

24. Recovery Support for the disaster-affected areas

1. Overview

To support restoration of disaster-stricken areas, we implemented a range of projects aimed to energize the areas through sports, including sending athletes to the areas, hosting sports exchange events for children from Tohoku and Tokyo, and hosting the "Tohoku-Tokyo 1000-km Relay for the Future".

We also promote exchange between the residents of Tokyo and disaster-affected areas through arts, culture and educational programs.

Furthermore, in our hope that such areas achieve the earliest possible restoration, we continue dispatching TMG officials to support them and communicate their restoration efforts to the world whenever we have the opportunity to.

2. Legacy in a nutshell

The delivery of the Tokyo 2020 Games and the power of sports help energize the areas stricken by the Great East Japan Earthquake and other disasters and bolster their restoration.

In addition, with the help of the Games, we will transmit the current situations vigorously advancing toward restoration to the world, express our appreciation for support to the people of the world, and pass on the bonds with the disaster-stricken areas to the next generation without allowing memories of the earthquake to fade with time.

Stakeholders	The disaster-stricken prefectures, the Tokyo 2020 Organizing Committee, the national government, NOC / NPC of each country, competition organizations, etc.
Type of legacy	Support for the recovery of the disaster-affected areas
Geographical scope	Tokyo, the disaster-stricken areas
Timing scope	Long term
Responsible for implementation	TMG
Source of legacy	Candidature file, Action Plan for 2020, Future Tokyo: Tokyo's Long-Term Strategy
Associated SDGs	17-Partnerships

3. Development

(1) Why

Immediately after the Great East Japan Earthquake that occurred in March 2011, TMG has implemented initiatives for support for the restoration of the disaster-stricken areas, including establishing local support offices in the disaster-stricken areas, dispatching staff, and delivering vitality through sports by dispatching athletes to the disaster-stricken areas.

As a part of the bidding activities for the 2020 Games, we set up the "Restoration Special Committee" in collaboration with the sports associations of the disaster-stricken prefectures, etc., and made proposals on projects, etc. to revitalize people in the disaster-stricken areas through the delivery of the Games. The concept of "The Recovery and Reconstruction Games" is the starting point of the Tokyo 2020 Games, with appealing the fact that the power of sports can bring dreams and hopes to the areas stricken by the Great East Japan Earthquake.

In order to allow the Games to serve as a power for the restoration of the disaster-stricken areas, TMG accept the needs of the disaster-stricken areas and boost the restoration of the disaster-stricken areas through sports and culture in cooperation with the Organizing Committee and other organizations.

(2) When

FY2011	Disaster-affected area support project, including sending athletes and hosting sports exchange events, was started
	The "Tokyo Metropolitan Government Support Activity Report" was issued *TMG officials dispatched to disaster-affected areas to support their recovery/restoration efforts started compiling this booklet, summarizing their experience and awareness gained through their activities. (Issued every year since FY 2011)
FY2012	The candidate file for the 2020 Games was submitted *A soccer preliminary match was planned to be held at Miyagi Stadium
FY2013	Tokyo was decided to be the host city of the 2020 Games
	The "Tohoku-Tokyo 1000-km Relay for the Future" started
FY2014	The "Liaison Council for Support for Restoration of the Disaster-stricken Areas" was established *A system to promote support for restoration of the disaster-stricken areas through collaboration between the disaster-stricken prefectures, the Tokyo 2020

	<p>Organizing Committee, the national government, TMG, etc. was established</p> <p>“Comprehensive Records of the Support for Restoration of the Areas Stricken by the Great East Japan Earthquake Implemented by TMG” was issued</p> <p>*Immediately after the Great East Japan Earthquake, TMG established local offices in three prefectures of the Tohoku region to offer support tailored to their needs. Their activities in the course of three years were compiled as an administrative record and issued in the form of a booklet with the objective of using it as a reference in the event of a future large-scale disaster requiring recovery/restoration.</p>
FY2016	<p>Live Sites* for the Rio de Janeiro 2016 Games were implemented in the disaster-stricken areas</p> <p>The Olympic and Paralympic Flag Tour* was carried out in the disaster-stricken areas (Fukushima, Miyagi, and Iwate Prefectures)</p> <p>Fukushima Azuma Baseball Stadium was decided to be the competition venue of the Olympic Games (for baseball and softball)</p> <p>“See you in Tokyo and Tohoku in 2020,” a video to support the restoration of areas stricken by the Great East Japan Earthquake, was released</p>
FY2017	<p>Live Sites* for the Pyeongchang 2018 Games were implemented in the disaster-stricken areas</p> <p>The Olympic and Paralympic Flag Tour was carried out in the disaster-stricken areas (Kumamoto Prefecture)</p> <p>“See you in Tokyo and Kumamoto in 2020,” a video to support the restoration of areas stricken by the Kumamoto Earthquake, was released</p>
FY2018	<p>Miyagi Stadium was officially decided to be the competition venue of the Olympic Games (for soccer)</p> <p>Fukushima Prefecture was decided to be the starting point of the Olympic Torch Relay</p> <p>A coverage tour in the disaster-stricken areas for overseas media was implemented (FY2018 and FY2019)</p>
FY2020	<p>“2020 and Beyond,” a video to support the restoration of disaster-affected areas, was released</p>

(3) Who

TMG

(4) How

① Exchange through sports

- We implemented the "Tohoku-Tokyo 1000-km Relay for the Future," a relay event where runners and cyclists passed on the sashes on a course stretching from Aomori Prefecture to Tokyo across disaster-affected areas.
- We sent top athletes to disaster-stricken areas and hosted sports programs tailored to the needs of each prefecture and circumstances of each region.

<Grand goal for the "Tohoku-Tokyo 1000-km Relay for the Future"> [1]



<Athlete dispatching program>[2]



- We invited children from disaster-affected areas to Tokyo to participate in sports exchange games of baseball, football, and others.
- We invited athletes in disaster-stricken areas to participate in the Tokyo International Youth Football Tournament to play against athletes from abroad in exchange games.
- We invited high school students in disaster-affected areas to join the Tokyo Marathon (10 km).

<Tokyo U-14 International Youth Football Tournament>[3]



<Tokyo Marathon (10 km)
©Tokyo Marathon Foundation>[4]



- We invited children in disaster-stricken areas to watch table tennis, tennis and other international sports competitions.
- Through events such as Olympic and Paralympic Flag Tour, we fostered the momentum of hosting the Games in collaboration with local governments in the disaster-stricken areas, so as to help revitalization in the local areas.

[1][2][3][4] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

- We invited children in disaster-affected areas to watch the Tokyo 2020 Games competitions held in Tokyo, allowing the children who shoulder the future of the disaster-stricken areas to experience the Games, which will constitute a part of the legacies of the Games.
- In order to foster local excitement and create legacies through exchange with athletes, etc., in collaboration with the disaster-stricken areas, we proactively promoted Pre-Games Training Camps* candidate sites to the Olympic and Paralympic Committees and competition organizations, etc. in each country, so as to assist Pre-Games Training Camps attraction in the disaster-stricken areas.

② Exchanges through education and culture

- We promote exchange between junior high school students living in the disaster-stricken areas who visit Tokyo on school excursions, etc., and students at public junior high schools in Tokyo through parasports experiences.
- We support the restoration of the diverse cultural environment in the disaster-stricken areas by implementing the disaster-stricken area support project "ART SUPPORT TOHOKU-TOKYO", which utilizes arts culture in cooperation with NPOs in the disaster areas.

<Para-sport exchange program held jointly with disaster-affected areas (Experiencing Boccia)>^[5]



<“ART SUPPORT TOHOKU-TOKYO,” an arts-and-culture-themed disaster-stricken area support project >^[6]



③ Publicizing restoration efforts made in disaster-affected areas

- We produced monuments symbolizing the restoration of disaster-affected areas, the concept of the Tokyo 2020 Games, by using aluminum that had been used in temporary housing in areas hit by the disaster. Messages to athletes from junior and senior high school students in disaster-stricken areas were printed on the monuments, which were exhibited at a Tokyo 2020 Games-related venue during the Games. The monuments will be relocated to disaster-hit areas after the Games to be preserved as a legacy.



[5][6][7] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

- We are passing on the trees planted within the premises of Ariake Arena to symbolize disaster-affected areas as a legacy of the Recovery and Reconstruction Olympic and Paralympic Games.
- We transmit the situation of the disaster-stricken areas at the time of the earthquake and the status of restoration, hold events that call for continued support, and transmit the current situations of the disaster-stricken areas that are recovering from the earthquake through videos, etc., so as not to make the earthquake fade with time.

<"See you in Tokyo and Tohoku in 2020"> [8]



<"See you in Tokyo and Kumamoto in 2020"> [9]



<"2020 and Beyond"> [10]



- We widely disseminate the current situations of the disaster-stricken areas that are regaining vitality through sports to both inside and outside Japan by seizing various opportunities.
- We conducted coverage tours in the disaster-stricken areas for overseas media to transmit the current situation and the status of restoration in the disaster-stricken areas.
- In addition to developing the "Fukushima ⇔ Tokyo Campaign" to sell products from Fukushima Prefecture and promote tourism in Fukushima Prefecture in various locations throughout Tokyo, we promote efforts to dispel reputational damage, such as providing support for smooth operation of sales of products from Fukushima Prefecture and promotional activities through support booths at market festivals held in each wholesale market in Tokyo.
- In order to realize restoration as soon as possible, while restoration projects such as infrastructure development are being implemented, based on requests from the disaster-stricken prefectures, we dispatch staff of TMG to support the disaster-stricken areas.

(5) Benefits

In addition to dispatching staff, support for dispelling reputational damage and support through sports and art culture will greatly help advance the restoration of the disaster-stricken areas.

Moreover, with the help of the Tokyo 2020 Games, we will disseminate the current

[8][9][10] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

situations of the progress of restoration to the world and express our appreciation for support, as well as pass on the bonds created between people living in Tokyo or other places in Japan and all over the world and the disaster-stricken areas and the current situation of the restoration from the earthquake to the next generation.

4. Facts and figures

Support for reconstruction in areas stricken by disaster such as the Great East Japan Earthquake through the delivery of the Games	Athlete dispatching projects (94 times in total)
Initiatives to dispel reputation damage	The markets for products directly delivered from Fukushima were held 12 times in total as a part of the "Fukushima ⇔ Tokyo Campaign" (as of the end of March 2021)
Support for disaster-stricken areas utilizing arts and culture	120 projects as a part of "ART SUPPORT TOHOKU-TOKYO" (Achievements from FY2011–FY2020)

(Items in the table are achievements to March 2020 unless otherwise noted)

5. Explanation of Terms

Live site	An official project for the Olympic and Paralympic Games, where people can enjoy powerful live broadcasts, stage events, competition experiences, etc. instead of the competition venues.
Olympic and Paralympic Flag Tour	A project that was developed nationwide, starting with the 62 municipalities, and disaster-stricken areas in Tokyo, to make use of the Olympic and Paralympic Flags and boost the spirits of All Tokyo and All Japan.
Pre-Games Training Camps	Training that athletes participating in the Olympic and Paralympic Games voluntarily perform before the Games so as to alleviate the jet lag and adapt to the

	climate. In the past Games, these camps were usually carried out not only in the host city but also anywhere in the host country and in neighboring countries, etc.
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6. References

- Towards 2020 –Building the Legacy- (PR Edition)
- Towards 2020 –Building the Legacy - (Main Part)
- New Tokyo. New Tomorrow. –The Action Plan for 2020-
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- Strengthening of Policies to Realize the "Three Cities" (FY2020)
- Future Tokyo: Tokyo’s Long-Term Strategy
- Comprehensive Records of the Support for Restoration of the Areas Stricken by the Great East Japan Earthquake Implemented by TMG (from March 11, 2011 to March 31, 2014)