

Promotion to Create an Environment for People to Return, by Supporting the People and Culture to Become the Anchor of Reconstruction

<b>Region</b>	Minamisoma City, Fukushima Prefecture	<b>Important Aspects to Realize “Better Reconstruction”</b>	Soft Measures, such as Evacuation Drills, etc.
<b>Overview of Efforts</b>	<ul style="list-style-type: none"> <li>• Among the areas affected by the Great East Japan Earthquake, Fukushima Prefecture which had suffered damage caused by the nuclear accident, is forced a longer evacuation compared to other affected areas. In such a case of long-term evacuation, it will be important to design step-by-step returning processes; such as community development at evacuation sites of evacuated residents, relationship development with affected areas, and development of administrative functions, along reconstruction and town development in the affected areas.</li> <li>• Odaka District of Minamisoma City has been designated as evacuation order area. Odaka District is working on developing an environment to return, aimed at the lift of evacuation order in Spring 2016. In the case of Odaka, it is remarkable that not only the city administration but also the local residents are making voluntary efforts to create an environment to return.</li> </ul>		
<b>Points of Efforts</b>	<p><b>1. City Administration’s Support to Organization Acting as an Anchor of Reconstruction</b></p> <ul style="list-style-type: none"> <li>• Beginning with the management of a co-working space for civic action groups who visit the District to support the reconstruction work, Odaka Worker’s Base has been engaged in managing a restaurant and a food supermarket without a prior experience. Under a circumstance where it is uncertain how many people would return to the region, many people cannot find a hope in “returning to the original location”, because they are not sure whether profits can be made when they resume their businesses. However, “For this very reason, somebody needed to start an initiative by becoming a key person. We wanted to show a hope “in returning to the original place” by ourselves”, said Mr. Wada of Odaka Worker’s Base.</li> <li>• The food supermarket managed by the Odaka Worker’s Base is run in a “public built, private run” style where the shop building is provided by Minamisoma City. Mr. Wada, Head of Odaka Worker’s Base, is also involved in the planning of “reconstruction base” in Odaka District, promoted by Minamisoma City. In cooperation with the city administration, Mr. Wada is taking a leadership role in creating an environment for people to return.</li> </ul> <p><b>2. Presence of Culture Anchoring the Community and Residents</b></p> <ul style="list-style-type: none"> <li>• In Odaka District there is Odaka Shrine, which is one of bases for the “Soma-Nomaoui (Soma wild horse chase)” festival. The festival is held in July every year. At Odaka Shrine, a Shutsujin (departure for the front) ceremony and “Noma Kake” (a ceremony to present horses for “god” to ride) are held. Since 2012, the second year after the earthquake, the Shutsujin ceremony has been resumed.</li> <li>• Also, members of the horse-riding club who attend the Shutsujin ceremony of “Soma-Nomaoui” continue to hold the spirit of horse riding passed on for generations. They find it important to return to their own homes in Odaka District on the very day of the Shutsujin ceremony and head for the battle. In this way, the local culture “Soma-Nomaoui” has been a presence anchoring the community and residents.</li> </ul>	<p><b>Major Events</b></p> <ul style="list-style-type: none"> <li>March 11, 2011 Great East Japan Earthquake occurred.</li> <li>March 12, 2011 Evacuation instruction for residents within a 20km radius from the nuclear plant, including Odaka District, made.</li> <li>April 22, 2011 The 20km radius around the nuclear plant, including Odaka District, was designated as a restricted area for entry.</li> <li>April 16, 2012 Through a review on the restricted area, Odaka District was reclassified as a evacuation order area.</li> <li>July 28, 2012 Soma-Nomaoui (Noma Kake) Festival resumed by Odaka Shrine</li> <li>May 15, 2014 Odaka Worker’s Base established.</li> <li>Dec. 8, 2014 Restaurant “Odaka no Hirugohan (Odaka’s Lunch)” opened.</li> <li>Sept. 28, 2015 Supermarket “Azuma-cho Engawa Store” opened.</li> </ul> <p style="text-align: center;"><b>Soma-Nomaoui at Odaka Shrine</b></p>  <p style="text-align: center;">Source: Minami-Soma City Tourism Association Homepage</p>	

**Odaka no Hirugohan**  
(run by Odaka Worker's Base)



"Odaka no Hirugohan" closed on March 11, 2016, is planned to be reopened as "Futaba Shokudo" of before the earthquake.

**Higashi-machi Engawa Store**  
(developed by Minamisoma City, run by Odaka Worker's Base, etc.)



According to the contract with the City, the store is operated by two parties, i.e. Odaka Worker's Base and Bakery Shop Watanabe.

**Soma-Nomaioi at Odaka Shrine**

Day 1: Shutsujin Ceremony at Odaka Shrine



Day 3: Noma Kake at Odaka Shrine

