

# **TOPIC**

**A community-based coalition between industry and inhabitants**

**A passage to practical measures for rescue and recovery after disastrous events**

**By**

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# FACTS

No matter how much technological developments may be achieved, we shall rely upon young human power immediately after a huge disastrous event that rarely occurs.

**Past Lesson from 2011 Tohoku learned by a construction firm that positively joined the rescue operation:** We can do what we imagined and prepared to do. Beyond that, we must do under “instantaneous decision and action” based on experiences and mutual trust.

**Past Lesson from 1995 Kobe learned by the presenter who was in the front of post-Kobe reconnaissance and damage assessment:** In an emergency, we need “fighting spirit (more than contemplation)” and “physical strength (more than wisdom),” and both requiring “Youth (both physical and mental).”

## FACTS (continued)

Traditionally, local governments and authorities were the primary vehicles to procure such human power and lead the post-disaster rescue and temporal recovery. However, Japan's workforce population has been shrinking notably, particularly in the public sector.

**Lesson inherited by many generations of Japanese:** Reliance on the government is firm in Japan, with its sentiment of "Ruler must protect us because we gave up the possession of weapons many centuries ago."

**Supplement:** Under the slogan of "Teisaku (scheduled reduction of workforce in the public sector)" advocated since the 1980s, the number of employees in the Japan's Central Government was reduced from about 900 K, fifty years ago, down to about 250 K, now. Many semi-government organizations such as Japan Railways and Japan Telecommunication also were privatized years ago.

# PROPOSAL

A solution to overcome population shrinkage but to secure human power during disastrous events is: the "Use of private sector since young human power is more available in the private sector." A workable way to prepare for coming disastrous events is forming a *community-based coalition between the industry and inhabitants* residing in the same region.

**Example Scheme (Preparation in peace time):** One ongoing example is a coalition between a construction firm in downtown Tokyo and the people living there. The firm has voluntarily installed a strong motion station, which is connected to the national network of seismographs. Further, and using the firm's expertise in design and construction, the vulnerability of individual buildings and infrastructural systems in the region is being estimated professionally.

**Example Action (Immediately after a disastrous event):** Such installation and estimation make it possible to identify the damage locations and severities microscopically within the region. Upon detecting a significant shaking, the predicted damage is shared within the community, and the people, companies, and local authorities in the area can smoothly take actions most suitable for securing their lives and businesses.

# MINDS OF INDUSTRY BEHIND PROPOSAL

Regarding the firm's willingness for this effort of community-based coalition, we observed that the firm had not considered any short-term business merit when initiating such an action.

Instead, the firm worries about difficult situations that its employees, buildings, facilities, and eventually its business should encounter. The firm has convinced itself that maintaining the lives of people residing in the same region and their assets is equally crucial when considering the firm's safety. The key is for the region's leading industry to recognize that forming a community-based coalition is vital to the industry's crisis management.

**Opinion:** We often hear “dual-use in both the peace and emergency times.” I do not buy the theory, as many products or services critically important during emergencies are of little use in peacetime anyway. Those who are market-obsessed and want to earn from such products or services cannot remain patient until the D-Day and they commonly disappear days before.

# ISSUES CRUCIAL FOR FUTURE

Conscientious organizations (private industry) equipped with a global view of risk management, and hopefully attached to the mind of “Philanthropy,” can and should be the main body to establish the community-based coalition.

**Difference between private sector and public sector (including academia)”:** For many years, the words like “Interdisciplinary” and “Transdisciplinary” have been used when discussing desirable responses after disastrous events. It is true in the public sector but not applicable in the private sector because the spirit of “market-driven” makes it natural to liaise with anyone (no matter what discipline they come from). It is also a benefit of a “community-based coalition between the industry and inhabitants.”

**Opinion:** How do we find such an industry or encourage the industry to take leadership for a “community-based coalition between industry and inhabitants.” Key words I want to emphasize are:

Market-driven (attitude)  
Risk-conscious (approach)  
Philanthropy-inspired (spirit)