

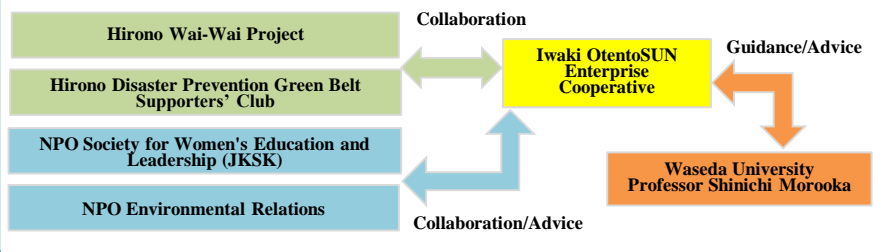
CALLING SPRING TO THE EIGHT TOWNS OF FUTABA! CREATION OF A PLATFORM TO SUPPORT THE DISASTER PREVENTION GREEN BELT OF HIRONO TOWN

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Objectives and Overview of the Research and Activities

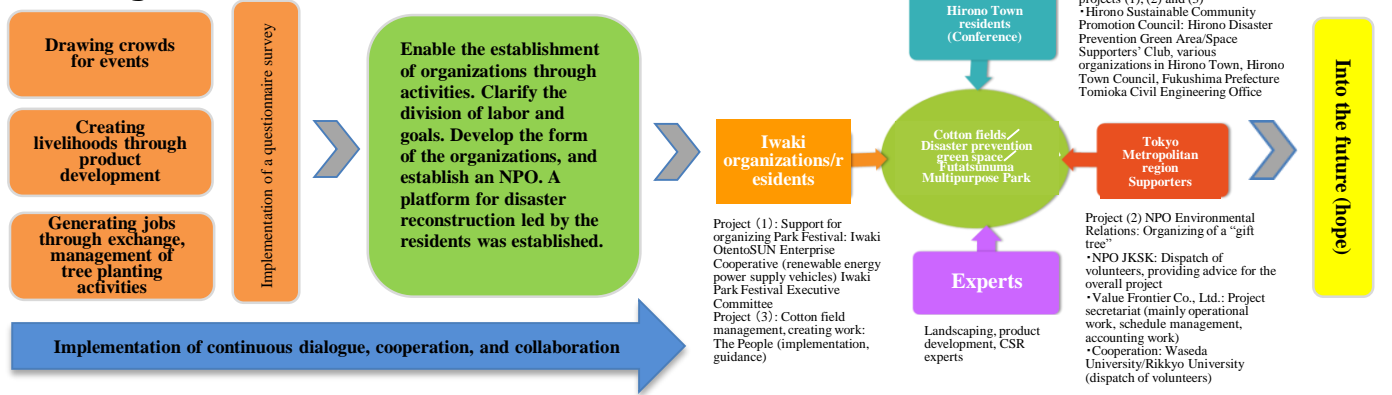
1. To create a platform for bringing about the realization of regional revitalization led by the residents, with the disaster prevention green belt project that is undergoing development in Hirono Town in Fukushima Prefecture, which lies on the frontlines of reconstruction from the earthquake disaster and nuclear accident, as the core of the activities
2. To elucidate, through a quantitative study, a structure for continuous awareness of support and action through exchanges with urban resident volunteers, as well as promotional factors.

Implementation System for Research and Activities



Contents of Activities

[2nd Stage]



Product development using Olives and cotton.



Test sales were held in Tokyo corresponding with 3.11.



Disaster prevention tree-planting ceremony in collaboration with Bridgestone, Nissan, TEPCO, local residents of Hirono Town, and Iwaki citizens.



150 supporters gathered at the forum held in Tokyo on 10 May to celebrate the establishment of the NPO, and a report on the outcome of this research was presented.

Results of 2nd stage activities

1. **Commercialization, test sales:** Products made using olives and cotton cultivated in Hirono Town were developed through collaboration between NPOs in the Tokyo Metropolitan region, local residents, and Iwaki citizens. Corresponding with 3.11, test sales were implemented in Tokyo. The designs were well-received, and 72 items were sold over two weeks till 24 March, generating revenue of 114,000 yen.
2. **Establishment of platform NPO:** Toward the launch of the tree-planting festival in Hirono's disaster prevention green space (5 – 6 March 2016), repeated meetings were conducted. Supporting companies including Bridgestone and Nissan were received, and the event served to raise awareness on the importance of the platform, as well as a movement toward the establishment of an NPO. The NPO was registered on 26 April.
3. **Convention of a forum in Tokyo:** A forum was organized in Tokyo for all the parties involved in this project, including Tokyo Metropolitan citizens who had provided support, organizations, and companies. While the forum was expected to be attended by 70 people to begin with, more than double the number (150 people) attended eventually. New activities and product development ideas were proposed, and ties were strengthened.
4. **Questionnaire survey on participants for volunteer activities:** A questionnaire survey was conducted on those who had visited Iwaki and Hirono Town from the Tokyo Metropolitan area from November 2015 to February 2016, in order to participate in volunteer activities, etc. The number of effective responses was 202. The results showed that continued activities contribute to the building of relations of trust, improving poor reputation, and preventing the decline of interest over time.

Participants for volunteer activities 4 Types

