

JAPAN Higashi-matsushima City



DENMARK

NEVER FORGETTING THAT DAY and
TOGETHER FOR THE FUTURE
—United Higashi-Matsushima—

About Higashi Matsushima



Higashi Matsushima is located in the eastern part of Miyagi Prefecture, 30km from Sendai city and between the cities of Ishinomaki and Matsushima, by the Pacific Ocean. With an average temperature of 11 degrees, the climate is warm for the Tohoku region with little rain.

【市の花: 桜
(cherry blossoms)】



【市の木: 松 (pine)】



HigashiMatsushima is blessed with nature with a spectacular view of the sea, mountains and rivers. It is particularly rich in marine leisure opportunities such as swimming, clam digging, sightseeing boat and fishing.

TheMatsushima Self Defense Force Air Base is also located in the area; many fans come from all the country to see the Blue Impulse air shows. This location is where the Olympic flame first landed in Japan during the 2020 Olympics.

We are making all the efforts to develop Higashi Matsushima with Sustainable Development Goals (SDG) in order to make it a place where we can continue to live and evolve.

■ Population : 39,097 (as of 2022.4.1)
(Before the 2011 disaster: 43,142)



Air show (Blue Impulse)



Sagakei sightseeing boat



Nobiru Coast



Seaweed(Nori)



Oyster

65% of urban areas was submerged (the highest rate in disaster-stricken municipalities in Japan)

Situation of damage in HigashiMatsushima

(As of March 2021)

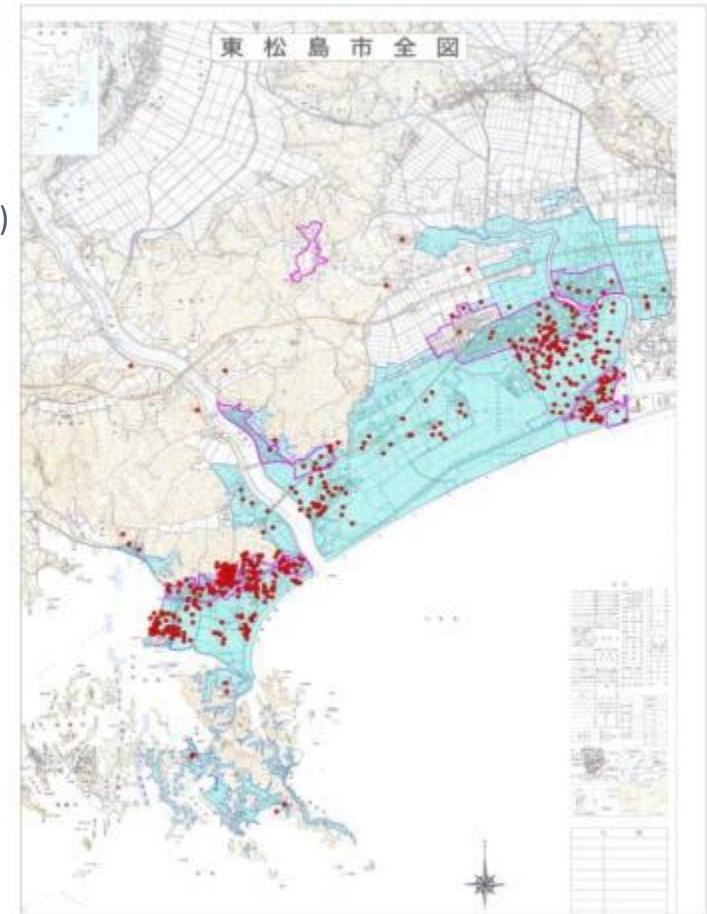
■ Life damage (citizens)

Dead	1,110
	(Dead 1,043+Disaster-related death 66)
Missing	23
Total	1,133 (3% of the city's population)

■ Housing damage

Totally destroyed	5,519
Largely destroyed	3,057
Partially destroyed	2,501
Total	11,077
	(approx. 73% of all housings)

- Evacuees (maximum) 15,185
- Shelters (maximum) 106
- Flooded agricultural land 1,465ha (40% of the total agricultural area)



Higashi Matsushima and Denmark

- 2011.3.11 Tohoku Earthquake in the Pacific Ocean
- 2011.3.30 Visit of the Ambassador of Denmark in Japan, Mr Mellbin
Financial support and donation of toys
- 2011.6.14 Visit of Prince Frederik
Established Danish friendship children's fund
- 2011.9.15 12 middle school students are invited to Denmark
- 2012.7.14 Comprehensive Agreement between Lolland city and Higashi Matsushima city
- 2013.3.22 Students from Fredensborg invited to Higashi Matsushima
- 2014.12.7 "Environmental Future City" initiative promotion forum in Higashi Matsushima
Ambassador Damsgaard, Lolland city Mayor, Copenhagen.
- 2017 150th anniversary of the Denmark - Japan diplomatic relations
- 2017.10.10 Visit of Prince Frederik in Higashi Matsushima
- 2017.11.17 2020 Olympics & Paralympics
Elected as "Thank You" reconstruction host town
- 2018.1.15~20 Visit of Lolland city in Denmark (
デンマーク・ロラン市訪問 (Mayor Atsumi and 2 others)
- 2019.2.3~7 Higashi Matsushima - Denmark, students exchange activities in the framework of the 2020
Olympics
- 2019.7.13 Tour of Danish media (H O P E)
- 2021.1 Personalized stamp "Thank You" reconstruction host town (Japan Post)
- 2022.3 Book "Bond of Hope" offered to students (Japan Denmark Association)



2011.3.11 ---



the beginning



2011.6.14 Visit of Prince Frederik

Established Danish friendship children's fund

Established "Danish friendship children's fund" thanks to the venue of the Princess of Denmark and the donations of many Danish companies. This fund was used for facility maintenance and purchase of playsets by damaged schools and nurseries.

2013.3 Exchange activities with Fredensborg students (Higashi Matsushima city)



2013.6 "Kizuna (bond)" pool in Naruse Sakurako elementary school



2011~
Exhibition of friendship calligraphies from Denmark

“Kizuna”(bond) exchange between Higashi Matsushima and Denmark

2012.7

Comprehensive Agreement between Lolland city and Higashi Matsushima city

Collaboration in the fields use and security of resources and renewable energies, environmental education, HR development.



"Thank You" reconstruction host town

It began with the financial support and donation of toys when the Prince of Denmark visited Higashi Matsushima on 2011/3/30, right after the earthquake.

In June 2011, His Royal Highness Prince Frederik visited and encouraged evacuation centers, elementary schools, and nursery schools in the city. He visited again in October 2017, donated flowers to the earthquake disaster reconstruction monument, and interacted with elementary school students in the city.

12 junior high school students from the city visited Denmark in September 2011 with the support of a Danish-related company. At that time, a Danish student who became a host family visited Higashi Matsushima City in 2015 and deepened exchanges.

Various exchanges have been created through other human exchanges, connections through the conclusion of a comprehensive agreement, and the cross-stitch project, which is a traditional Danish embroidery

Exchange of Prince Frederik and students in 2011

2011年ロラン市訪問交流事業
(市内中学生12名)



Commemoration of the 150th anniversary of the establishment of diplomatic relations between Japan and Denmark in 2017, Crown Prince Frederik wrote "heart" as a proof of friendship with Higashi Matsushima City.



2015年学生交流

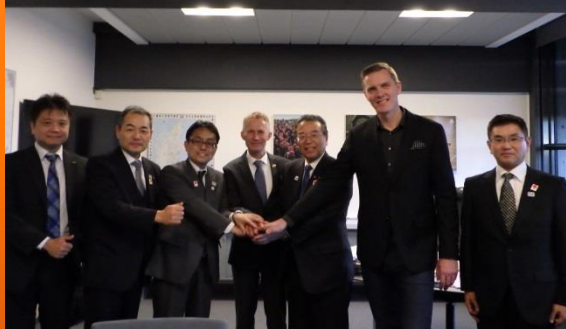


Cross-stitch of traditional Danish embroidery

2018 Host Town initiatives

- ① Visit of Denmark in January 2018, visit of members of the Olympics committee and of companies who made donations after the earthquake.
- ② August 2018: activities held in Denmark focusing on "Food". Local fishermen gave lectures to explain the techniques of Nori (algae) cultivation and exchanged opinions with Danish people.
- ③ October 2018: opening of the Denmark booth during the Citizen Culture Festival. Workshops, industrial & cultural exchanges, cooperation of local restaurants and deepening of the connection with Denmark.

① オリンピック委員会訪問



② 海苔養殖についての講義



③ イベントでのPRブース



② 海の視察及び意見交換



参加者と海藻採取



種会社視察



現地で取れる海藻



生物の多様性の講義



◀ 取組み状況の展示

デンマーク国旗を ▶
モチーフにしたドリンク



Energy & Environmental cooperation



A tree house built in the “reconstruction forest”



▲ Miyanomori elementary school, built in all wood



▲ Miyanomori Elementary School with the concept of a forest school

2019.7 デンマーク
メディアのHOPEツアー



▲ Okumatsushima “Kizuna” solar park (sustainable economy and effective utilization of disaster stricken areas)



▲ Smart disaster prevention eco-town (local production for local consumption of renewable energy)

Higashi Matsushima - Host town for Denmark



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The future of Higashi Matsushima

and Denmark



Commemoration of the earthquake disaster and reconstruction events



Mutual cooperation



Exhibited at the Higashi Matsushima Earthquake Reconstruction Memorial Hall



▲ Monument of the memorial Hall

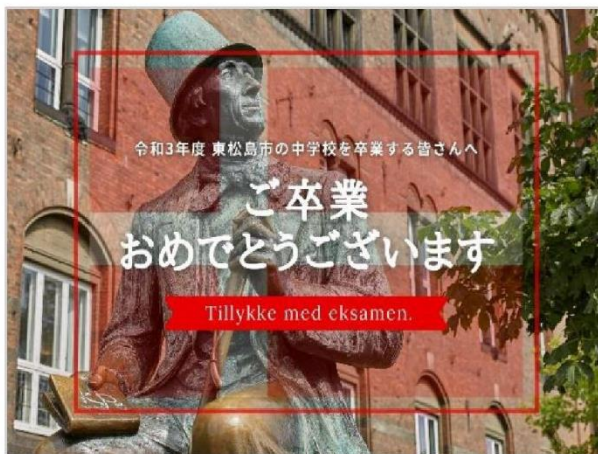
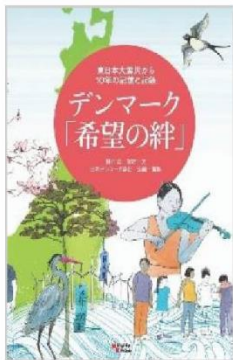
Humand and cultural relations



ロラン市の中学生らが2019年2月3～7日、東松島市で伝統文化を体験したほか、ホームステイを通じて地元の中学生と交流を深めました。東松島市は2015年3月に中学生12人を同市に派遣しており、本格的な交流をスタートさせていました。

次世代への絆（つながり）

書籍



Message card from the Ambassador

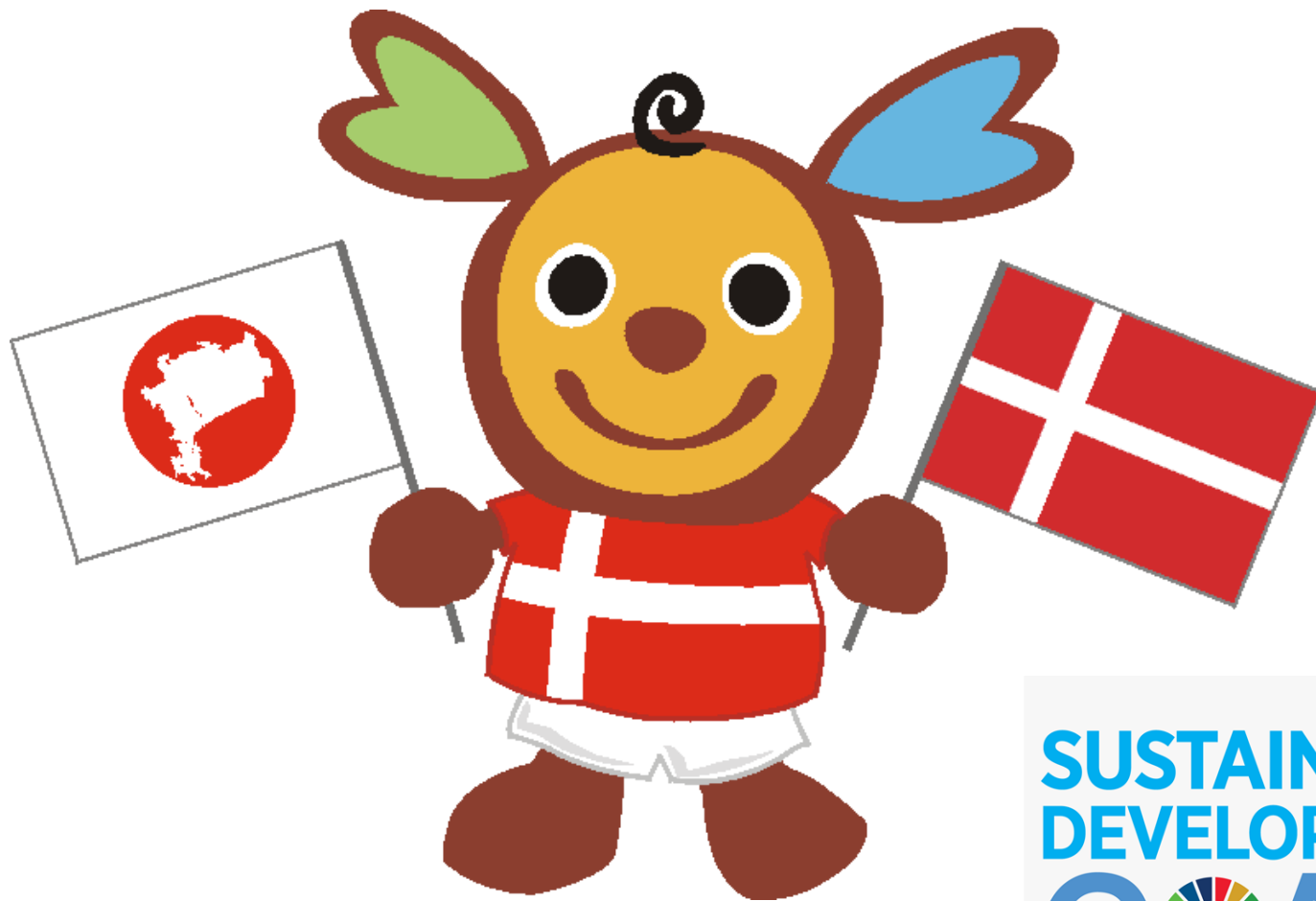


In March 2022, 372 students of the 3 middle schools of Higashi Matsushima received a book from the Japan - Denmark association called “Denmark, the bond of hope”, together with a message card from the Ambassador of Denmark in Japan.

学校名	3年生在籍数
東松島市立矢本第一中学校	199
東松島市立矢本第二中学校	109
東松島市立鳴瀬未来中学校	64
	372

Personalized stamp “Thank You” reconstruction host town (Japan Post)





**SUSTAINABLE
DEVELOPMENT
GOALS**