

March 11, 2012

**Keizai Doyukai National Network
Great East Japan Earthquake Disaster Memorial Symposium**

Urgent Appeal

**Keizai Doyukai National Network
Great East Japan Earthquake Disaster Memorial Symposium
All Participants**

Today marks one year since the Great East Japan Earthquake Disaster struck. All of us gathered here from throughout the country express our deepest condolences here for the loss of so many precious lives. A great many of the problems that amassed in the affected areas remain, and in order to deliver a future of hope to our children, we hereby pledge ourselves—with awareness of our roles and responsibilities as individuals and as corporations—to devote ourselves to sustained efforts toward genuine reconstruction.

Based on the discussions at the symposium today, we propose the following in order to ensure progress toward reconstruction, especially issues that must be dealt with urgently.

1. In order to dispel the anxiety of the population, the government must provide reliable common guidelines toward accelerating the disposal of rubble, thereby encouraging local governments to accept rubble disposal nationwide.

- A year has passed since the earthquake disaster, and while the *removal* of rubble is progressing, *disposal* is lagging, which in turn is impeding reconstruction. The malaise and suspicions of the population throughout the country regarding radioactive contamination contributes to this situation. Accordingly, the government must encourage local governments to accept rubble disposal that has no safety issues in municipalities throughout the nation, by providing reliable common guidelines that dispel the anxiety of the populace with respect to safety. The costs of this disposal should not be charged to the municipalities that accept, but

rather they should be covered by funds from the national treasury.

- It would be best to present common guidelines to ensure that there is a thorough process for checking safety, including: measuring the concentration of radioactive cesium during rubble collection, incineration, and burial processing; monitoring in the surrounding areas of provisional storage sites and waste treatment facilities; publishing data, and the like. In the event that anxiety remains and is not dispelled by accepting rubble disposal that has no safety issues, the heads of local municipalities should show leadership, convince those who are still uneasy using objective data, and ultimately make the necessary decisions.
- As all of us living in areas throughout the nation feel the pain of those living in the affected areas, we will encourage the national and local governments to present reliable common guidelines, and promote acceptance based on the premise of ensuring safety, so that rubble disposal by municipalities is accepted.
- The disposal of rubble that exceeds safety standards should not be left to municipalities, but rather the national government must urgently take responsibility and indicate a disposal policy.

2. In order to get rid of damages caused by harmful rumors, efforts must be promoted throughout the nation in which the entire Tohoku community must come together to promote regional tourism and food safety.

- Harmful rumors have spread in the wake of the earthquake disaster, resulting in a sharp drop in tourists visiting Tohoku from Japan and from overseas, an avoidance of food products produced in the region, and the like. These impacts are not limited to areas that suffered enormous direct damage—such as Iwate, Miyagi, and Fukushima—but rather all other prefectures in the Tohoku region are adversely affected as well, including Aomori, Akita, and Yamagata. This is why PR campaigns on tourism and food safety must be conducted not only by Tohoku, but by the entire country. Particularly, the government must provide more robust and comprehensible information in Japan and overseas in working to dispel harmful rumors.

- There are many steps that we can implement as individuals or as corporations. For example, the *Destination Tohoku Campaign*, for which the entire Tohoku region is likened to an exhibition venue, is scheduled to begin next week. We can actively participate in the campaign by visiting tourist sites with our family and friends from Japan and from abroad, and corporations should find and promote the appeal of each area through new ideas.

3. Making further urgent proposals at the Earthquake Recovery Subcommittee of the Keizai Doyukai National Network.

- In addition to the above, a range of issues that people in the areas affected by the earthquake disaster face a year later became clear at the symposium today. And as we expedite steps toward restoration such as rubble disposal on the one hand, it is also vital to have a clear vision and plan with respect to the subsequent reconstruction, and to implement them steadily bearing the timeline in mind. Engaging in hasty efforts would likely be the source of trouble in the future.
- At the Earthquake Recovery Subcommittee of the Keizai Doyukai National Network Council for the Promotion of Regional Fiscal and Administrative Reforms, therefore, we immediately initiated discussion of issues that must be dealt with urgently as well as issues that must be dealt with in the medium and long term toward genuine reconstruction—including the issues raised today—to summarize urgent proposals going forward.

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