

**TOMODACHI Summer 2012 BEYOND Tomorrow  
U.S. Program  
- Reconstruction and Planning -**



*Our Lessons in the U.S. for Tohoku rebuilding*

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## Our Program – Learning Reconstruction and Rebuilding -

Orientation		
June 29 – July 1	<ul style="list-style-type: none"> <li>- Introduction to Urban Planning</li> <li>- Why go to the United States</li> <li>- Voicing from Tohoku in English</li> </ul>	At the foot of Mt. Fuji
U.S. Program		
August 7 - 10	<ul style="list-style-type: none"> <li>- Visits to organizations and individuals who led post-Hurricane Katrina rebuilding</li> <li>- Cultural exchange programs</li> </ul>	New Orleans, LA
August 11 - 15	<ul style="list-style-type: none"> <li>- Visits to organizations and individuals who led 9.11 response</li> <li>- “Meet-a-leader” sessions</li> </ul>	New York, NY
August 16 - 18	<ul style="list-style-type: none"> <li>- Academic program at Massachusetts Institute of Technology</li> <li>- Cultural exchange programs</li> </ul>	Boston, MA
August 19 - 20	<ul style="list-style-type: none"> <li>- Session with Arlington Fire Department</li> <li>- Courtesy visit to Japanese Ambassador Ichiro Fujisaki</li> <li>- Closing reception</li> </ul>	Washington DC

## 2 Presentations

1. What we want America to know about Tohoku
2. Our learning in the U.S.

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1. What we want America to know about Tohoku

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What happened on March 11?

Personal Stories

TOMO  
DACHI



BEYOND  
Tomorrow

## Our Tohoku Favorites



## Fantastic Festivals



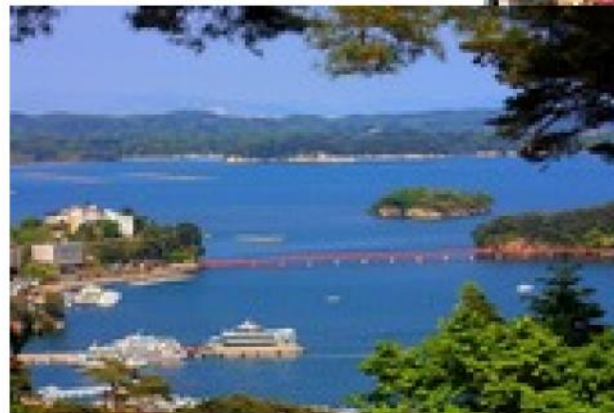
東北  
六魂祭



# Food



# Tourism



## Gratitude to America

We are grateful to the United States

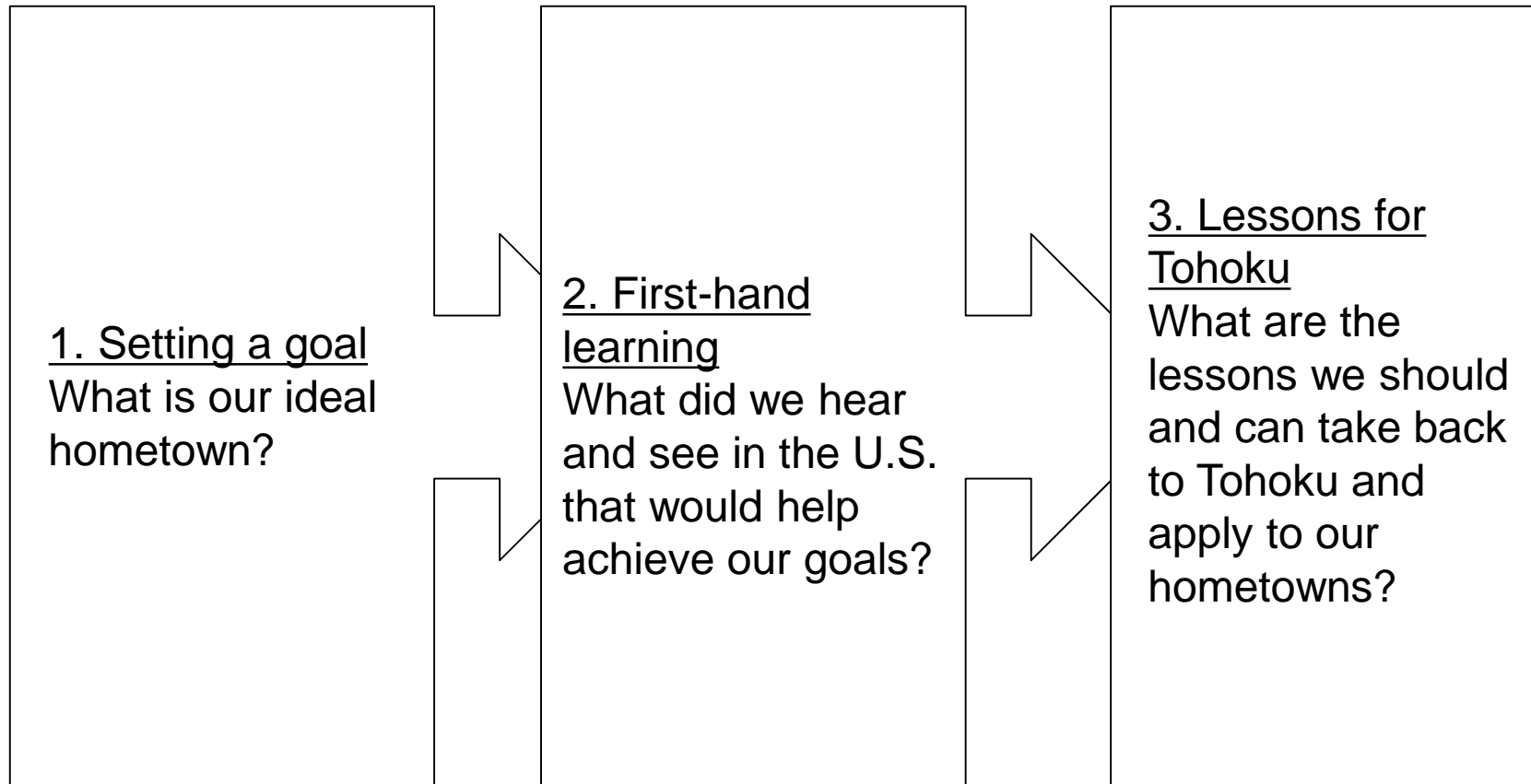


## 2 Presentations

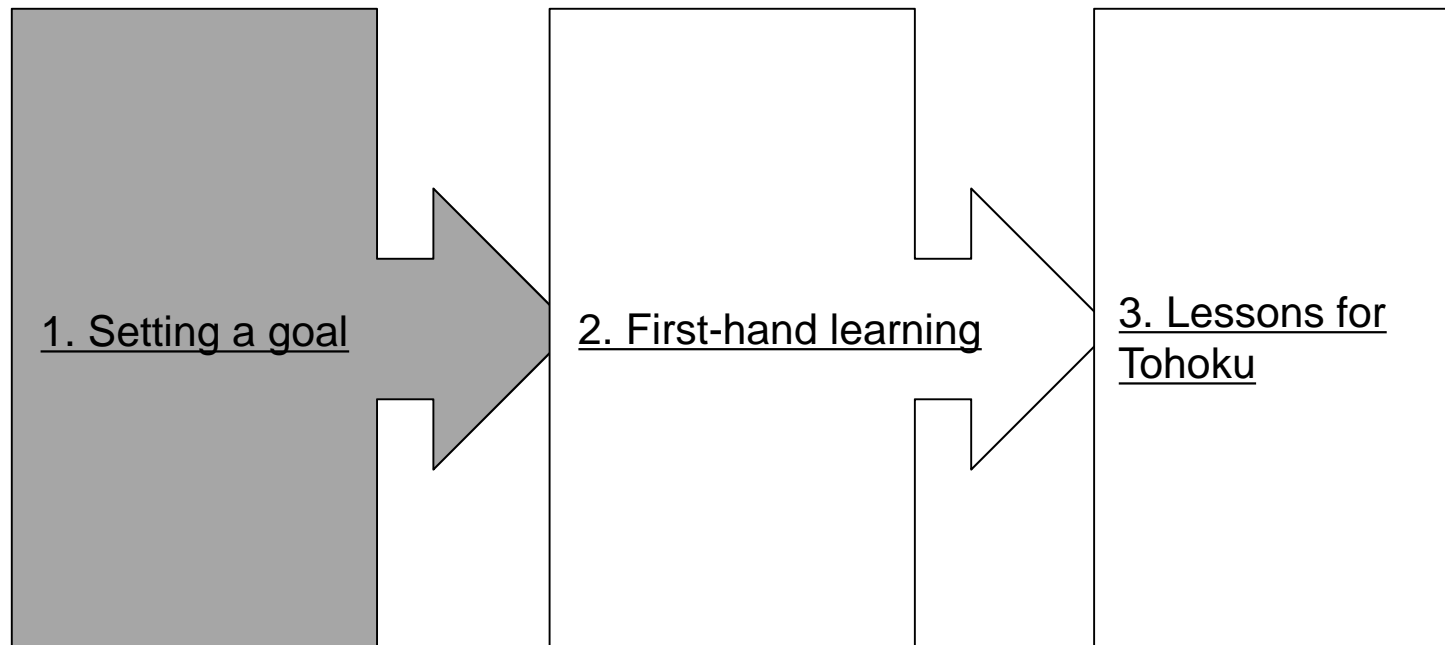
1. What we want America to know about Tohoku

2. Our learning in the U.S.

## Our Approach



## Our Approach





## 1. Setting a Goal : Our Ideal Hometown

### Current Situations

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Safe & Secure

- Lack of systematic plans to prepare for another disaster
- Lack of leadership to provide a sense of security

Sense of Communities

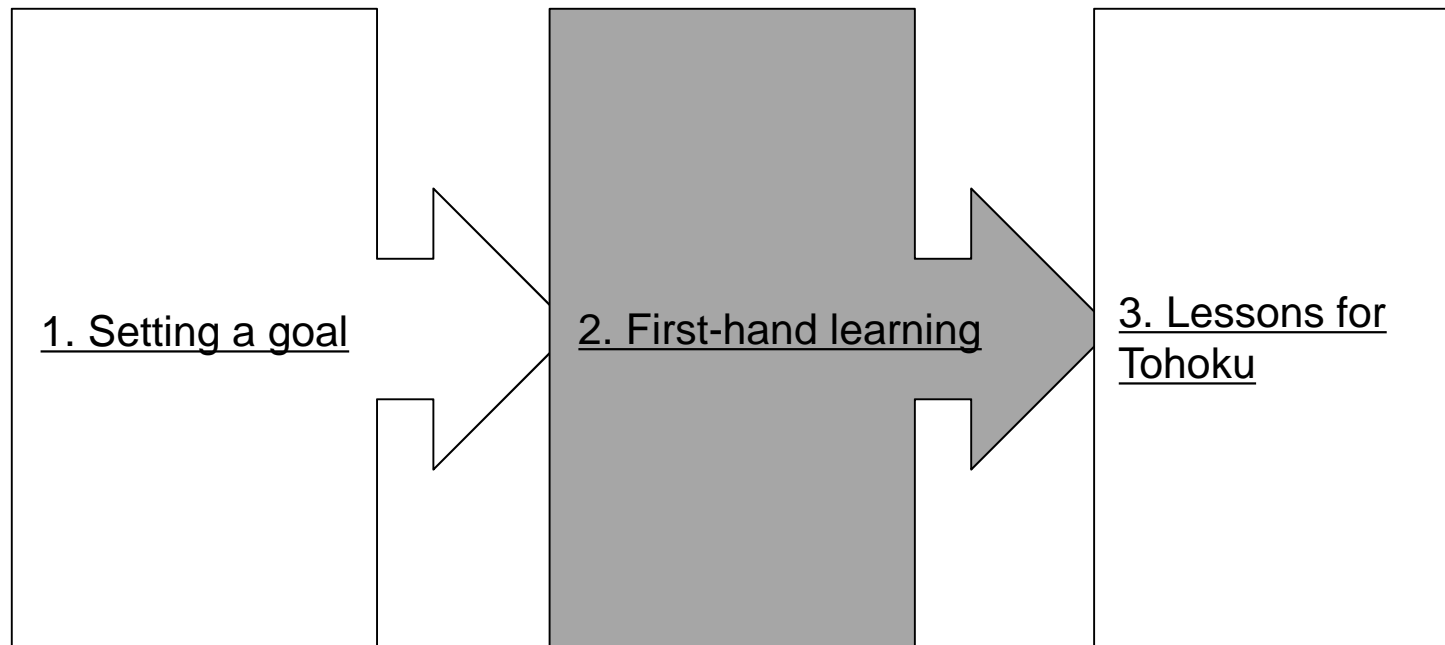
- People had to evacuate from their hometowns, leaving their neighborhood

Economic Viability

- Fishing industries are severely damaged and many jobs were lost

We want to make Tohoku a place everyone wants to return to

## Our Approach



## 2. First-hand learning in the U.S. – New Orleans

**Safe &  
Secure**

- Strong leaders to take actions  
e.g. Father Vien, Flozell Daniels
- Drill programs: best practice sharing with other disaster areas around the world



*“We have regular Skype meetings with other disaster communities to improve drill programs”  
University of New Orleans*

**Sense of  
Communities**

- Information sharing: brochures for people not literate in English
- Platform for interaction: Market, church, etc.

*“We make sure people who don’t read English are integrated”  
University of New Orleans*

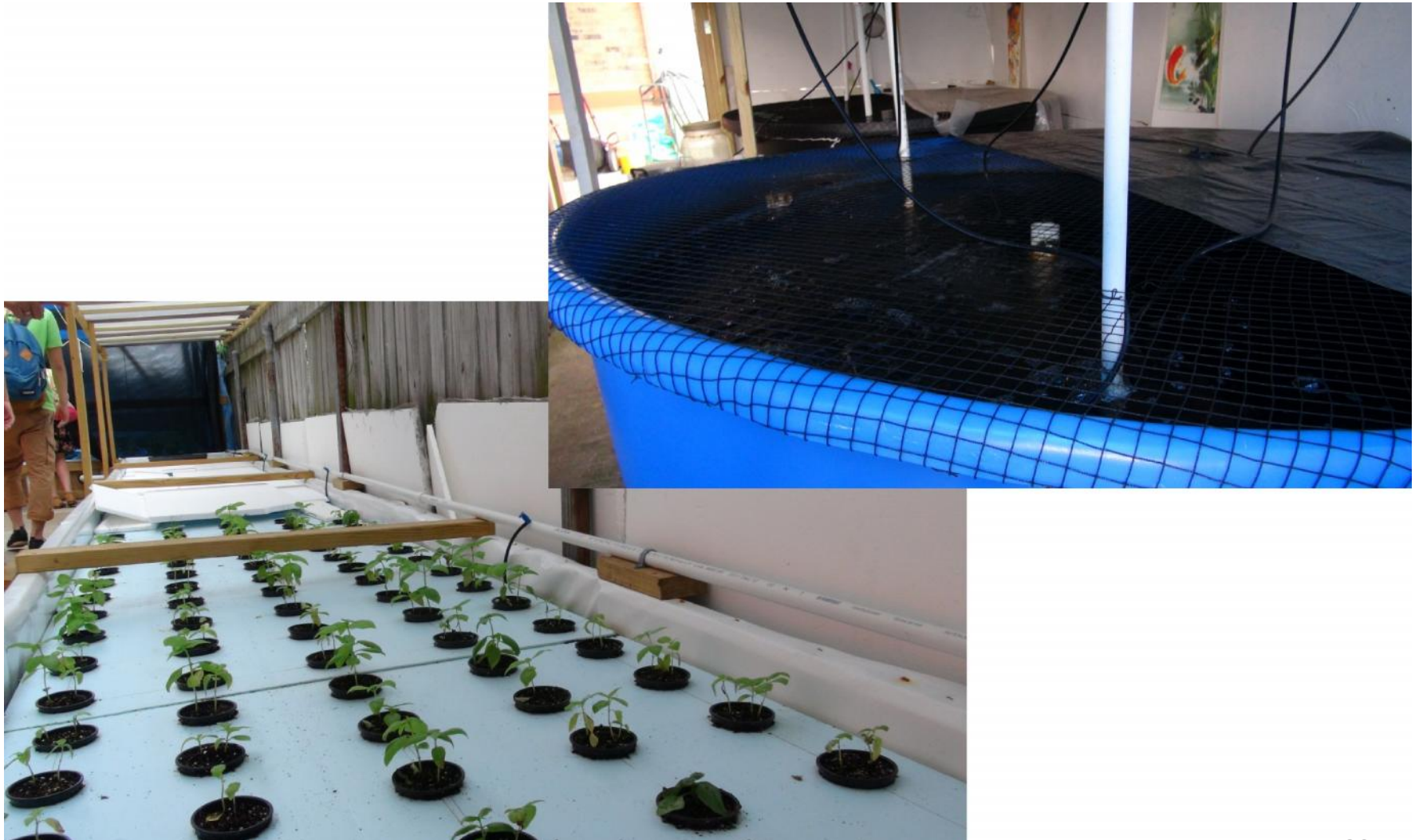


**Economic  
Viability**

- Community-based industries  
e.g. Market Umbrella  
e.g. Aquaponics

*“We helped each other by developing aquaponics together”  
Tap Bui, Mary Queen Vietnamese Corporation*

# AQUAPONICS



## 2. First-hand learning in the U.S. – New York



**Safe &  
Secure**

- Abilities to take decision based on both facts and intuition
- Information sharing among different organizations

*“Firefighters were trying to save people in the Tower, but I quickly decided to order my resources to evacuate from the tower as my intuition was telling me that”*  
Joseph W. Pfeifer, New York Fire Department

**Sense of  
Communities**

- 9.11 Memorial and WTC Tribute brings people together in an effort to prevent people from forgetting

*Survivors and victims’ families were working as docents in the WTC Tribute Center*

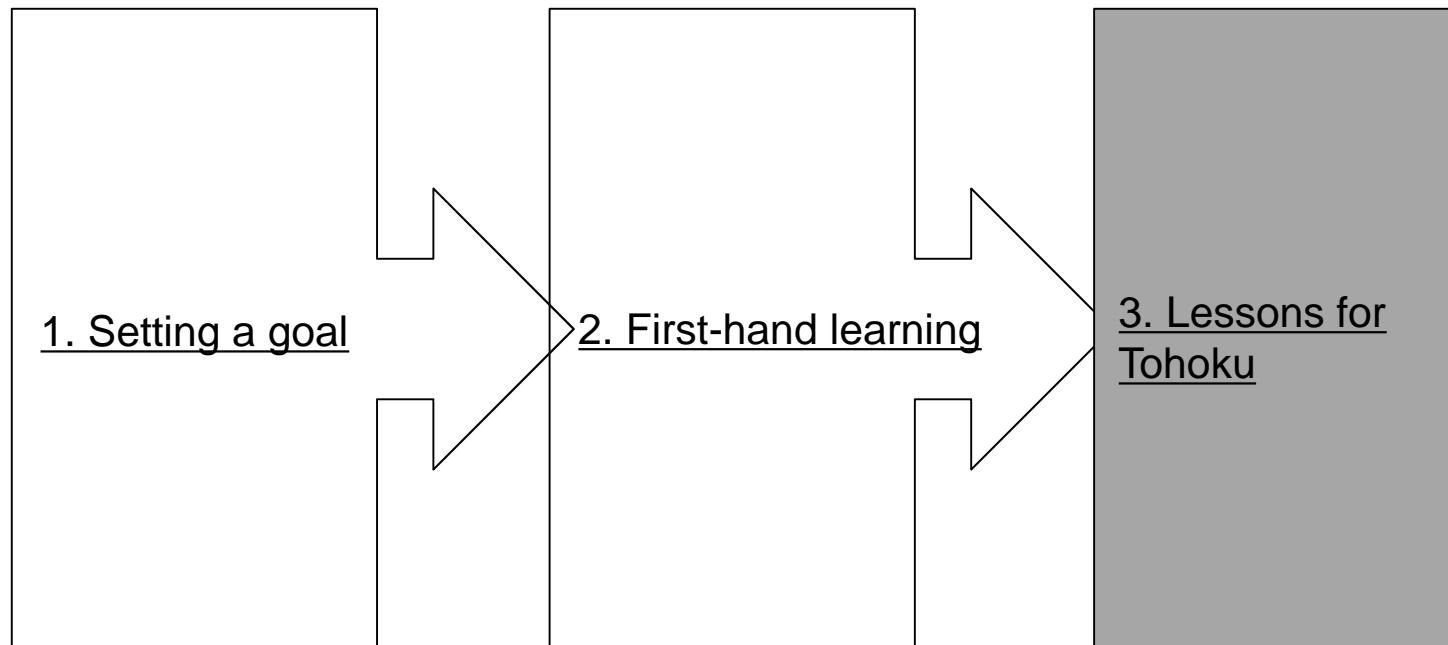


**Economic  
Viability**

- Large companies and small companies help each other to ensure the economy grows as a whole
- Attractive cultures such as fashion and music make the economy in NY viable

*“Because of NY’s great work in fashion and music, people loved NY and did not leave even after 9.11”*  
New York City Economic Development Corporation

## Our Approach



We have 3 action plans to propose:

### 3. Lessons for Tohoku – Action Proposal 1

#### **To Build a Mobile Tribute Visitor Center**

We should create a Tribute Visitor Center to commemorate the tragic event and the loss of many lives

- To build a Tribute Visitor Center in Tohoku with an exhibit of the earthquake and tsunami experiences
- Survivors and victims' families and friends play roles as docents
- The Center will be mobile and rotate from one city to another annually
- We will actively promote the Center to American people so they can visit Tohoku to learn about the disaster



### 3. Lessons for Tohoku – Action Proposal 2

#### **To Leverage Tohoku Culture for Economic Revitalization**

We should make Tohoku a tourist destination with creative festival plans

- Festivals that introduce Tohoku's local food and language
- A place for people to meet and interact – not only for locals but also for people from outside Tohoku and Japan
- Active partnerships with both large and small companies to make the festival dynamic
- A way to bring people from 3 affected prefectures together and provide a platform for various information sharing

### 3. Lessons for Tohoku – Action Proposal 3

**To Build Strong Leadership**

We were impressed by American people taking initiatives on a grassroots level:

We should make ourselves primary actors of Tohoku rebuilding

*“Ask not what *your country* can do for you -  
ask what *you* can do for *your country* “*

Our new slogan:

*“Ask not what *Tohoku* can do for you -  
ask what *you* can do for *Tohoku* “*



Thank you!