



UNISDR 災害に強い社会に向けた民間セクター・アライアンス (アライズ)  
UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE)

## ARISE Japan Public Symposium 2019: DRR and the Private Sector in the SDGs Era: from Information to Communication

April 2019

*Japanese businesses have learned to put disaster risk front and center in terms of their business management as well as social responsibility in the three-decade-long “Heisei” era, which is set to end in early 2019. This symposium will explore the technology and social psychology of disaster risk communication, and through them, how the private sector may further contribute to resilience and sustainable development in the upcoming era.*

**Event held on:** 11 March 2019 1500-1740 (reception 1740-1930)

**Main organizer:** ARISE Japan

**Co-organizer:** UNISDR Office in Japan

**Supporting organizations:**

Global Compact Network Japan (GCNJ)

Japan Bosai Platform (JBP)

Association for Resilience Japan (ARJ)

**Sponsors:** KABTO Co. Ltd. (KABTO), Kokusai Kogyo Co, Ltd., Kozo Keikaku Engineering Inc.,

MS&AD Insurance Group Holdings, Tokio Marine & Nichido Fire Insurance Company (TMNF)

**Organizing team:** ARISE Japan Lead M. Takamatsu (JTB Tourism Research and Consulting Co.), H. Urashima (MS&AD Insurance Group Holdings), H. Shimada (Tokio Marine Nichido Fire Insurance Company), K. Nakamura (Japan Conservation Engineers), S. Honda (MS&AD InterRisk Research & Consulting, Inc.), ARISE Japan secretariat A. Doi and Y. Abe (Kokusai Kogyo Co., Ltd.)

**In-kind support:** Personnel - H. Urashima (MS&AD Insurance Group Holdings), S. Kotani, K. Fukumori and O.

Numata (Japan Bosai Platform), S. Kuwabara, C. Nishi and Y. Yoshinaga (Kokusai Kogyo Co., Ltd.),

M. Takamatsu (JTB Tourism Research and Consulting Co.), ARISE Japan secretariat A. Doi and Y.

Abe (Kokusai Kogyo Co., Ltd.)

Folders - Tokio Marine & Nichido Fire Insurance Company

**Event secretariat:** A. Doi and Y. Abe (Kokusai Kogyo Co., Ltd.)

**Event website:** <https://www.preventionweb.net/events/view/63917>

**Final Programme:**

**15:00 - Welcome remarks by organizer – Masato Takamatsu**, ARISE Japan Lead and ARISE Board member; Senior Executive Fellow, Head of Tourism Crisis Management Consulting, JTB Tourism Research and Consulting Co.

**15:05 - Welcome remarks by supporting organization – Tsuneo Oba**, Executive Director, Global Compact Network Japan

**15:10 - Keynote speech “Disaster information: from reference to triggering action” - Satoru Nishikawa**, Professor, Disaster Mitigation Research Center, Nagoya University

**15:50 - Panel discussion with case study presentations “Disaster information: last-mile delivery and usefulness”**  
**Moderator - Shigeki Honda**, Senior Research Fellow, New Market Development Section, MS&AD InterRisk Research & Consulting, Inc.

**Panelist Science/Academia - Satoru Nishikawa**, Professor, Disaster Mitigation Research Center, Nagoya University

**Panelist Social science/Academia – Hiroki Takikawa**, Assistant Professor, Endowed Research Division (endowed by Tokio Marine Nichido Fire Insurance, ARISE), Earthquake induced Tsunami Risk Evaluation, IRDeS

**Panelist Disaster Simulation/Private Sector & ARISE – Takeshi Sato**, Manager, Public Project Design & Marketing Department, Kozo Keikaku Engineering Inc.

**Panelist Weather information/Private Sector - Daisuke Abe**, Certified Weather Forecaster; Director & Chief Service Officer, Weathernews Inc.

**Panelist Inbound tourism/ Private Sector - Toshiyuki Ishikawa**, Representative Director and Vice President, Survey Research Center Co., Ltd.

**17:20 - Welcome remarks by co-organizer – Yuki Matsuoka**, Head, UNISDR office in Japan

**17:30 – Wrap-up and closing remarks – Sandra Wu**, ARISE Board member, Chairperson and CEO Kokusai Kogyo Co. Ltd.

**Event summary:**



**Welcome remarks by organizer** by Masato Takamatsu

Mr. Takamatsu explained that through this event, which looks at communicating risk, ARISE Japan works to engage a wider range of businesses including the tourism industry, to whom, with 2020 Tokyo Olympics and Paralympics coming up, building disaster resilience is particularly urgent. He also introduced ARISE Japan as a network of ARISE member companies working to realize the ARISE Five Commitments (raise awareness, exercise influence, share knowledge, be a catalyst, and implement the Sendai Framework).

**Welcome remarks by supporting organization** by Tsuneo Oba

Mr. Oba explained what the UN Global Compact does, and introduced activities by the Global Compact Network Japan. He noted a recent surge of interest among Japanese companies as well as multiple segments of Japanese society, including youth, in learning about, and acting on, resilience and sustainable development.



**Keynote “Disaster information: from reference to triggering action”** by Satoru Nishikawa

Dr. Nishikawa discussed a recent survey in Mihara City, Hiroshima by researchers at Tokyo University in which 75% of respondents replied that they did not evacuate during the floods brought by torrential rain in July 2018, although warnings were broadcast well before the onset of floods, and a third of respondents said they were unaware of, or did not utilize, hazard maps which were distributed to every household by Mihara City a few years before the disaster.



Noting the high probability of a mega-disaster occurring in Japan in the near future, Professor Nishikawa highlighted the need to improve the ways we distribute information so that the communication of information leads to recipient action, and cited good practice of action-oriented communication, below.

**Good practice #1**  
[Nagoya University Disaster Mitigation Research Center Interactive "Then-Now" Map](#) :

Search results on historical and risk maps are transferred to visitors' smartphones.

**Good practice #2**  
[The Day Before Project from the Cabinet Office \(Jp\), English description](#)

Several hundred stories from disaster survivors who were asked "What would you do if you could go back in time to the day before the disaster?"

**Good practice #3**  
[Finding can't-miss places to post risk information](#)

Mihara City now posts hazard maps in city office elevators to bring the information to the notice of residents visiting their offices.



In response to a comment from the floor by a **participant from AIG Japan Holdings** that, if survey results show adults of working age are the slowest to take action after receiving risk information, it may be better to simply target children and youth, **Dr. Nishikawa** noted the importance to communicate in a way that make adults take action, as they control the purse strings.



**Panel discussion with case study presentations “Disaster information: last-mile delivery and usefulness”**

**Moderated by Shigeki Honda**, MS&AD InterRisk Research & Consulting, Inc.

**Panelists** *Science/Academia* - Satoru Nishikawa, Disaster Mitigation Research Center, Nagoya University  
*Social science/Academia* – Hiroki Takikawa, IRIDeS, Tohoku University  
*Disaster Simulation/Private Sector & ARISE* – Takeshi Sato, Kozo Keikaku Engineering Inc.  
*Weather information/Private Sector* - Daisuke Abe, Weathernews Inc.  
*Inbound tourism/ Private Sector* - Toshiyuki Ishikawa, Survey Research Center Co., Ltd.

**Moderator Mr. Honda from MS&AD InterRisk Research & Consulting, Inc. and ARISE** introduced the panelists and the theme of the panel discussion.

**Panelist Dr. Takikawa from IRIDeS** presented his research in the field of mathematical sociology, in which a web questionnaire method, using willingness to pay as proxy, suggested that those with strong connections to community, i.e. with high social capital, were most likely to act in response to early warning and other disaster-related information.



**Panelist Mr. Sato from Kozo Keikaku Engineering and ARISE**

presented the latest development and uses of computer simulation (CS) tools used to communicate disaster risk. He showed examples of real-time use of CS technology where condition of out-of-communication locations were extrapolated from observations elsewhere during disasters; latest virtual reality tools for awareness raising; dynamic flood level forecasts linked to rainfall; and helping LGs identify weaknesses in preparedness by looking for common failure points across multiple CS scenarios. He stressed the importance of user literacy and education in preventing misuse of CS tools and misinterpretation of results.

**Panelist Mr. Abe from Weathernews** discussed information and communication from the viewpoint of a company utilizing crowd-sourced information. He noted that the best ‘reporters’ (registered users who can upload information) are those who observe and report the weather regularly, not just during extreme events, and thus are educated and literate, information-wise. He also noted that his company provides customized and actionable weather-related information, such as crowdsourced on-the-ground information on localized flooding to LGs, and information on transportation delays and weather to companies so that they may instruct employees to stay home and work remotely.



**Panelist Mr. Ishikawa from Survey Research Center** discussed risk information and communication from the viewpoint of the inbound tourism industry. He noted that prior to the earthquake-induced blackout in Hokkaido in 2018, the tourism industry was becoming increasingly reliant on digital and internet-based information services, but post-blackout, communication through frontline workers such as hotel receptionists, tour guides, and information center personnel have come back into focus. He noted that risk information catering to tourists must take into account, in addition to language, the different perceptions of risk, which depends on the risk profile of the tourists’ country of origin, and the difference in their near-term objective, which is to return to their home country, for effective communication.

In the very lively moderated discussion that followed, **Dr. Takikawa** noted that both youth and the elderly scored high in social capital, with a U-shaped trough among working age adults, and recommended community-building exercises and workshops, improved in shorter PDCA cycles utilizing web-based survey methodology, as possible ways to reach out. **Dr. Nishikawa** noted that Japan’s ubiquitous elderly local historians, knowledgeable in local lore and high in social capital, may be tapped as a communicator of locally relevant risk information.



In response to a question from the floor by a **participant from Aishou-Consulting LLC**, on whether the creation of disaster response timelines, which are recommended by government at the LG level, are useful at the household level, **Dr. Nishikawa** cautioned that it is human nature to look for excuses NOT to act, and detailed plans may cause individuals to needlessly wait for specific trigger events, instead of applying common sense and taking action. For households and institutions, such as schools, Dr. Nishikawa recommended creating simple and no-exception policies as more effective, in both forcing, and allowing, people to decide and act in a timely manner. **Mr. Abe** noted that timelines should be created through discussion and deliberation, not via a template, even at the LG level.

A **participant from Bosai Caravan (a civil society group)** noted that different segments of community, for example young mothers and retiree men, attend and socialize at different events, and it was important to host events that bring the entire community together, and shared the good practice of discussing disaster risk at events that are hosted for other purposes. A **participant from MS&AD Holdings (ARISE)** commented on the potential of sociological studies in identifying informationally at-risk groups for targeted training.

On how information can be more effectively communicated, **Panelist Mr. Sato** discussed digital tools to assist LGs in managing the large influx of risk information. In response to a question from the **participant from Minerva Veritas Co., Ltd.** on the limits of forecasting, **panelist Mr. Abe** shared his company’s policy to consistently note the error margin of forecasts together with the forecast itself, and to update users on new information that affects already-issued forecasts in a timely manner, and **panelist Mr. Sato** noted that computer simulation results are reported using terms such as probability, maximum, minimum and percentage.



**Moderator Mr. Honda** asked whether providing risk information can be at odds with business objectives, such as tourism promotion. **Panelist Mr. Ishikawa** noted that “safety does not sell, but peace of mind will sell,” citing good practices at popular tourism destinations advertising the availability of hotels that guarantee extended stays when flights are cancelled due to weather. Taking up Dr. Nishikawa’s call for can’t-miss places to post important information as a way of last-mile information delivery, Mr. Ishikawa suggested printing key contact information for tourists on the back of train tickets, and a **participant from Japan Construction Engineers (ARISE)** suggested the information be delivered via free rental smartphones now found at major tourist destinations.

In closing, in response to a comment by a **participant from CWS Japan**, panelists and moderator shared their own disaster timeline plan, which they had discussed with family members. Some noted the lack of a plan when on a trip or in transit. The **moderator Mr. Honda** drew laughter by citing a phrase from a popular TV show, ‘don’t sleep through life!’ as the summary of the session.





**Remarks by co-organizer** by Yuki Matsuoka

Ms. Matsuoka commended the lively panel discussion, and invited participants to register their actions towards DRR on the Sendai Framework Voluntary Commitment platform. She introduced the activities and objectives of UNISDR, including the Asian Ministerial Conference and the upcoming Global Platform on Disaster Risk Reduction in May 2019.

**Wrap-up and closing remarks** by Sandra Wu and Masato Takamatsu

Ms. Wu invited Mr. Takamatsu to join her in closing the session. Ms. Wu welcomed the annual symposium's building on the lessons learned from the Great East Japan Earthquake, and called for businesses to come together and address disaster risk reduction, sustainable development, and climate action cohesively. Mr. Takamatsu summarized the keynote and panel discussion and noted that when the recipient of disaster risk information comes to perceive what is delivered as their own problem to address, the resilience of the country and its communities would become significantly higher.



**Master of Ceremonies**  
Shio Kuwabara,  
Kokusai Kogyo Co., Ltd.



**ARISE Japan**



**Symposium handouts (for digital copy, see Japanese meeting report):**

1. Programme and panelist bios
2. Keynote and panel discussion presentation slides
3. Organizer (ARISE Japan) flier
4. Co-organizer (UNISDR Office in Japan) flier
5. Supporting organization (GCNJ) flier
6. Supporting organization (JBP) flier
7. ARISE Japan member materials (MS&AD, TMNF)
8. Folder provided by TMNF

**Participant breakdown:**

61 organizations and 79 persons registered for the event. 45 organizations and 65 persons attended the event.

The symposium reached 42 private sector organizations, of which 29 were non-ARISE.

Number of participants					
Stakeholder	Registered	Attended		Registered	Attended
Academia	6	7			
Civil society	5	2			
Government	3	3			
Media	3	3			
Private Sector	59	47	ARISE	24	23
UN	3	3			
<b>TOTAL</b>	<b>79</b>	<b>65</b>			

Includes walk-ins

Number of organizations					
Stakeholder	Registered	Attended		Registered	Attended
Academia	6	5			
Civil society	5	2			
Government	2	2			
Media	3	3			
Private Sector	42	31	ARISE	13	13
UN	3	2			
<b>TOTAL</b>	<b>61</b>	<b>45</b>			

Includes walk-ins

