

10

THE KIZUNA  
EXPERIENCE

# Introduction

- 11<sup>th</sup> of March 2011, a magnitude 9.0 earthquake struck off the coast of Fukushima in Japan.
- The earthquake resulted in a tsunami and later a meltdown in the Daichii Nuclear Power Plant.

# The Current Situation



- 2 years on, reconstruction efforts are underway.
- The Ibaraki prefecture still suffering
- in other ways.

# OBJECTIVES

- To dispel misconceptions and myths caused by the spread of harmful rumors.
- Increase the visibility of the Ibaraki Prefecture on the international map.

# TARGET AUDIENCE

- Between 15 to 30 years old.
- Tech-savvy and active on social media sites.
- The influencers of the generation.

# A MOCK UP



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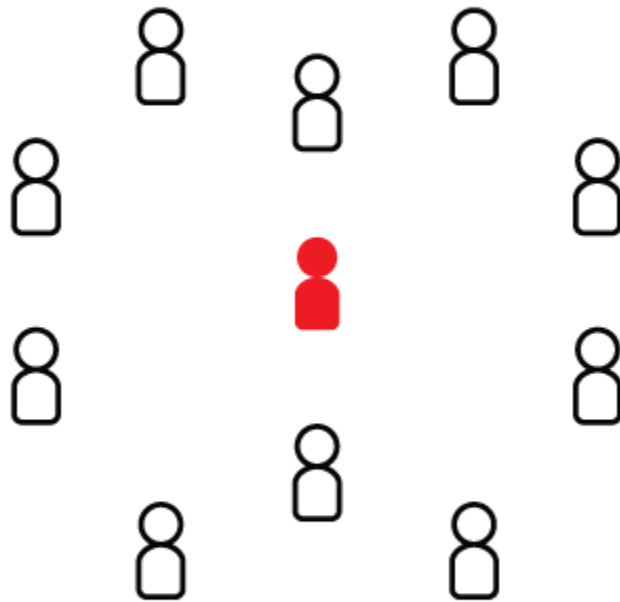


# A MOCK UP





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# RATIONALES

- Social media spreads content at a very powerful rate
- People self-censor media messages
- Consequently, they believe in peer testimonials



- A social media project that will run from 25<sup>th</sup> March to 3<sup>rd</sup> April
- Sharing of our experiences in Kizuna Project

# WHAT WE WILL DO



DAY  
01  
CURRENT  
PROGRESS

DAY  
01

06:00

12:00

JAPAN  
WE ARE SAFER THAN YOU THINK

Osaka 0.000  
Nagasaki 0.000  
Tokyo 0.000  
Shanghai 0.000  
London 0.000  
Berlin 0.000  
Paris 0.000  
Tokyo Ibaraki 0.045 0.046

01

Language ▾

DAY  
01

06:00

DAY  
01

DAY  
02

DAY  
03

CURRENT  
PROGRESS

12:00

18:00

DAY  
02



DAY  
01

06:00

DAY  
01

DAY  
02

12:00

DAY  
03

CURRENT  
PROGRESS





DAY  
01

06:00

DAY  
01

DAY  
02

12:00

DAY  
03

CURRENT  
PROGRESS



DAY  
03

CURRENT  
PROGRESS

18:00





10  
THE KIZUNA  
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HOME

ABOUT

10  
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Language ▲

## THE ISSUE



There were many misconceptions about Japan from both the locals and the foreigners after the Great East Japan Earthquake occurred. The below listed were the knowledge of people on the event before coming to Japan.

1. Not much
2. Harmful radiation leaked
3. Not safe
4. News of Tsunami sweeping vehicles and people away
5. Some know the magnitude of the earthquake on the Richter scale
6. High number of lives claimed
7. Worried about whether food is consumable



## WHAT IS KIZUNA?



KIZUNA is an international initiative, led by JICE for the reconstruction from the Great East Japan Earthquake Holding exchange programmes, involving more than 10,000 youths from Asia Pacific and North America by the end of 2013. Helping promote understanding of the international community towards Japan vitalization.



## THE ISSUE

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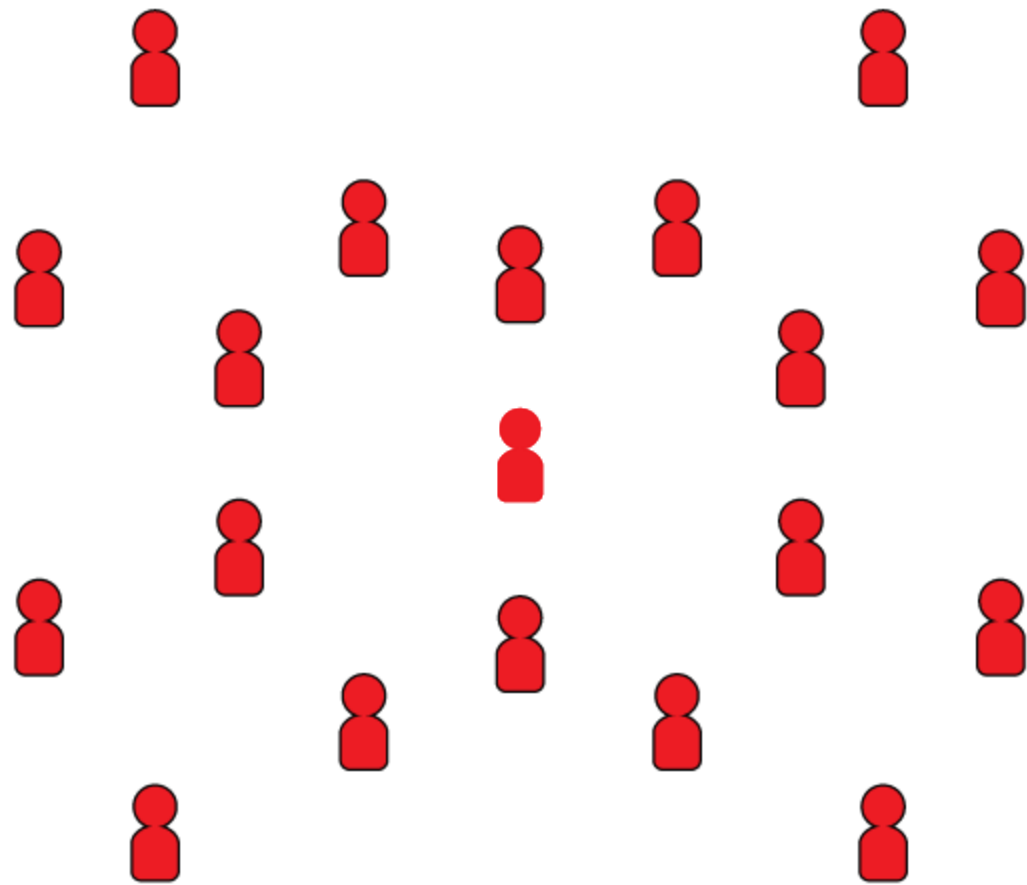
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## SHARE OUR STORIES!









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**THANK YOU!**