

# Activity reports at Higashimatsushima city Miyagi pref.

-The Great East Japan Earthquake-

A students group of regional support;

## MIMAMORITAI



# Outline

1. Overview and the disaster situation of Higashimatsushima
2. Overview of Mimamoritai
3. Activities
  - 3-1 Activities in 2011~2013
  - 3-2 Activities in 2014~
4. Subject
5. View



# 1. Overview of Higashimatsushima



# 1. The disaster situation of Higashimatsushima

## ■ Human damage (people)

Dead : 1,109

Missing person : 25

Total : 1,134

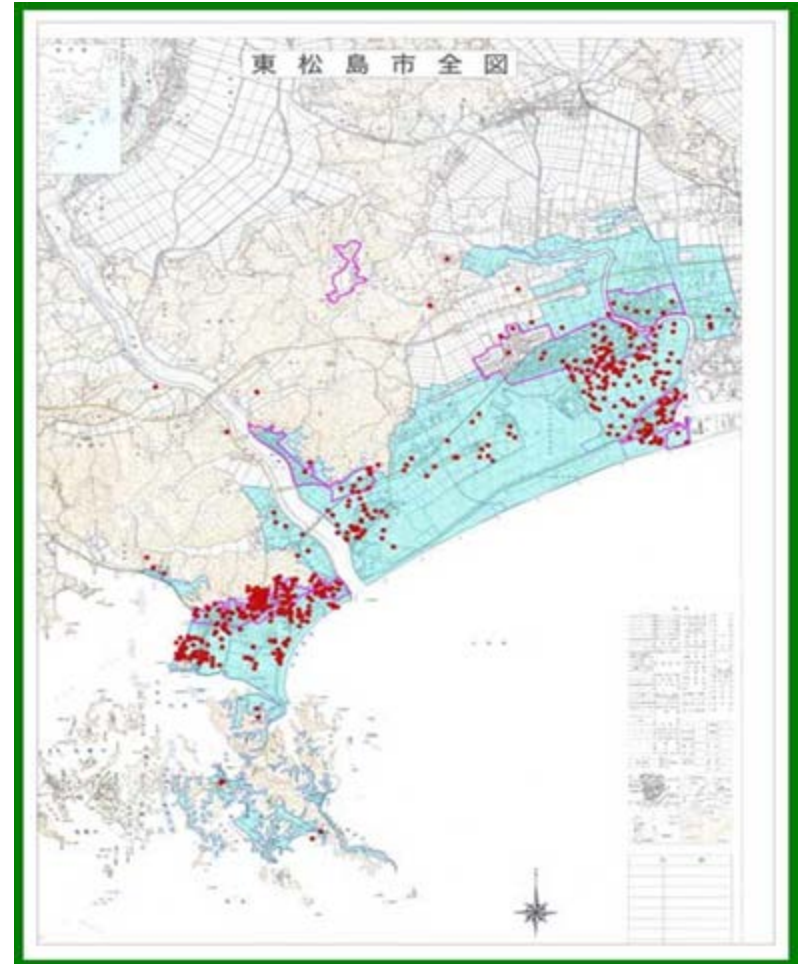
## ■ Damaged house (building)

: 11,054

(About 73% of all house)

## ■ Outflowing car

: 11,000



# Overview of Mimamoritai

- Formed year : June 2011
- Member composition : University students in Sendai  
(Tohoku university, Tohoku gakuin university, Miyagi gakuin university, Tohoku fukushi university)
- Activity location : Higashimatsushima city Miyagi
- Activity concept  
Community Exchange • Social contribution • self-growth



# Activities in 2011~2013

- carring out the home debris removal in a strawberry farm
- tours making
- to participate local events



# Activities in 2014

## ■ new project start

“Higashimatsushima Jiyasai Project”

Jiyasai = the vegetable fit the land

## ■ Objective of the project

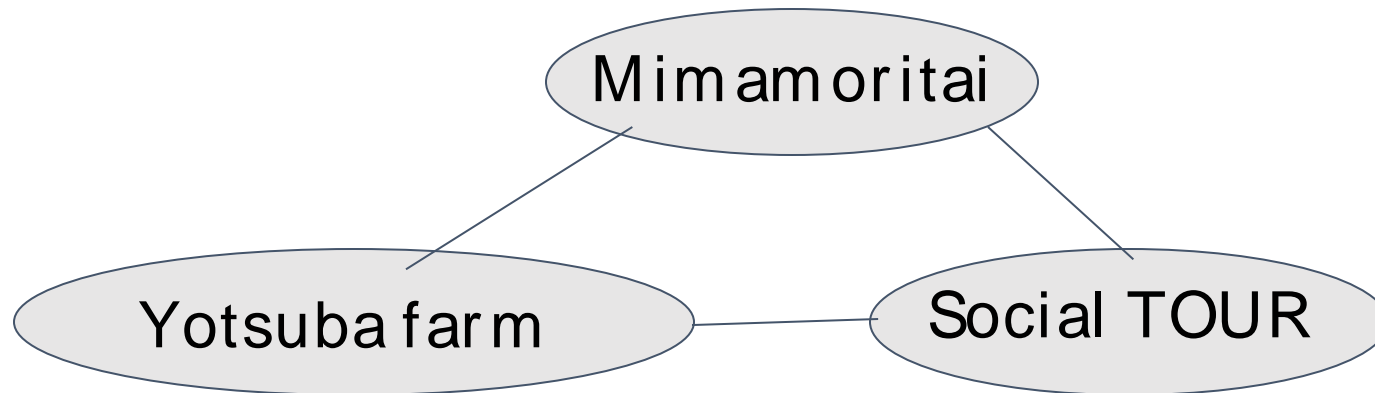
- To make vegetables unique to Higashimatsushima
- To aim for the vibrancy of Higashimatsushima



# Why the project started

The project started with a farmer in Higashimatsushima feeling that “wishing for

**I also want to make places where people come back**





# Activities in 2014~



# Subject of activity

- Declining consciousness of youth to earthquake disaster
- Inadequate reporting phase
- Arrogant feelings

**We noticed that I was able to do activities because there were people in the area.**

- Activity purpose deviation
- Dilution of relations with local people, loss of trust
- Number of members decreased

# View of activity

## ☆Goals for Higashimatsushima Jiyasai Vegetable Project

To make the place where people can come back again

→ for that

- Creating a brand vegetable that has been found only in Higashimatsushima, no one has ever seen
- Increasing fans of Higashimatsushima



# View of activity

## ☆Goals for Higashimatsushima Jiyasai Vegetable Project

To make the place where people can come back again

→ for that

- Creating a brand vegetable that has been found only in Higashimatsushima, no one has ever seen
- Increasing fans of Higashimatsushima

And...

"Local exchange" "Social contribution" "Self-growth"

Under this spirit, we will continue to support activities

