

Chapter 8 Collaboration and Posterity

Section 1 Volunteers, NPOs, Etc.

Since immediately following the Great East Japan Earthquake, diverse actors, including volunteers, NPOs, universities, and private companies, have been engaged in a variety of activities both inside and outside the disaster-affected area. Immediately after the disaster, these activities mainly consisted of debris removal, cleanup, mud removal, setting up soup kitchens, and support for evacuation shelter operation, but as people moved into temporary housing and disaster public housing, the activities changed over time to safeguarding the disaster victims, visiting them, and providing livelihood support, depending on their needs.

It is thought that a total of more than 7 million people have participated in Great East Japan Earthquake volunteer activities in and outside the disaster-affected area¹. Specifically, from March 2011 to the end of January 2019, a cumulative total of approximately 1.56 million volunteers (approximately 560,000 in Iwate Prefecture, 770,000 in Miyagi Prefecture, and 230,000 in Fukushima Prefecture) were registered with the Disaster Volunteer Centers established by the Social Welfare Councils in these three prefectures, and in addition, another 5.5 million people are believed to have participated in activities in and outside the disaster-affected area, including volunteers who received funding from funding organizations and volunteers working individually or as representatives of corporations.

The number of authorized NPOs in the three disaster-affected prefectures has increased from 1,503 (as of the end of March 2011) to 2,219 (as of the end of March 2022), and they continue to play an important role.

In an evaluation of the efforts of volunteers and NPOs and related issues, the Expert Panel for Reflection on the Past Decade of Reconstruction Policy Following the Great East Japan Earthquake described the participation of diverse actors in volunteer activities as follows: “Volunteer activities have expanded from the individual level to the group and corporate level, and the continuous and purposeful entry of corporations into the disaster-affected area has been a major development.²” However, a member of the Expert Panel went on to point out that the following issue with respect to NPO activities: “If we look at this from the standpoint of NPOs, the budgets are drawn up in units of fiscal years, and accordingly, there is no clear prospect for projects extending several years into the future.³” With regard to corporate activities, the opinion was voiced that “In the disaster-affected areas, corporations were engaged in a variety of activities that made a social contribution, but there was an issue in that collaboration with the Reconstruction Agency was not sufficient and on-site activities were not linked organically.⁴” A member from a municipality in the disaster-affected area also had the following comment: “There is no public support for the establishment of volunteer centers, and we want [the

¹ In the case of the Great Hanshin-Awaji Earthquake, Hyogo Prefecture estimates that a cumulative total of about 1.38 million ordinary people volunteered in the year following the disaster. (Reference: “The Great Hanshin-Awaji Earthquake: Record of a Year in Hyogo Prefecture,” Fire and Disaster Prevention Division, Hyogo Prefectural Governor's Office (1997/7))

² Expert Panel for Reflection on the Past Decade of Reconstruction Policy Following the Great East Japan Earthquake (1st meeting), comment by panel member Imamura

³ Expert Panel for Reflection on the Past Decade of Reconstruction Policy Following the Great East Japan Earthquake (1st meeting), comment by panel member Fujisawa; (3rd meeting), comment by Mayor Endo, Village of Kawauchi

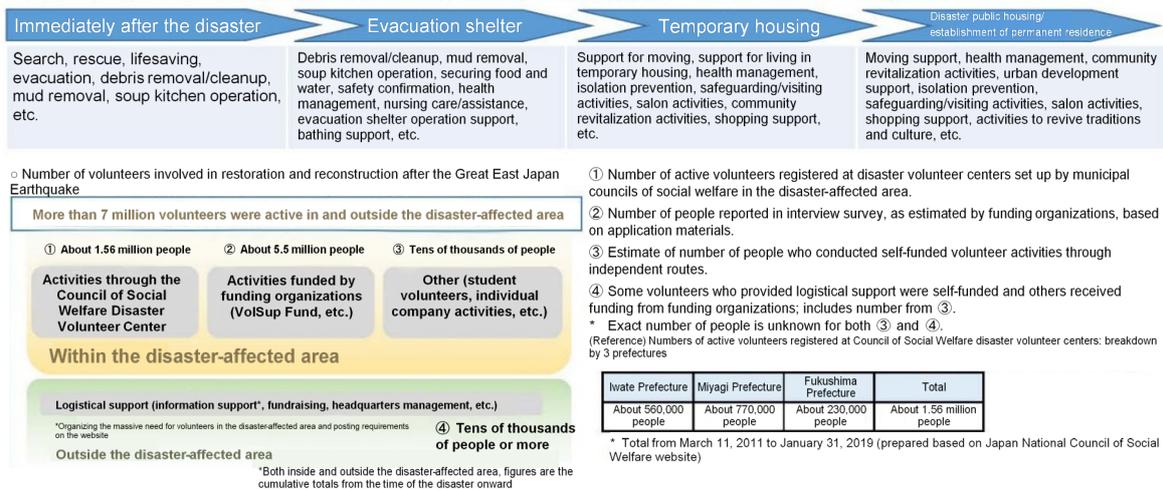
⁴ Expert Panel for Reflection on the Past Decade of Reconstruction Policy Following the Great East Japan Earthquake (4th meeting), comment by panel member Fujisawa

national government] to rethink the way it provides support.⁵

The progress of reconstruction and the issues faced by communities and individuals are becoming more diverse, and since the need for a high level of granularity in needs assessments and efforts means that there are still great expectations for the role and activities of NPOs and volunteers, mainly in terms of soft skills, the national government has established the necessary systems of collaboration to ensure that their activities are carried out smoothly and effectively.

This section describes the efforts that have been made to promote the activities of diverse actors such as volunteers and NPOs.

Figure 8-1-1 Overview of collaboration with volunteers and NPOs



Source) “Working Group to Summarize Reconstruction Measures Following the Great East Japan Earthquake (4th meeting) (September 30, 2019),” Document No. 11
 “Collaboration with volunteers and NPOs”
https://www.reconstruction.go.jp/topics/main-cat7/sub-cat7-2/20190930_11_volunteermpo.pdf
 (browsed July 25, 2023)

⁵ Expert Panel for Reflection on the Past Decade of Reconstruction Policy Following the Great East Japan Earthquake (3rd meeting), comment by Mayor Sato, Town of Minamisanriku

1. Collaboration with NPOs, etc.

On March 16, 2011, the Disaster Volunteer Cooperation Office was established under the Cabinet Office (by Prime Minister's decision on March 15, 2011) to promote volunteer activities, provide information on volunteer activities, and provide indirect support.

Examples of efforts

- The Chief Cabinet Secretary held press conferences (May 27, 2011 and July 29 of the same year) to call for participation in volunteer activities.
- The website of the Prime Minister's official residence and private-sector websites provide the latest information on organizations that are accepting volunteers, needs, traffic information, volunteer tours, and precautions.
- To ensure the long-term activities of NPOs, the Disaster Volunteer Collaboration Office disseminates information on the subsidy systems of the national government and private organizations, and encourages their utilization.
- In coordination with the relevant ministries and agencies, the Disaster Volunteer Collaboration Office called upon the travel industry to set up volunteer tours (May 27, 2011) and simplified the procedures for toll-free expressway use by volunteer vehicles (August 4, 2011).
- When various government bulletins are issued to the disaster-affected areas, the Disaster Volunteer Collaboration Office makes inquiries in advance to NPOs that are familiar with the local situation and sees to it that their opinions are reflected in the content as appropriate. In addition, the Disaster Volunteer Collaboration Office coordinates with social welfare councils and NPOs to ensure that government bulletins are delivered directly to disaster victims.
- Attendance at the liaison meetings of the Japan Civil Network (JCN), in which more than 600 NPOs participate. Also exchange of opinions with local governments, disaster volunteer centers, NPOs, etc.
- Information obtained from NPOs, etc. at meetings of the Reconstruction Headquarters' Liaison Council to Support Disaster Affected Areas is appropriately reflected in government policy (The living environment at evacuation shelters is improved by providing the people in charge with information obtained from local NPOs, etc., such as which evacuation centers are short of what kind of goods, and which evacuation centers have poor living conditions).

On September 16, 2011, work involving earthquake disaster volunteers was transferred from the Cabinet Secretariat's Disaster Volunteer Coordination Office to the Great East Japan Earthquake Reconstruction Headquarters (Disaster Volunteer Team; renamed as Coordination Team for Volunteers and Public-Interest Private Corporations on February 10, 2012, at the time of the establishment of the Reconstruction Agency), and detailed support was provided through coordination among diverse actors such as volunteers, NPOs, universities, and private companies, based on the stipulation in the Basic Guidelines for Reconstruction in Response to the Great East Japan Earthquake (adopted by the Great East Japan Earthquake Reconstruction Headquarters on July 29, 2011 and revised on August 11 of the same year) that "While it goes without saying that the public sector will bring all of its powers to bear upon reconstruction, support should be provided so that the power of the private sector, such as the 'New Public Administration,' can also be exhibited to the maximum degree from the standpoint of funding and the actual work of reconstruction."

(1) Organizing government financial support that can be utilized by NPOs engaged in reconstruction support activities

Since FY 2011, in order to enable NPOs and volunteer organizations to provide more detailed support and conduct their activities smoothly, the government has put together financial support measures that can be utilized by NPOs engaged in reconstruction support activities, and has publicized them on its website while providing information at the scene of reconstruction as appropriate.

(2) Compiling good examples of support for disaster victims by NPOs, etc.

The Reconstruction Agency website and the “Great East Japan Earthquake Lessons Learned and Know-How Gained” list good examples of support for disaster victims provided by NPOs, etc. and examples of coordination with volunteers and government, and have publicized them according to the needs at the time.

Examples:

- Examples of information sharing between the administration and supporters (Social Welfare Councils, NPOs, etc.) include the following examples that were posted on the Reconstruction Agency website in February 2012: a local government employee visiting residents in temporary housing to explain “a request to share personal information with the life support counselors of the Social Welfare Council and the NPO in charge of supporting the temporary housing complex” and obtain their consent, and a local government signing an outsourcing contract with supporters and properly providing personal information to contractors.
- Examples of the activities of volunteers, NPOs, and public interest corporations are posted on the Reconstruction Agency website (since December 13, 2012).
- Examples of coordination among various actors involved in reconstruction were posted on the Reconstruction Agency website (March 12, 2013).
- At the Third UN World Conference on Disaster Risk Reduction, examples of advanced efforts by people working in the disaster-affected areas and messages from the affected areas were delivered (March 14-18, 2015).
- An example of the use of web conferencing by NPOs during the COVID-19 pandemic was posted on the Reconstruction Agency website (September 2021).

Figure 8-1-2 Good examples of support for disaster victims by NPOs, etc.

Classification	Project Name	Applicants
Livelihood support	(1) Kesenuma: Summer Vacation College for Children	NTT DOCOMO, Inc. Tohoku Reconstruction Support Office
	(2) "Collaborative School: Onagawa Kogakukan," after-school program in the disaster-affected area	NPO Katariba
	(3) Ofunato: "Manabi no Heya," Creating a Future for Children New	Children's Empowerment Iwate(E-Patch)
	(4) Special instruction on "proper hand washing" at Oshima Elementary School in Kesenuma City New	Sumitomo Dainippon Pharma Co., Ltd.
Livelihood support, employment support and industrial support	(5) Ofunato Project to Support the Operation of Temporary Housing	Iwate NPO-NET Support
Livelihood support, employment support, industrial support, information dissemination	(6) Kitakami Earthquake Reconstruction Station Project New	Iwate NPO-NET Support
Employment support and industrial support	(7) Fishery Reconstruction Project in Urato Islands, Shiogama City	Operation Blessing International
	(8) Rikuzentakata Project to Support Job Creation New	Pasona Inc.
Support for community development, information dissemination	(9) Program to Strengthen the Infrastructure of NPOs in Iwate Prefecture Through ICT	NPO, Culture, and International Relations Division, Department of Policy and Regional Affairs, Iwate Prefectural Government
Information dissemination	(10) Information Rangers @ Miyagi Business -- Disseminating accurate information on situation and needs in disaster-affected area --	Tasukeai Japan
Aid and financial support	(11) Love Takata, Love Japan Project -- Contribution through sales of key post tags and measures to prevent weathering --	SAVE TAKATA

As of November 2012

Example of coordination (2)		Livelihood support
Project Name	"Collaborative School: Onagawa Kogakukan" After-school program in the disaster-affected area	Implementers Ministry of Education, Culture, Sports, Science and Technology; Onagawa Board of Education; NPO Katariba; Hatachi Fund
<p>Since July 2011, NPO Katariba, through coordination with Onagawa Board of Education, has been providing learning support and operating study halls for elementary and junior high school students in the Town of Onagawa, Miyagi Prefecture, to cultivate the love of learning that will foster the development of future leaders of reconstruction.</p> <ul style="list-style-type: none"> This program rents the first floor of an elementary school building that had been used as an evacuation shelter and provides after-school instruction in English, mathematics, Japanese, and other subjects. At 82.6%, the rate of house collapse in the Town of Onagawa in Miyagi Prefecture was the highest among the disaster-affected area, and 90% of children at Onagawa Daini Public Elementary School and 40% at Onagawa Daiichi Public Elementary School lost their homes in the tsunami. Many children lived in temporary housing or evacuation shelters (all of which within the town were completely closed in November 2011), leaving them with nowhere to study undisturbed. Some specific features of this program are as follows: <ul style="list-style-type: none"> ① NPO Katariba serves as the parent organization, securing a learning environment for elementary and junior high school students with the aim of providing mental care and improving their basic academic skills. Local residents, including former instructors of cram schools devastated by the disaster, are employed to teach evening classes in English, mathematics, and Japanese four times a day, six days a week, and other volunteer staff provide learning support and conduct study halls. ② The Onagawa Board of Education provides the location (Onagawa Daiichi Public Elementary School) and information; the national government, corporations, and individuals provide funding; and the public and private sectors work together to operate the facility. ③ At a time when streetlights and other infrastructure had yet to be restored and many households lost their family cars, the local bus company was commissioned to operate shuttle buses between their homes and school to ensure that the children were able to safely commute to school. Etc. As of August 2012, about 200 of the approximately 530 elementary and junior high school students in the Town of Onagawa were attending Onagawa Kogakukan, which became a place for children affected by the disaster to congregate. In addition, the program provides support for local reconstruction events planned by high school students, along with holistic admissions guidance covering university entrance exams and more, as well as leadership training to develop the leaders that will shoulder the work of reconstruction in the future. 		
URL	http://www.collabo-school.net/?page_id=13	
Contact Information	Affiliation	NPO Katariba Tohoku Reconstruction Division Onagawa Kogakukan
	Persons in charge	Matsumoto, Nakao
	Phone number	080-2820-5558
	Email address	pr-tohoku@ml.katariba.net
		

(Source) Reconstruction Agency, "Examples of Coordination among Diverse Actors in Reconstruction (Second Edition)" (March 12, 2013) https://www.reconstruction.go.jp/topics/20130312_renkeijirei.pdf (browsed July 25, 2023)

(3) Roadmap for the Roles of Diverse Actors In Reconstruction Support

Based on requests from NPOs, etc., a “Roadmap for the Roles of Diverse Actors In Reconstruction Support” was prepared and published on April 13, 2012 to serve as a reference to indicate what kinds of support for disaster victims should be provided in each phase of reconstruction. While referring to past large-scale disasters, this Roadmap summarizes the state goals for the period from FY 2012 to FY 2014 in the five areas of “Livelihood Support for Disaster Victims,” “Support for Remote Evacuees,” “Reconstructive Urban Development,” “Support for Industrial Revitalization and Employment,” and “Consideration for Diversity.”

The following is an overview of the Roadmap.

Five areas of “collaborative reconstruction” and “target state” for three years after

1. Livelihood support for disaster victims: formation of “new communities” through support for living in temporary facilities

Examples of efforts NPOs, etc.:

Support for community building, deployment of safeguarding activities by local organizations

Corporations, etc.:

Support for the livelihoods of disaster victims through main business

Residents' associations, etc.:

Community building in temporary housing

Municipal governments:

Support for living in temporary housing, implementation of projects to prevent solitary death

Prefectural and national governments:

Support for job creation, employment, and purposeful living in temporary housing

2. Support for remote evacuees: Realization of “connection” through provision of information and support for relocation

Examples of efforts NPOs, etc.:

Livelihood support and deployment of safeguarding activities by local NPOs at evacuation destinations

Corporations, etc.:

Support for the livelihoods of evacuees through main business

Residents' associations, etc.:

Formation of networks at evacuation destinations, coordination with local organizations

Municipal governments:

Assessing the actual conditions faced by remote evacuees, disseminating local information

Prefectural and national governments:

Coordination with prefectures, councils of social welfare, and NPOs at evacuation destinations

3. Reconstructive Urban Development: Start of “Reconstructive Urban Development” through consensus building and resource matching
Examples of efforts NPOs, etc.:
 Support for consensus building through the dispatch of experts, matching with external resources
 Corporations, etc.:
 Utilizing main business to support consensus building
 Residents' associations, etc.:
 Establishment of consensus building organization by residents, implementation of continuous dialogue with the government
 Municipal governments:
 Approval of consensus building organizations formed by residents, creation of consensus building mechanisms
 Prefectural and national governments:
 Establishment and implementation of the “Reconstruction Roundtable”
4. Support for industrial revitalization and employment: Development of a local “system to protect and nurture jobs and livelihoods”
Examples of efforts NPOs, etc.:
 Development and support of local NPOs and implementation of employment support programs
 Corporations, etc.:
 Development and support of business sites in disaster-affected areas
 Residents' associations, etc.:
 Establishment of consensus building organizations in shopping districts, dissemination of local information
 Municipal governments:
 Strengthening support for businesses affected by the disaster, supporting employment assistance programs
 Prefectural and national governments:
 Industrial reconstruction assistance
5. Consideration for diversity: Realizing “Reconstruction with Respect for Each Individual”
Examples of efforts NPOs, etc.:
 Development and support of specialized NPOs and implementation of support programs for school attendance and employment
 Corporations, etc.:
 Support for support groups in disaster-affected areas
 Residents' associations, etc.:
 Building of communities and construction of support group networks to address each issue
 Municipal governments:
 Assessing the actual condition of disaster victims in need of assistance, supporting the reconstruction of related facilities
 Prefectural and national governments:
 Building a framework for coordination with relevant ministries and departments, providing relevant information

(4) Project for Strengthening Support System for Voluntary Evacuees Outside the Prefecture

“Information Support Project for Voluntary Evacuees Outside the Prefecture” was initiated in FY 2013, based on the following provision of the “Basic Policy on Promotion of Measures to Support the Livelihoods of Disaster Victims (amended August 25, 2015): “Private organizations shall be utilized to newly implement a project to provide information on evacuation origin points and destinations to evacuees outside of Fukushima Prefecture and handle questions and requests for advice from evacuees.”

In this project conducted on a model basis in four prefectures, two of which were neighboring prefectures with a large number of evacuees living outside Fukushima Prefecture (Yamagata Prefecture and Niigata Prefecture) and two of which were remote metropolitan areas with a certain number of evacuees living outside the prefecture (Hokkaido Prefecture and Osaka Prefecture), NPOs and other private organizations contracted to provide information services (disseminating information on evacuation origin points and destinations, holding explanatory meetings, etc.) and consultation support services (counseling and interviewing to assess living conditions and needs) to the voluntary evacuees from Fukushima Prefecture who were living outside the prefecture, and support them in the transition from “evacuee life” to “independent life.” Specifically, a newsletter was issued (Evacuee support information provided by prefectures and municipalities at the evacuation origin points and destinations was periodically compiled and provided to those who wished to receive it by mail, etc.), explanatory meetings on support information for evacuees were held at evacuation origin points and destinations, exchange meetings for evacuees were held, and businesses contracting to fulfill these functions set up dedicated consultation counters that evacuees could consult about problems and implemented liaison and coordination with administrative agencies, specialized agencies, etc.

In FY 2014, the project accepted applications from prefectures with a large number of evacuees from Fukushima, and was implemented continuously in eight locations nationwide (Hokkaido, Yamagata Prefecture, Tokyo, Niigata Prefecture, Kyoto Prefecture, Osaka Prefecture, Okayama Prefecture, and Fukuoka Prefecture).

In FY 2015, the project continued at seven locations, with Osaka Prefecture withdrawing and Okinawa Prefecture being newly added to bring the total once again to eight, and a summary report on the “Information Support Project for Voluntary Evacuees Outside the Prefecture” was compiled summarizing the project for the past three years.

In FY 2016, the “Project to Strengthen the Support System for Voluntary Evacuees Outside Fukushima Prefecture” was launched in coordination with Fukushima Prefecture’s “Project for Consultation, Exchange, and Briefing for Evacuees Outside Fukushima Prefecture” (hereinafter referred to as the “Fukushima Project”), which was established as a continuation and extension of the previous “Information Support Project for Voluntary Evacuees Outside the Prefecture” (abolished in FY 2015), utilizing the General Grant for Disaster Victims.

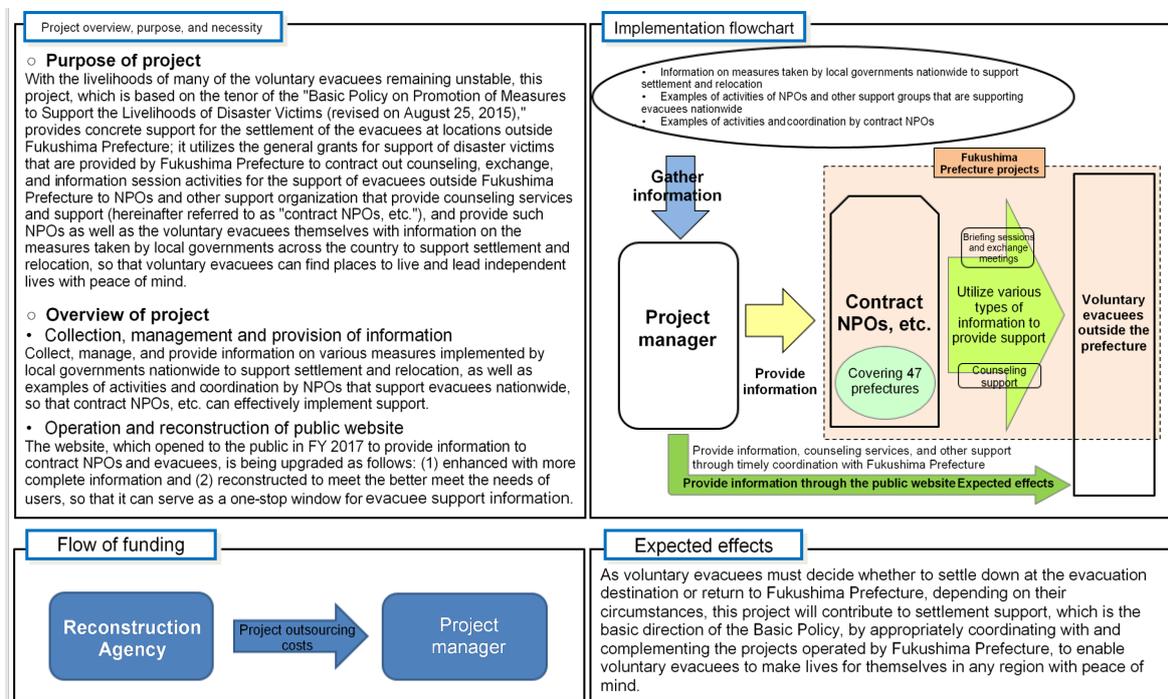
Since the decision whether to settle at the evacuation destination or return to Fukushima Prefecture depends on the individual circumstances of each evacuee, this project aims to provide support for the settlement of voluntary evacuees by creating a system for collecting information on support measures implemented by local governments and support activities carried out by support groups such as NPOs and providing that information to support groups such as NPOs and voluntary evacuees nationwide, in coordination with Fukushima Prefecture, in order to enable evacuees to settle in any area and feel secure

in their livelihoods.

Specifically, Livelihood Reconstruction Support Centers (hereinafter referred to as “Support Centers,” initially 24 organizations), which contract with Fukushima Prefecture to undertake projects and provide consultation and other services to evacuees outside Fukushima Prefecture, have been initially provided with information on support measures implemented by local governments and support activities implemented by NPOs and other support groups through a dedicated website. In FY 2017, the dedicated website was expanded beyond the 26 Support Centers and opened to the public as Great East Japan Earthquake Evacuee Support Information Site “We Are Here Now.” With the aim of becoming a one-stop contact point for evacuee support information, this website has been expanding its content, making it available in multiple languages since FY 2018 and also providing information on nationwide consultation desks, information on consultation meetings and exchange meetings for evacuees, examples of support activities, information on support measures at evacuation origin points and destinations, and information on the current situation in Fukushima Prefecture. In FY 2020, a collection of case studies on the issues faced by evacuees since the Great East Japan Earthquake and the efforts made to resolve those issues was compiled and published to help prepare for future large-scale disasters and serve as a reference for local governments and support groups nationwide.

In addition, meetings that gather Support Center staff together to share information and exchange opinions are held once a year for this project and twice a year for the Fukushima Project.

Figure 8-1-3 Overview of Project for Strengthening Support System for Voluntary Evacuees Outside the Prefecture



Source) Reconstruction Agency

Figure 8-1-4 Great East Japan Earthquake Evacuee Support Information Site “We Are Here Now”



Source) Great East Japan Earthquake Evacuee Support Information Site “We Are Here Now”

<https://jyoho-shien.reconstruction.go.jp/> (browsed July 25, 2023)

Figure 8-1-5 Scenes from a bloc meeting of the Livelihood Reconstruction Support Centers

Participation of Minister of Reconstruction Tanaka in Livelihood Reconstruction Support Center Bloc Meeting (East Japan A Bloc) [November 8, 2019]



Livelihood Reconstruction Support Center Bloc Meeting (East Japan A Bloc) (in Chiyoda Ward, Tokyo)



Scene of meeting

Source) Reconstruction Agency, “Re Participation of Minister of Reconstruction Tanaka in Livelihood Reconstruction Support Center Bloc Meeting (East Japan A Bloc) [November 8, 2019]”
<https://www.reconstruction.go.jp/s/2019/11/20191113140753.html> (browsed July 25, 2023)

(5) Collaboration between the government and diverse actors such as NPOs in Hamadori and other areas of Fukushima Prefecture

From January to December 2018, in order to promote coordination and collaboration between the government and diverse actors such as NPOs in Hamadori and other areas of Fukushima Prefecture and to accelerate reconstruction, exchange meetings were held for officials of local governments, social welfare councils, NPOs, chambers of commerce and industry, commercial and industrial associations, regional organizations, voluntary organizations, and the general public in Hamadori and other areas of Fukushima Prefecture with the aim of building ties between government and other actors (sponsored by Reconstruction Agency, Fukushima Fukko Collaboration Center, Japan Platform and JCN; cosponsored by Fukushima Prefecture and host local governments). At these exchange meetings, it was confirmed that more detailed and creative responses centering on intangible aspects are required, and that it is important to build communities through coordination and collaboration with diverse actors.

The first session, with the theme of “Collaboration with diverse actors - What is an NPO?,” was held on January 12, 2018, in Minamisoma City and on January 19 in Iwaki City to promote understanding of NPO activities.

The second session, with the theme of “The realities of collaboration between the government and diverse actors such as NPOs,” was held in Minamisoma City on March 8, 2018 and in the Town of Hirono on March 20, focusing on collaboration between the government and NPOs, etc.

The third session, with the theme of “Community building through collaboration between government and diverse actors such as NPOs,” was held in the Village of Iitate on July 5, 2018 and in the Town of Naraha on July 6, focusing on community building through collaboration between government and NPOs, etc.

The fourth session, with the theme of “Urban development through collaboration between the government and diverse actors such as NPOs,” was held in the Town of Namie on December 20, 2018, focusing on urban development through collaboration between the government and NPOs, etc.

2. Promotion of volunteer activities

Immediately after the earthquake, volunteer activities were initiated mainly by NGOs engaged in overseas disaster relief activities, and they played a major role in rescuing the disaster victims and gathering information on the disaster-affected areas. Subsequently, with the improvement of traffic conditions and the elimination of fuel shortages, volunteer activities by Japanese NPOs and the general public expanded.

Immediately after the disaster, these activities mainly consisted of debris removal, cleanup, mud removal, soup kitchens, and support for evacuation shelter operation, but as people moved into temporary housing and disaster public housing, the activities changed over time to safeguarding the disaster victims, visiting them, and providing livelihood support, depending on their needs. (reposting)

The needs of the disaster-affected areas for volunteer activities are changing, as are the actors involved in volunteer activities, but the role played by volunteer activities remains significant, and to ensure that volunteer activities in the disaster-affected areas are carried out smoothly, measures have been implemented continuously, such as calling for participation in volunteer activities and coordinating with relevant ministries and agencies.

Examples of efforts

- The Chief Cabinet Secretary held press conferences (May 27, 2011 and July 29 of the same year) to call for participation in volunteer activities. (reposting)
- In coordination with relevant ministries and agencies, the travel industry was called upon to set up volunteer tours (May 27, 2011), and the procedures for toll-free expressway use by volunteer vehicles were simplified (August 4, 2011). (reposting)

Figure 8-1-7 About volunteer tour products



被災地でのボランティア活動と観光振興をセットにした「ボランティアツアー」を推進
～各旅行業者にて「ボランティア+観光」の商品を展開～

5月27日、内閣官邸より、被災地におけるボランティアの確保のため、ボランティア活動と地域観光振興をタイアップさせた取組を推進することを観光関係企業・団体に働きかけるよう要請があり、観光庁では、同日、社団法人日本旅行業協会(JATA)及び社団法人全国旅行業協会(ANTA)に対し、その協賛を伝達し、会員企業による取組を働きかけるよう要請しました。

このことについて、JATA会員企業の近畿日本ツーリスト、JTB関東、ダイヤモンドシギツ社(地球の歩き方)/トップツアー、日本旅行、ANTA会員企業である岩手県北観光、本村観光バスにより、それぞれ、被災地におけるボランティア活動と各地の観光をセットにした「ボランティアツアー」が開発されておきますので、お知らせ致します(※各社の商品一覧は、別添参照)。

今後、このような旅行商品が更に多く展開され、より多くの方々が、被災地でのボランティア活動に参加するとともに、被災地周辺の観光地を訪問し、被災地の経済的復興に寄与することが期待されます。

観光庁では、内閣府啓発ボランティア連携室と連携し、引き続き、被災地におけるボランティア活動と観光振興をセットにした「ボランティアツアー」を積極的に推進してまいります。また、ボランティアツアー商品の情報については、厚次「助けあひジャパン」(<http://hojia.jp/kaigojapan.jp/>)に掲載される予定です。

【お問い合わせ先】

●観光庁による取組に関するお問い合わせ
観光庁 観光経済担当参事官付 清風 大江
電話:(代表)03-5253-8111(内線:27-211-27-213) (直通)03-5253-8325

●各社のボランティアツアー商品に関するお問い合わせ
別添の各商品情報参照。

(別添)

○各社によるボランティアツアー商品

(1) 近畿日本ツーリスト(株) — その1	
①商品名	南三陸ボランティアツアー & 応援ツアー in 福寿市 6月
②実施日	【Aコース】6月24日から6月26日 1泊3日(6/24 兼中泊) 【Bコース】6月25日から6月27日 0泊3日(6/25,26 兼中泊)
③ボランティア活動の場所・内容	【Aコース・Bコース共通】 被災地で地産地消の観光ボランティア活動。 旅行代金の5,000円を、「南三陸町復興支援金」として社会貢献団体ユナイテッド・アースを通じて、南三陸町へ寄付。
④観光の内容	【Aコース・Bコース共通】 南三陸町でのボランティア活動による被災地観光。福寿市での自然・物産。
⑤宿泊場所	【Aコース】の保護寮 赤牛ルネージュ水戸屋または、若宿屋 【Bコース】加し(兼中泊)
⑥詳細情報・問い合わせ先	近畿日本ツーリスト株式会社トラベルサービスセンター(東京日本) 「南三陸応援ツアー in 福寿市」事務局 TEL: 0570-064-205 ※ひかり電話・PHSからはご使用いただけません。 営業時間 月～金 10:00～17:00(土日祝日は休み) Webページ: http://jetc.knt.co.jp/yocco/kaiko/
(1) 近畿日本ツーリスト(株) — その2	
①商品名	ボランティア活動と東三陸町による被災地応援ツアー
②実施日	6月28日から6月30日 2泊3日
③ボランティア活動の場所・内容	6月28日宿泊会での講習会を行い、翌6月29日朝日ボランティア活動。 活動内容の一部 避難所のお手伝い、資機材搬送など当日必須とされる活動 全額協力 支援団体ボランティア推進委員会
④観光の内容	平泉(中尊寺、毛越寺)、塩釜神社、私島(松懸寺、玉大型)、私島さか市市場
⑤宿泊場所	湯子温泉 湯子ホテル
⑥詳細情報・問い合わせ先	近畿日本ツーリスト株式会社 ECO事業本部のんびり(一) 営業支店 「ボランティア活動と東三陸町による被災地応援ツアー」事務局 TEL: 03-6881-9301 栗川雄二、大森葉子、山川麻帆 Webページ: http://jetc.knt.co.jp/yocco/kaiko/
(2) (株)JTB 関東 — その1	
①商品名	JTB グリーンシユースプロジェクト トリップボランティア in 宮城
②実施日	(1)7月22日から24日 2泊3日(7/22 兼中泊) (2)8月5日から7日 2泊3日(8/5 兼中泊) (3)8月26日から28日 2泊3日(8/26 兼中泊) (4)9月17日から19日 2泊3日(9/17 兼中泊) (5)9月22日から24日 2泊3日(9/22 兼中泊)
③ボランティア活動の場所・内容	近かき、東三陸町内付付 清風、避難所のお手伝い、瓦葺の撤去、物資の仕分け等 + 被災地ニュースに合わせて事前に活動地・活動内容が決まります。活動内容は現地ボランティア

Source) Japan Tourism Agency <https://www.mlit.go.jp/common/000146699.pdf> (browsed July 25, 2023)

Figure 8-1-8 Disseminating messages supporting the activities of volunteer organizations (December 2011 onward)



Source) Reconstruction Agency

https://www.reconstruction.go.jp/topics/post_133.html (browsed July 25, 2023)

- Every year from FY 2012 to FY 2018, posters were created using catchphrases solicited from the public, and various campaign events and volunteer exchange meetings were held.
- Information on local volunteer groups, study tours, co-living houses, etc. is posted on the Reconstruction Agency website (since FY 2017).
- Ten years after the Great East Japan Earthquake, the voices of volunteer participants and disaster victims were collected in the form of video letters for a project to communicate “Kizuna(bonds)” between volunteers and disaster-affected areas, and the video letters were posted on the Reconstruction Agency's YouTube site.

Figure 8-1-9 Student Volunteer Promotion Campaign posters

平成30年度学生ボランティア促進キャンペーンポスターについて

平成30年度学生ボランティア促進キャンペーンポスターについて

復興庁では、平成24年度から毎年、大学生の方々を中心に、夏休みを利用して被災地におけるボランティア活動へ参加いただくことを呼びかけるキャンペーンを実施しており、その一環として、キャンペーンポスターを作成しています。

平成30年度ポスターが完成いたしました。多くの皆様のご目配り、被災地でのボランティア活動への参加が促進され、また、東北に関心を持っていただけるきっかけとなることを願っています。



Source) Reconstruction Agency

<https://www.reconstruction.go.jp/topics/main-cat4/sub-cat4-2/20180618110957.html>

(browsed July 25, 2023)

3. Coordination and collaboration with intermediary organizations

(1) Functions of the intermediary organizations

Intermediary organizations provide support for the establishment of groups, the improvement and strengthening of organizational management, and the implementation of projects while also providing funding, building networks, and gathering and disseminating information, as well as fulfilling coordination, contact, advocacy, and human resource development functions.

Concrete examples of activities

- Support for NPOs that directly support citizens
- Mediating between NPOs and providers of resources such as funds, human resources, and information; nurturing the development of NPOs; and providing services to resource providers such as governments, corporations, and individuals
- Promoting efforts to resolve issues faced by NPOs through networking among NPOs at various levels
- Identifying needs for NPOs, sharing social issues, and creating new problem-solving methods

(2) Intermediary organizations in three prefectures

Three intermediary organizations specializing in reconstruction were established in 2011: the Iwate Fukko Collaboration Center on April 28, the Miyagi Fukko Collaboration Centers on March 25, and the Fukushima Fukko Collaboration Centers on July 20. Since immediately after the disaster, information and opinions have been regularly shared with these intermediary organizations.

Support Coordination Project for Disaster Victims was launched in January 2015.

In concrete terms, private organizations contracting with the prefectural governments deployed “Coordinators of Support for Disaster Victims” to safeguard disaster victims and enhance support for community building through the following activities:

- ① Enhancing the support system by involving new actors in planning and strengthening collaboration among supporters
- ② Matching of corporate CSR activities (corporate social contribution activities) with the needs of local government
- ③ Coordinating among stakeholders by connecting local communities with diverse actors that implement support projects for creating purpose in life (NPOs, etc.). These and other efforts were implemented until FY 2015.

Reference: Fruits of Support Coordination Project for Disaster Victims (FY 2014)

- ① Preparation of support system: 25 cases (Example: In the Village of Kawauchi, Fukushima Prefecture, support was provided for the establishment of a system to support community building through the introduction of reconstruction support staff.)
- ② Matching corporate CSR activities with the needs of local governments: 11 cases (e.g., free loans of “PhotoVision TVs” by SoftBank Mobile Corp. In disaster-affected areas, photo exhibits and other exhibitions have been held, content for walks around town has been created, and use of this content as regional studies material for elementary schools, etc., has been promoted.)

- ③ Coordination for the implementation of “mental recovery” projects (support for creating purpose in life): 18 cases (Example: In the Town of Okuma in Fukushima Prefecture, support was provided for efforts to support the return of townspeople by conducting a hometown study tour.)

Since FY 2016, this project has been implemented as the Support Coordination Project for Disaster Victims, classified as a General Project for Support for Disaster Victims under the General Subsidy for Support for Disaster Victims.

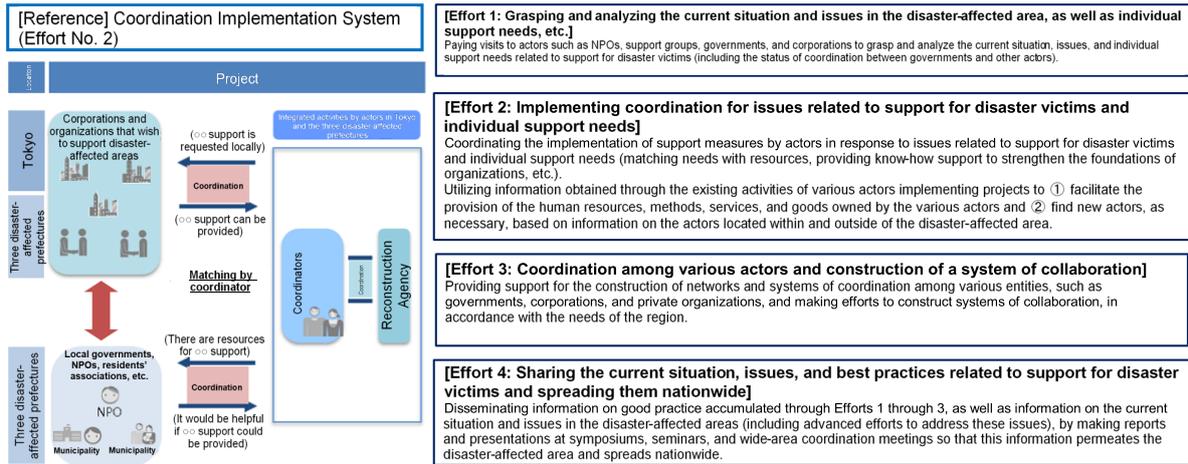
In concrete terms, applications for Coordinators of Support for Disaster Victims were accepted from the public, and the candidates chosen were installed in the positions and implemented the following efforts ① through ④.

Reference: Content of public advertisement for the position in Fiscal 2023

- ① Through visits to local governments and NPOs, etc., ascertain and evaluate the current situation, issues with support for disaster victims, and individual support needs, etc.
- ② Perform coordination (matching of needs to resources) for the individual support needs of NPOs and other actors and provide comprehensive support for strengthening the foundation of organizational management through fund procurement know-how and human resource development. Find new resources in and outside the disaster-affected area that can contribute to individual support.
- ③ Establish systems of coordination and collaboration systems among diverse actors such as the government, corporations, and private organizations, and strengthen coordination among intermediary organizations.
- ④ Disseminate information on accumulated good practice, the current situation, and issues in the disaster-affected areas (including advanced efforts to address these issues) by making reports and presentations at symposiums, seminars, and wide-area collaboration meetings so that this information permeates the disaster-affected area and spreads nationwide.

In FY 2019 and FY 2020, under the Support Coordination Project for Disaster Victims, verification of reconstruction support activities through collaboration between diverse actors and the government was carried out, and the “Report on Verification of Intermediary Support in the Reconstruction Process after the Great East Japan Earthquake” (March 2020, prepared by Mitsubishi Research Institute, Inc.) and the “Report on Verification of Support Activities during the Ten Years after the Great East Japan Earthquake from the Viewpoint of Private Sector Support Organizations” (March 2021, prepared by Mitsubishi Research Institute, Inc.) were compiled.

Figure 8-1-10 About the Support Coordination Project for Disaster Victims



Source) Reconstruction Agency

4. Collaboration with other corporations, etc.

Through the projects described in Sections 1 to 3 above, collaboration with diverse actors, including corporations, was implemented.

Examples:

- Examples of collaboration among diverse actors in the reconstruction effort, including examples of collaboration between NPOs and corporations, were posted on the Reconstruction Agency website (March 12, 2013). (reposting)
- In the student volunteer promotion campaign from FY 2012 onward, cooperation in displaying posters, etc. was received from corporations. In fiscal 2018, posters were sent to more than 1,200 organizations, including universities, social welfare councils, and volunteer groups throughout Japan (with the exception of Kyushu and Okinawa), and posters were displayed at all Tokyo Metro stations from July 4 to July 10, 2018, and at 55 Tokyu Railway stations from July 6 to July 12.
- In coordination (matching of needs to resources) under the Support Coordination Project for Disaster Victims, a matching system was constructed, and matching between volunteers and corporate CSR, etc. was implemented.

5. Evaluation: Lessons learned and know-how gained

Evaluation

- The progress of reconstruction and the issues faced by communities and individuals are becoming more diverse, and in light of the high level of granularity required in needs assessments and efforts, there are great expectations for the role and activities of NPOs and volunteers, chiefly in areas that require soft skills. For this reason, it will be necessary to build sustainable local communities by making use of measures for regional revitalization and other government-wide measures while making the best use of the ties and know-how that have been cultivated with diverse actors. It will also be important to create an environment in which not only the government but also private organizations such as NPOs can carry out their activities as independently and sustainably as possible. From this perspective, we should aim for an appropriate combination of “public assistance,” “mutual aid,” and “self-help.”
- It will be necessary to promote “mutual aid” in the region by fostering and developing intermediary support groups and disaster prevention organizations so that diverse actors, including volunteers and NPOs as well as local disaster prevention organizations such as fire brigades and flood corps, can carry out their activities effectively according to the phase of recovery and reconstruction, while also studying the development of a system for accepting volunteers in the disaster-affected areas and establishing a system for cooperation between stakeholders that can be in place in normal times, before a disaster strikes.

“Lessons learned and know-how gained” that can be put to good use in future large-scale disasters

- Provide effective support by building networks among NPOs and systems of coordination with administrative agencies.
 - Have intermediary organizations act as coordinators to support the formation of networks linking NPOs, etc.
 - Establish a mechanism for cross-sectoral information sharing and collaboration between NPOs and government agencies.
 - Support activities in which diverse actors such as NPOs continue working both independently and in coordination to address regional reconstruction issues.
- Enhance sustainability by supporting the strengthening of the foundations of NPOs, etc.
 - Provide know-how on funding, human resource development, and organizational management to NPOs with weak organizational foundations.
- Establish a public-private partnership system in normal times to provide recovery support based on roles.
 - In normal times, establish a system of coordination with intermediary organizations such as NPOs and conclude concrete agreements on how to coordinate and share information.
 - In the event of a disaster, hold meetings for information exchange between the public and private sectors to maintain a hub of collaboration from which to tackle reconstruction issues continuously.
- Allow the public and private sectors to exhibit their respective strengths when tackling regional issues.
 - For efficient resolution, have administrative agencies contract out the handling of issues to NPOs, etc.

- Revitalize corporate support through coordination and collaboration with the national and local governments and NPOs.
 - Provide financial support for various efforts by NPOs and implement collaborative projects.