

# A Case Study of KAKEAGARE! Japan & Dentsu's DRR Related Business

Jul. 2015  
Dentsu, Inc.

# **dentsu**

an  
advertising company

## **Business Lineup**

**Marketing Design**  
**Communication Design**  
**Creative Sphere**  
**Promotions**  
**Digital/Social Media**  
**Data Solutions**  
**Media Content**  
**Social Solutions**  
**Knowledge and Insight**

Continuing Project



—— Tsunami evacuation drill ——

Project Outline

July 2015 “KAKEAGARE! Japan” Planning Council

Tohoku University International Research Institute for Disaster Science (IRIDeS), Kahoku Shimpō Publishing Co., Dentsu Inc., Dentsu East Japan Inc.

カケアガレ！（KAKEAGARE!）

means

run up! to a higher ground

## What is KAKEAGARE! ?

This project was launched in September 2012 in the aftermath of **the Great East Japan Earthquake and tsunami** that caused a tremendous loss of life and property.

The aim of this project is, to use the experience and lessons learned from this major disaster and develop a program of tsunami evacuation drills, and to create “**a culture of evacuation**” that can be practiced habitually.

## KAKEAGARE!'s objectives

1. Resolution of the issues faced by areas regarding tsunami evacuation (**creating evacuation rules unique to each area**).
2. Development of **an ongoing tsunami evacuation drill program** to be carried out on a regular basis.
3. **Promotion and spread of the practice** of tsunami evacuation drill programs, for locations in Japan and around the world, where major tsunamis are projected.

We want to establish “**Tohoku-originated tsunami disaster prevention actions**” through the realization of these aims.

What KAKEAGARE! offers

# “Variable Drill Programs” for Tsunami Evacuation (The Development of Drill Programs Suited to Local Characteristics)



## What KAKEAGARE! offers

Variable drill programs are being proposed, that local residents can freely select and combine to meet the evacuation issues they face, due to the characteristics of their area, such as **terrain**, **population**, and **location of residential districts**.

Our objectives are to foster **culture of evacuation**.



## Local governments and communities

Governments, neighborhood community associations, local autonomous disaster prevention organizations, fire brigades, women's fire prevention clubs, NPOs and civic groups, boards of education, elementary and junior high schools, police, fire departments, etc.

Coordination/Support

### "Kakeagare! Japan" Planning Council

#### Kahoku Shimpō Publishing Co., Local Newspaper Companies

Local area interaction using newspaper publishing networks, liaison with local governing bodies, civic groups, etc., and coordinator for local companies, NPOs, civic groups, etc.

#### Tohoku University IRIDeS

(International Research Institute for Disaster Science)  
Provides drill supervision, verification, surveys, advice for plan drafting, etc. based on scientific knowledge.

#### Dentsu Group

Matching, coordination of companies, NPOs, etc., citizen-participatory content development, advertising, PR materials, etc., utilizing the network of the Dentsu Group.

Coordination

- Located on the Sendai plain, where there is **no high ground** and **no tall buildings** exist.
- The only elevated ground is a **highway**, the Sendai-Tobu Road. This was chosen as the evacuation site, and a drill was carried out to escape up to the roadway using stairs built after the earthquake.
- After the drill was over, a **disaster prevention event** was held at a junior high school gymnasium, and the Self-Defense Forces cooked rice for the public.
- The area rule to “**run up to the highway**” gained widespread attention and was reported by newspapers and TV news programs nationwide.



■ No. of participants: 1,450  
(approx. 30% of target residents)

- The area is located on the Sendai plain, where there is **no high ground** and **no tall buildings** exist, requiring evacuation **over a distance of several kilometers**.
- A drill based on evacuation **by car** was carried out. (Those involved in recovery and reconstruction work also participated.)
- After the drill was over, a **disaster prevention event** was held at a junior high school gymnasium, and a civic group exhibited a disaster prevention booth.
- The local **“car evacuation”** rule gained widespread attention and was reported in newspapers and on TV nationwide.



■ No. of participants: approx. 3,000 (600 cars)

“KAKEAGARE! JAPAN” provides various drill programs,  
that can be “selected and combined”  
by local governments and communities  
according to local characteristics.

- Training topics related to tsunami evacuation were determined, based on **interviews with people** in the local governments of all affected coastal areas in Miyagi prefecture. They were also based on the Miyagi prefectural draft guidelines for tsunami measures, the **Kahoku Shimpō's traveling workshop** “Musubi Juku,” etc..
- The development and evaluation of the drill program will be carried out for each training topic, through **tsunami evacuation drills, workshops**, etc..

# Training Topics in Tsunami Evacuation

## Topic A. By Evacuee/Method/Location/Time

1. Persons needing assistance to evacuate
2. Students/children (on way to/from school)
3. Tourists, foreigners, etc.
4. Persons with pets
5. Company/business site (BCP)
6. Isolated community (remote island, etc.)
7. By Car
8. By Other vehicle (wagon, cart, etc.)
9. Tsunami evacuation tower, etc.
10. High ground substitute (highway, etc.)
11. Nighttime drill, etc.
12. Evacuation with snow on ground, etc.

## Topic B. Methods to Encourage Participation: Events

13. Create festival—incorporate into regular area event
14. Create school event—strengthen ties between school and community
15. Create entertainment—Make into fun event or game

## Topic C. Methods to Encourage Participation: Community Training

16. Raise awareness of evacuation—hand down from generation to generation
17. Raise awareness of evacuation—traveling workshop
18. Adapting to the “unforeseen”—in-situ evacuation drill
19. Train people—community disaster prevention leaders
20. Train people—evacuees to take initiative

## Topic D. Information Transmission and Collection

21. Transmit information—training to reach out to people
22. Gather information—training through disaster prevention apps

## Topic E. Evacuation Site

23. Evacuation center—training to set up a center and receive evacuees
24. Check on safety—evacuee list (use of media)
25. Check on safety—Disaster message board, etc.

## Topic F. Checklist

26. for drill organizers
27. for drill participants

Please contact us!

<http://kakeagare.jp>

TOP

「ケアガレ! 日本」とは?

提供プログラム一覧

実施事例一覧

各地に見られる他の防災事例

イベント一覧

お問い合わせ先

「ケアガレ! 日本」は、東日本大震災の被災地・東北発の新しい津波避難プロジェクトです。



「ケアガレ! 日本」とは?

「ケアガレ! 日本」とは?の紹介を動画で見ることができます。



#### 新着情報

2014,09,30

「実施事例」に2014年6月18日に行ったタイ・ブーケットでの避難訓練の模様をアップしました。

2014,09,30

「各地に見られる他の避難訓練」に沖縄県宮古島のナーバイを追加しました。

2014,03,16

「避難行動要支援者（高齢者・障がい者等）避難誘導に関するワークショップ」を開催しました。

2014,02,16

「津波避難のための防災・減災シンポジウム in 仙台市」を開催しました。

2013,12,11

「ケアガレ! 日本」の取組みが、河北新報に掲載されました。

2013,11,17

宮城県気仙沼市で「避難行動要支援者」をテーマにした座談会を実施しました。

2013,10,4

「ケアガレ! 日本」がH25年度復興庁「新しい東北」先導モデル事業に採択されました。

2013,8,31

宮城県山元町で「事避難」をテーマにした総合防災訓練を実施しました。

#### Case04 「陸前高田市」の場合

2015年2月26日、陸前高田市で行われた模様を、動画で見ることができます。



# Developing Project

いつものくらしに安心をプラス！



新しい防災、はじめます。

Add peace to ordinary life !

plus SONAE  
(means “add preparation”)

We start a new disaster  
risk reduction project.



Dentsu organizes a special project to reinforce disaster risk reduction from an ordinary citizens' stand point.

<plus SONAE Project>

- To add “awareness of preparation” into ordinary life —  
to contribute to a resilient and peaceful society

Jun.1,2015

2015 年 5 月 29 日

電通、生活者視点で防災・減災に取り組む専門組織  
「+ソナエ・プロジェクト」を発足

ー 日常生活に「備え」の意識をプラスし、防災・減災力の高い安心な社会づくりに貢献 ー

株式会社電通（本社：東京都港区、社長：石井 直）は、近年の自然災害の頻発や激甚化傾向を受け、社会全体としての迅速な対応が求められている防災・減災領域に生活者視点で専門的に取り組むため、6月1日付で、電通本社内に「+ソナエ・プロジェクト」を立ち上げます。

本プロジェクト発足の背景には、インフラなどハード面の防災対策のみでなく、人を中心としたソフトによる防災対策の重要性が高まってきたことと、新しい防災社会の実現に向けてビジネス領域からの取り組みが社会的に求められ始めているという判断があります。

内閣府の平成26年防災白書では「公助<sup>®</sup>の限界」が語られ、「大規模広域災害時の被害を少なくするためには、地域コミュニティにおける自助・共助による“ソフトパワー”を効果的に活用することが不可欠である」とされるなど、人を中心とした防災の重要性が語られています。

しかし現時点では、自助・共助<sup>®</sup>の担い手として期待される一般生活者や民間企業における防災対策は継続的な課題となっており、より一層の啓発と実践が求められています。

今回発足する「+ソナエ・プロジェクト」は、日常生活に「備え」という意識をプラスしようというコンセプト（+ソナエ）から生まれたものです。本プロジェクトの目的は、自然災害への備えの普及・浸透の促進と、防災ビジネスの創出・拡大を通して、防災・減災力の高い安心な社会づくりに貢献することにあります。

具体的には、防災に関する研究分析やソリューション開発を進めるとともに、防災領域をビジネスとする顧客に対し、生活者視点に立ったコンサルティングや商品開発、プロジェクト・マネジメントやコミュニケーション・プランニングなどのサービスを提供していきます。

そのために、これまで当社が培ってきたプロデュース力、プランニング力、クリエイティブ力といったコミュニケーションデザインに関わる知見・ノウハウとネットワークをフル活用し、自治体や企業・団体が抱えるさまざまな防災関連の課題解決に資するソリューションを提案してまいります。

今後「+ソナエ・プロジェクト」は活動を通して、この領域の活性化に取り組んでまいります。顧客やパートナー企業とともに、新しい防災ソリューションの開発とその提供を進め、一般生活者の防災・減災力の向上に貢献したいと考えています。



## plus SONAE Project

The concept of <plus SONAE> is;  
To add “awareness of preparation” into ordinary life



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To add “awareness of preparation” into ordinary life

### ◆ Objective

To contribute to a resilient and peaceful society, by popularizing preparation for natural disasters and by creating and expanding disaster risk reduction business.

### ◆ Activities

- Study and analyze, and develop solutions to disaster risk reduction.
- Provide services to customers in disaster risk reduction business.

Consultations from an ordinary citizens' stand point, Product development, Business development, Project management, Communication planning, etc.

Thank you for your attention.