



Located in a part of Matsushima, which is included in the Three Views of Japan, Okumatsushima boasts many scenic spots, such as Sagakei, one of the Three Best Gorges in Japan, and a splendid 360 degrees panorama covering Matsushima Bay and Sagakei from the top of Otakamori (also known as Sokan), which is counted as one of the Four Best Views in the Matsushima area.

The Blue Impulse that has come home to the Matsushima Base of Japan Air Self-Defense Force after two years have passed since the Great East Japan Earthquake attracts many fans from across the country with its acrobatic training flights and skywriting.

The regional specialties include seaweed, oyster, rice, chijimi spinach and tomatoes. Noodles made with seaweed are sold as a new product under the name of "Higashi-matsushima Nori Udon," which is also popular.

[Environment] Japan's First Local Production Local Consumption Model: Higashi-matsushima City Smart Disaster Prevention Eco-friendly Town

Higashi-matsushima City Smart Disaster Prevention Eco-friendly Town aims to contribute to the prevention of global warming by establishing microgrids with self-established electric lines and consuming locally produced solar power within the area, which would bring about emissions reduction of 246 tons of CO₂ per year.

In pursuit of the development of an eco-friendly and disaster resilient city, said power supply system has achieved a capacity to supply power for three days not only to residences but also to hospitals and public facilities in the surrounding area in case of disasters.

Moreover, part of electricity generated within the area is sold to the companies within the city, who will then sell it to the public facilities and other companies in the city at a reasonable price. The proceeds are used for social welfare and solutions for the city's challenges, creating a cycle of energy, capital and proceeds within the area and revitalizing the whole region.



Higashi-matsushima City Smart Disaster Prevention Eco-friendly Town

[Solution for the Super-aging Society] Higashi-matsushima Type Regional Residence "Tsunagaru Yeah!"

This project proposes a new lifestyle that addresses the environmental issues, super-aging society and regional issues for Higashi-matsushima City, with an eye to develop a city where everyone wants to live in and everyone is vigorous.

The "Tsunagaru Yeah!", a house well suited to Higashi-matsushima City, which aims to make possible safe and secure living utilizing its climate conditions and environmental features, provides a solution for regional issues recognized by the residents of Matsushima City, such as disaster prevention, medical institutions and systems, aging population, energy saving and natural energy. This Higashi-matsushima type residence model offers an opportunity to experience life with mutual support and help in collective housing comprised of two houses connected to each other.



Higashi-matsushima type regional residence "Tsunagaru Yeah!": The common space (middle in the picture) connects the residence for elderly people (left) and the residence for young people (right).

[Disaster Prevention] Disaster Prevention and Recovery Efforts through International Exchange

Since the Great East Japan Earthquake, Higashi-matsushima City and the Japan International Cooperation Agency (JICA) have cooperated in strategic efforts to promote regional revitalization and recovery from disasters through international exchange, such as diffusing insights and lessons regarding disaster recovery process both domestically and internationally and also sharing them with the countries that have been greatly affected by disasters, including Banda Aceh, Indonesia (the 2004 Indian Ocean Earthquake and Tsunami) and the Leyte Island, Leyte State, the Philippines (the 2013 Typhoon Yolanda).

The international exchange activities have expanded beyond the boundary of administrative sector to a civic level, contributing to the mutual recovery from earthquakes, disaster prevention and economic revitalization of the communities.



OJT trainees from Indonesia