

How can Academia Contribute to the Reconstruction of Tohoku Region



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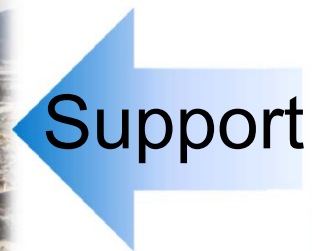
Background

2

After The Great East Japan Earthquake and Tsunami



Damaged Area



Many Organization Support the Tsunami Damaged Area

Background

3

Relationship with “Supporter” and Local Community

- Technical Support
- Making Plan of Revitalization of community
- Planning the Typical Tourism

(Matsumura 2012)



Academia is also Included this “Supporter”

※ “Supporter” : Academia, Company, Consultant . . .



Question

How can Academia Contribute to the Local Community ?

Groups Theme

4

What is Academia's Role?

- Technical Support ?
- Making Plan of Revitalization of community?
- Planning of Typical Tourism ?



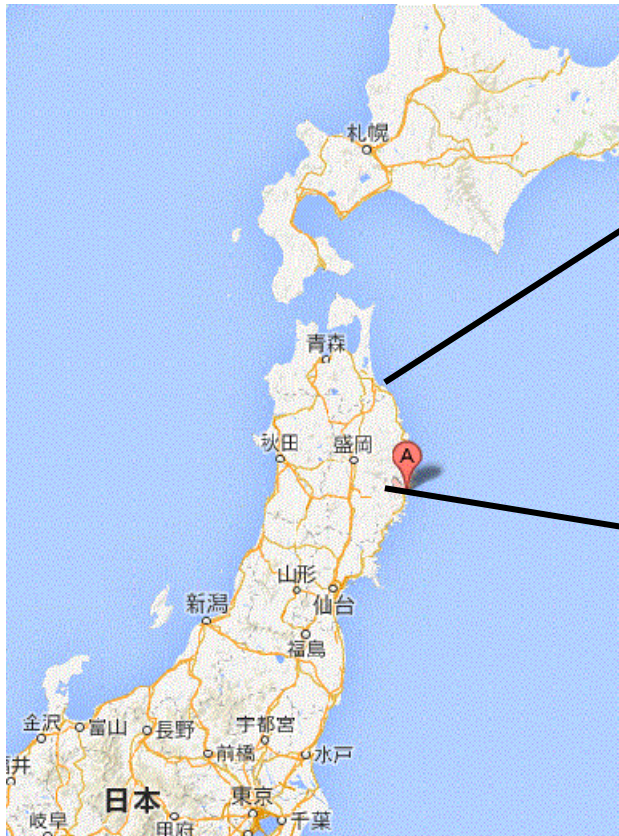
Theme

Finding a Role of Academia From Case Study

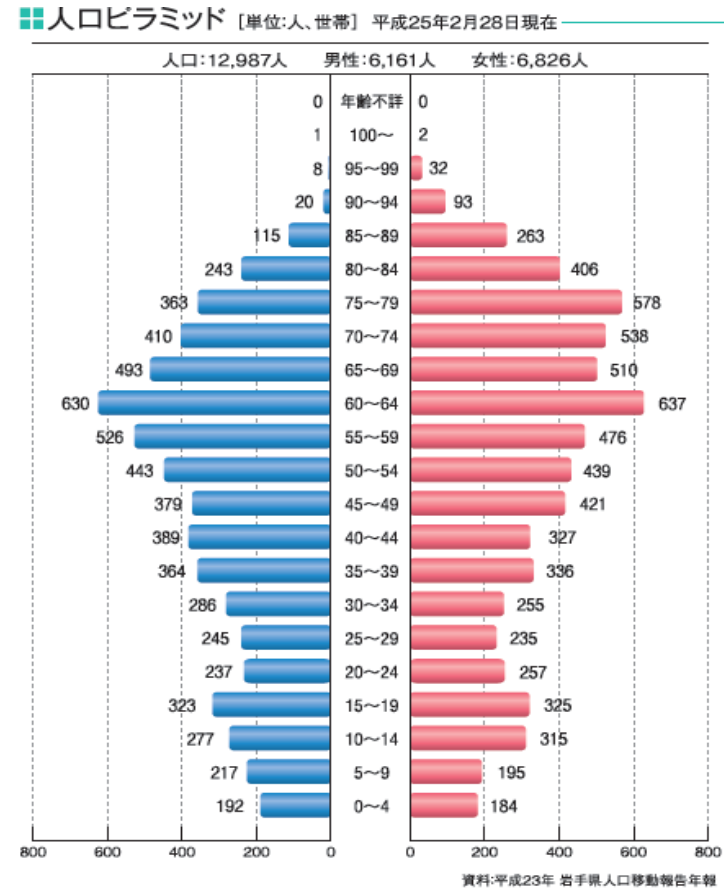
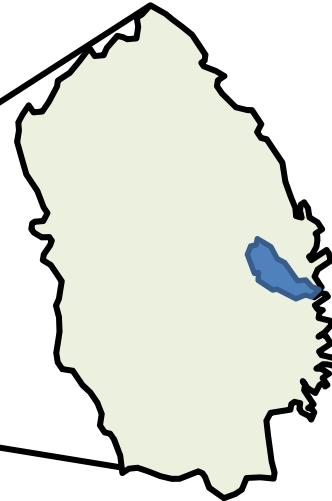


Focus the Relationship between Otsuchi Town and Todai

Otsuchi Town



IWATE



- Population : 12,987(2013 Feb.)
- Main Industry: Fishery
- Age Level : Peak Age is 60–64 (Male and Female)

Otsuchi Town and 3.11

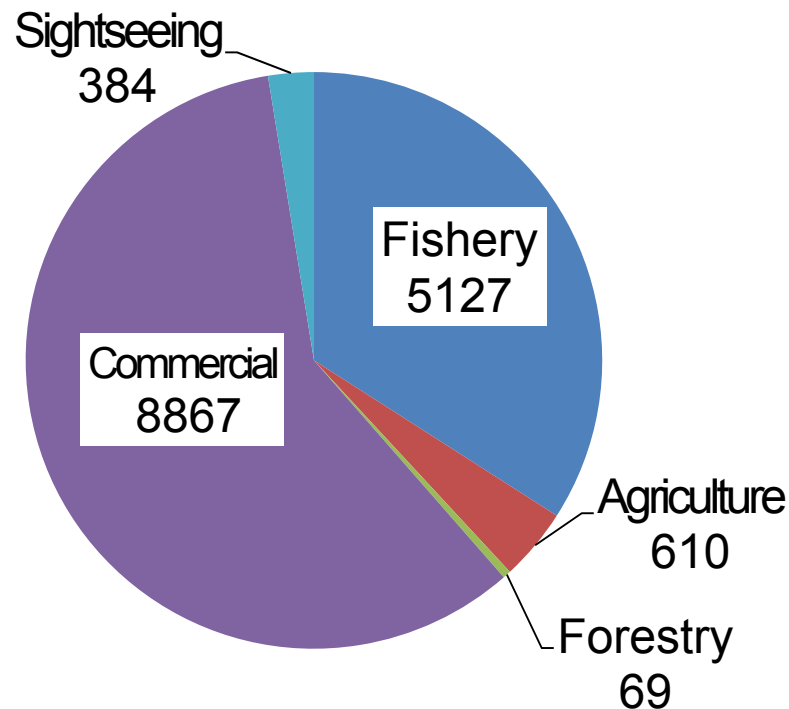
- Maximum height of tsunami: 22.2m
- Flooded area: 40,000 km²
(52% of resident area)
- The mayor and many of town staffs are dead, that causes recovery delay



Damages by Tsunami

<Human Sufferings>

- Death :1281 (About 400 people is Missing)



<Damage for Industry>

- Broken houses: 3717
- Industrial damages: 20,231 million yen
- Public facilities damages: 61,691 million yen



Damage from Disaster is Serious for Local Community

Otsuchi Town Now!!



- After more than 2 ½ years, still the Otsuchi's landscape shows the disaster effects.
- The reconstruction plans are delayed, and still many constructions are temporary.
- The fisheries industry is not different, its installations are still in construction or are temporary.



Relationship with Todai

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Otsuchi has Todai's Coastal Station(大気海洋研究所)



Todai is also supporting Otsuchi Reconstruction
By Innovation Collaboration Project



Focus This Project and “Consortium FISH”

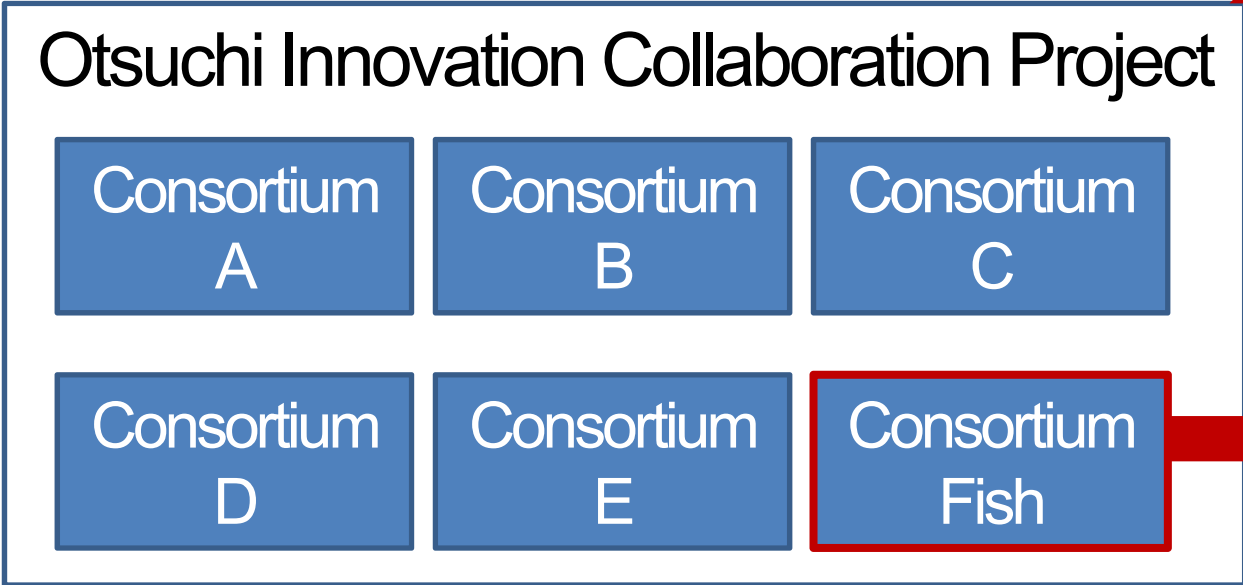
“Project” and “Consortium FISH”



Today

36
Companies

Core Industry
▪ Fishery
▪ Seafood Processing



Timetable

- 2012-2013
Establish Industry-Academia Consortia
- 2013-2015
Operate the Industry-Academia Consortia

People, Community, Government

“Consortium FISH”

4 Research themes

1. Research of development and demonstration of sustainable fishery and aquaculture by using **marine ICT**
2. Research of development and practical application of **high quality and freshness management technique** which is adequate to various small amount fishes
3. Research of practical application and demonstration of **a new fishery model** by creation of various values
4. Research of practical application and demonstration of **Japanese seafood culture style SME model** which delivers “Omotenashi” mind



1. Sea Monitoring



2. Check Freshness



3. Make Smoke Salmon

Our Research Method

Data Gathering :Sight Visit and Interview

- Fishermen, Processors, Retailers, Project Staff

Data Analysis

- Problem and Objective Trees



Interview Result: Project Staff

What “Consortium FISH” is Doing Now

- **Research 1 (Marine ICT)**
Developing a fish observation system for fishery
- **Research 2 (Quality management)**
Researching about delivery system of frozen salmon sashimi
- **Research 3 (New fishery model)**
Developing a new smoked seafood product
- **Research 4 (SME model):**
Nothing is going on



Trying to Create new Industry and Employment

Interview Result: Local People



“I don’t want to be disturbed my business”(Processors)

“**Information is not given** about their activity” (Retailer)

“Academia plan does not fit to local actual situation”

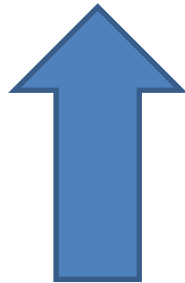
“They pay attention **only to salmon**, but the salmon is the easiest fish to sell. They should find way to sell other fishes” (Innovation staff)

Local People Have Many Claims for Academia

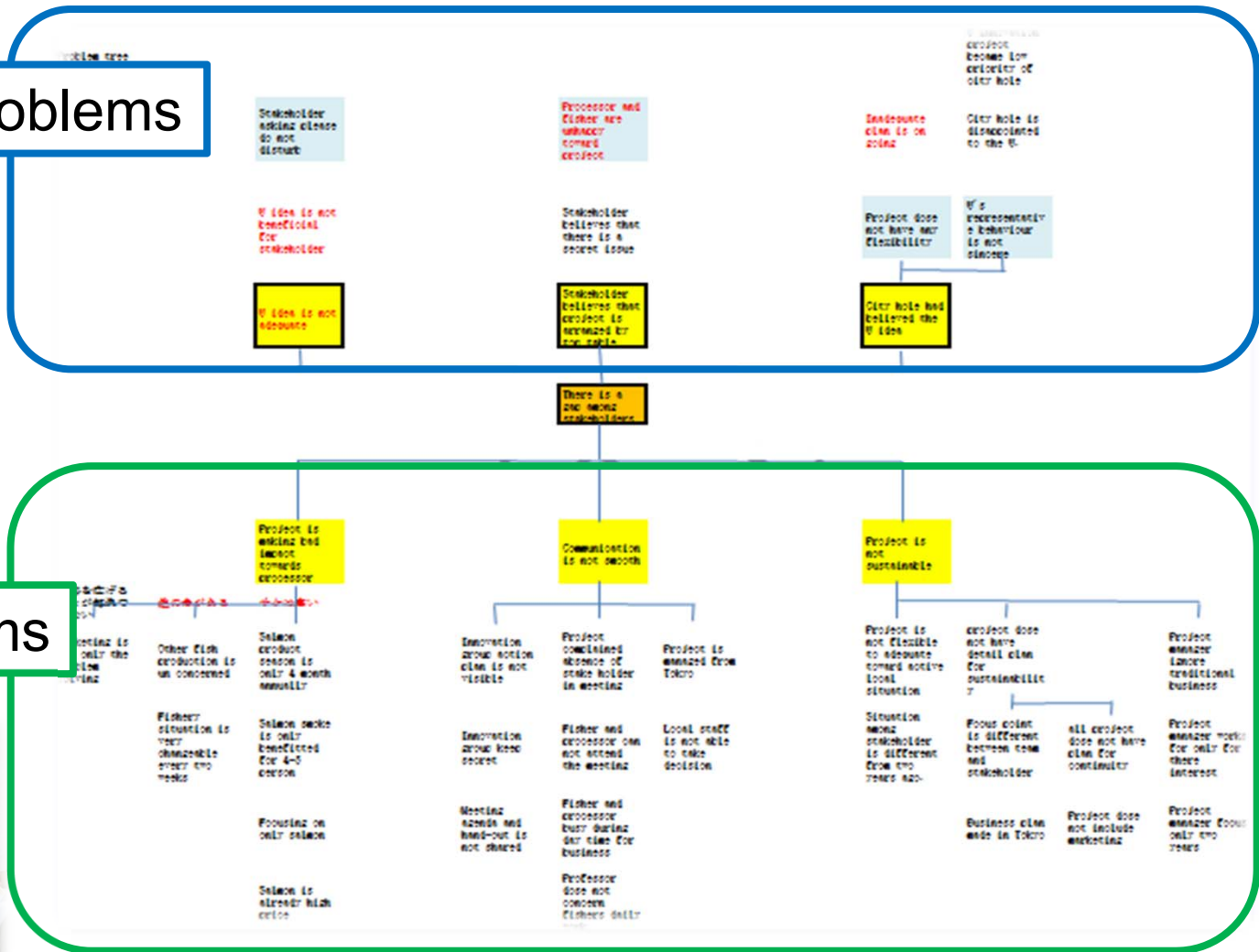
Problem Tree

Problem Tree : Construction of Problems

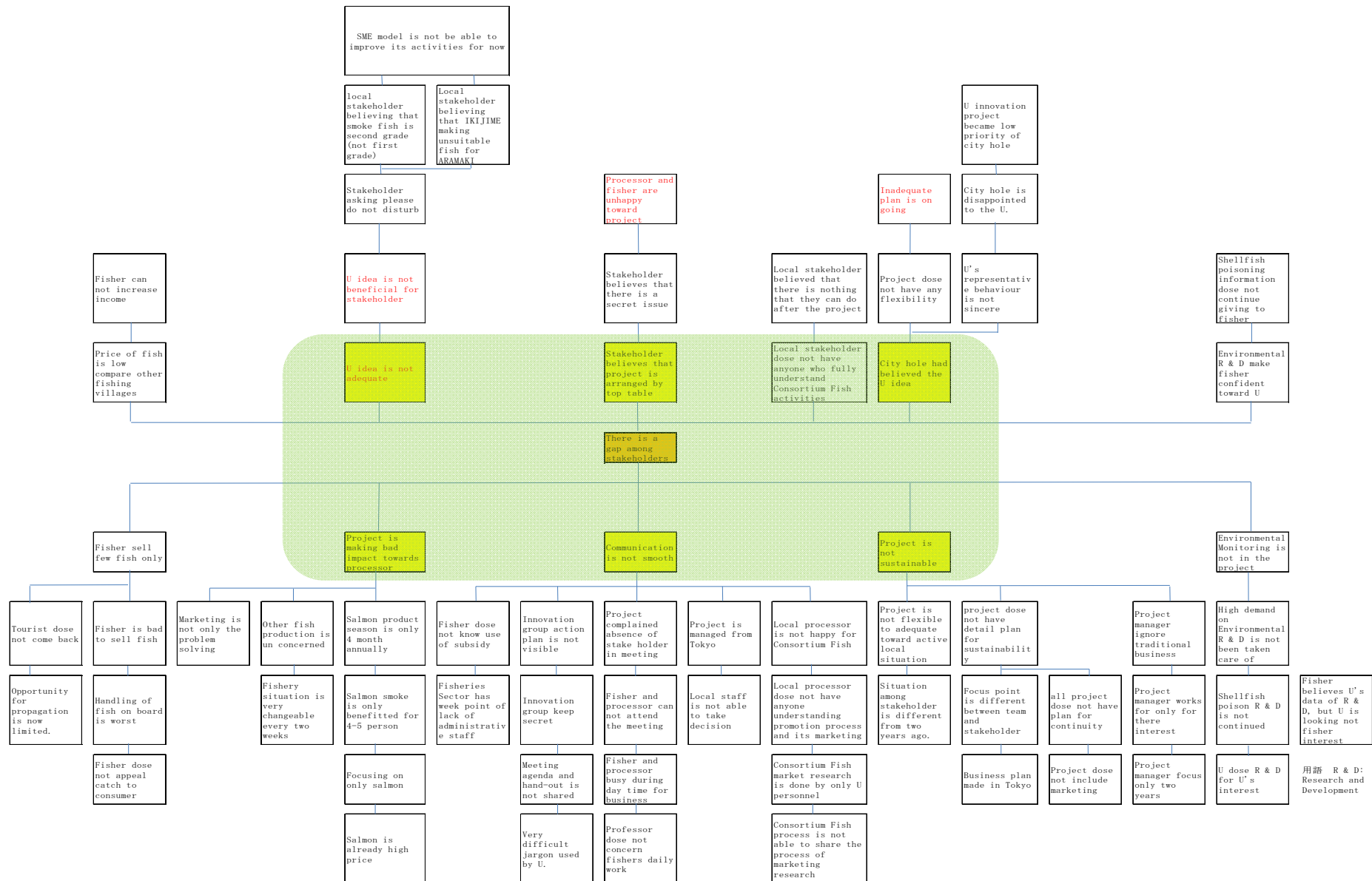
Effects of the problems



Core Problems



Problem Tree



Core Problems

- Project is making negative impact towards processors. One reason is that the consortium concentrates in salmon.
- Communication between “Consortium FISH” and local people is not smooth. The decision making process is closed, and even the explanatory meetings has been held always in business hours.
- Project could not be sustainable when the project ends by 2015, and the project might not be able to hand over to local people.

The Effect of the Core Problems

- Stakeholders believe that project is arranged by only top table.
- Stakeholders is feeling that Todai's idea is not adequate.
- The relationship between city hall and the Todai is becoming bad



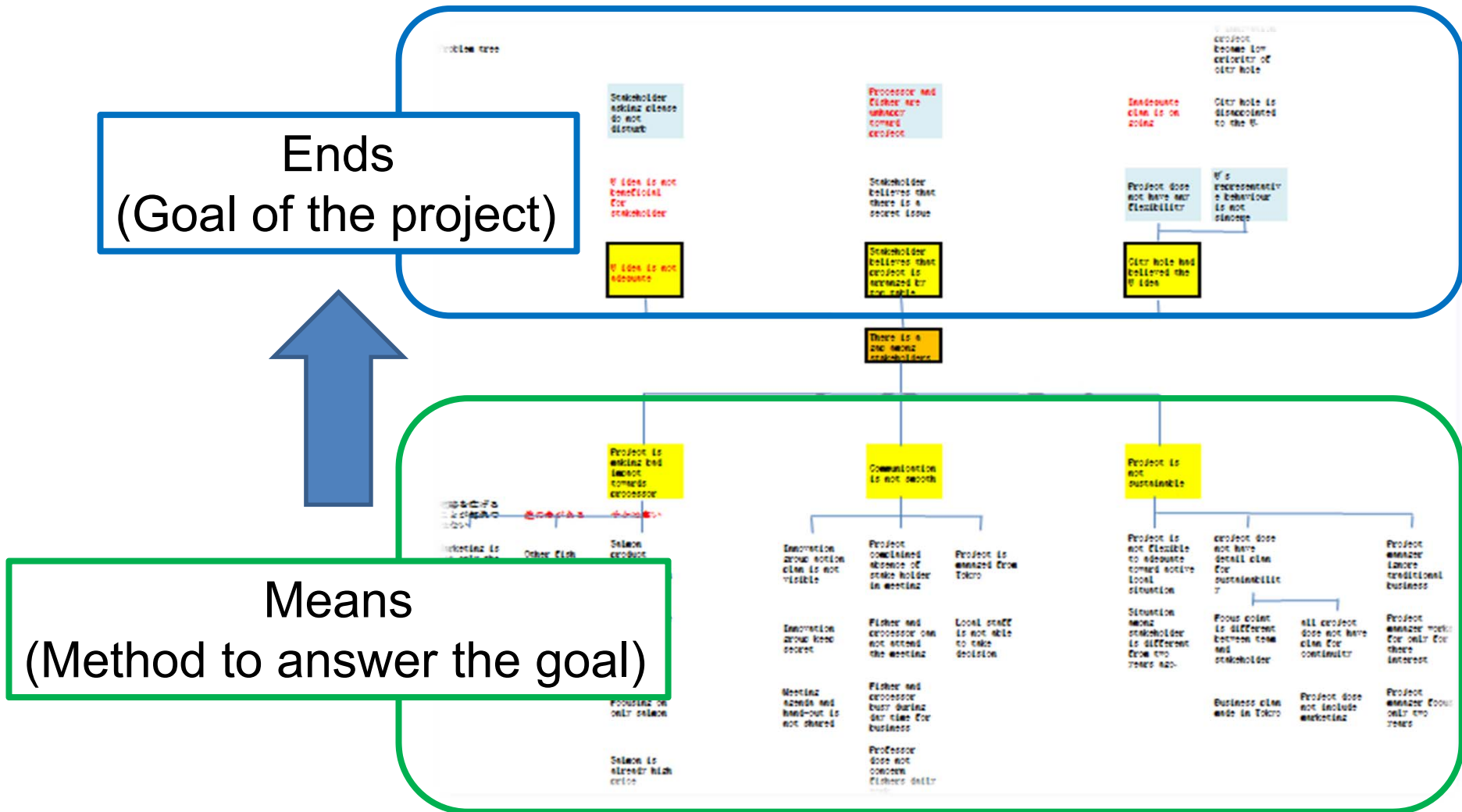
There is a gap between local people and the project



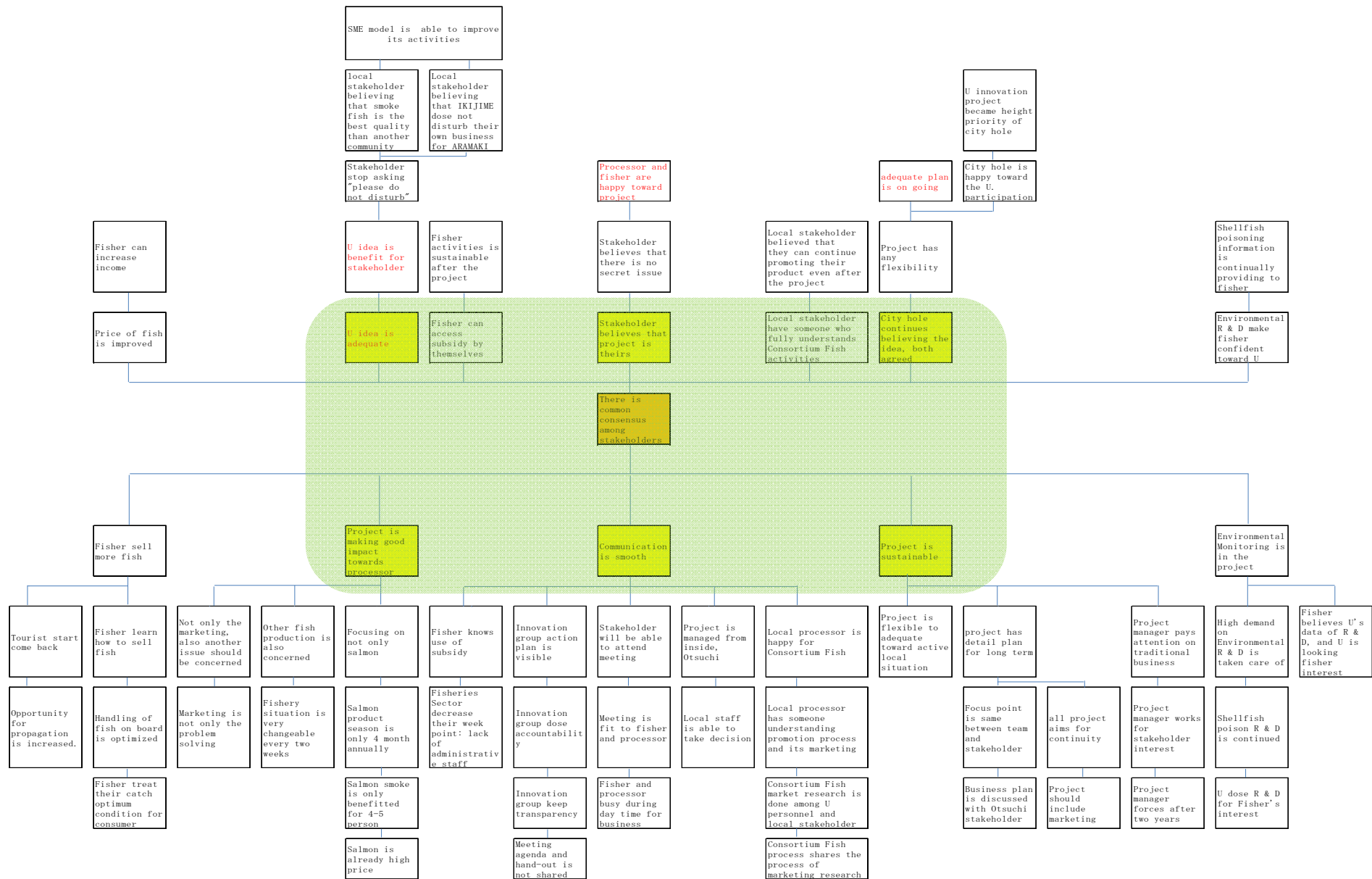
Key Point is “Lack of Communication” & “Plan of Academia”

Objective Tree

Objective Tree : Construction of Objectives and Methods



Objective Tree

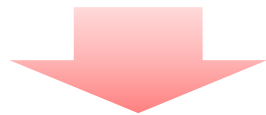


Method to answer the goal

- The Project should concern other products besides salmon, and other ways to add value to seafood, so that the project can wipe the processors' distrust.
- All stakeholder should be able to attend meetings, and the decision of the project should be broadcasted by newspaper and SNS to Otsuchi people, so that communication become smooth.
- “Consortium FISH” should have detail plan for long term, and Project Managers should pay attention to the traditional businesses, so that the project will be sustainable.

Goal of the Project

- The activity of the project become acceptable for stakeholders, and people become supportive to the Consortium's idea.
- Stakeholders believe that the project is their own and people participate happily.
- City hall and the consortium trust each other and cooperate together.



Academia Can do more helpful support for Local Community

Total Recommendation for Academia

Key Points

- Adequate to Local People's Demand
- Smooth Communication
- Having Long Vision

Technique transference



Training

+

Something Only University Can Do

Our Suggestion

Company

- Experts
- Experienced
- Completed Technique

University

- Students
- Unexperienced
- Try to find the Answer

Students can;

- Encourage Otsuchi's people to do Something by themselves
- Not to transfer completed technique,
→ But to suggest the ways to create new Ideas

Make Good Use of Students!



Thank you for Listening!

