

(1) Basic Principle

- ◆ The challenges which Tohoku region is facing after the disaster, such as depopulation, population aging, and hollowing out of industry, etc. are common in rural areas in Japan and seen nation wide.
- ◆ New Tohoku should be created not only by returning to the original state but also by addressing those issues taking advantage of the reconstruction from the disaster. This will serve as a model case of Japan and the world.
- ◆ The creation of a New Tohoku will be promoted not only by depending on the public sector but also by taking advantage of know-how and ideas of the private sector . The two sectors will cooperate in this project.

5 pillars

Safe and healthy growth of children

A vibrant super-aged society

A society with sustainable energy

Robust and highly resilient social infrastructure

Utilization of regional resources with wide appeal

(2) Major Initiatives

(a) “New Tohoku” Public and Private Partnership Promotion Council

(Presidents: Chairmen of Keidanren, the Japan Association of Corporate Executives(Doyukai), and the Japan Chamber of Commerce and Industry)

- Share the information about the projects on various initiatives across fields and entities

(b) “New Tohoku” leading model project

- Support the acceleration of leading projects by organizations and corporations working for reconstruction.

(c) “Work for Tohoku”

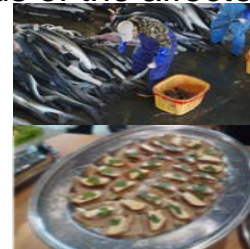
- Dispatch experts from companies etc. in response to the needs of the affected areas.

(d) “Finance network for reconstruction”

- Provide private funds smoothly under the coordination of public and private sector.

(e) “Support Team for sales development”

- Collaborate with support group for overcoming challenges including sales development of industries such as seafood processing.



Model project using shark ingredient (Kesenuma)



Exchange among members