

Next Step toward the Revitalization

People who do not only Engineering Reconstruction but New Activities have Come Out.



Hot Blooded! Kesen Forum

Mr. Musashi thought of the "Hot Blooded Forum" by seeing the situation that volunteers came here went back without having contacts with the suffered residents. Those volunteers, specialists and the suffered residents shall be connected and do activities together, such as house rebuilding, and work toward the goal "Creation of a beautiful hometown, our pride to the world."

The "Nekketsu! KesenJuku - Hot Blooded! Kesen Forum"

,which connected the inside and outside of the stricken area, makes argument platform, and aims for new revitalization.

NKJ offered us places to learn about Rikuzen-Takata and opportunities to present what we learned in Tokyo Metropolitan Area. NKJ also assists creation of jobs and local special businesses toward revitalization. In this presentation, we focus on two issues.

- 1) The new business using camellia (Tsubaki), a symbol of the Kesen area
- 2) Wind power generation, utilizing the strong wind



Discussion at Meiji University
(First lady participated)



Got on a ship, had local food,
got to know the area.



Tsubaki

Utilizing a local special camellia for creation of job and local business has lead to create persons network. So the project has grown and the hand cream and pasta are full of many People's wishes.

Hand Cream



December, 2012 Sales started



Sayaka WATANABE
Principal, re:terra



Takeshi SATO
Project Leader

The "Kesen Camellia Dream Project" was founded by two persons, to create new industry and jobs after the disaster. "Ishikawa Oil Refinery", the only camellia oil refinery in Tohoku was hit by the tsunami and decided to close the business. "Seisho-kan", a hand-capped persons employment facity, succeeded the technology of Ishikawa does oil refinery and "Kesen Camellia Hand Cream" was born. "Kesen Camellia Lip Cream" was produced as the second step, and more production to come. Acivities to preserve camellia trees will also begin.



The technology of the Ishikawa
oil refinery is inherited.

Pasta



Using the localy camellia oil



"Create Jobs!"
Kazuyoshi TAKAHASHI



"Local Business using Camellia"
Muneo OIKAWA

Mr. Kazutoshi TAKAHASHI of the "Banzai factory" started the noodle-making business, without government subsidy, to help revitalization of the city through creating jobs. Inspired by an idea of using camellia oil by Mr. Oikawa, he has developed and produced "The Starlight Pasta" and "The Camellia Mermaid Cold Noodles", using the camellia oil for sauce and noodle. This year, Mr. Kazutoshi MUSASHI will open three restaurants "The woods of a camellia" in the area, and will support the sales of the products and job creation.



Creating the job of the local speciality



The brooch made
from a seed and husks



"The woods of a camellia"
Summer 2014 OPEN



Wind Power Personal Windmill

When the Hirota area was isolated by tsunami, Mr. Takahashi realized that electricity is not what to be delivered, but what to be produced on site. So he installed a small wind power unit at his home, another at the factory, to secure power. Not the sunlight panel that cannot respond in winter with few daylight hours but the windmill aims at the securing of electricity of winter.

The Project in the Taya Wooden Temporary Community Center and Temporary Housing in Hirota.

An NPO built a community room for the tentative housing area, then an idea to install a wind power unit to the room came out from the residents. This project has been approved by the Reconstruction Agent, as a pioneer model of "Society with Sustainable Energy, in new Tohoku." More wind power units will be installed in the area."



The windmaill make electric power of his house.



Wooden Community Lounge