

## Initiatives to Provide Reconstruction Support in Disaster-stricken Areas through Our Business

# Reconstruction Support Office Assisting Full-Fledged Community-building Efforts in the Tohoku Region

In July 2012, KDDI set up the Reconstruction Support Office to assist full-fledged community-building efforts in the 3 Tohoku prefectures (Iwate, Miyagi, and Fukushima) stricken by the Great East Japan Earthquake. This office is actively participating in new community-building efforts by leveraging KDDI's experience and expertise in the use of ICT and cooperating with government agencies and people in the local community.



## The Value We Can Provide to the Affected Areas through Our Business

Following the Great East Japan Earthquake, departments within KDDI undertook reconstruction support initiatives independently. We established the Reconstruction Support Office in an effort to better understand the needs of the stricken areas and provide organizational support to oversee the activities being conducted by individual departments.

Until then, KDDI had proposed providing stricken municipalities with support comprising ICT-related services and physical goods. However, it became evident that government bodies faced structural problems—shortages of people with ICT-related experience and expertise and a lack of the personnel needed to increase reconstruction-related operations. At that point, KDDI began considering the establishment of a Reconstruction Support Office to dispatch employees who volunteered to work at government agencies on a temporary basis, draft and execute necessary ICT-related plans for

each region, and promote the use of ICT within government agencies. We believed that these efforts would help to improve the ICT literacy of government agencies over the medium to long term.

When setting up the office, we sought opinions and advice from people working with government agencies, as well as scholars, in an effort to better understand the needs of the stricken areas. Recognizing that many KDDI employees hailing from Tohoku or having experience working there felt a certain kinship with people in the region, we asked for employee volunteers to aid Tohoku reconstruction efforts, making zeal a condition for participation. We thought carefully about what sort of value we could provide through our business and what the future focuses were for the stricken areas and KDDI. Ultimately, we set up the Reconstruction Support Office with 5 employees with operational experience in various areas of business and began work in earnest.

## Building a Structure to Liaise with a Group Company and an Outside Consulting Firm

We realized that simply proposing solutions centered on ICT products and materials that would assist reconstruction would be insufficient to meet the needs of the stricken area. We needed to put in place systems for executing our proposals, consider ways of increasing ICT literacy among the region's residents, and draft proposals on creating an environment to foster these increases. Given this situation, we decided to liaise with KDDI Research Institute, Inc.—a Group company with expertise in conducting surveys to determine smartphone usage trends—and an outside consulting firm possessing various information about the stricken areas. We set up a system to research the needs of government agencies and local residents and provide suitable proposals. One of the first activities of this 3-company coalition involved a survey to determine citizens' awareness of the information sent out by the town of Namie-cho, Fukushima Prefecture. The objective of the survey

was to meet more closely the needs of the people of the town—who were scattered throughout Japan as a result of the Fukushima No. 1 Nuclear Power Plant accident—with information disseminated by government agencies. As we conducted hearings and interviewed citizens, we gained a better understanding of the trials and suffering the affected people were experiencing. Going forward, we plan to deepen relations with the community by seconding Reconstruction Support Office members to the region. We also aim to link KDDI's services with the experience of KDDI Research Institute, Inc and the consulting company, so that we can propose reconstruction support activities that truly meet the region's needs.



Information-sharing and discussion session among the three companies

## Activities Conducted in FY2012

The Reconstruction Support Office dispatches KDDI employees to government agencies in the stricken areas, plans ICT services, and provides expertise to promote the development of reconstruction support activities in a way that only KDDI can. Members of the Reconstruction Support Office live in temporary housing as they seek to meet needs that are expressed, uncover hidden needs, and direct reconstruction support activities in the regions to which they are assigned.

### ■ Improving Citizen Services on the Disaster Prevention and Healthcare Fronts

As the person in charge of regional information sharing for the city of Kamaishi, I am involved in creating optical and CATV networks, as well as other communications backbones. Kamaishi aims to employ ICT to turn itself into a "smart community," so using ICT to improve citizen services related to disaster prevention and healthcare is of particular importance. I am proposing plans that KDDI is uniquely capable of delivering, such as gathering information using a geographical information system (GIS) and providing solutions in the healthcare, welfare, and nursing fields as society ages. Success in these areas should lead to the rebuilding of the community and its future development.

Dispatched to the Publicity Department, Kamaishi City Office, Iwate Prefecture (From October 2012)  
Assistant Manager, Reconstruction Support Office **Tomonari Ishiguro**



### ■ Kesennuma Disseminating Information Effectively to Communicate Its Attractions

The city of Kesennuma has its own Web site, maintains a Facebook page, and produces a newsletter. I am in charge of these city efforts to disseminate information. In addition to communicating information about the status of reconstruction to its residents, my task is to communicate Kesennuma's appeal to people outside the city in the hope of attracting new industry and tourism.

By leveraging KDDI's ICT technologies and expertise, I am working to gather and disseminate information more effectively by looking at things from the perspective of Kesennuma's citizens.

Dispatched to the Office Administration and Publicity Department, Kesennuma City Office, Miyagi Prefecture (From December 2012)  
Manager, Reconstruction Support Office **Akio Iwao**



### ■ Better Reflecting Citizen Feedback into Reconstruction Activities

I have been seconded to the Higashimatsushima Organization for Progress and E (economy, education, energy), which the city of Higashimatsushima set up shortly after the disaster in an attempt to proactively encourage the creation of new value. By interfacing between citizens, the government, and private-sector companies, I am taking on the role of promoting reconstruction activities designed to turn the city into one with a sustainable society=environmental future. As a member of the organization's secretariat, I officiate at meetings, hold sessions to air opinions among citizens living in temporary housing, and try to close the gap between citizens, the government, and private-sector companies, promoting reconstruction activities that better reflect citizen feedback.

Seconded to the Higashimatsushima Organization for Progress and E (economy, education, energy) (From February 2013)  
Assistant Manager, Reconstruction Support Office **Masayoshi Fukushima**



### ■ Aiming for Sustainable Reconstruction Support

By participating in a reconstruction support project that liaises between companies involved in reconstruction businesses and NPOs, we are searching for a path toward sustainable reconstruction support. Members of our office gather information on the status of activities, communicate information throughout and outside the Company, and utilize a special site we have created within the au Shopping Mall\* to offer products from the stricken areas. Using this site makes use of ICT to help people using the site feel more connected with activities in the stricken areas.

Going forward, I aim to leverage KDDI's strengths in transmitting information toward activities that will boost economic development in the stricken areas.

\* au Shopping Mall: A network shopping site managed by KDDI

Senior Staff, Reconstruction Support Office **Hideo Kato**



## Resolving Societal Issues toward the Earliest Possible Recovery of the Stricken Areas



**Hironori Abe**  
General Manager, Reconstruction Support Office

A great deal of support is still needed in the areas affected by the Great East Japan Earthquake, which are also afflicted by depopulation stemming from a declining birthrate and an aging populace—factors that existed prior to the disaster. How to deal with these issues is a major societal question, the answer to which will affect the future of Japan. Through the Reconstruction Support Office, KDDI is providing the technology and expertise it possesses to address a host of issues such as these, while at the same time striving to reinvigorate the affected region as quickly as possible. Further in the future, we hope to make use of the experience we are cultivating through these reconstruction support efforts to play a larger role across Japan.

The true challenges of reconstruction support in Tohoku still lie before us; at present, only the topmost priorities of people in the affected areas are being addressed. The Reconstruction Support Office's mission is to work with the region's government agencies and citizens to create a new regional community by leveraging KDDI's businesses. We will make every effort to ensure the success of reconstruction support activities and resolve societal issues to help create a bright future for the people of the stricken areas and bring smiles back to their faces.