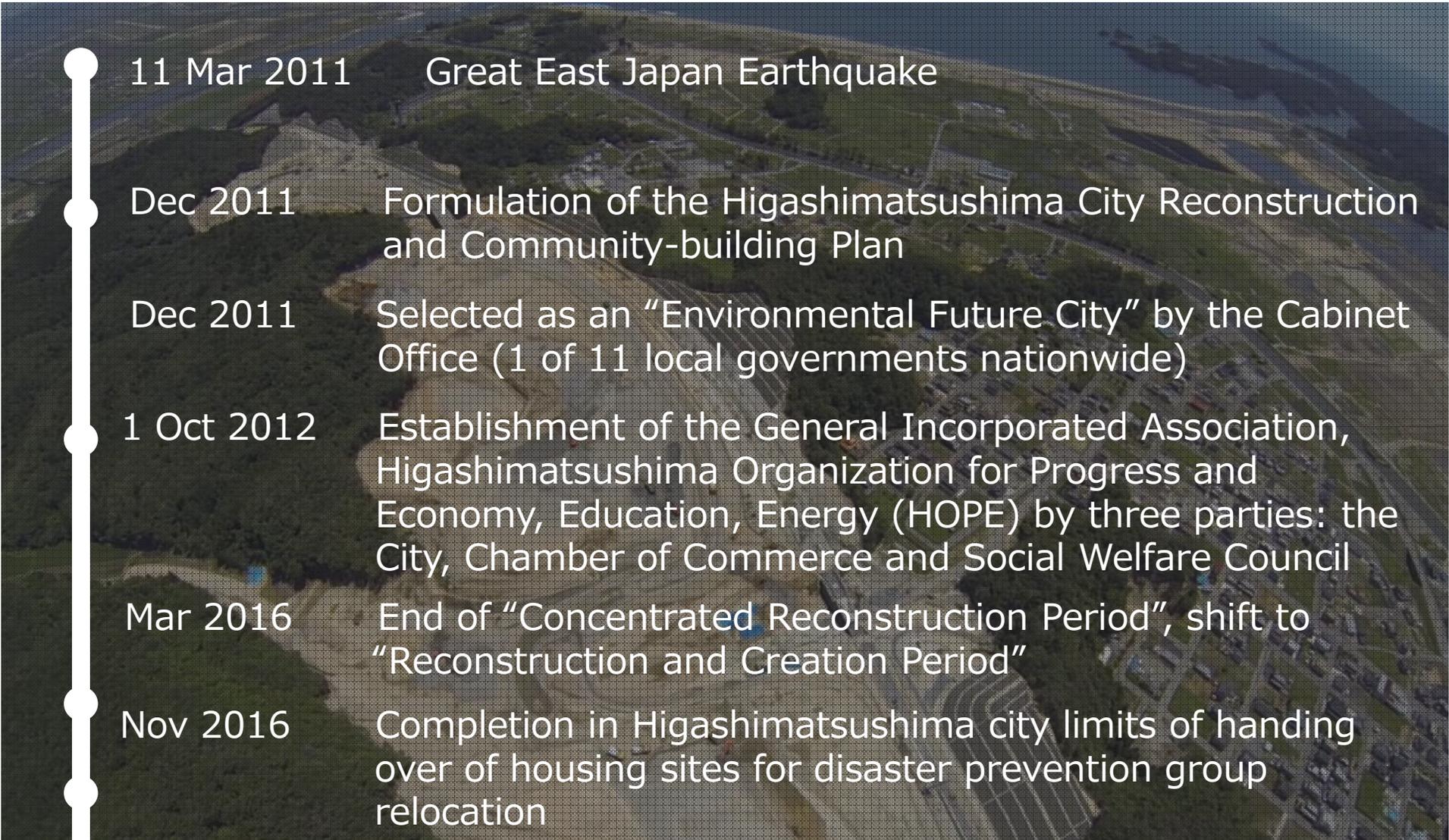
# HOPE

## Higashimatsushima Reconstruction Community-building Projects Build Back Better



# HOPE

## Changes in the social landscape involving disaster-stricken areas

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- An aerial photograph showing a landscape with a mix of green fields, some damaged buildings, and new construction. A white vertical timeline is overlaid on the left side of the image, with circular markers corresponding to the dates in the list.
- 11 Mar 2011 Great East Japan Earthquake
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  - Mar 2016 End of “Concentrated Reconstruction Period”, shift to “Reconstruction and Creation Period”
  - Nov 2016 Completion in Higashimatsushima city limits of handing over of housing sites for disaster prevention group relocation

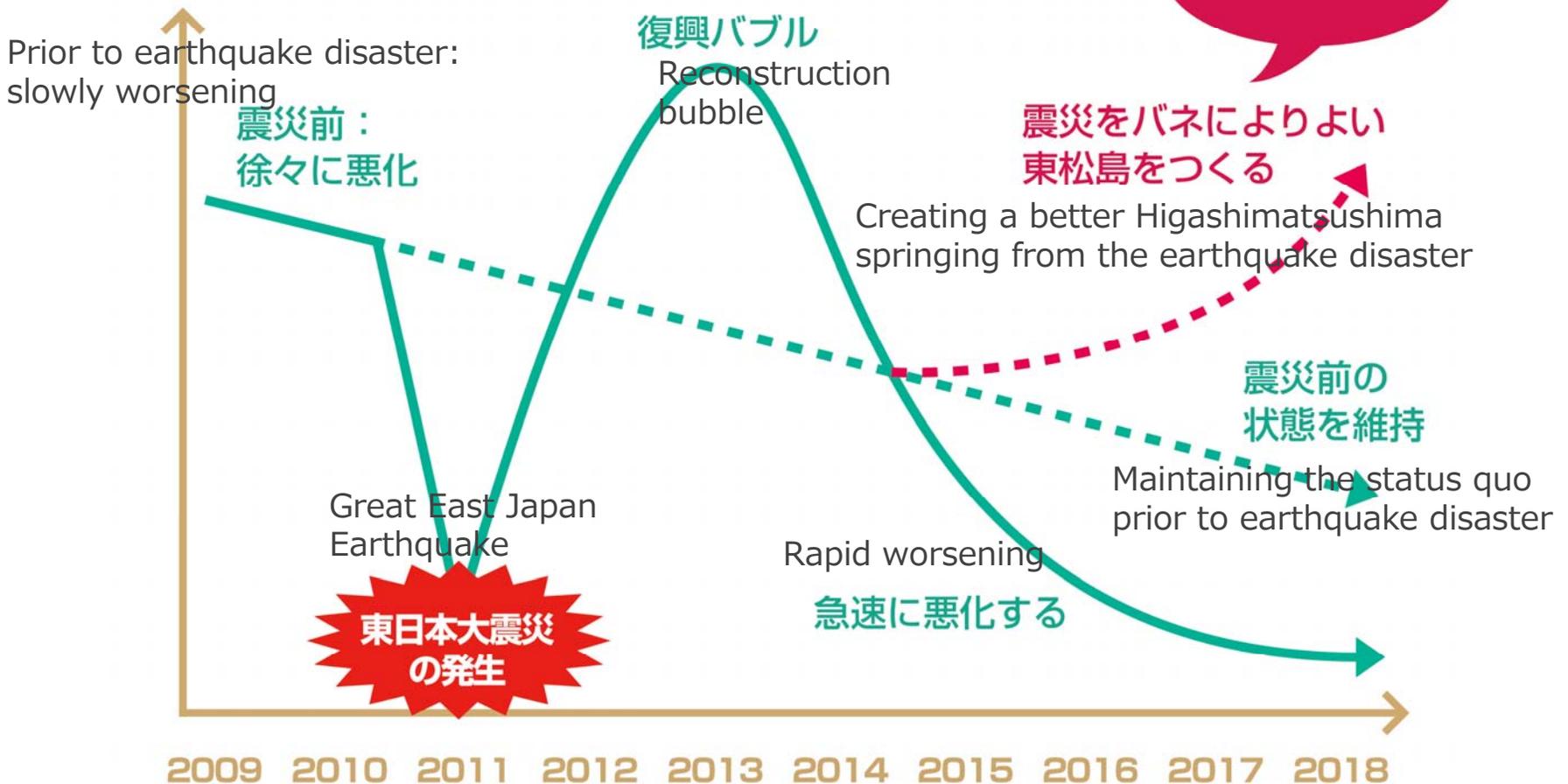
# HOPE

## Aiming for "creative" reconstruction and an even better Higashimatsushima

Community revitalization (state of economic environment and community)

The role of HOPE

地域の活性 (経済環境やコミュニティの状況)



# HOPE

Reconstruction reaches a new stage

Unfolding community revitalization projects in 4 areas of business

Promoting regional revitalization with government

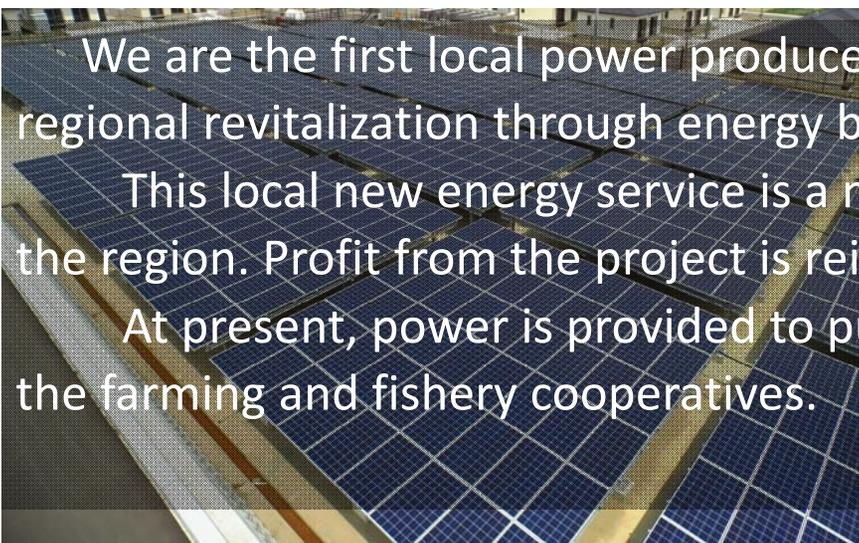
<p><b>Safe and attractive community-building</b></p> <p>復興から未来へ。 東松島市ふるさと納税</p> <p>Higashimatsushima Hometown Tax Project</p> <p>東松島市で 婚活しよう Marriage hunting events</p> <p>CoMU PROJECT</p> 	<p><b>Maintenance and renewal of community industries</b></p> <p>希望の大麦 Higashimatsushima</p> <p>Craft Beer Project</p> <p>Smart fisheries model project</p> <p>スマート漁業モデル事業</p>
<p>Stitching Girls Project</p>  <p><b>Community revitalization</b></p>	<p>HOPEのでんき 東松島新電力</p> <p>HOPE Electricity Projects</p> <p>東松島市 スマート防災 エコタウン</p> <p>Smart disaster prevention and eco-town power management project</p> <p><b>Decentralized community energy</b></p>

# HOPE

## HOPE Electricity Projects (Higashimatsushima New Power)



東松島市地方版総合  
地域新電力事業に関



We are the first local power producer and supplier in Miyagi Prefecture promoting regional revitalization through energy business.

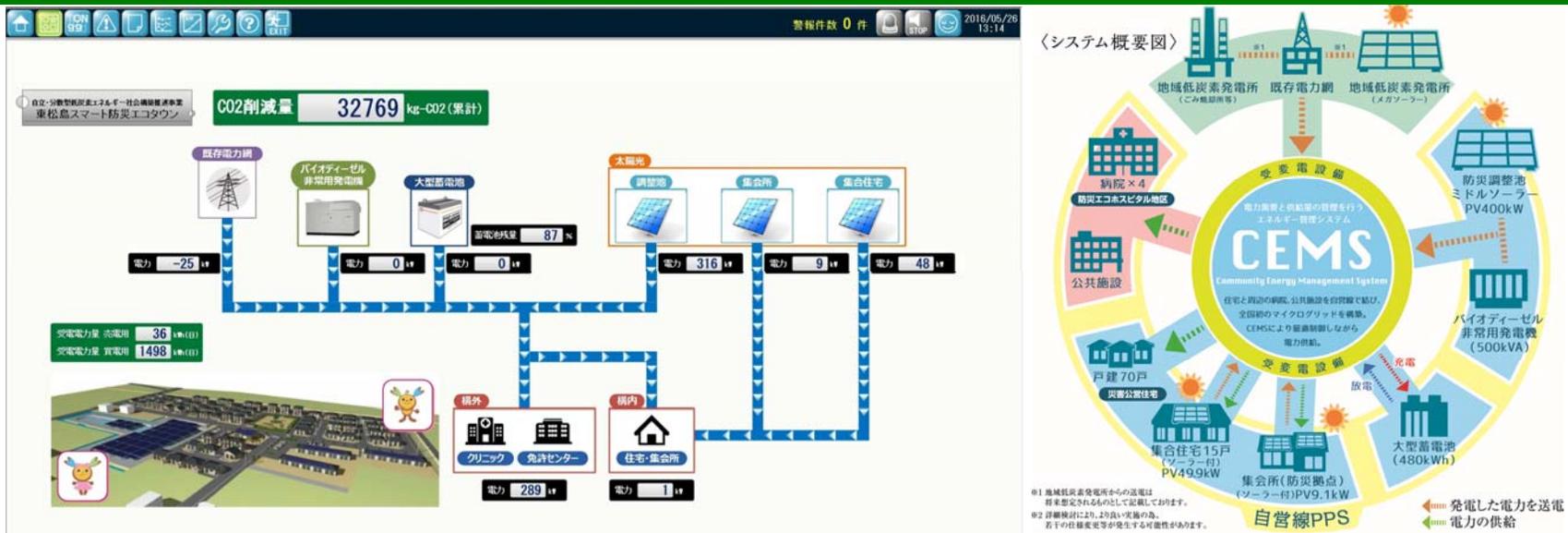
This local new energy service is a mechanism that creates a cyclical economy within the region. Profit from the project is reinvested in community building.

At present, power is provided to public facilities in the city as well as to the facilities the farming and fishery cooperatives.



# HOPE

## Smart disaster prevention and eco-town power management project



We supply safe and reliable energy as a registered specified electricity transmission and distribution business.

Connecting a microgrid of self-managed lines between solar power facilities and the municipal Yanaginome-higashi housing, hospitals and public facilities—the first initiative in Japan to build an area with unceasing power in the event of a disaster. Working for stable supply of electric power based on CEMS management.

# HOPE

## Higashimatsushima Hometown Tax Project



復興から未来へ。  
東松島市ふるさと納税

We are putting hometown tax into creative community-building

We are advancing further initiatives in cooperation with Higashimatsushima City. Participation in PR events, promotion of Higashimatsushima's attractions including specialty products, and utilization of donations to create an even better Higashimatsushima.

# HOPE

## Higashimatsushima Stitching Girls Project



New industries in Higashimatsushima—Growing circle of stitching and enjoyment

In February 2013, the Higashimatsushima Stitching Girls were formed led by a group of housewives currently raising children. The project produces and sells cross-stitch products as a town renewal project, creating employment and a sense of purpose among women in a disaster-stricken area.

# HOPE

## Promoting settlement project

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Research on settlement case studies and marriage hunting events

We examine measures appropriate for Higashimatsushima within efforts to create a city that young people find “easy to live and a place to settle down” when it comes to marriage, childbirth and child rearing.

We also hold seminars and events for making marriage matches.

# HOPE

## CoMU PROJECT



### Mutual Reconstruction Program with Banda Aceh City

We are strengthening ties with the city of Banda Aceh, Indonesia, that suffered major damages in the 2004 earthquake and tsunami off the coast of Sumatra. We aim to promote the reconstruction and development of both cities by sharing knowledge between our towns.

# HOPE

## Craft Beer Project



Growing barley in tsunami stricken areas, creating industries and employment

Asahi Group Holdings, Ltd., in cooperation with an agricultural production company in the city, have taken on the challenge to create a new local specialty product using barley. The craft beer brewed on a trial basis has created a sensation both in the city and outside.

# HOPE

## Smart fisheries model project

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Toward verification of new fisheries model  
utilizing IoT