

<b>Proposal 10</b>	Development and use of local resources	Local governments, private corporations, institutions concerned, etc.
<b>Construction of sustainable local communities through the utilization and development of local resources</b>		
➤ Refer to initiative 15	Post-2015 Framework for Disaster Risk Reduction priority action 4 (enhancing preparedness for effective response, and returning stronger after recovery and reconstruction)	

- The disaster in Iwate Prefecture brought about massive damage not only to people's livelihoods, but also to the fishing industry, which serves as the backbone of commerce. The prefecture was faced with the loss of nearly half its social capital. In order to overcome this situation, Iwate Prefecture as one with municipalities and other organizations concerned, is promoting industrial development that makes use of area resources, such as the establishment of a distribution processing system that puts the rapid revival of the fishing industry and fish markets at its core, as well as building shopping districts and promoting tourism that take advantage of the features of the region even more so than before.
- In the popular 2013 NHK morning TV drama Ama-chan, which is set primarily in Iwate Prefecture, the main character, Aki, is a diver (ama) who catches sea urchins, which are then sold in lunch boxes on local trains (which were modelled on Iwate's real-life Sanriku Railway). There was a scene in which news of this spread across the country through the Internet, causing young people to flock to the train.
- This kind of regional promotion, which unearths the various resources of the region, such as fishing and tourism, and adds value by polishing them up, is called "Amanomics" in Iwate. ("Amanomics" is a pun on the aforementioned Ama-chan and Prime Minister Shinzo Abe's economic policy, "Abenomics".) To promote a sustainable reconstruction, we need to rebuild durable socio-economic foundations, and for that, efforts such as "Amanomics" are needed.



Sanriku Railway, part of the infrastructure of the coastal area and a resource for tourism



Skills training for earthquake storytellers