The Challenge of the Leading-Edge Problem-Solving Prefecture, Tokushima

Turning crisis into opportunity!

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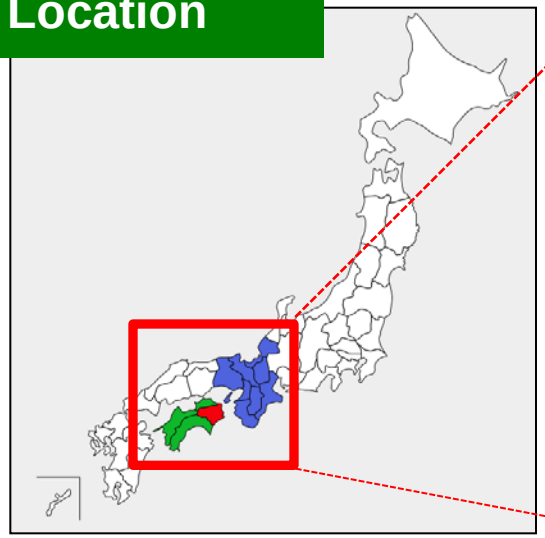
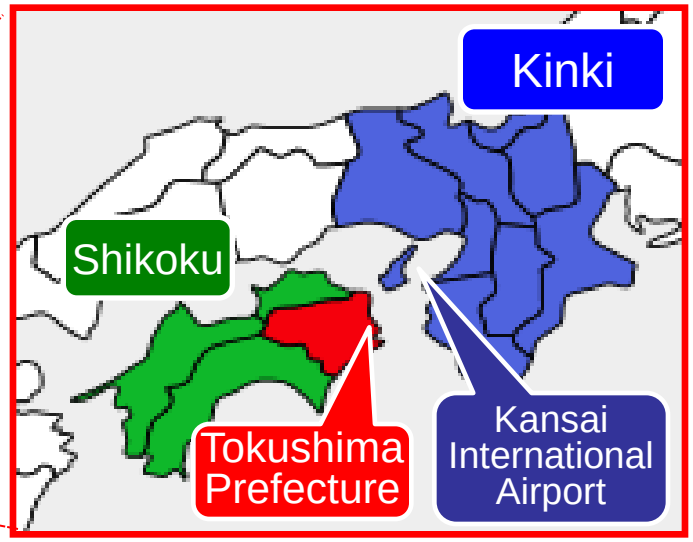
I Overview of Tokushima Prefecture

1 Location





- Area 4,147 km^2 (approx. 6 x Singapore)
- Population: approx. 800,000
- Gross production: ¥ 2.8 trillion

◆ 2:45 hours from Kansai International Airport by express bus

2 Tourism and traditional culture

4 major attractions

Beethoven's 9th

Location of first performance in Asia of Beethoven's 9th

Awa Puppet Theater

Traditional puppet shows with recitation & shamisen

Awa Indigo Dye

Beautiful color, also known as "Japan blue"

Awa Dance

Typical Japanese cultural dance

II Promoting “Hikari Broadband Okoku – Tokushima”

Digitalization of terrestrial TV broadcasting

July 2011

Signals from other regions became unavailable!
Channels reduced from 10 to 3

Turned crisis into opportunity!

CATV network in whole prefecture completed!

CATV producing “four treasures”

① Digital terrestrial broadcasting	② Broadband	③ IP phones	④ Local information transmission
Signals also available from other prefectures	High speed, high capacity (10x faster than Tokyo)	Free phone calls within region	Shares local information including disaster information, etc.

88.9% penetration rate of CATV in households, highest in Japan
(as of end of March 2013; national average = 51.8%)

What’s more… Development in population decline and population aging

◆Population trend (1960→2010)
-7.3% (Nationwide +35.8%)

◆Population aged 65 or more (in 2010)
27% (nationwide 23%)

◆Rate of marginal villages (in 2010)
35.5% (nationwide 15.5%)

Hilly and mountainous regions → Sharp increase in empty homes & unused facilities!

Utilize the best fiber-optic network in Japan to attract businesses and regenerate villages in hilly and mountainous regions!

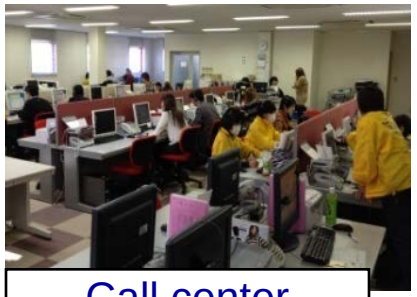
◆ Prescriptions for problem solving

◆ Accumulating ICT related industry

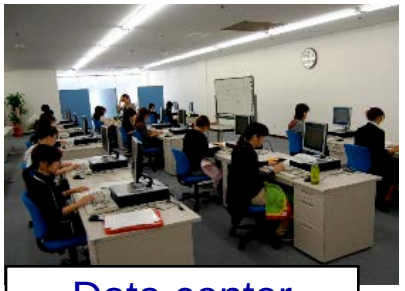
- Attracting call centers, data centers, etc.

In 2003
Zero sites

Businesses in region:
10 companies, 13 offices
created over 1,000 jobs



Call center



Data center

- Development of new operation test

July 2013~ Operation test of small-scale call center

Attracts people to depopulated areas

◆Satellite office project

- Fully unfurled for Tokyo-based ICT companies from **2012**

Help from prefecture

Facility rental, earthquake proofing work, etc.

18 related companies moved into 4 municipalities in prefecture!

Proposal of "new working style"→ Telework

Companies ⇒ Risk dispersion (using momentum of Tohoku earthquake)

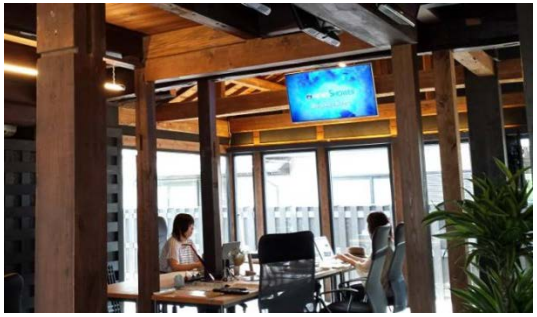
Employees ⇒ rise in work efficiency due to "comfort effect"

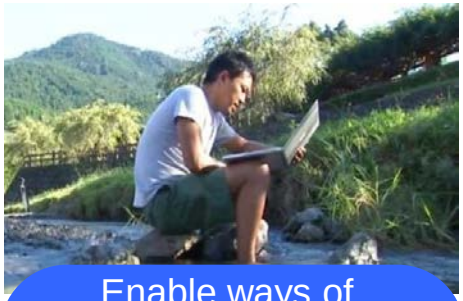
Local area ⇒ New business development, local jobs (34 people)

Kamiyama - First "population migration surplus" since 1970

"Engawa Office"
Plat-Ease Co., Ltd.

Remodeling old folk houses and storehouses





Enable ways of working that transcend time and place

Achieve work-life balance

III Developing a System to Deal with a Major Nankai Trough Earthquake

◆ Simulation of major Nankai trough earthquake (assumed damage)

Extensive damage expected

60-70% probability
of a magnitude 8 or more
major Nankai trough
earthquake occurring
within 30 years

Assumed damage in Tokushima

Maximum

Buildings destroyed: 116,400 — approx. 40% of all buildings in prefecture

Deaths: 31,300 — approx. 4% of population of prefecture

Lifeline damage: Over 90%
(water/sewage, electricity, gas)

◆ Lessons of Tohoku earthquake

Unparalleled disaster

- Disruption to key roads → Ensure redundancy!
- Collapsed buildings due to quake/tsunami → Make homes more quakeproof!
- Isolated communities → Set up systems of self-help and mutual help!
- Power disruption, gasoline shortage → Secure new energies!

Need perspective of not only “disaster prevention”
but also “disaster mitigation”!

Turned crisis into opportunity!

Aim for zero deaths, speed up “disaster prevention & mitigation measures”!

◆ Prescriptions for problem solving

1 Promote upgrade of road network

Ordinary times ⇒ Emergency

Disaster ⇒
- Giant tidal wave
  Land breakwater
- Emergency escape route
  Road of life

Speed up upgrade of road network!

2 Further promotion of quakeproofing of homes

(1) Establish tax system (national) for promoting quakeproof upgrades

Proposed by Tokushima
Established in 2006

10% of renovation cost deducted from income taxes + Fixed asset tax reduced by certain amount

(2) Quakeproof wooden homes with simple construction + Eco-reform

Barrier-free (eliminate differences in levels)
Energy conservation (solar power, etc.)

Pref. aid 1/2 + **Municipal collaboration aid (¥100,000~500,000)**

3 Promote self-help, mutual help

First time to be developed by prefectural government

(1) Implement first BCP in Japan

- **Encourage BCP development in companies, etc.**
  Set up BCP support center, conduct map training
- **Develop agricultural BCP**
  Tsunami/salt damage measures, soil salt-removal testing, etc.

(2) Create a volunteer disaster prevention organization

- Takes on big role of mutual help hub and damage mitigation

*Organization rate 44% (2003) → 90% (2012)

Nationwide 77%

4. Introduce natural energy

●Introduce mega-solar power (18 operators, 21 locations)

Ordinary times ⇒ Power selling

Output: For about 16,200 homes

Disaster ⇒ Emergency power

Port facilities, evacuation shelters

2013 Operation test utilizing PHV and EV

Charging utilizing mega-solar power

Used for lighting, radios, etc. in evacuation shelters

Policy proposal

Enables power supply to evacuation shelters, etc.

From “leading problem prefecture” to “leading-edge problem-solving prefecture”!

Wisdom lies in the local communities!

Turning crisis into opportunity!

“Honshu-Shikoku Expressway Nationwide Flat-rate Toll Introduction” action strategy logo

Thank you for your attention!