



国民生活産業・消費者団体連合会

The Federation of Consumer Goods Industries and Consumer's Associations

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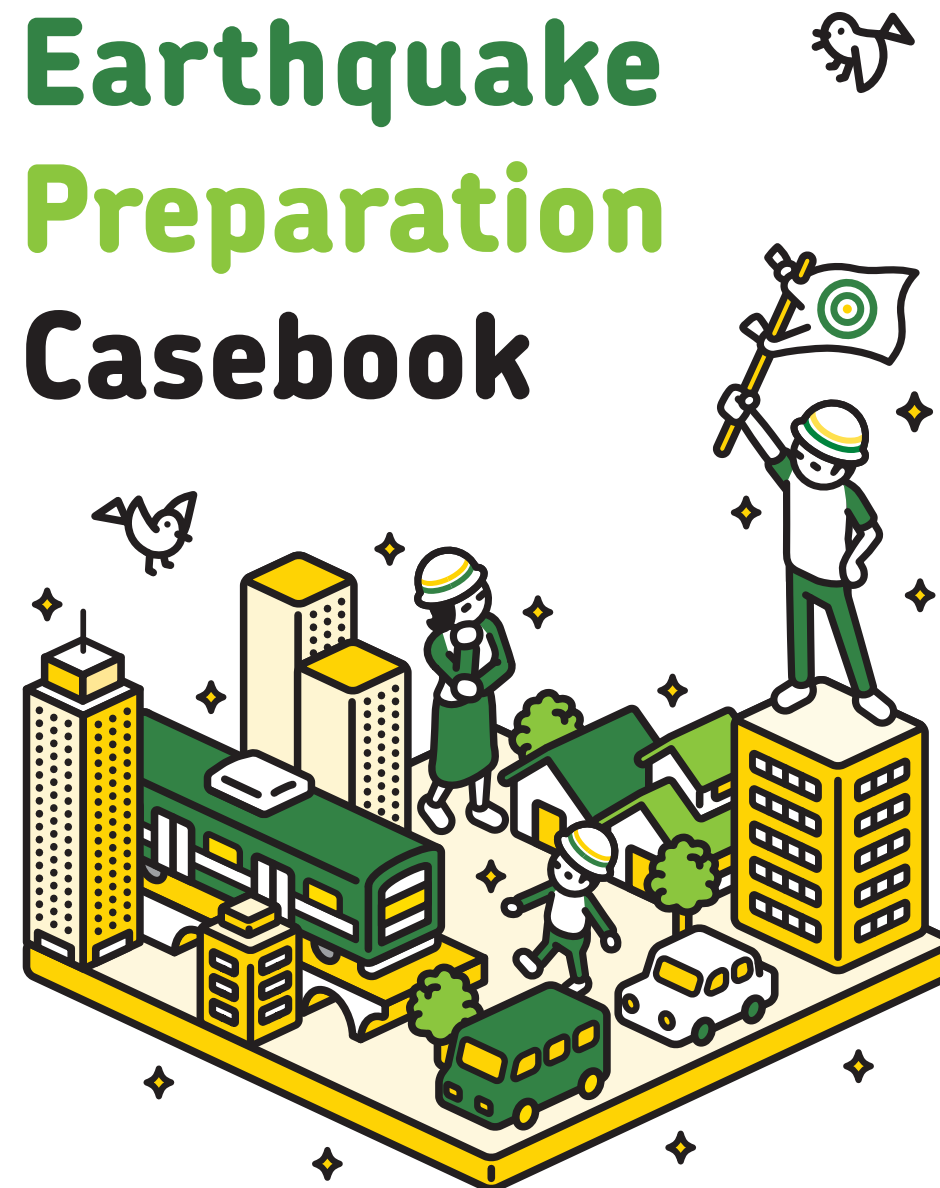
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Earthquake Preparation Casebook



Seidanren is uniquely positioned as an organization of companies that support citizens' livelihoods and groups representing consumers. This publication is a compilation of efforts conducted at the forefront of disaster prevention by Seidanren members that transcend the barriers between companies and other groups and organizations.

The Federation of Consumer Goods Industries and Consumer's Associations

The devastation inflicted on the coastal areas of the Tohoku region in northeastern Japan and the disarray experienced in the greater Tokyo area from the Great East Japan Earthquake has reminded us once again of the ferocity of natural disasters and the vulnerability of modern society. Amid fears of the next big earthquake striking, possibly directly beneath Tokyo or in the Nankai Trough off of Japan's Pacific coast, we must prepare as quickly as possible to mitigate risk.

With a mission to protect the lifelines and livelihoods of citizens, Seidanren has established a Committee on Disaster Risk Reduction with the aims of representing citizens' point of view, minimizing the damage caused by disasters, and realizing a society in which life at the community level is sustained even after a disaster strikes. As a first step toward disaster planning and prevention, we have produced a casebook of disaster prevention measures taken by our member companies and organizations. Our goal in compiling this casebook is to expand the circle of information about effective ways to mitigate disaster risks that transcend industry sectors and the differing standpoints of businesses and consumer groups, and by having business and consumer groups learn from each other, contribute to ensuring the safety and security of people in Japan.

At the same time, it is vital that individual households also prepare for earthquakes if we are to realize earthquake resiliency as a society. There is no substitute for how individuals think about disaster preparedness and what steps they take on a routine basis to first and foremost protect their own life and the lives of their family in the event of a major earthquake. When individual citizens take the initiative and do what they can instead of wondering what to do or assuming that someone will come to the rescue, it raises the level of disaster preparedness for society as a whole. In addition to this casebook, we have also published the Disaster Preparedness Guide, a compilation of disaster preparedness know-how and tips for households. We hope that it serves as a useful guide for companies and organizations in their internal disaster prevention and education activities.

What is Seidanren?

Seidanren is the first organization in Japan to unite citizens and business operators in the common cause of proactively addressing issues. Seidanren conducts activities aimed at communicating and demonstrating our mission from the standpoint of citizens in order to make contributions to further improving the lives of people in Japan.
No. of members: 555 organizations (as of April 1, 2014)

Seidanren's Action Policy

- Our ongoing mission is to protect the livelihoods and lifelines of citizens through ensuring the safety and security of life in Japan, improving quality of life, and contributing to the healthy development of related industries.
- Looking at Japan's current situation from a global perspective, we aim to lead efforts to autonomously resolve the problems confronting Japan without relying on the authorities.
- As a group uniting the production, manufacturing, and retail service industries and consumer groups, we are dedicated to research and discussion of the issues and engaging in friendly competition. We strive to ensure that our voice is heard and our proposals for public policy and administration are realized.

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Efforts
aimed at
the general
public

Encouraging stocking of emergency supplies in the home

Kirin Beverage Company, Limited

The Daiei, Inc.

Japan Association of Chain Drug Stores

After surviving the initial earthquake, what is next? One key is having a stock of emergency supplies at home. Following are three cases of educating general consumers about the need to stock emergency supplies at home from the standpoint of manufacturers, retailers, and industry groups.

Smart Stock: Thinking Together, Preparing Together with Consumers

Many homes keep a stock of emergency supplies, but often these supplies are kept past their expiration date. The most common emergency item to pass its expiration date is water, at an average cost of 1,182 yen. If all households with children were to have this amount of water kept past its expiration date, the cost would rise to 9.1 billion yen a year. This indicates the volume of water that passes its expiration date each year.

“This was from the results of a survey of eight hundred mothers of elementary-school-age children conducted in July 2012. While releasing the results of these kinds of opinion surveys as necessary, we are working to spread awareness of the Smart Stock concept,” says Makoto Kimura, Marketing Department, Marketing Division, Kirin Beverage Co., Ltd.

Kirin has been working since July 2011 to broaden understanding of the Smart Stock concept, which is a cyclical stocking method of consuming stocks of food and beverages before their expiration dates and replenishing the consumed supply with new stocks.

“After the Great East Japan Earthquake, there were rushes on certain products nationwide and shortages were on ongoing problem. For this

reason, goods that were truly needed in the disaster-affected areas or other regions could not be supplied quickly or in sufficient amounts. We were not able to fulfill our responsibility as a manufacturer. This experience and the belief that we would not be able to cope when another large-scale disaster occurred based on our efforts alone without the cooperation of consumers led us to start these efforts to stock supplies together with consumers,” comments Mr. Kimura.

Promoting ways to stock supplies that can easily become a part of daily life

The catchy and memorable phrase “Smart Stock” and an accessible promotional campaign created using a logo and campaign character in the same color scheme as the company’s Kirin Alkali Ion Water product has helped the concept become a part of daily life. As Mr. Kimura states, “We didn’t want to stoke people’s fears.”

Last year, Kirin developed the campaign further by holding Smart Stock events with celebrities and musicians and publishing Smart Stock recipes on its website, which use canned goods and dried foods with a long shelf life. In fiscal 2014, Kirin plans to focus on promoting the campaign in stores in cooperation with retailers, where activities can be conducted in closer



“Smart Stock Checkers” in stores allow consumers to calculate the amount of supplies they need to stock at home just by inputting the number of people in their family.

proximity to consumers.

“Marketing is coordinated with the times and the trends taking place in the public sphere. The Smart Stock campaign is not about achieving numerical targets such as sales and favorability indicators. We’re doing this on a different dimension from popular fads; it’s something we are promoting based on our convictions. We are working diligently to communicate something that we think is truly important. We’re also looking at collaborations with other companies who support the Smart Stock concept and hope that these efforts lead to disaster reduction,” comments Mr. Kimura.

Everyday contributions to society that supermarkets can make to facilitate disaster prevention

The response of supermarket chain The Daiei, Inc., led by Isao Nakauchi, in the wake of the Great Hanshin–Awaji Earthquake is credited with greatly increasing the perception of supermarkets as lifelines.

“Nakauchi learned from his experience in World War II that people panic when there are no goods. I was in one of our Kobe stores when the earthquake hit. The store was closed that day, but I immediately put carts out in the store with necessities like water and batteries for sale and priced them so that



Smart Stock recipes available on Kirin Beverage’s website. In a magazine tie-up, Kirin also invited readers to submit their original recipes.

change wouldn’t be needed,” recalls Kunihiro Iuchi, General Affairs Management and Public Relations Section, General Affairs Division, The Daiei, Inc.

Daiei quickly sent goods to the disaster-affected areas and reopened its stores, which had a major impact on how retailers operated during subsequent disasters. After the Great East Japan Earthquake, Daiei was praised by the community for also quickly opening its Daiei Sendai Store located in front of Sendai Station. “What we believe we as a supermarket must do next is get people to keep supplies stocked at home, so we have made this disaster prevention book,” says Mr. Iuchi.

Role as the most accessible location for citizens

Daiei’s disaster prevention book, *Moshimo ni yaku ni tatsu itsumo no sonae* (Routine preparedness useful for what-if situations), provides easy-to-understand explanations on items needed to evacuate safely in a disaster, items needed when electricity and gas service is disrupted, and recommended foods and other goods to stock and how to store them. In 2009, Daiei created a leaflet detailing what goods to keep in the home when the new strain of influenza reached epidemic proportions. This know-how has

also been incorporated in the company's disaster prevention book.

Daiei set up displays in all Daiei stores on September 1, designated Disaster Prevention Day in Japan, featuring its disaster prevention book, which customers took home in large numbers. “National and local governments also communicate information about stocking emergency supplies, but as people in the community come to supermarkets on a daily basis and supermarkets carry most of these necessities, we are the most accessible location for community residents to get disaster prevention information. In addition, supermarkets are the best place for people to prepare their emergency supplies,” comments Mr. Iuchi.

Daiei communicates information on disaster prevention not only during disasters but on a routine basis, making the retailer a dependable partner for homemakers, who hold the key to keeping stocks of emergency supplies at home.

Stocking medicines and sanitary supplies to prevent secondary disasters

While many people immediately think of water and food when they think of emergency supplies, keeping stocks of medicines can also mean the difference between life and death. After the Great

East Japan Earthquake, the Japan Association of Chain Drug Stores (JACDS) provided support in the form of water, food, and daily necessities in addition to medicines and sanitary supplies, monetary donations, and dispatching pharmacists. “The experience from that time was a strong reminder that stocking medicines and sanitary supplies is also important to prevent secondary disasters,” states a JACDS spokesperson.

Relief supplies were sent to disaster-affected areas based on requests from the Ministry of Health, Labor and Welfare. The supplies provided by manufacturers and other parties were assembled into sets of various types of goods and packaged into individual boxes much like a first-aid kit. These boxes were then sent to local areas, which eliminated the need to sort goods at the local destinations. This system was highly praised by Takehiko Yamamura, Director of the Disaster Prevention System Institute, who subsequently supervised creation of a pamphlet on stocking emergency supplies.

The large amount of supplies was sent from Yokohama via a ship from the Fisheries Agency instead of over land. “We anticipated that if another major earthquake occurred, shipments over land and the supply of goods from manufacturers would become unfeasible. Also, as time passed the things that individuals need change. Stockpiling supplies at home is



Supplies were shipped to the disaster-affected areas of the Great East Japan Earthquake with help from Japanese pharmaceutical associations and pharmaceutical university students.

considered an effective way to prevent secondary disasters, and last year we produced a pamphlet and poster listing what medicines and sanitary supplies to stock,” states the JACDS spokesperson.

Publishing detailed information that consumers want to know

The pamphlet introduces 60 items in 15 categories such as cold medicines, health foods and supplements, and first-aid supplies that are basic items to keep on hand for emergencies as well as 20 items to keep for infants and elderly caregiving. The necessity level of these items is indicated using a three-level guide, and the quantity to keep on hand as well as storage tips are also introduced.

This information was collected by staff in the JACDS based on the experience of providing supplies after the Great East Japan Earthquake and considering what goods would be necessary in light of various families’ circumstances. Then two editorial supervisors narrowed down the list based on their expertise. The association printed 1.5 million pamphlets and 100,000 posters, which have received positive feedback, with retailers asking for additional copies and citizens wanting to use them in disaster prevention efforts in local community groups.



Pharmacists were dispatched to emergency shelters in cooperation with the Miyagi Prefecture Pharmaceutical Association and gave advice to disaster victims.

All of the information in the pamphlet and poster is published on the JACDS website. “We hope that many people extensively use this information according to their own household’s circumstances,” comments the JACDS spokesperson.

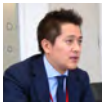
This is likely the first case of this level of detailed information being presented to general consumers on the type and quantity of medicines and sanitary supplies to keep on hand for emergencies, which is often difficult for general consumers to gauge. Prepared with expert knowledge and lessons learned from the Great East Japan Earthquake, this list should prove a useful guide in preventing secondary disasters (see the column on the lower half of p. 31).



Disaster prevention book created by Daiei and distributed at stores. The book's size is designed to be easily portable.



The book introduces tips and items that are useful in an earthquake divided into various categories. The many illustrations make the information more accessible.



Makoto Kimura
Marketing Dept., Marketing Division
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JACDS

Secretariat,
Japan Association of Chain Drug Stores
(JACDS)

Efforts
aimed at
the general
public

Everyday disaster preparedness for citizens

Mitsui Fudosan Co., Ltd.

How accessible can we make communication about the difficult content of disaster prevention? This is an issue faced by many local governments and public authorities, but some efforts are underway to make disaster prevention a part of everyday life for community residents by taking advantage of the features of commercial facilities.

Fun disaster prevention events on weekends

Going to a large shopping center is a common way for families to spend their weekend. Amid the hustle and bustle, one corner at a shopping center attracted an especially large crowd of people. There were families taking photos of each other knocking down a flame target with a water extinguisher, children wearing serious expressions taking a disaster prevention quiz given by staff, and couples learning first-aid for broken bones and bleeding from a local volunteer disaster prevention group.

These scenes are from the “&Earth: Learn Knowledge to Withstand Disaster and Bosai Stamp Rally,” organized by Mitsui Fudosan Co., Ltd. and Mitsui Fudosan Retail Management Co., Ltd. The events bring together fun shopping destinations and venues to learn about disaster prevention in one place. This year marked the third edition of the events, which were held at 11 shopping centers in the greater Tokyo area in March and attracted around 3,800 participants.

These events were started because, in the words of Kazuyuki Suizu, Retail Properties Management Department, Retail Properties Division, Mitsui Fudosan, “Our company has provided support for the disaster-affected areas of the Great East Japan Earthquake. We believe that continuing this support as well as communicating

ways to prepare for earthquakes, which could come at any time, to customers at the numerous facilities we operate in the greater Tokyo area is part of our corporate social responsibility (CSR).”

Volunteers from the companies serve as event staff

One feature of these events is how accessible the information is and how fun they are. If the events are not appealing, they will not succeed in getting customers who come to the facilities to go shopping to spend part of their time learning about disaster prevention. Therefore, Mitsui Fudosan partnered with the NPO Plus Arts, which has a disaster prevention program based on information learned from victims of the Great Hanshin–Awaji Earthquake that incorporates games and quizzes and plans events according to the size and local characteristics of each venue.

Company staff have served as event volunteers from the second edition of the events. Before events take place, Plus Arts holds trainings so that the volunteers can learn know-how to run each program. “This year, we called for volunteers from all Group companies to make the events a part of our Group-wide CSR activities. Our Group comprises a range of home-related business including condominium and home sales and home maintenance services, and we believe that we can make these events even better if we



The stamp rally is designed to attract the interest of children. The prizes are also related to disaster prevention.

gather together the expertise of our various businesses,” states Mr. Suizu.

Extending the events to the wider community in cooperation with local governments

Another feature of the events is the cooperation with local governments. This year’s events were co-sponsored or supported by nine local governments. “Each local government body is also conducting disaster prevention measures, but many of these assume that people will come to events, and I think in many cases local governments have faced the issue of people not coming or only certain people coming. But our events have always taken place at venues where large numbers of customers are anyway, many of whom are young families who would play a key role in helping others during an actual disaster. The event content is easy to understand and officials from local governments, seeing the reactions of customers, have understood that being able to go out to where people are and communicate information is more effective than waiting for people to come to you. I think this has resulted in us receiving their support and co-sponsorship this year. Customers who came to our facilities to enjoy shopping and happen upon the events take part in them, and as a result they have fun and learn some disaster prevention



Some facilities also have permanent corners set up to communicate information from government bodies. Events are conducted together with local volunteers.

knowledge by the time they go home. They also feel good knowing that they have received local disaster prevention information. Our commercial facilities can offer this potential benefit,” comments Mr. Suizu.

Mr. Suizu spent about six months making repeated visits to local governments to work out the event planning. Local governments also did not want to just lend their names to the events, but have their staff talk directly with residents and communicate information. Instead of leaving event planning and operation up to agencies or service providers, the parties with information to communicate about disaster prevention use their passion and hard work to make it happen. The smiles of customers participating in events are proof of the events’ effectiveness at communicating disaster prevention information.



Kazuyuki Suizu
Retail Properties Management Department,
Retail Properties Division
Mitsui Fudosan Co., Ltd.

Efforts
aimed at
the general
public

Connecting consumer movements to disaster risk reduction

Consumption Science Center

Research on the Great Hanshin–Awaji Earthquake indicates that the greatest help in a disaster is self-help. Not only is it necessary to reinforce our homes to withstand earthquakes and stock emergency supplies, us consumers must also learn about disaster prevention.

Consumer education for consumers, by consumers

In December 2012, a law came into force that brought major changes to the way consumer education had been conducted up to then. It is the Act on Promotion of Consumer Education, which encourages consumers to autonomously participate in establishing a “Consumer Citizen Society.”

“The cornerstone of consumer movements is learning based on life experience. The Consumption Science Center has been conducting activities centered on consumer education for fifty years since our establishment in 1964. I sense that the importance of education for consumers by consumers is once again being recognized,” says Hideko Kogawa of the Consumption Science Center.

The Center selects an annual theme and holds symposiums and lectures at “Consumer University.” Its theme in fiscal 2012 was “Preparing for Disasters,” and it held two symposiums, 28 lectures at Consumer University, and two study tours. It selected the theme of disasters to better understand what had happened during the Great East Japan Earthquake, which had a major impact on consumers in various ways, explore what could be learned from this, and consider what countermeasures could be taken.

Ms. Kogawa and two others gather the information and directly make requests to instructors. “We have some prominent instructors who are extremely busy and have difficulty finding the time to give lectures, but we have an extensive network of former instructors over our fifty years and we are able to offer valuable lectures each month,” comments Ms. Kogawa.

Lectures by experts in wide-ranging fields

Lectures on the topic of “Preparing for Disasters” were given by experts in wide-ranging fields including university professors, leaders of shopping district associations, journalists, officials from government bodies, and representatives from leading retailers.

The topics of the lectures also cover a diverse range of perspectives, from basic knowledge about disasters and ways to engage in daily communication that prepare people to help each other in a disaster to “Routine Disaster Prevention,” “Graduating from Disaster,” the differences between natural disasters and man-made disasters, leadership and information communication know-how during a disaster, a review of transportation systems, volunteer activities, and earthquake insurance.



Symposium with invited experts giving presentations. Experts from a wide range of fields serve as panelists.

Disaster prevention from the point of view of consumers

These lectures naturally have a strong emphasis on the point of view of consumers. For example, lecture participants were highly interested in the topic of earthquake insurance. When Ms. Kogawa subsequently covered this in the free paper *Tokyo Kurashi Netto* (published by Tokyo Prefecture, monthly circulation of 100,000), where she serves as a member of the editorial board, it became the paper's fourth most-popular feature.

Through the lectures, the Center gets an idea of what news about disaster prevention consumers most want to know now and broadly communicates information through various media. “A key focus of our mission of consumer education is prevention. This is similar to preventative medicine, which does not treat illnesses after they occur but creates minds and bodies that are more resistant to illness. We believe that if we learn about prevention and have accurate knowledge with a broad perspective, it will lead to disaster reduction for society as a whole,” states Ms. Kogawa.



The question-and-answer sessions after lectures are an opportunity for instructors and participants to deepen their exchange. (Instructor in photo is Prof. Yoshihisa Urita, Faculty of Medicine, Toho University)

Incorporating the consumer viewpoint into company disaster prevention efforts

The lectures at Consumer University are a valuable opportunity not only for consumers but also for companies to hear directly from the instructors and have an opportunity to ask questions instead of getting information through television or books.

“I have heard from people attending from companies that thanks to this venue they were able to make connections with our instructors. In the future, incorporating the consumer's point of view not only in marketing but also in disaster prevention will be important for companies as well as lead to company development,” says Ms. Kogawa.

The Center's lectures are not only a venue for consumer education; they also serve as a venue to connect consumers with experts and companies.



Hideko Kogawa
Consumption Science Center

Efforts
aimed at
employees

Educating employees on disaster prevention awareness

Zensho Holdings Co., Ltd.

In business continuity planning (BCP) as well as support activities for disaster-affected areas, the safety of customers and employees is paramount. Improving the disaster prevention awareness of related parties is necessary to fully demonstrate the efficacy of disaster prevention measures.

Cases stemming from the wish to provide meals as quickly as possible

The vitality and bustle of people that had been a constant feature of Sendai City since the reign of the lord of Sendai Castle were lost with the Great East Japan Earthquake. In the shopping district in front of JR Sendai Station, now shrouded in darkness and silence, one lone store had its lights on. Gas supply had not yet been restored, but quick-witted employees of Sukiya's Sendai Cris Road Store collected electric rice cookers from home in which to cook rice and meals including beef bowls and curry. A long line had formed in front of the store of people seeking a hot meal.

"We looked at what we needed in order to reopen the store as quickly as possible and then took action so that we could offer hot meals to everyone in the community. I think this case embodies the management style, disaster prevention, and BCP that we aspire to achieve," says Satoshi Onozaki, General Manager, Group Business Management Division, Zensho Holdings Co., Ltd.

Efforts requiring the independence and initiative of employees

"Use your head to think and take action independently." This is the aim of Zensho Holdings

Chairman Kentaro Ogawa's management philosophy and is reflected in the disaster prevention training of the company's employees after the March 11 earthquake. One part of this training is giving head office employees 1,000 yen and having them buy emergency supplies themselves to stockpile at the office. There are no conditions placed on what to buy except the minimum of food and water supplies. "Individuals differ in their gender, physical strength, and other attributes. I believe that having employees assess what is truly important develops their disaster prevention awareness," comments Mr. Onozaki.

The company also had employees practice walking home from work in March 2012. About 100 employees participated in the drill, walking for an average time of about two hours and an average distance of 8.5 kilometers. Employees shared their experience with others the following day at their workplace and submitted reports, which were shared with all employees. "Employees became aware of a lot of things through this real-life experience, such as one and a half liters of water was heavy to carry and caused fatigue and that Tokyo Tower served as a landmark. Because they had this experience, if a disaster did strike and transportation systems were disrupted, they would be able to determine if they should attempt to walk home and would be in a better position to offer advice to others," states Mr. Onozaki.



The Sukiya Sendai Cris Road Store quickly provided hot meals to people after the Great East Japan Earthquake, serving customers with a smile even during the hectic times.

The company participates in disaster prevention drills twice a year sponsored by the building where it leases office space. "Last year we also proposed some drills of our own. If we don't have the attitude of taking the initiative ourselves, the drills will not be productive. We would like to cultivate the mindset that led to the 'Miracle of Kamaishi,' when children led the evacuation to higher ground out of reach of the tsunami and prompted many others to do so, within our company," says Hiroyuki Suganuma, General Manager, Administration Department.

Confirming the safety of employees is also important in fulfilling social responsibility

In hand with this disaster prevention policy, the company is also moving forward with policy designed to protect employees' lives. "In addition to the emergency supplies that employees put together themselves, the company has also stocked three days' worth of supplies for all employees at the head office, factories, and each business site," states Mr. Suganuma.

In February 2012, the company set up an e-mail-based safety confirmation system covering 3,000 employees. The system also offers multi-language support including English and Chinese for its factory staff. Mr. Suganuma



Safety Confirmation System screen in Japanese, English, Chinese, Spanish, and Portuguese.

comments, "We send out a test e-mail in English on the eleventh of every month, and it made me happy to get a comment back in the reply mail that said 'thank you for thinking of the English speakers.' "

"When you consider that our Group of around four thousand, five hundred stores provides approximately two million meals a day, we have a large social responsibility as a company with food infrastructure. Ensuring the safety of our employees is also an important part of fulfilling this responsibility. We intend to develop our disaster prevention measures with the dual focus of nurturing employees' awareness to take the initiative and doing our part as the company," comments Mr. Suganuma.

ZÉNSHO Zensho Holdings Co., Ltd.

Efforts
aimed at
employees

Disaster prevention emergency supplies for employees

Ajinomoto
General Foods, Inc.

Tokyo Prefecture has issued the Tokyo Metropolitan Ordinance Covering the Measures for People Who Have Difficulty Returning Home, which instructs business operators to stock three days' worth of food, water, and other supplies for employees. Questions about what supplies to stock, how to store them, and what maintenance to provide in order to protect the lives of employees are being raised.

Disaster prevention supplies selected by the disaster prevention office

"Going to stores and buying supplies directly and waiting for supplies to be delivered took almost half a year. We have something invested in each of them," says Yutaka Wakabayashi, Director, and Nobuyuki Oguro, Associate Director, both of the Legal and CSR Department, which is the office in charge of disaster prevention measures, Ajinomoto General Foods, Inc. (hereafter AGF), as they look through the emergency supplies from the stockpiles.

In addition to setting aside three days' worth of food and water for employees, AGF sets aside other supplies using a basic three-tiered system. One tier is items that employees always have on hand, such as a helmet and leather gloves. Next is a set of supplies distributed to employees in an emergency, including a flashlight, batteries, a whistle, and a dust mask. The other tier is supplies distributed to workplaces and includes such items as an LED lantern, radio with cell phone charger, and towels (see details on right-hand page).

The amount of food and water kept on hand is calculated by the number of employees plus 10% for all locations in order to flexibly adapt to personnel fluctuations. Its two factories have three days' worth of supplies for 50 people that can be sent to disaster-affected workplaces. These

supplies can be distributed not only to employees but also to people in the community at the discretion of the disaster-affected workplace.

Stocking women's supplies based on past disaster experience

Many of these substantial disaster prevention measures have also been revised based on the lessons of the Great East Japan Earthquake.

For instance, based on the fact that about 90% of head office employees walked home after the earthquake, the company has mapped the distance from home to work for employees nationwide in order to grasp the individual circumstances of each employee's walk home as well as to improve the supplies distributed to employees in an emergency assuming that employees are walking home. The disaster prevention office updates the map once a month while checking the HR transfers list so that the most up-to-date information is always available.

Mr. Wakabayashi comments, "While we didn't actually receive that much feedback from women requesting stocks of sanitary and other women's supplies, we heard in an informational interview with our Sendai office that these supplies were needed by family members. We therefore included outdoor toilet tents and sanitary supplies in the supplies for large workplaces and workplaces affected in a disaster."



Emergency supplies for employees stored at each business site. The quantities stored are based on the number of employees at the business site.

Detailed level of maintenance follow-through

In addition to selecting the supplies to stock, maintenance is also a key issue in stocking disaster prevention supplies. The quantities of food and water stored at each business site and their expiration dates are centrally managed by the disaster prevention office. Different colored tape indicating the replacement period is attached to the supplies so that the expiration dates can be easily known at a glance.

In addition, the supplies on hand are checked for irregularities and the number of employees are confirmed in the twice-yearly disaster prevention drills conducted at the company's business sites throughout Japan. If there are any deficiencies in the quality or quantity of the supplies, they are replenished at this time.

"Effective maintenance in our disaster prevention measures, which we spent two years revising after the earthquake, is one of the most important issues for us going forward. We can't prepare for every possible contingency when we don't know what disaster will strike, but we want to be able to respond the best we can when the time comes," says Mr. Wakabayashi.

The disaster prevention office studied a great volume of information related to disaster prevention released after the earthquake as well as each of the



A conference room remodeled into a supply warehouse. The doors were replaced with doors that open out so that the doors would open even if the supplies inside had fallen over.

ideas and opinions that were received inside the company and made a series of steady efforts to take the countermeasures that were considered the best options for all possibilities. The sincerity behind these in-house disaster prevention activities is the cornerstone of the company's disaster prevention efforts.

List of disaster prevention supplies for employees

[Goods supplied to employees]

Helmet, leather gloves

[Supplies distributed to employees for use in emergencies]

Flashlight, batteries, whistle, dust-proof mask, space blanket, disposable hand warmers, disaster-use toilets

[Supplies kept at each business site]

LED lantern, portable charger and radio, towels, water tank, work gloves



Yutaka Wakabayashi
Director, Legal & CSR Department,
Classificador de Cafe
Ajinomoto General Foods, Inc.



Nobuyuki Oguro
Associate Director, Legal & CSR Department
Ajinomoto General Foods, Inc.

Fostering ties with the community through daily actions

Co-op Mirai

In the Great Hanshin-Awaji Earthquake, the ratios of helping oneself, helping and getting help from neighbors, and help from public authorities was said to be six to three to one. Relationships with neighbors as part of daily life are essential to helping and getting help from neighbors, and companies also have a role to play in fostering these relationships.

Communicating the importance of watching over others not only when a disaster strikes but in normal times as well

Through the experience of evacuating and living in an emergency shelter, I sensed the need of forming bonds with neighbors to help and get help from others during an emergency. If these bonds were made stronger, we would have been able to help people evacuate and protect the beloved grandparents of friends who passed away and the precious lives of many, many people.

“These were the words of a student from Onagawa Number One Junior High School, which suffered damage in the Great East Japan Earthquake, and you can feel their weight. We are developing Community Support Maps as a way to get people to think about the importance of watching over each other on a routine basis, not just when there is a disaster, which the student also talks about,” says Kazuhiko Katou of Co-op Mirai, which operates in Chiba, Saitama, and Tokyo prefectures.

Community Support Maps are based on “My Community Disaster Reduction and Map Simulation” workshops that conducted simulations using community maps. These workshops were originally started by the Japanese Consumers’ Co-operative Union in

2007. Saitama Co-op adapted part of this program from that time and started its Community Support Map activities, which were attended by about 500 people at 34 venues in Saitama Prefecture last fiscal year.

Community bonds communicated to children as well

Footage of the Great Hanshin-Awaji Earthquake was shown at the beginning of the disaster reduction and map simulation workshops, but the Community Support Map program begins by having people share their experience of the Great East Japan Earthquake. “Even though people want to talk about what they experienced during that time, there are fewer opportunities to do so as time goes on. In fact, sometimes people keep talking past the twenty minutes we plan for the activity,” says Mr. Katou. Sharing their experiences helps people reaffirm the importance of preparing for disasters and is an effective way to break the ice among people meeting for the first time.

Following this activity, participants are split into groups and mark maps with stickers to indicate where people who may be vulnerable to disaster live in their community, including elderly people who live alone, people with disabilities, expecting mothers, and foreign residents. Then they conduct simulations of checking on and helping



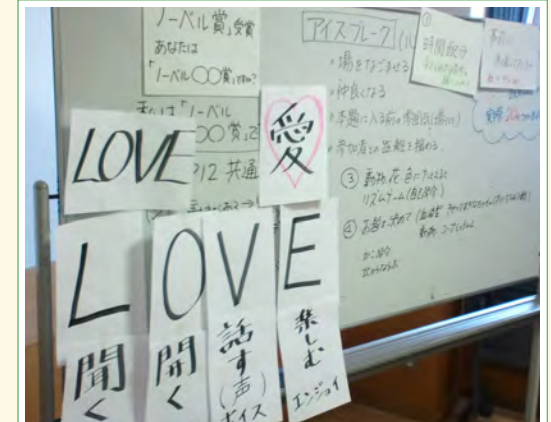
A Community Support Map workshop. Sometimes the discussions become so animated that they go past the allotted time.

these people and making their way to emergency shelters while dealing with obstacles such as fires and collapsed bridges. The workshops, which are held for Co-op members or with the cooperation of local governments or other bodies, have about 20 participants per session and last about one and a half to two hours.

“I heard a story of one mother who participated in this program before the Great East Japan Earthquake and told her child that if a disaster struck, it was important to protect themselves and check on the safety of other people nearby. And then when the earthquake hit, that child went around to check on the safety of their neighbors. It makes me truly happy to hear that this program was beneficial,” comments Mr. Katou.

Supporting residents to take an active part in their community

To extend this program further, Co-op Mirai is also focusing on training staff to lead the program. These trainings have been held three times so far and there are also exchanges with past participants of workshops who are now workshop leaders. Thirty-four people participated in the trainings in fiscal 2012, with another 14 people training in fiscal 2013 to become workshop leaders. Community Support Map



Ice-breaker activities to build a cooperative framework among people meeting for the first time are an area of focus in leader trainings.

workshops are planned in 40 locations this year with the help of these 48 leaders.

However, according to Mr. Katou, “I would like all the leaders to increase their areas of activity so that they can take this program beyond the framework of Co-op Mirai and actively develop similar programs in the wider community.”

“Public authorities have the greatest amount of vital information when there is a disaster, so we are actively approaching them with the desire to cooperate as much as possible, but really it is important that the people who live in the communities stand up and lead these efforts instead of us stepping out in front. In realizing Co-op Mirai’s goal of enriched community building as well, we see our role as supporting everyone in the community,” says Mr. Katou.



Kazuhiko Katou
Co-op Mirai

Community-based companies' contributions to society

Uny Co., Ltd.

Fuji Co., Ltd.

Toashuzo Co., Ltd.

Communities have higher expectations of companies with roots in the local area to play a larger role in practical and specific disaster prevention efforts. Following are three cases that explore forms of community-based support.

Approaching elementary schools independently to conduct tsunami evacuation drills

On September 1, 2013, large-scale comprehensive disaster preparedness drills sponsored by Aichi Prefecture and Inazawa City located in the prefecture were conducted with the participation of approximately 2,800 people from 77 organizations including police, fire, and Self-Defense units. Of the participants, about 10 employees from Uny Co., Ltd., which operates a general retail business, convenience stores, and urban-style mini-supermarkets, also participated in drills transporting relief supplies.

In addition to the drills, the company set up a booth where it had panel displays on topics including what to do immediately after an earthquake and what goods to prepare in an emergency pack. Community residents who visited the booth were given the Earthquake Preparedness Handbook that compiled this information.

"This is the second time we're participating in Aichi Prefecture's drills. We've received more requests from local governments to participate in these kinds of drills after the Great East Japan Earthquake, and our stores are also making efforts to actively participate, including setting up panel displays and distributing pamphlets," says Akihiko Sano, Chief Manager, General Affairs Department, General

Management Division, Uny.

Meanwhile, Uny is also asking other parties to participate in drills. "We have received cooperation from elementary schools that serve as evacuation centers and are located near our stores in tsunami hazard zones to conduct drills where our employees actually walk to the schools before the stores open and go up to the roof," says Mr. Sano.

Looking back, Mr. Sano says that a lot was gained from this experience, namely things that employees learned by actually doing the drills as well as strengthened communication with the elementary schools thanks to the drills.

Aiming to quickly reopen using a damage assessment system

Reopening stores that have been damaged in a disaster as quickly as possible is a key issue in fulfilling a company's responsibility as a lifeline in the community. Some Uny stores in the Kanto region suffered damage in the Great East Japan Earthquake, and the company's damage reporting system during natural disasters, which is set up in all Uny stores, proved beneficial during this time.

After a 2009 earthquake in Suruga Bay, the company started to study such a system and had just introduced it one month before the Great East Japan Earthquake. In the system, each store records the extent and circumstances of its damage, which allows the head office to



Aichi Prefecture's comprehensive disaster preparedness drills that Uny participated in. The drills included loading and unloading supplies on trucks.

immediately assess the damage. "Because we had this, we were able to concentrate supplies and people at stores that were damaged," says Mr. Sano.

In addition to disaster preparedness drills conducted at stores twice a year, drills for this system are also conducted twice a year. Repeatedly conducting such drills prompts employees to become more aware of disaster preparedness.

Conducting joint drills with customers during operating hours

"We would not be able to survive without our roots in the community," declares Masashi Takatsuki, Director of Fuji Co., Ltd. Fuji, which operates chain stores in Ehime, Kochi, Kagawa, Tokushima, Hiroshima, and Yamaguchi prefectures, is actively making regional contributions in the area of disaster preparedness.

One such contribution is an effort to get all store managers certified as *bousaishi*, or a disaster preparedness deputy. "The objective is to strengthen the disaster preparedness education of employees focused around store managers who are disaster preparedness deputies. Last year, one hundred fifty-six store managers and staff in related departments obtained the certification. I actually also took the course and there were many things



A tsunami evacuation drill conducted by Uny with the cooperation of an elementary school. Employees including part-timers participated in the drill.

that were a complete revelation for me," comments Mr. Takatsuki.

Then last year, the company also conducted joint disaster preparedness drills at three stores during operating hours together with customers. The large Emifull Masaki Store, which was the first to conduct the drills, received cooperation from about 150 people from senior citizen groups and pre-schools in the vicinity, who played the roles of customers. Support staff from the head office were sent to take the place of employees who were participating in the drills and worked at cash registers, as security guards, and the like.

"Customers who just happened to be shopping also participated, and the drills felt much more realistic compared to drills just done inside the company. The drills were highly praised by customers who participated, and we believe that having customers experience these drills once will also facilitate safety and security, since we don't know when or where a disaster will strike. While it's difficult to hold these drills if the geographical and other conditions are such that we cannot send support staff from the head office, we intend to hold these drills once a year," says Mr. Takatsuki.

First disaster-ready cup vending machine introduced at a commercial facility

These joint disaster preparedness drills conducted with customers began from a suggestion by a store manager during an exchange of opinions about events to commemorate the company’s 45th anniversary. Another effort that sprang out of Fuji’s stance of incorporating employees’ opinions and ideas on how to contribute to the community in the area of disaster preparedness is the introduction of disaster-ready cup beverage vending machines.

This is a product from Apex Corporation, a manufacturer of paper cup beverage vending machines. When there is a disaster, the vending machine temporarily dispenses beverages for free to waiting customers, and by changing the vending machine’s settings it can also provide cold and hot water. The vending machines were used by people at emergency shelters who needed water for medicine and baby formula after the Great East Japan Earthquake. This vending machine has been introduced at local government buildings and hospitals, but Fuji is the first company to introduce it at commercial facilities. “The initial proposal was to introduce several machines on a trial basis, but we decided that if they would be useful during an emergency, we would expand the scale of the introduction. Currently we have twenty-five machines in place at twenty-three stores,” says Mr. Takatsuki.



Joint drills conducted together with customers at Emifull Masaki. Customers who were at the store to shop also participated.

Beverages from these vending machines are also provided during the joint drills conducted with customers.

Mr. Takatsuki continues, “I just received my disaster prevention deputy certification last year, but going forward I would like to raise the level of community disaster preparedness, such as by holding drills and lectures not just for in-house education but outside the company as well in cooperation with local governments in the community.” Fuji is certainly fulfilling its social responsibility as a community-based company with original ideas and prompt action taking.

Providing supplies aligned with neighborhood circumstances

“As a company based in the community, we want to make contributions from a perspective that is different than large companies,” says Tetsuya Akahori of Toashuzo Co., Ltd. Founded in 1625, the company moved from Chichibu, Saitama Prefecture, to its current location in Hanyu City, also in Saitama, in 1941. It produces sake and distilled *shochu* spirits among other liquors.

“Differing from an urban city, many people neighboring us are farmers and can procure food in times of crisis. Therefore, we considered ways besides food supply where we could be of use,” says Mr. Akahori. One way was keeping pots for



Each Fuji store posts a photo of the store manager certified as a disaster prevention deputy and information including nearby evacuation centers and the store’s height above sea level.



A pot that can be used to cook outdoors is stored in a warehouse. Behind it is an LP gas tank that can also be used in times of emergency.

cooking outdoors that use liquefied petroleum (LP) gas. Toashuzo installed LP gas tanks to replace its aging fuel oil boiler and made it so that it could provide fuel in times of disaster.

After the Great East Japan Earthquake, the company conducted a major review of its in-house measures and did things like installed new equipment including a satellite telephone, AED, and in-plant announcement system. It also created bibs with the various roles company disaster preparedness teams were to play, such as the fire fighting team and the first-aid team. “We thought that the bibs would not only prompt employees to reaffirm their own role, but also make it easier for community residents who saw the bibs to ask for help,” says Kenji Inoue, Business Division Manager. The company also encourages employees to get certified in emergency medical response, and currently 20 out of 70 employees have obtained certification.

“I experienced the Great Hanshin–Awaji Earthquake, and I learned from first-hand experience the value of things like shampoo that doesn’t require water, baby diapers, and disposable underwear in addition to food and water. While taking into consideration our company’s capacities, I would like to prepare these kinds of goods that people would really be thankful for in a disaster as much as possible, says Mr. Akahori.

The company is able to take in these kinds of community-specific needs precisely because it is



The company invited local residents to an event where it cooked and served curry using the pot for cooking outdoors.

company that has grown together with the community. Community-based companies are expected to make contributions that capitalize on these kinds of community advantages.

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|---|---|
|  | Akio Suga Division Manager, Secretarial Division, Uny Group Holdings Co., Ltd. |
|  | Akihiko Sano Chief Manager, General Affairs Department, General Management Division, Uny Co., Ltd. |
|  | Masashi Takatsuki Director Fuji Co., Ltd. |
|  | Satoshi Murakami Fuji Co., Ltd. |
|  | Tetsuya Akahori Toashuzo Co., Ltd. |
|  | Kenji Inoue Toashuzo Co., Ltd. |

Addressing the problem of people stranded in a disaster as a community

Sogo & Seibu Co., Ltd.
(Seven & i Holdings Co., Ltd.)

In the Great East Japan Earthquake, it is said that approximately 5.15 million people were stranded. Not only public authorities but also residents, commuters, companies, rail companies, and others must work together to address this issue. Integrated community efforts around large terminal train stations are underway.

Drill simulating people stranded in a disaster participated in by 1,400 employees

The Seibu Ikebukuro Main Store is visited by around 200,000 people per day. Typically a line of eager shoppers waiting for the department store to open forms before 10 o'clock, but on February 3, 2012, between 9 and 10 o'clock, about 1,400 employees of the department store and the Tokyo Fire Department conducted a disaster preparedness drill.

"Employees were divided into customer roles and guide roles. The drill assumed that a strong earthquake struck during operating hours, and customers were quickly led to safety and guided to a temporary waiting location inside the store and water and other supplies were handed out," says Kiyoshi Kashimoto, who is in charge of the stores disaster preparedness measures at Sogo & Seibu Co., Ltd.

Based on the experience of the Great East Japan Earthquake, the department store has set aside three days' worth of supplies for the number of employees as well as water, food, blankets, disaster-use toilets, and other supplies for about 3,000 customers (one day's worth). Temporary waiting areas within the store have also been readied. "This is the culmination of our routine drills," states Mr. Kashimoto, recalling the large-scale drills conducted by Tokyo Prefecture around the train stations of Ikebukuro, Shinjuku, and Tokyo as well as the Rinkai area that simulated an

earthquake directly beneath Tokyo Bay that left people stranded. As part of this, following the Seibu Ikebukuro Main Store, drills were also conducted within Ikebukuro Station, which attracted a high degree of attention from officials from Tokyo Prefecture and the local ward as well as the media.

Repeated drills are the starting point of risk management

"In fact, of the store employees, about fifteen percent are our company employees and eighty-five percent are tenant employees and others coming from outside our company. All serve a role as the volunteer fire fighting organization, but there is a high degree of turnover, so we hold repeated drills such as comprehensive disaster prevention drills four times a year, fire extinguisher drills every month on the twenty-second, and safety committee meetings for each floor twice a year. When the Great East Japan Earthquake struck, we were fortunate that no customers were injured, and since then we have had higher awareness of the need to protect customers' safety and lives together in the event of an emergency, but drills are really the starting point of risk management," says Toshiya Yodogawa, Manager of Security Management, General Affairs Department, Sogo & Seibu Co., Ltd. New employees assigned to the Seibu Ikebukuro Main Store enter as contestants in the Self-Defense Fire Prevention Drill Screening



Disaster preparedness drill held on February 3, 2012. The drill involved rescuing people trapped in an elevator and dealing with a sprinkler system breakdown.

conducted for businesses under the jurisdiction of the Toshima Fire Department, which requires about two months of repeated practices and thus also serves to improve their skills. These kinds of proactive efforts by the department store led to the request for it to participate in the large-scale drill.

Community cooperation holds the key to the problem of people stranded in a disaster

In addition to a focus on drills at one's own company, another feature of these drills is their cooperation with the community. "The Confusion Prevention Council formed jointly by Tokyo Prefecture and Toshima Ward and comprising members of the business community in the station area is very active, and we also participate in meetings that discuss delaying people needing to return home at the same time and disaster preparedness drills. In January of this year, the ward, the four rail companies that serve Ikebukuro Station, and a total of seventeen businesses including nearby department stores including us and incorporated schools concluded a cooperative agreement on how to deal with people who are stranded in a disaster in an emergency. Intra-regional cooperation is developing based on the strong initiative displayed by the ward," states Yuichi Hasegawa, Security Management Officer, General Affairs Department, Sogo & Seibu Co., Ltd. Strong cooperation is also displayed among related



Disaster preparedness drill held on February 3, 2012. People stranded in the disaster are lined up according to the direction they live in.

businesses, with JR East leading drills conducted together with railway companies and department stores including the Seibu Ikebukuro Main Store also conducting joint drills twice a year.

"The problem of people stranded in a disaster cannot be addressed by just one company. It is important that we clarify what our role is through such efforts as building a reporting system that includes routine sharing of information, concluding the current agreement, and conducting community-wide disaster preparedness drills," comments Mr. Hasegawa.

The Seibu Ikebukuro Main Store first worked to improve its disaster prevention awareness and skills through in-house drills, and based on this has built up experience cooperating with the community on disaster preparedness drills. This cooperation demonstrated by the department store and others in the Ikebukuro Station area is expected to become a model case for how to address the major issue cities face of people stranded in a disaster.



Yuichi Hasegawa
Security Management Officer,
General Affairs Department,
Sogo & Seibu Co., Ltd.



Kiyoshi Kashimoto
Manager, General Affairs Department,
Seibu Ikebukuro Main Store,
Sogo & Seibu Co., Ltd.



Toshiya Yodogawa
Manager of Security Management,
General Affairs Department, Seibu Ikebukuro
Main Store, Sogo & Seibu Co., Ltd.

Functions of community infrastructure during emergencies

Aeon Co., Ltd.

When the Great East Japan Earthquake struck, securing a source of power was a major issue for the retail industry. Along with securing a source of power, following are cases of efforts to strengthen the role of retailers as community disaster-prevention bases.

The first Disaster Resistant Smart Aeon in Japan

Kyocera Dome Osaka has a maximum capacity of 55,000. In May 2013, Aeon Mall Osaka Dome City opened next door as the first next-generation disaster-resistant Smart Aeon by Aeon Co., Ltd.

“Smart Aeon stores are stores that satisfy five criteria that are indispensable to cooperation and working together with communities, including an adaptable energy supply, establishing disaster-prevention and community infrastructure, and consideration for biodiversity and the scenic landscape. The Aeon Mall Yahata Higashi, Aeon Town Shin-Funabashi, and Aeon Mall Makuhari New City that opened in March 2013 and this Aeon Mall Osaka Dome City are our four Smart Aeon stores,” says Haruko Kanamaru, General Manager, Corporate Citizenship Department, Aeon Co., Ltd.

Aeon Mall Osaka Dome City's disaster-prevention and eco efforts are based on the four concepts of 1) protecting the community, 2) protecting the energy supply, 3) protecting the global environment, and 4) communicating disaster prevention and eco information. For example, the mall has concluded an agreement to supply goods in times of emergency with Osaka Prefecture and an agreement with Nishi Ward, Osaka City, to be a designated tsunami evacuation building, has introduced a first-aid station equipped with disaster prevention goods including a satellite telephone, portable radio, and medicines,

has elevated the floor of the disaster prevention center, and has taken various other disaster prevention measures such as locating distribution boards and emergency outlets higher up. One of the most striking features is the introduction of a gas cogeneration system equipped with a generator for use in emergencies.

Introducing a system to secure a source of power during electricity outages

This gas cogeneration system uses a medium-pressure gas conduit that is highly resistant to earthquakes and provides about one-third of the mall's total needed electricity during normal times. When an electricity outage occurs, the system supplies electricity to the food sales departments in the mall and the Disaster Prevention Center.

The system uses the exhaust heat created when there is an electricity outage as the energy source for air conditioning equipment in the store. Some of this energy is also supplied to energy plants operated by Osaka Gas Co., Ltd. In this way, the energy can be used as a heat source for the neighboring community and the system serves both the mall's disaster prevention and eco aims.

“When the Great East Japan Earthquake happened, our stores in Tohoku were not able to operate refrigeration and freezer equipment due to power outages, which led to a large quantity of



Aeon Mall Osaka Dome City opened in Nishi Ward, Osaka City, in May 2013. It is the first disaster-resistant Aeon Mall in Japan.

food going to waste. In times of emergency, the mission of the retail industry is to keep stores operating, and to do this securing a power supply is a must. Learning from this time, we have secured an emergency power supply,” comments Ms. Kanamaru.

For about two weeks, some stores in Aeon Mall Ishinomaki served as emergency shelters for people affected by the Great East Japan Earthquake. Aeon Mall Osaka Dome City is also designated to serve as a temporary emergency shelter, and its emergency power supply is infrastructure that will support people who stay at the shelter.

Contributing to sustainable urban and community development

The Disaster Prevention and Eco Information Corner has been set up on the fourth floor of Aeon Mall Osaka Dome City in cooperation with Osaka City and Kansei Gakuin University among others. The corner uses touch screens and models to communicate the mall's energy system, evacuation locations, disaster prevention know-how, and other information in easy-to-understand ways. This embodies one of the mall's concepts of being a center of communication.

“Our Smart Aeon effort is not only about creating sustainable stores, but has the strong message of



The gas cogeneration system for use during normal times as well as during emergencies uses medium-pressure gas, which is highly resistant to earthquakes, and becomes a source of power during electricity outages.

realizing community development and urban development together with everyone in the area. This is not just about infrastructure either; we must also actively communicate information that brings the community together,” comments Ms. Kanamaru. In the coming years, Aeon plans to establish disaster-resistant stores equipped with generators and various other functions at 100 locations throughout Japan.

The retail industry is also expected to fulfill its mission as an infrastructure lifeline in times of emergency. Going a step further, the Smart Aeon effort to serve as a community disaster prevention base that secures a source of power, which is a key factor supporting society, is gaining attention for the new role it suggests for companies in disaster prevention.



Haruko Kanamaru
General Manager, Corporate Citizenship Dept.
Aeon Co., Ltd.

Contributions
to society and
communities

Industry groups' contributions to society

Japan Franchise Association

Japan Council of Shopping Centers

Japan Chain Stores Association

Japan Processed Foods Wholesalers Association

Several industry groups provide various forms of support for addressing disaster issues which may not be handled by a company alone.

Promptly cooperated with local governments to address the issue related to people unable to return home in the event of disaster

When the Great East Japan Earthquake occurred, there were a lot of people who tried to walk home even if it was a long way off. Many of them raised their spirits when they stopped by convenience stores, restaurants or some retail/service stores to have some food and water, to get information, and/or to use restrooms there.

"It is our great pleasure to find that the employees at those stores tried to help people who were in trouble in spite the fact that those employees themselves were also in trouble," says Kouichi Yoshida, who chairs the Safety Committee at Japan Franchise Association (JFA).

In 2005, JFA lent a hand to conclude an agreement on support for people unable to return home in the event of disaster between its member companies and Union of Kansai Governments. Although the word '*Kitaku-Konnansha* (people unable to return home/in trouble in returning home in the event of disaster)' was not well known at that time, JFA took action promptly to address the issue. JFA has been working on local governments since then and achieved agreements with 38 prefectures and 9 designated

cities (as of June 10, 2014).

That action includes such support as providing water, restrooms and information on road conditions at the stores which agree to work as a '*Kitaku-Konnansha* Support Station.' These stores provide water and restrooms in the disaster drills and 2011 earthquake commemorative events conducted by local governments. In February 2013, JFA signed the agreements on providing information via radio to *Kitaku-Konnansha* with ten local radio stations around Tokyo area, which has broaden the means of information sharing service.

JFA and its 200 or so member companies with more than 110 thousand outlets are boosting their presence as social infrastructure by pursuing the conclusion of *Kitaku-Konnansha* support agreement nationwide.

Enhancing the member companies' ability to respond a disaster by providing examples each other

There is the Safety Committee comprising 11 convenience stores and 8 restaurants/retails/services companies at JFA and it holds monthly meetings. The members share information and provide examples of his/her experience with others there. For example, some member introduced their activity to deliver disaster-prevention handbooks



You can find this 'Kitaku-Konnansha Support Station' sticker at convenience stores, restaurants, etc.

which contained initial responses etc. to the employees and the other members adopted the idea in their companies. "Disaster prevention stands out the range of market competition. It is imperative for all of us to share information to enhance the ability to response a disaster," says Mr. Yoshida.

There are some other activities to enhance disaster management, such as 1) urging people including the employees and the franchisees of the committee member companies to use 'Disaster Message Board Service' on trial during a given period in March every year since 2012 in cooperation with Telecommunications Carriers Association (TCA), and 2) urging them to participate in walking-home drills conducted by some local governments.

"JFA members have about 50,000 convenience stores nationwide and there are more than 110 thousand stores in total if all the other sectors such as restaurants are included. Enormous power will be generated when all of those stores unite in the support activity responding to *Kitaku-Konnansha* such as preparing meals for them. JFA's mission in times of peace is to promote cooperation with local community and governments, and to enhance the member companies' ability to respond a disaster. In the event of disaster, our mission is to gather and provide information on damage and transportation etc. as quickly as possible and to provide support to the JFA members who help



JFA Safety Committee holds meetings to share information to enhance the ability to respond a disaster.

sufferers,' says Mr. Yoshida.

Creating a checklist that corresponds to the circumstances of various companies

Established in 1973, the Japan Council of Shopping Centers (JCSC) has more than 950 members. In May 2012, the JCSC created the Shopping Center Checklist in Evaluating Measures for People Stranded in a Disaster.

"Since the Great East Japan Earthquake, more shopping centers nationwide are being asked by local governments and communities to serve as temporary emergency shelters for people trying to return home. Many issues emerge, however, including how to guarantee the safety of buildings in a limited amount of time after a disaster strikes and cooperation among tenants and developers, which do not make it easy to accept these requests," says Takashi Imai of the Information Planning Department, which serves as the administrative office of the JCSC's Public Planning and Environmental Safety Committee, who helped draft the checklist.

The JCSC created a checklist tool to organize these issues and facilitate conditions conducive to addressing them. "It's difficult to establish uniform guidelines when buildings' geographical conditions, designs, and scales are all different and the types of disasters that leave people stranded as well as when disasters strike also vary. But with this checklist

format, our members can take steps corresponding to their particular circumstances,” says Mr. Imai.

Tools that can help companies meet the requests of society

Specific points on the checklist can be roughly divided into the two sections of pre-disaster preparations and response during a disaster. Pre-disaster preparations include 26 items in five categories, such as “Necessary advance preparations to verify facility safety,” “Establishing decision-making, a chain-of-command structure, and a guidance system,” and “Supplies to stockpile,” to which members check “Yes” or “No.” The section on response during a disaster presents 14 items that members should have in place before a disaster strikes regarding flexible decision-making and matters to be decided on the ground.

“Our member companies have a range of scales, and some companies do not have the budget or human resources to address disaster prevention issues. In this situation, we believe it is our mission to create something that serves as a general guide to meet the requests of society and disclose it to our members,” states Mr. Imai.

Shopping centers have grown to account for 20% of all sales in Japan’s retail sector, and requests from communities for shopping centers

to serve as lifelines are expected to grow. The JCSC’s checklist was created based on companies’ actual circumstances and should help connect these requests from communities to the companies that serve them.

Major disaster that overwhelmed the disaster preparations learned from past experiences including the Great Hanshin-Awaji Earthquake

The Great Hanshin-Awaji Earthquake was the first post-WWII urban disaster that caused extensive damage. In the earthquake’s aftermath, a range of laws and regulations posed hurdles to easily providing food, medicines, and other goods. Transportation measures after the earthquake did not function and logistics came to a standstill. A number of challenges for chain stores also emerged.

The Japan Chain Stores Association (JCA) compiled what happened at the time and what each store did in response in chronological order and then reviewed how laws and regulations were flexibly employed and investigated what was needed to continue business operations. It then compiled these lessons as well as those based on the experiences of the Niigata Chuetsu Earthquake and the Hokkaido Nansei-oki Earthquake into the “Large-Scale Earthquake Response for Chain Stores: Basic Knowledge and

Response Points” in 2006. However, the Great East Japan Earthquake was a disaster on a scale far beyond the other disasters experienced over many years.

Need for response coordinated with stakeholders

“We learned once again that we cannot respond to large-scale disasters including tsunamis, fuel shortages, and the tight product supply situation that happened throughout eastern Japan without strengthening coordination with various stakeholders including communities, the authorities, and the supply chain,” states Katsuhiko Tazawa, JCA Managing Director.

Led by its Risk Countermeasures Subcommittee, the JCA has therefore held discussions and opinion exchanges with officials in charge of disaster prevention in the Cabinet Office and officials in the Metropolitan Police Department, the Consumer Affairs Agency, and other authorities and shared their understanding with association members. Following this, it conducted a series of reviews and submitted the “Issues, Opinions, and Requests Concerning Business Continuity in Times of Large-Scale Earthquake Disasters” to related institutions in November 2013. The document consists of six sections on continuing and resuming operations in stores, measures for people stranded by disaster, securing fuel for logistics and other purposes, countermeasures regional public bodies and households should take, and support measures for business operators.

“For example, we’ve considered how to advocate the need for logistics vehicles to be based on emergency vehicle standards, how to think about the role of facilities as emergency shelters including the risk of secondary disasters, and how to deal with people who can’t get back home. It’s difficult to make these kinds of suggestions to the authorities, but if we don’t tackle these issues head on, we won’t be able to use the lessons of the Great East Japan Earthquake in the next big

disaster. Detailed talks have yet to take place, but we intend to address issues that are too big for one company to handle as an industry group,” comments Mr. Tazawa.

Will chain stores be able to work with stakeholders to carry out their social mission during the next large-scale disaster, which could strike tomorrow? The activities of the JCA, which is attempting to tackle disaster preparations head on and overcome the issues one at a time together with the authorities and other related institutions, are attracting attention.

Other efforts by industry groups

[Japan Processed Foods Wholesalers Association]

Learning from logistics-related issues in the Great East Japan Earthquake, the Japan Processed Foods Wholesalers Association has cooperated with public authorities and inspected its “push-type” food supply system during emergencies and disasters, especially in the initial stages. It has drafted and released the “Guidelines on Supplying Food during Disaster Emergencies.”

(http://homepage3.nifty.com/nsk-nhk/guideline/20140109_01.pdf, in Japanese)



The JCSC’s Shopping Center Checklist in Evaluating Measures for People Stranded in a Disaster is available on its website (http://www.jcsc.or.jp/public_policy/pdf/riskmanagement_2.pdf, in Japanese).



A checklist of what to take with you in an emergency and emergency supplies to have when lifelines are disrupted can be downloaded from the JCA website (<http://www.jcsc.or.jp/minnadesasaeyou/html/taisaku.html>, in Japanese).



Kouichi Yoshida
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Earthquake preparations we encourage people to take as private citizens

Improving the disaster preparedness capabilities of individuals is essential to realizing a disaster-resilient society. The following introduces potentially life-saving information on first-aid and how to secure furniture as well as practical disaster prevention information, such as how to make contact to confirm the safety of loved ones, how to manage meals and toilets in a disaster when lifelines have been disrupted, and other preparations that should be taken in advance. No one knows when or where the next big earthquake will strike, but using this booklet as a guide, you can take steps now to be better prepared for an earthquake.

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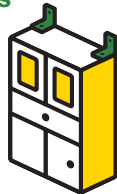
1 Earthquake-proofing in the home

In the Great Hanshin-Awaji Earthquake, about 50% of the injuries sustained inside homes were caused by falling furniture. Securing furniture in case of earthquake is one of the most important things you can do to prepare for a disaster, and you can do it right away.

● Preventing furniture from falling over

Method 1: L-shaped brackets

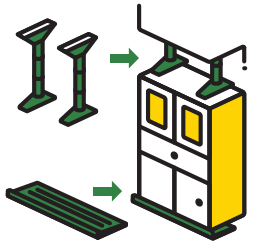
This is the most effective method, but requires screwing the brackets to walls where there are studs or where the walls are otherwise sufficiently sturdy.



Alternative method

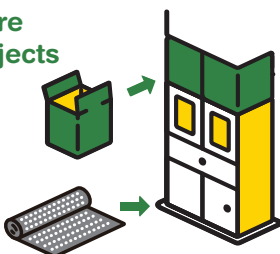
Method 2: Pole and stopper method

Experiments have shown that using a combination of poles (tension poles) and stoppers is as effective as using L-shaped brackets.*



Temporary measure using everyday objects

Cardboard can be used in place of the poles and non-slip mat can be used in place of the stopper as a temporary measure.



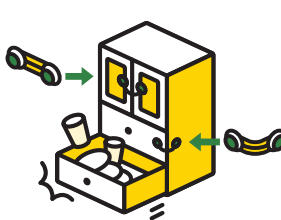
Tips to prevent furniture from falling over

When an earthquake strikes, it is important to reduce the force that causes furniture to fall over as well as the force that causes furniture to slide out.



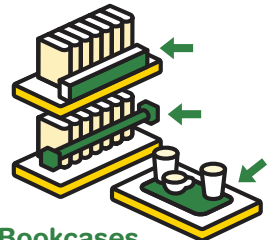
* Reference: Results of a review by the Research Committee on preventing office furniture and home appliances from falling over or falling down, Tokyo Fire Department

● Other countermeasures



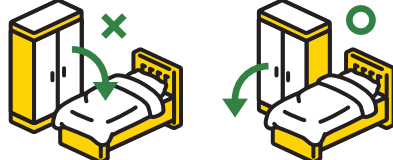
Doors and drawers

Use fastening kits to prevent doors and drawers from flying open.



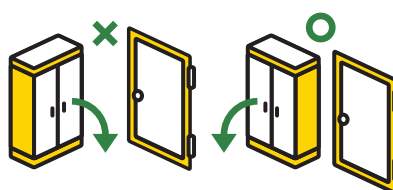
Bookcases and cupboards

Insert non-slip sheets and use strap fastening kits to prevent items from falling out.



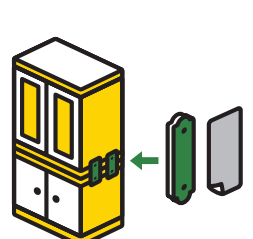
Bedrooms

Place furniture so that it will not fall onto where you are sleeping.



In front of doors

Do not place objects where they can block doors and prevent escape in an emergency.



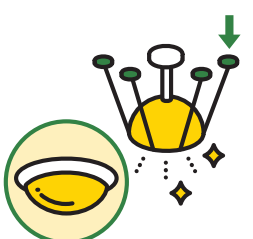
Two-tiered furniture

Connect pieces with horizontal brackets or earthquake gel sheets.



Flat-screen TVs

Secure TVs to a TV stand or wall.



Hanging lights

Secure lights in multiple locations or use direct-mounted lights.



Window panes

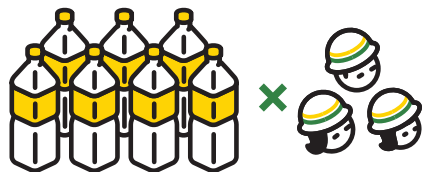
Place shatterproof film on windowpanes or keep lace curtains drawn.

4

Meals during a disaster

The extent of damage that various disasters are estimated to cause has been revised in the wake of the Great East Japan Earthquake, and people are now being asked to be prepared to survive for one week to the extent it is possible. Following are tips on how to adapt everyday life in order to stock food to achieve this goal.

Things that should always be kept on hand



Drinking water

Store 2 liters per person per day, a minimum of 3 days' worth and 7 day's worth if possible.



Portable gas stove and gas canisters

Portable gas stoves can be used to prepare refrigerated foods and heat water when electricity and gas service is disrupted.

One gas canister provides about 60 minutes of use. If a gas stove is used 30–40 minutes per day, 4 to 5 canisters will be needed for 1 week.

Stocks of food supplies

Rolling stock method

A cyclical method of stocking food consisting of regularly eating and replenishing food stocks. This way, food with an exceptionally long shelf life does not need to be stored, which expands the possibilities for emergency foods.

1 Set aside the necessary amount of food to stock.



2 Eat some of the food regularly (once or twice a month), starting with the oldest food.



3 Buy more food to replenish the stock that was eaten.



Examples of recommended foods to stock



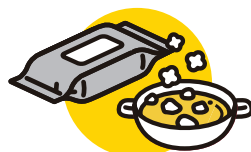
Canned goods, retort foods

Stock foods that you like and are used to eating.



Dried noodles

Noodles that cook in a short amount of time are better.



Freeze-dried foods

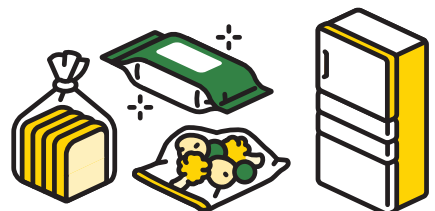
Foods that regain their flavor and nutrition with a small amount of hot water.



Dried foods

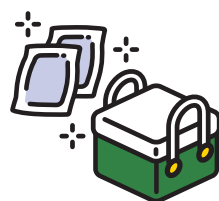
Foods that supplement minerals and dietary fiber that are often lacking in a disaster.

Response immediately after a disaster



Start with food in the refrigerator

If there is a power outage, the refrigerator can no longer be used. Eat foods that go bad quickly first.



Using gel ice packs

Keep gel ice packs in your freezer. When the power goes out, use them in your refrigerator or a cooler.

Foods with a long shelf life that provide reassurance

Due to cost and management constraints, local governments, companies, and facilities are not able to use the rolling stock method of eating and replenishing stocks. Stocking emergency foods with a long shelf life that can be eaten easily offers peace of mind (sales of some products are limited).



Rice, rice porridge, and prepared dishes for emergency stocking

Rice, rice porridge, and prepared dishes that people eat as part of a normal diet can be eaten during emergencies as well. (IshiiFood Corporation / Echigoseika Co., Ltd./ Toyo Suisan Kaisha, Ltd.)



Curry that tastes good even at room temperature

The curry uses vegetable oil, so it has a smooth texture and is flavorful even when not heated. (Ezaki Glico Co.,Ltd. / Nagatani Co., Ltd. / House Foods Corp.)



Canned instant noodles with a long shelf life

Instant noodles canned in anaerobic conditions have a longer shelf life than ordinary instant noodles. (Nissin Food Products Co., Ltd.)



Canned vegetable juice

Vegetable juice supplements nutrition that is often lacking from the diet during a disaster. (Ito En, Ltd. / Kagome Co., Ltd. / Kikkoman Beverage Company)



Canned snacks with a long shelf life

Can be opened and eaten immediately. Snacks are a kind of soul food. (Ezaki Glico Co.,Ltd. / Echigoseika Co., Ltd.)

Effectively using food supplies nearing their expiration date

The problem companies encounter in stocking food is how to dispose of stocks that are nearing their expiration date. Kewpie Corporation studied how to reuse food after it had been stored when it developed food specialized for storing in 2007. The concept it came up with was "food bank activities." Food bank activities involve providing non-standard foods and other products free of charge to people in need. In addition to donating food stocks that have about one year left before their expiration date to food bank groups, Kewpie is also introducing these activities to its business partners to widen the circle of support.



Food specialized for storing offered by Kewpie. The foods can be stored at room temperature for three years and eaten immediately after they are opened.

Office refreshments serving as emergency food

Ezaki Glico Co., Ltd. offers the "Office Glico" snack service. Around 117,000 Office Glico refreshment boxes are set up at approximately 90,000 companies (as of 2014). When the Great East Japan Earthquake struck, people said that the Office Glico boxes became emergency food for people forced to stay at work when trains stopped running, and that Office Glico boxes were a big help when convenience stores ran out of food after panic buying. The boxes usually provide refreshments and snacks in-between meals, but become emergency food during disasters. Having these kinds of food supplies is another effective way to keep food on hand in combination with emergency food stocks stored in warehouses.




Office Glico

Emergency food recipes

No. 1

Cold rice porridge

Produced by AJINOMOTO CO.,INC



Cooking directions

- Cut *chikuwa* (fish paste molded into a tube shape) in half lengthwise and then in 5-mm half moons. Slice the cucumber into thin slices.
- Place AJINOMOTO CO., INC. OKAYU (Rice Porridg), miso paste, and HONDASHI® into a pot and stir. Top with the *chikuwa* and cucumber and sprinkle with sesame, *shiso* (perilla) leaves and *nori* seaweed.

Ingredients (1 serving)

1 pouch AJINOMOTO CO., INC. OKAYU (Rice Porridge)
1 small (25 g) *chikuwa* (fish paste in a tube shape)
1/3 cucumber (30 g)
2 teaspoons miso paste
1 teaspoon HONDASHI®


1 teaspoon ground white sesame
2 *shiso* (perilla) leaves thinly sliced
Shredded *nori* seaweed to taste

Emergency food recipes

No. 3

Bruschetta with canned mackerel

Produced by J-Oil Mills, Inc.



Cooking directions

- Mix A in a bowl and separate into 2 equal portions. Add tomato to one half to make the tomato sauce. Add B to the other half to make the mustard sauce.
- Toast the baguette slices in a toaster. Brush each slice with 1/3 teaspoon of AJINOMOTO Olive & Garlic flavored oil. Top with mustard sauce and tomato sauce. Sprinkle parsley on the tomato sauce.

Ingredients (4 servings)

6 slices of baguette (1-cm slices)
Dried parsley to taste
2 teaspoons AJINOMOTO Olive & Garlic flavored oil

● A
2 cans of mackerel in water (broken into pieces)
1/2 onion (minced)
2 tablespoons AJINOMOTO Olive & Garlic flavored oil
Salt to taste
Pepper to taste

● Tomato sauce
1 tomato (diced in 1-cm cubes)
● B: Mustard sauce
1/2 cucumber (diced in 5-mm cubes)
2 teaspoons mustard

Emergency food recipes

No. 2

Nagekomi Nyumen (Noodles in a pot)

Produced by Kirin Beverage Company, Limited



Cooking directions

- Place 2.5 cups of Kirin Alkali Ion Water, dried *kombu* (kelp) seaweed, and dried sardines in a pot and let rest before heating the pot. When the stock comes to a boil, turn off the heat and remove the kelp and sardines.
- Flavor the stock with soy sauce. Break dried *somen* noodles (Japanese vermicelli) in half and add to the pot. Let sit until noodles are soft.
- Cut herbs and vegetables such as *mitsuba* (trefoil) and leek with scissors and add to the pot.

Ingredients (2 servings)

1 bunch (50 g) *somen* noodles (Japanese vermicelli)
2 1/2 cups Kirin Alkali Ion Water
1 large piece of dried *kombu* (kelp) seaweed
12 (10 g) dried sardines

1/2 teaspoon soy sauce
2 stalks of *mitsuba* (trefoil) (or 1 Japanese leek)
* The recipe uses little salt for seasoning because the dried noodles contain salt.

Emergency food recipes

No. 4

Mackerel with sesame over rice

Produced by TableMark Co., Ltd.



Cooking directions

- Heat Table Mark Takitate Gohan (Cooked Rice) pack in the microwave.
- Place contents of canned mackerel into a heat-resistant dish, cover with plastic wrap, and microwave at 600 W for 30–40 sec.
- Top with ground sesame.
- Place Table Mark Takitate Gohan (Cooked Rice) in a dish and top with spring onion, mackerel, and sauce.
- Sprinkle diagonally sliced snow peas on top.

Ingredients (1 serving)

1 pack (200 g) Table Mark Takitate Gohan (Cooked Rice)
1 can (100–150 g) of mackerel in miso sauce
2–3 teaspoons ground sesame
1/8 spring onion (thinly sliced)
2 snow peas (boiled with salt)

5 Toilets during a disaster

One of the most urgent problems when living in a disaster situation is toilets. Not going to the restroom when you need to can make you fall ill, so it is a good idea to make ample preparations in advance.

When water service is disrupted



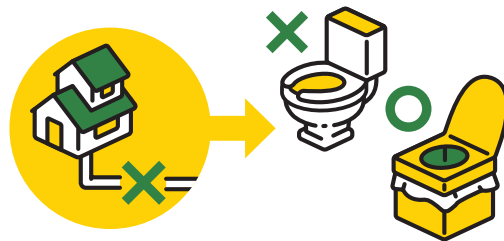
While water service is disrupted

* When the sewer system is usable

If you live in multi-family housing such as an apartment or condominium, do not pour water down the toilet until checking that the sewer pipes in the building can be used safely.



You can manually flush a toilet using stored water such as leftover bath water.



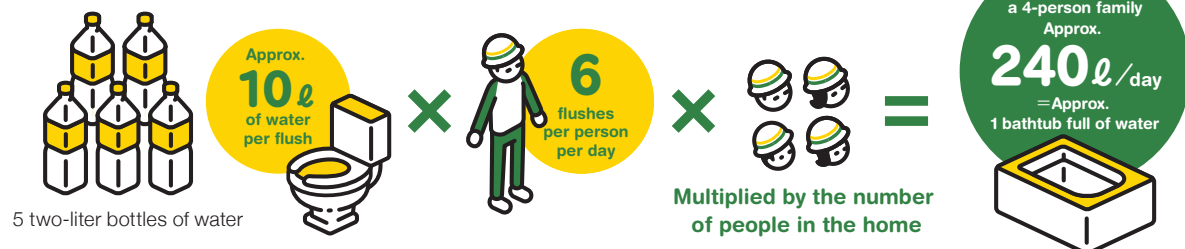
When the sewer system is not usable

Do not use a flush toilet. Instead, use a disaster-use toilet kit.

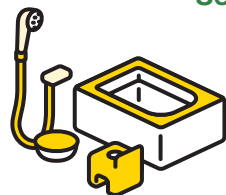
Using a flush toilet when the sewer system is not usable will cause the toilet to clog, so do not pour water down the toilet.

Manually flushing a flush toilet

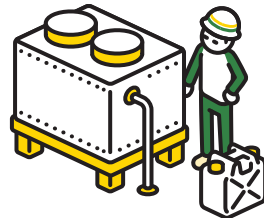
Amount of water needed to manually flush a flush toilet



Securing water



Keep leftover bath water in the bathtub.



Check how to take water out of your home equipment such as a water tank or water heater.

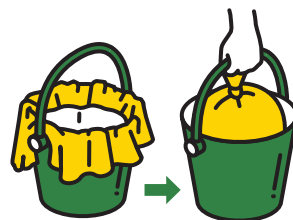


Learn where water can be obtained, for example by checking water supply locations on a disaster prevention map.

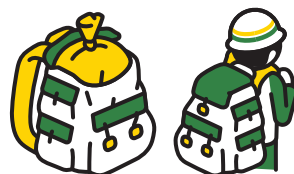
How to transport water



You can transport a large amount of water at once using a hand truck.



You can keep water clean while transporting it by using garbage bags.



Water is easier to carry on your back, especially when climbing stairs.

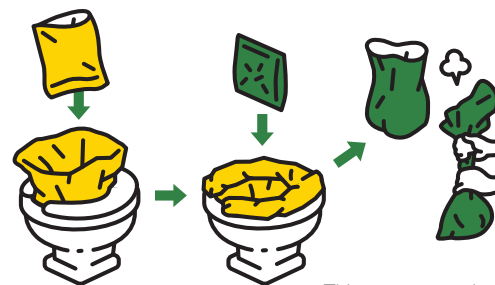
Disaster-use toilet kits

Quantity to keep on hand



In some cases, it may take a month or longer before sewer and water service is functioning again. Keep as many disaster-use toilet kits on hand as possible.

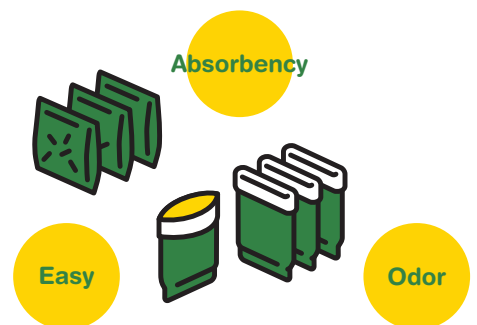
Tips for using a disaster-use toilet kit



Cover your regular toilet with a garbage bag and place the disaster-use toilet kit on top of it to use.

This way, water does not touch the bottom of the disaster-use toilet kit, making disposal after use easier.

How to choose a disaster-use toilet kit



There are 3 key functions.

Useful toilet goods to have on hand



Deodorizer
To reduce odors.



Antibacterial cleanser
To prevent infections.



Wet wipes
To wash hands without using water.



Disinfectant
To disinfect hands.



Toilet paper
Keep a generous supply on hand.



Baby wipes
They are thick and strong and can also be used to clean the toilet.



Sealable storage bags
Convenient when disposing of disaster-use toilet kits and toilet paper.



Lantern-type light
During a power outage, it is dim in a bathroom with no windows even in daytime.

Disaster prevention goods

No one knows when or where an earthquake will strike. The supplies you need also vary depending on age, gender, and physical condition. Keep a supply of the things you need in the places you need them.

Goods to keep in the home



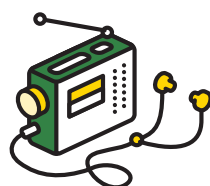
Headlamp

Keeps both hands free and is very useful when working at night and carrying things.



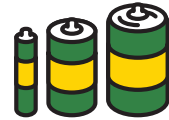
Lantern-type light

To light rooms when there is a power outage. Keep one for each room.



Portable radio

The most reliable source of information in disaster-affected areas.



Batteries

Keep a generous supply as an extra power source for electric devices.



Helmet

To wear when outdoors in disaster-affected areas. Keep one for each family member.



Leather gloves

To prevent injuries when working. Leather gloves are recommended.



Comfortable walking shoes

Keep by your bed to protect your feet from broken glass and other sharp objects indoors.



Rope

Can be used in rescue operations, as a clothesline in a shelter, etc.



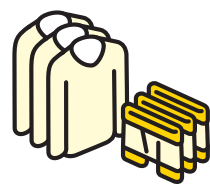
First-aid kit

Medicines will be difficult to obtain, so keep a supply of the medicines you need at home.



Wet wipes

To wash hands and wipe things down when water service is disrupted.



Changes of clothes

Keep spare clothes ready to take with you in case of a long stay at a shelter.



Blankets

To protect from cold in a shelter or outdoors. Can also be used as a stretcher.



Disaster-use toilet kits

Toilets are a critical problem in disaster-affected areas. Keep a generous supply of disaster-use toilet kits on hand.



Portable gas burner

A warm meal is heartening when times are difficult.



Valuables

Be prepared to take your bankbooks and personal seal with you. Also keep coins with your cash.



Backpack

Can be carried on your back to keep both hands free. Make sure it is not too heavy.

Convenient multi-functional goods



Newspaper



Fold newspaper and cover it with a plastic bag to make a dish.



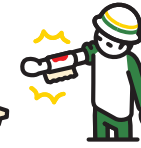
Roll up newspaper to use as a splint for a broken bone.



Plastic wrap



Reduce the number of things that need to be washed to save water.



Use in first-aid treatment of injuries.



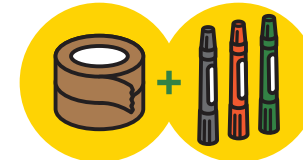
Large handkerchief



Use as a mask to filter out dust.



Use in first-aid treatment of injuries.



Packing tape + permanent marker



Use to leave emergency messages.



Plastic bags / Grocery bags



Use to prepare food hygienically.



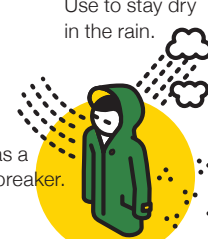
Use to transport water.



Use to prevent infections when stopping bleeding.



Tear off both corners and use as a sling for broken bones.



Use to stay dry in the rain. Use as a windbreaker. Use to keep dust away.

Specialized disaster prevention goods



Flashlight



Headlamp



A headlamp is a necessity that keeps both hands free.



Gloves



Leather gloves



Sturdy gloves prevent injuries.



Wet wipes



For oral care, they can be used to wipe the inside of the mouth instead of brushing. Can also be used to wipe dishes and silverware.

Chewing gum

Chewing a large piece of gum can help you feel refreshed like after brushing your teeth.



"Dental polishing" gum NO TIME (Lotte Co., Ltd.)

● Things to carry with you and keep on your person



Headlamp

Use when walking at night on rough ground after a disaster.



Charger

For your mobile phone. A mobile battery is also recommended.



Space blanket

Can protect against the cold if you are forced to stay overnight away from home.



First-aid kit

Keep a minimum of supplies to be able to perform first-aid on the spot.



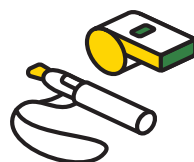
Drinking water

Try to carry a minimum supply of drinking water with you.



Emergency food

Sweets can give you a mental and physical boost.



Whistle

Blow the whistle to make noise if you get trapped somewhere.



Large handkerchief

Can be used many ways, for example as a bandage, mask, and napkin.

● Things to keep at the workplace



Comfortable walking shoes

Leather shoes are not good for walking long distances. Keep athletic shoes in case of emergency.



Helmet

Protect your head both indoors and outdoors after an earthquake in case of aftershocks.



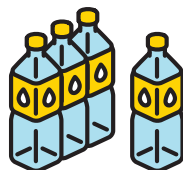
Raincoat

Can be used outdoors in the rain. Can also be used to block wind and dust.



Sleeping bag

In case you are forced to stay overnight at work.



Drinking water

Each person should have at least a 3-day supply of drinking water.



Emergency food

Keep a 3-day supply assuming you have to stay at work.



Disaster-use toilet kits

There is a good chance that water service will be disrupted and toilets will be unusable.



Backpack-style bag

It is easier to carry things on your back and keeps your hands free.

● Goods to have on hand for small children



Raincoat

Protects the whole body from airborne dust when homes collapse, etc.



Toys, picture books

To occupy spare time at an emergency shelter, etc.



Baby sling

To safely evacuate with your child while keeping your hands free.



Powdered formula

Also when breastfeeding in case your milk supply dries up.



Diapers

Supply shortages may make it difficult to obtain the right size.



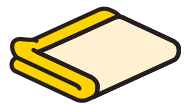
Baby wipes

Can also be used to wipe hands and body in addition to a baby's bottom.



Changes of clothes

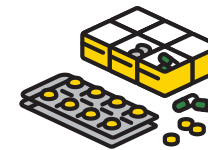
Keep a generous supply for children, who tend to sweat a lot.



Bath towel

Can be used to protect against cold and for sleeping. Can also be used to breastfeed discretely.

● Goods to have on hand for the elderly



Medicines you are taking

Keep a 3-day supply of medicines and your drug history handbook with you in case you cannot go home.



Denture cleaner

Food-related matters have a major impact on physical well-being.



Reading glasses

You need to be able to see things close up in an emergency.



Emergency food

Keep foods that you like, are easy to eat, and have nutritional value.

Corporate responsibility to protect people vulnerable to disasters

After a major disaster, small children, the elderly, and people who are ill are called disaster vulnerable, as they are the most likely to become victims of a secondary disaster. During the Great Kanto Earthquake (1923) before the term CSR had been coined, Morinaga Milk Industry Co., Ltd. handed out milk to earthquake victims and condensed milk to babies for free at its Tamachi Plant (currently Tamachi Head Office) with the strong awareness of its social responsibility as a food manufacturer contributing to society. Carrying on this spirit, Morinaga Milk provided large quantities of food relief supplies to local governments, action groups, and facilities in areas affected by the Great East Japan Earthquake.

Following this experience, it participated in Japan TCGF, an organization founded by companies in the consumption and retail industries, and concluded the Agreement Concerning Procuring Supplies during Disasters with Tokyo Prefecture in March 2013. Morinaga Milk is taking part in planning a system to facilitate cooperation among companies on emergency measures and recovery efforts. In combination with these active efforts on the part of companies to fulfill their social responsibility, households with people vulnerable to disaster also need to make all possible preparations in their home as part of their responsibility to their family.