

9 Exchange promotion project to “promote the features of the city and its reconstruction efforts”

This project will attract conventions and international conferences, such as the United Nations World Conference on Disaster Reduction, to actively publicize the progress of reconstruction in Sendai and the Tohoku region, both domestically and internationally. It will also launch a large-scale tourism campaign to attract many visitors to the Tohoku region.

The project will also actively attract the private sector by offering as much support as possible, including deregulation and preferential treatment, to develop large-scale cultural facilities.

Specific initiatives

● Attracting international conferences and conventions

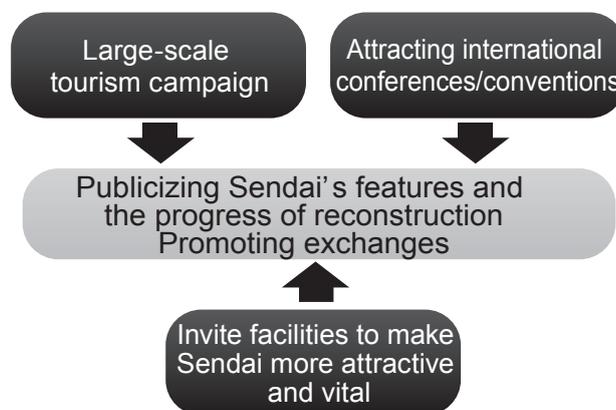
- Attract various international conferences and conventions with the expectation of economic ripple effects on tourism and other local industries, and take these opportunities to publicize the progress of reconstruction in Sendai and the Tohoku region, both domestically and internationally.

● Conducting a large-scale tourism campaign, etc.

- Attract visitors to Sendai and the entire Tohoku region by carrying out a large-scale tourism campaign, and promoting extensive cooperation and various promotion activities.

● Inviting facilities to make Sendai more attractive and vital

- Invite large-scale cultural facilities and convention facilities in conjunction with urban development along the Subway Tozai Line.
- Improve the environment for private investment by effectively using unused land and providing support measures, including deregulation with the special zone system and preferential tax or financial treatment.



10 Earthquake disaster memorial project to “convey the memory of the earthquake disaster to future generations”

This project will develop memorial facilities that archive the threats of earthquake disasters and subsequent reconstruction efforts to pass them on to future generations.

This project will also create a symbol of reconstruction, which will be used in publicizing the progress of reconstruction of Sendai and the Tohoku region, through cooperation with a wide range of citizens, and a mechanism of using intellectual resources of Sendai, the Study Capital, as well as private-sector expertise and funding, for reconstruction projects.

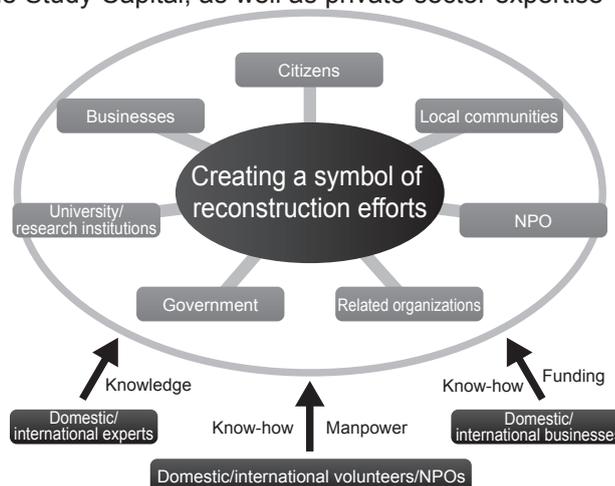
Specific initiatives

● Developing memorial facilities

- Develop a center to archive and disseminate the earthquake disaster and reconstruction efforts and pass them on to future generations.
- Build monuments in honor of the earthquake victims in the eastern part of Sendai.

● Developing a symbol of reconstruction through cooperation

- Create a symbol of reconstruction through cooperation with a wide range of citizens, including children who will support Sendai in the future.
- Develop a mechanism of using intellectual resources of Sendai, the Study Capital, as well as knowledge, know-how and funding of domestic and international experts and businesses for reconstruction projects.



III

Revitalizing life and local communities

- 1 Supporting disaster victims in rebuilding their life**
 - (1) Establishing a healthy and safe life
 - (2) Establishing economic independence
 - (3) Securing permanent housing
- 2 Revitalizing agriculture**
 - (1) Restoring farmland
 - (2) Study on highly productive agriculture
 - (3) Supporting disaster-affected farmers to resume farming
 - (4) Cooperating with universities and research institutions
- 3 Ensuring the safety of residential land and supporting its restoration**
 - (1) Preventing secondary damage
 - (2) Supporting restoration efforts
- 4 Supporting local businesses**
 - (1) Providing financial support to local businesses
 - (2) Supporting the resumption of business activities
 - (3) Providing support for the expansion of transactions and sales channels
- 5 Responding to the nuclear power plant accident**
 - (1) Approach to the national government
 - (2) Monitoring radiation and providing information
 - (3) Preventing malicious rumors

IV

Urban development through reconstruction

- 1 Developing a disaster-resistant city that protects its citizens' lives and livelihoods**
 - (1) Comprehensive measures against tsunami with multiple defense functions
 - (2) Creating disaster-proof urban infrastructure
 - (3) Enhancing the ability to respond to disasters
 - (4) Enhancing extensive cooperation and a hub role
- 2 Developing a city powered by energy-saving/new energy**
 - (1) Developing an eco model town
 - (2) Taking initiatives for reducing environmental impacts
 - (3) Promoting the use of public transportation
 - (4) Promoting cooperation to promote energy-saving efforts
- 3 Developing a city of independence and coexistence where its citizens support each other**
 - (1) Promoting local mutual support activities
 - (2) Developing leaders who support reconstruction efforts
 - (3) Promoting new forms of civic cooperation
- 4 Developing a city of exchange and vitality to drive the restoration of Tohoku**
 - (1) Agricultural and food frontier
 - (2) Attracting new energy-related industries
 - (3) Developing a disaster-prevention industrial city
 - (4) Supporting diverse local businesses, shopping streets, etc.
 - (5) Developing a new tourism strategy to attract visitors

V

Implementing the Reconstruction Plan

- (1) Implementing the plan in a creative and flexible manner based on ties and cooperation
- (2) Roles that each entity should play
- (3) Ensuring consistency with sustainable fiscal administration
- (4) Using the special reconstruction zone system
- (5) Systematic implementation based on the implementation plan