

# Working for Recovery from Great East Japan Earthquake – Yahoo! JAPAN’s Initiatives in Chronological Order

From the onset of the Great East Japan Earthquake to the present, Yahoo! JAPAN has undertaken a variety of initiatives to support reconstruction and recovery, and to prevent and mitigate disasters.

We will go over the activities undertaken by Yahoo! JAPAN in chronological order

2011 2012 2013 2014 2015 2016 2017 2018 2020

2011

Mar. 11

## Great East Japan Earthquake

At around 2:46 p.m. on March 11, 2011, a 9.0-magnitude earthquake struck off the coast of Sanriku.

Yahoo JAPAN employees took refuge in a park in the Tokyo Midtown compound, where the company's office was located at the time. As aftershocks continued, we continued to distribute news from the evacuation site.



## Started Emergency Disaster Donation

At the night of the 11th, Yahoo Japan Foundation launched Emergency Disaster Donation.

A total of 1,371,453,800 yen was collected and donated to the Central Community Chest of Japan and Japanese Red Cross Society.

**緊急災害募金**  
Yahoo! 基金

2011年3月11日に発生した「東北地方太平洋沖地震」などの被害に対して、Yahoo! 基金は義援金による支援を実施いたします。

Yahoo! JAPANは、日本の代表的なインターネット企業としての社会的責任から、「インターネット社会の安全で健全な発展」および「災害被災地への速やかな支援」を目的とする新たな組織「Yahoo! 基金」を、2006年6月に設立しました。

同基金は、Yahoo! JAPANの通常のサービスとは異なるもので、ボランティアメンバーをYahoo! JAPANの社員の中から選出し、そのメンバーが運営にあたります。

◎この募金の使途 ◎この基金についてのお知らせ (随時更新)

現在の募金金額	656,144,559 円	募金人数	430,529 人
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※「壁紙購入」と「ポイント」による募金の総額を表示しています。

この募金のモバイル版にアクセス!  
少額から手軽に募金ができます。  
QRコードをカメラで読み取り  
(Yahoo! JAPAN IDでのログインが必要です)

インターネット募金のご利用には、Yahoo! JAPAN IDが必要です。  
Yahoo! JAPAN IDをお持ちでない方は、[登録ページ](#)に必要事項を入力して取得 (無料) してください。

**壁紙購入による募金ページへ**

【募金額: 500円 ~ 100,000円】

- 基金をするには、Yahoo! 2ちゃんねるへの登録 (無料) も必要です。
- このページの募金にご協力いただく、左の壁紙をすべてダウンロードできます。

**Yahoo! ポイントによる募金ページへ**

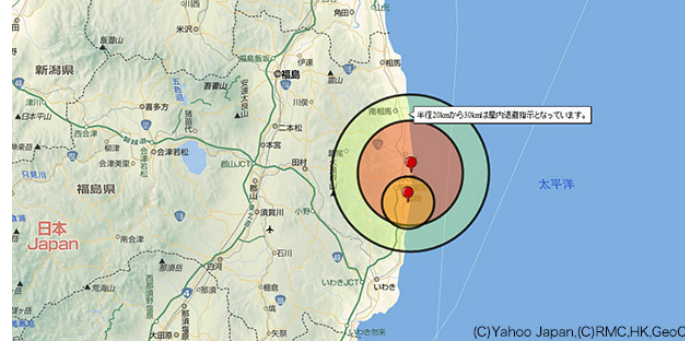
【募金額: 1 ~ 100,000ポイント (1ポイント = 1円)】

- Yahoo! ポイントで募金するには、ご利用可能なポイント残高のあるYahoo! JAPAN IDでのログインが必要です。
- ポイント残高はポイント通帳でご確認いただけます。
- 任意のポイントを募金すると、1ポイント = 1円に換算され、団体に寄付されます。

Mar. 12

## Released evacuation zone map around Fukushima Daiichi Nuclear Power Plant

Yahoo! JAPAN Maps created and released an evacuation zone map for people living near the Fukushima Daiichi Nuclear Power Plant.



## Launched post-quake task force

To enable emergency disaster response on a continuous basis, a post-quake task force was created within the Company.



Mar. 13

## Released power-saving information page

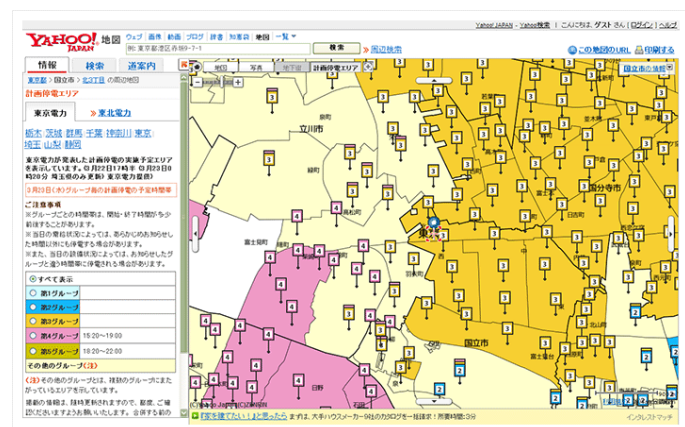
Following TEPCO's announcement of planned power outage, Yahoo! JAPAN released a special page that carries information on power saving, power consumption status, how to prepare for the planned power outage, etc.

## Started simulcasting NHK news

Started simulcasting NHK news, delivering NHK news videos in real time on the Yahoo! JAPAN site.

## Released map of planned power outage

A color-coded map showing the schedule of the planned power outage for different areas was released on Yahoo! JAPAN Maps.



Mar. 15

## Released a webpage on 2011 earthquake off the Pacific coast of Tohoku

Yahoo! JAPAN Healthcare released a webpage carrying news and healthcare information related to the 2011 earthquake off the Pacific coast of Tohoku.

Began providing cached sites of some public agencies and utility companies (e.g. Ministry of Education and TEPCO)

To ease the burden on the websites, cached sites were created for seven genres, including government agencies, transportation, disaster information, and electric utilities.



Released "Yahoo! JAPAN disaster-related information by area" as one-stop information portal for earthquake victims

Published helpful information for each area, including safety confirmation, shelters, map of hot meal kitchens, road traffic information, and hospital/healthcare information.

Related links

Yahoo! JAPAN releases "Yahoo! JAPAN disaster-related information by area" – Carries information that people need under category tabs of "information," "meals," "healthcare," "residence," "traffic," etc. (Japanese only) >

Launched Charity Showcase

Opened Charity Showcase, a system whereby sellers can donate 100 yen for each day their items are listed for bidding.





Mar. 22

## Launched a power consumption meter for TEPCO electricity supply

Based on the electricity consumption graph published by TEPCO, began publishing “power consumption meter” for the TEPCO electricity supply on Yahoo! JAPAN Top Page and power-saving information webpage.

### Related links

Yahoo! JAPAN starts power consumption meter for TEPCO electricity supply (Japanese only) >



## Began providing cached sites of highly public websites

Began providing cached websites to alleviate the burden on the websites of public institutions and highly public businesses that had accessibility problems due to heavy access.

### Related links

Yahoo! JAPAN starts provision of cached sites for public institutions and other highly public websites and information associated with the 2011 earthquake off the Pacific coast of Tohoku (Japanese only) >

Mar. 23

## Launched "Support Gift" program

Yahoo! JAPAN Shopping started “Support Gift,” a program inviting everyone to join the support for people in the affected areas through purchase of relief supplies. To start with, 2,000 tons of rice (10kg x 2,000 packets) was put up for sale.



## Distributed online Weekly Shonen Jump for free

For children in the affected areas, started free distribution of Weekly Shonen Jump over the Internet.



Mar. 24

## "2011 Earthquake off the Pacific coast of Tohoku Charity Auction"

Responding to the call from celebrities and businesses/organizations from various fields, including publishers, talent agencies, music labels, partner companies, sports associations, and combat sports associations, Yahoo! JAPAN Auctions held "2011 Earthquake off the Pacific coast of Tohoku Charity Auction." The revenue from the auction was all donated to welfare organizations, etc.

### Related links

2011 Earthquake off the Pacific coast of Tohoku Charity Auction (Japanese only) ➤



Apr. 8

## Launched "Great East Japan Earthquake Photo Album" project documenting the earthquake with photography

Launched a project named "Great East Japan Earthquake Photo Album" to document the disaster with photos of streetscapes and scenery before the earthquake, changed landscape immediately after the quake/tsunami, and reconstructions. The project currently keeps 65,005 photographs.

### Related links

Great East Japan Earthquake Photo Album Project (Japanese only) ➤



Apr. 18

## Started "United Charity Donation" program in Yahoo! JAPAN Auctions (currently "YAHUOKU!") and Yahoo! JAPAN Shopping, facilitating users to participate in reconstruction charity activities

Responding to the requests from a large number of individual users wishing to offer items for a charity auction, Yahoo! JAPAN Auctions (currently "YAHUOKU!") started "Yahoo! JAPAN Auctions – United Charity Donation." Sellers were able to choose to donate either 10% or the whole of the bid price to support activities for the disaster victims. Similarly, Yahoo! JAPAN Shopping launched "Yahoo! JAPAN Shopping – United Charity Donation," through which 10 yen was donated from the price of each item when users purchased certain items at Yahoo! JAPAN Shopping.

### Related links

Yahoo! Auctions and Yahoo! JAPAN Shopping launch "United Charity Donation" (Japanese only) ➤

July 25

## Launched "Disaster Alert" for free

Launched the Disaster Alert service that sends out information on disaster prevention by email and through Yahoo! JAPAN Messenger.

## Related links

**Yahoo! JAPAN starts free "Disaster Alert" service – Delivering information on power-saving/power outages and disaster alerts via email and Yahoo! Messenger (Japanese only) >**

Nov. 8

**Began "Agreement on disaster-related information transmission," aiming to develop an environment that enables fast information transmission via Internet during a disaster**

Started "agreement on disaster-related information transmission," a framework for enabling fast delivery of needed information to better prepare local residents for earthquakes, tsunami, typhoons, and other disasters, as well as reducing the burden on the local government's administrative functions. Conclusion of agreements began with Kochi City and Himeji City.

As of end of February 2021, the agreement has been concluded with over 1,240 local governments, covering more than 92% of the population in Japan.

## Related links

**Working toward dissemination of "agreement on disaster-related information transmission" with local governments nationwide (Japanese only) >**

Dec. 14

**Launched "Recovery Department Store," an Internet department store where sellers and buyers believe in recovery**

Nine months since the earthquake, the form and aim of support, as well as the needs of the victims, gradually shifted from "sending/receiving relief money and supplies" immediately after the disaster to "propelling industrial recovery and promoting employment." In this light, and also with a view to creating a new model of local community revitalization, Yahoo! JAPAN launched the "Recovery Department Store" project, which offers a framework for people in the affected areas to directly sell their products over the Internet.

## Related links

**Recovery Department Store opens today – Taking reconstruction support to a new phase (Japanese only) >**





Apr. 1

## Established the Reconstruction Support Office

Yahoo Japan renewed the management team in March 2012. Under the new mission of becoming a "Problem-solving engine" established the Reconstruction Support Office, an organization dedicated to driving the Company's initiatives to solve, with the power of IT, various personal and social issues that had come up as Japan tackled its most critical challenge at that time of making recovery from the 3.11.

July 12

## Began sale of "Ishinomaki recovery with explosive speed - lunch box"

"Ishinomaki recovery with explosive speed - lunch box" were sold with the concept of "Eat well, support well." The naming was partly taken from Yahoo! JAPAN's then slogan "Explosive speed" and represented the hope that the reconstruction would be achieved as soon as possible. For each lunch box sold, 50 yen was donated to support the reconstruction of the Tohoku region.



July 30

## Yahoo! JAPAN Ishinomaki Recovery Base opened as a base to support reconstruction

Yahoo! JAPAN opened a co-working space for people to gather to create new businesses. (Fully equipped with Internet connection, Ustream equipment, and an open space laid out like a cafe and a kitchen, etc.)

### Related links

**Yahoo! JAPAN opens "Yahoo! JAPAN Ishinomaki Recovery Base" in Ishinomaki City, Miyagi Prefecture – Serving as the local base for supporting reconstruction (Japanese only) >**



## Launched Sanriku Fishermen's Project

In cooperation with Eat and Energize the East, Yahoo Japan launched the Sanriku Fishermen's Project. Working with the local people in the fishery industry who wish to deliver something of true value, the project aspires to rebrand Tohoku fishery products, create new industries that they can take pride in, and nurture the next-generation workers.

### Related links

**"Sanriku Fishermen's Project" launched to promote rebranding of Tohoku fishery products and to create a new fishing industry (Japanese only) >**

2013

Released a webpage titled: "Two years from 3.11 - Into the third year of reconstruction, let's give a thought on what we can do and what we want to pass on to the future: supporting the recovery from Great East Japan Earthquake"

Two years from the earthquake, on March 11, 2013, in order to keep the memory of the disaster and determination for reconstruction afresh, Yahoo! JAPAN covered the background of the Top Page with a blue sky. Delivered a wide array of content, including interviews with people in the affected areas and those involved in reconstruction supports.

## Related links

Two years from 3.11 - Into the third year of reconstruction, let's give a thought on what we can do and what we want to pass on to the future (Japanese only) [▶](#)



Hosted the first "Tour de Tohoku 2013 in Miyagi & Sanriku" (currently "Tour de Tohoku")

Kahoku Shimpō Publishing Co. and Yahoo Japan Corporation co-hosted "Tour de Tohoku 2013 in Miyagi & Sanriku," a cycling event held in Miyagi and the Sanriku areas (Ishinomaki City, Onagawa Town, and Minamisanriku Town) with the hope of passing the memory of disaster on to the future generations. Rather than a competition over title and time, hosted a fun ride event with more emphasis to enjoy cycling. A total of 1,316 riders participated.

## Related links

"Tour de Tohoku 2013 in Miyagi & Sanriku" results – 1,316 riders run through the wind of Sanriku, with 99% completing the full distance (Japanese only) [▶](#)





With the reconstruction entering its fourth year, the project was designed to convey the "now" of Tohoku, which was still striving for reconstruction, and to link "thinking and considering" to "knowing, buying, meeting, and going" actions. From 2014, Yahoo! JAPAN started a project called "Search for 3.11: Searching is Supporting," through which Yahoo! JAPAN donates 10 yen per user who searched with the keyword of "3.11". Participated by approximately 2.5 million people.

## Related links

Three Years Since the Great East Japan Earthquake. Towards Recovery in the Fourth Year...Now is the Time for "Actions" That Lead to the Future! ➤



Fisherman Japan was formed with a band of young fisherpersons who aspire to change the image of fishery to a "cool, gainful, and innovative" business and bring up ideas for the future fishery business for the next generation. They have a vision of growing 1,000 more "new fisherpersons" with diverse abilities in the Sanriku area by 2024, and seek to transform the fishery industry through proposals for new work styles and cross-business collaborations.

## Related links

Fisherman Japan (external site) [🔗](#)



2015

July 20

#### Launched [FJ] TRITON PROJECT

Launched by Fisherman Japan, TRITON PROJECT is a cross-sectoral project to involve people from various fields to nurture new fisherpersons.

Its activities include the operation of a contact point for people who are thinking of becoming fisherpersons, a job site specialized in fishery, short-term training programs to learn fishery, and shared houses for novice fisherpersons, utilizing renovated unoccupied houses.

**TRITON PROJECT (external site) (Japanese only)** [🔗](#)



2016

June 22

#### CRM initiative for primary sector announced by Fisherman Japan, SynergyMarketing, and Yahoo Japan

In cooperation with Synergy Marketing, which supports CRM (Customer Relationship Management) activities for the Yahooo Japan Group, Fisherman Japan and Yahoo! JAPAN started a new CRM initiative to promote the revitalization of fishery, combining Yahoo! JAPAN's Internet shopping with Fisherman Japan's newly launched restaurant (opened on June 24).

#### Related links

**Yahoo! JAPAN concludes business collaboration agreement with Fisherman Japan to start new initiatives for revitalizing fishery (external site) (Japanese only)** [🔗](#)

July 11

## Renewed Recovery Department Store to Tohoku Yell Market

Recovery Department Store was redesigned to house about twice the number of tenants and products, as well as to offer expanded content including recipes that made use of seasonal food. The focus also shifted from “buy to support reconstruction” to “buy things that you really want from Tohoku.”

**Recovery Department Store redesigned as Tohoku Yell Market – Offering twice the product variety and expanded content, including recipes (Japanese only)**

>



2017

Aug. 31

## Established Social Emergency Management Alliance (SEMA)

In light of the fact that Japan is one of the most disaster-prone countries in the world, Social Emergency Management Alliance (SEMA), a private-sector-driven alliance composed of a wide range of enterprises and NPOs, was established with the aim of minimizing the impact of natural disasters on people and society and promoting early recovery.

**SEMA, Japan's first private-sector-driven alliance for rapid disaster response, established to enable provision of critical supplies and services in one stop upon disasters (Japanese only)** >



2018

Oct. 3

## Released "Gyoppy!," a problem-solving media, to deliver information on ocean issues

Through its activities conducted in Ishinomaki City, where fishery is one of the major industries, Yahoo! JAPAN keenly felt the need to communicate the attraction and problems of the sea to consumers across the country and to call for action. "Gyoppy!" introduces stories on ocean issues, such as marine pollution, endangered biodiversity, and declining fish catches, along with action links from which readers can immediately participate in actions that lead to solutions.





## Related links

Launched "Gyoppy!" a problem-solving media that calls attention to ocean issues and enables readers to take action on the spot (Japanese only) >

### Released 【FJ】 "UPDATE Fishery Program"

A new initiative connecting Yahoo! JAPAN's know-how on talent development and organization building to the issues faced by the fishing industry, such as shortage of hands and untapped productivity. In collaboration with Fisherman Japan, five young managers of fish processing companies in Ishinomaki City participated in the one-year program.

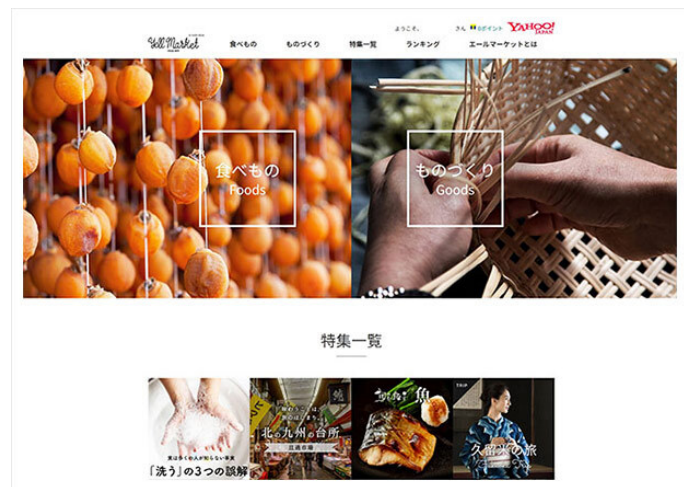


Oct. 22

### Renamed Tohoku Yell Market to Yell Market

Under the concept of "sending cheers across Japan through products," Tohoku Yell Market was renamed to Yell Market, expanding the coverage of its products from Tohoku to all of Japan.

Along the theme of "ethical consumption," a practice of purchasing and consuming products that are people-, environment-, and society-friendly, Yell Market sells only the products strictly selected by Yahoo! JAPAN staff based on criteria such as "Eco Mark" labeled products, organic products, products that create job opportunities for people with difficulty finding jobs, fair trade products, environment-friendly products, and disaster relief products.



## Related links

Under the concept of ethical consumption, launched a re-named Yell Market to bring products friendly to people, environment, and society (Japanese only) >

2020

Dec. 17

In cooperation with local governments and support groups, launched "Disaster Support Platform" to enable comprehensive support upon disaster, from immediate information delivery to reconstruction support

Disaster Support Platform was launched to enable one-stop, one-package support upon disaster, from information delivery and aid to the affected area to reconstruction support in close cooperation with local governments and support groups. It brings comprehensive support immediately following the onset of the disaster through to recovery and reconstruction, harnessing the various disaster support networks available in Yahoo! JAPAN, including SEMA, disaster response alliances, Yahoo Japan Foundation, Yahoo! JAPAN Internet Fund Raising, Yahoo! JAPAN Volunteer, and Yell Market.



## Related links

**Yahoo! JAPAN launches "Disaster Support Platform" to provide comprehensive support from information delivery to reconstruction support in cooperation with local governments and support groups (Japanese only) >**

2011

2012

2013

2014

2015

2016

2017

2018

2020

## Related links

**Data on Yahoo! JAPAN's initiatives >**

**Results of Disaster Reliefs Donations and Sponsorships (Z Holdings website) **

**Community Investment (Z Holdings website) **