

NEA Workshop on  
Preparedness for Post-Accident  
Recovery Process:  
Lessons from Experience

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**Session 4: Business interest in  
emergency and recovery process**  
Report

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# **Outcome from the ICRP/C4/WP on business affected by emergencies (Mélanie Maître)**

- Significant economic disruption after Fukushima accident
- 6 case studies examined by the WP:
  - Iitate: company still working in contaminated area
  - Namie: contaminated quarry
  - Tomioka: company evacuated and returned after lifting of evacuation order
  - Iwaki: company on the border of an evacuated area
  - Forest and wood sector
  - Tourism
- Main issues at stake:
  - Preservation of activities
  - RP of employees and families (at work and at home)
  - Quality assurance for products
  - Loss of image
- Pragmatic solutions:
  - Activities: justification (balance RP/economy), characterisation, optimisation, evolution
  - People: information, involvement, individual & workplace monitoring, health surveillance, collaboration with experts, RP culture, long-term vigilance, ethics (dignity, equity)
  - Products: clean packaging, ad hoc criteria, traceability...
  - Image: communication, quality improvement...
- Work integrated in the updated version of ICRP Pub 109 & 111
- Recommendations from CONFIDENCE & TERRITORIES European projects: consider business issue, anticipate, engage dialogue, prepare financial support

## How to restart affected businesses (Yasuhito Nii)

- Public-private Fukushima Soso revitalisation joint team (national + local gvt + private companies), 12 municipalities, 4 years of experience (2015)
- Individual visits to all businesses, repeatedly, listening concerns, providing dedicated support, building trust, “put ourselves in sufferer’s shoes”
- Support structure, organisation unified, support measures enhanced
- Assistance to start, restart, return; creating connections; new products; financial support; difficult (people vs activities = chicken vs egg)
- Many disparities between municipalities ( $\neq$  restarting rates); employment increasing; even more than before; several jobs created by new businesses
- Reputational damage decreasing: prices almost restored, ban and restrictions from other countries gradually lifted, tourists coming back
- Now developing regional revitalisation strategies: attracting companies from outside and inserting them in the local economy; creating new industries (decommissioning, robotic, energy, medical, aerospace...); initiatives to restart farming and tourism; increasing non-resident population
- Business exchanges meetings; big events in 2020 (softball & baseball games, Olympic games, World robot summit)
- Continuous follow-up: enhancing management and technological capabilities; consolidating farmland (“smart agriculture”); more efforts where evacuation order are lifted recently; pioneer in using innovation to solve social issue
- Ambition to become “a symbol of hope”: self-standing sustainable development

## **What should be done after 9 years? The current situation of Fukushima food products from a market point of view (Yasumasa Igarashi)**

- Consumers avoiding Fukushima food products are a minority but not decreasing rapidly (despite increasing forgetting); they are able to influence the supermarket strategy (ban of Fukushima products to avoid complaints)
- Broken confidence is difficult to regain – Despite a huge effort
- Rice: agricultural countermeasures, systematic control, very few results > threshold (no one since 2015), eroded prices. But people have choice
- Cucumber: no serious price drop except 2012 (seasonal effect)
- The presence of alternatives in the market is the determining factor (more than the absence of contamination)
- To restart sales contract with Fukushima rice farmers means to cancel sale contracts with producers in other prefectures (switching cost among buyers)
- Need to recreate the attractiveness of Fukushima products to cope with their vulnerability:
  - Branding strategy (to mask the Fukushima brand is not the solution)
  - Improve quality; lower price does not always mean more sale
  - Onigiri and bento are new sale channels for Fukushima rice. Be pragmatic
- Over-anxiety about consumer's complaint among distributors become a problem: they overestimate, and then contribute to maintain, the reluctance of their consumers (see AEON as a counter-example). Dialogue still needed

# Efforts towards erasing anxiety over radiation and supporting regional recovery (Tadashi Yoshioka)

- Alpine: a big company (>40,000 employees). Electronic components, audio products for cars. International business. 1 facility in Iwaki
- Efforts to erase anxiety over radioactivity:
  - Survey (2011): anxiety (staff and families), some employees resigning
  - Information: lectures, private counselling for families
  - Monitoring: workplace, food (local food in canteen), products, employees and families (WBC)
  - Actions to reassure overseas customers (many concerns, sale declining)
  - Some positive effects
- Efforts toward regional restoration:
  - Cooperation with the NPO “Iwaki Environmental Systems” (monitoring, food inspection, call center...)
  - Festivals: Alpine summer festival, Iwaki restoration festival
  - Challenge school charity in Iwaki in 2011 and 2012 (with a former Formula-1 racing driver)
  - Cooperation with Iwaki fire brigade (providing chemical fire engine, equipment, tools)
  - Donation of navigation systems for 8 cars in Futaba Village
  - Cooperation with US Waseda University (102 volunteers invited in 2015)
  - Cooperation with Nuclear Safety Research Association (training sessions for staff, equipment)
- Lessons taken:
  - Need to make radiation visible by measurements and certificates (for customers), made by a third party
  - Continuation of activity and prompt restoration after disaster is the biggest contribution (not to give up)
  - To convey outside customers is a challenge (notably in EU): not wait for outside support, cooperation with local administration, company and inhabitants is essential
  - We want to convince widely that Fukushima is already alright!

Thank you for your attention