

# **Keidanren's actions for disaster recovery and restoration**

**June 21, 2011**  
**Keidanren**

## **1. Recovery and restoration of community and industry**

### **(1) Reconstruction of communities**

- ① Promote the community building at the initiative of the disaster-hit regions on the basis of the regions' features and desires
- ② Promote cooperation within regions, between municipalities, and with the private sectors (Public-Private Partnership)
- ③ Utilize "Future City Project"

### **(2) Rebuild industry**

- ① Promote industrial clusters toward higher added values
- ② Support for efforts to turn agriculture and fisheries into growth industries by conducting large-scale and advanced management
- ③ Attract tourists to disaster-hit towns and cities

### **(3) Reconstruction of the Japanese economy**

- ① Rebuild the supply chain
- ② Revival of "Japan brand"
  - Measures to cope with harmful rumors about food and industrial products from the disaster areas

## **2. Regulatory reform concerning disaster recovery and restoration**

### **(1) Apply "Regulatory Reform Special Zone" to all disaster areas**

- ① Take special measures on tax, fiscal, financial, and regulatory policies; land use, urban planning, manufacturing and agriculture
- ② Accelerate measures and policies for disaster recovery and restoration

### **(2) Keidanren's request**

-Request about 250 regulatory reform concerning disaster; flexible enforcement of labor regulations and flexible land use for solar power etc.

## **3. Energy and Environment Policies**

### **(1) "Voluntary Electricity Peak-Cut Action Plan"**

- ① Use in-house electric power generation facilities
- ② Make working hour more flexible; work at early morning , late evening, or weekend
- ③ Raise awareness of the need for electricity conservation among employees and customers
- ④ Increases in power supply to electric power companies through greater use of private power generation facilities

### **(2) Reviews of longer-term energy and environment policies**

- ① Investigate thoroughly the causes of the nuclear power plant accidents
- ② Enhance the stable energy supply system through public-private sector cooperation
- ③ Reviewing the 2020 target to cut greenhouse gas emission by 25 percent
- ④ Development and dissemination of environmental and energy technologies

## **(1) Economic growth strategy**

- ① Implement "new growth strategy" after necessary reviews done in the wake of the Great Eastern Japan Earthquake
- ② Secure the internationally "equal footing" in terms of the business environment (through such measures as reduction of effective corporate tax rates)
- ③ Implement science and technology innovation strategy
- ④ Draw up and promotion of comprehensive ICT strategy

## **(2) Globalization**

- ① Early participation in the TPP negotiations
- ② Early realization of the Japan-China-South Korea FTA
- ③ Early start of negotiations on Japan-EU EIA

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## **5. Balance between funding for disaster reconstruction and fiscal soundness**

- (1) Early formulation of budgetary measures needed for disaster reconstruction
- (2) Thorough review of budgetary expenditure
- (3) Consensus building on the need to share the reconstruction costs among all people
- (4) Maintain the longer-term target of attaining soundness in the national fiscal policy

## **6. Support for disaster areas and victims**

### **(1) Contribute relief donations and aids**

-Some ¥100 billion as of the end of May

### **(2) Provide relief supplies and services**

#### **① Launch "Relief Supplies Hot-Line" scheme**

- 1) Building networks with governors and others in the disaster areas
- 2) Calling on member companies and organizations to donate relief goods on the basis of disaster-hit areas' needs and requests
- 3) Some 300 tons of relief goods delivered to disaster areas with the cooperation of Nippon Yusen Kaisha (NYK) and All Nippon Airways (ANA)

#### **② Provide relief goods and materials to NPOs and volunteers**

### **(3) Dispatch volunteers from member companies**

-Over 1,500 volunteers in total