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: Higashimatushima city, Miyagi
- Activity concept: Community Exchange ・ Social contribution ・ self-growth
Activities in 2011～2013

- Carrying 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 farm in Higashimatsushima felling 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

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And...
"Local exchange" "Social contribution" "Self-growth"
Under this spirit, we will continue to support activities