

# Working for Recovery from Great East Japan Earthquake – Yahoo! JAPAN’s Initiatives Seen from Data

After the Great East Japan Earthquake in 2011, Yahoo! JAPAN has undertaken various initiatives, including emergency relief assistance and reconstruction support activities.

This page looks back on some of our efforts made to date with data, including the amount of money and number of people involved in supporting the Tohoku region.

In July 2012, Yahoo! JAPAN opened Yahoo! JAPAN Ishinomaki Recovery Base (currently Yahoo! JAPAN Ishinomaki Base), as a hub for its disaster recovery business. Three or more employees have been stationed to engage in disaster recovery in the Tohoku region.

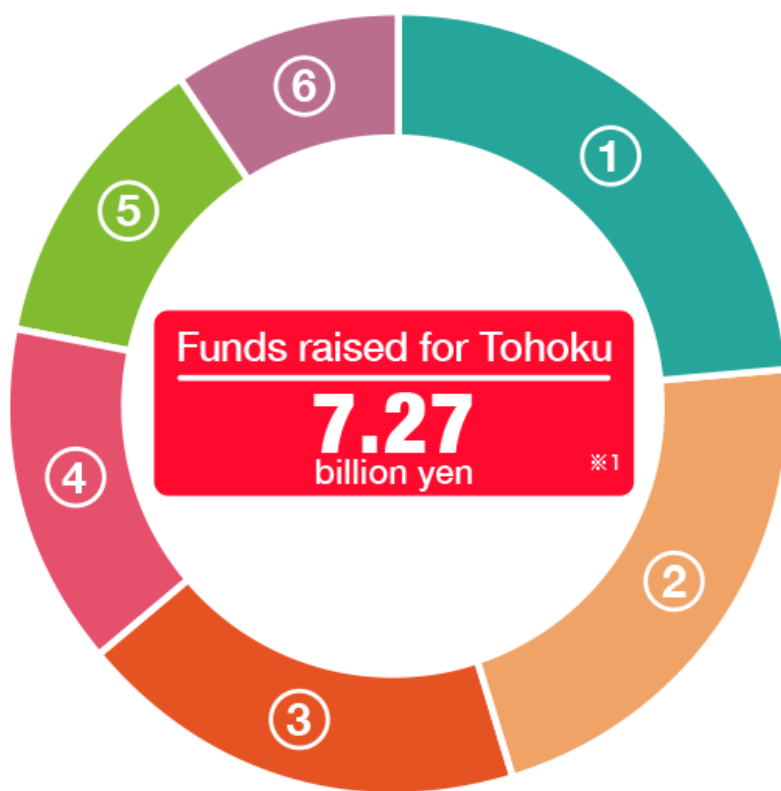
Impact of Yahoo! JAPAN establishing a base in Ishinomaki >



The figures included in this page are based on the data analyzed and provided by K-three Inc. ©2021 K-three Inc.

## Funds raised for Tohoku

After the Great East Japan Earthquake in 2011, Yahoo! JAPAN has carried out various support activities through Yahoo! JAPAN Internet Fund Raising, charity auctions, Recovery Department Store, and others.



※1 In addition to this, a revenue of JPY 3.6 billion was raised from the Reborn-Art Festival, in which Yahoo!JAPAN participated as a board member.

※2 Figures in the graph are rounded to the closest JPY million.

※3 Calculation method of revenue differs by Recovery Department Store, Tohoku Yell Market, and Yell Market due to tools used.

※4 Revenues of charity auctions are extracted from the special feature on Great East Japan Earthquake reconstruction support and the 3.11 Project for Tohoku.

※5 Fisherman Japan is included here as a project primarily established by Yahoo! JAPAN.

## Related links

[Yahoo! JAPAN Internet Fund Raising \(Japanese only\) >](#)

[Yell Market \(Japanese only\) >](#)

[YAHUOKU! Charity Auction \(Japanese only\) >](#)

[Fisherman Japan \(external site\) !\[\]\(6a9b39b98eb945faa14c645ec99e4eaa\_img.jpg\)](#)

[Tour de Tohoku \(Japanese only\) >](#)

[Yahoo Japan Foundation \(Japanese only\) >](#)

## People who supported Tohoku

A large number of users have participated in the support programs and events hosted/co-hosted by Yahoo! JAPAN and its services, including “Search for 3.11: Searching is Supporting,” Yahoo! JAPAN Internet Fund Raising, and Tour de Tohoku.

People who supported Tohoku

**34**  
million

Search for 3.11: Searching is Supporting ※1

**31** million

Donators to Yahoo! JAPAN Internet Fund Raising **1.86** million

Tour de Tohoku **27,170** ※2

Other **27,056** ※3

※1 Cumulative total of searches between 2014 and 2020

※2 Sum of participating riders and volunteers between FY2013 and FY2019

※3 Fisherman Japan-related figures

## Related links

[3.11 Project – What I Can Do Now \(Japanese only\) >](#)

## Supported organizations in Tohoku/Collaborating organizations

Yahoo! JAPAN has provided support for a wide range of NPOs and other organizations in Tohoku, through Yahoo! JAPAN Internet Fund Raising, charity auctions, 3.11 programs, etc. Yahoo! JAPAN has also worked with diverse corporations in collaborative projects and events.

## Supported organizations in Tohoku/Collaborating organizations

**620**  
organizations

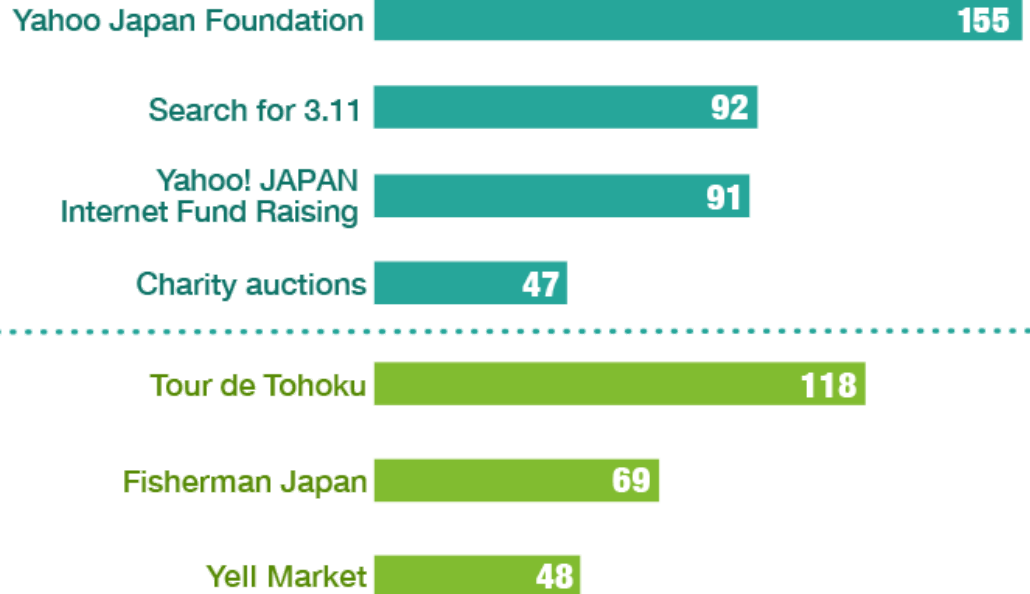
(No. of organizations)

Organizations  
supported through  
Yahoo! JAPAN  
services  
(385 organizations)

※1

Collaborating  
organizations in  
Yahoo! JAPAN  
services  
(235 organizations)

※2、3、4



※1 Cumulative total of organizations supported by Yahoo Japan Foundation, Yahoo! JAPAN Internet Fund Raising, Search for 3.11, and charity auctions

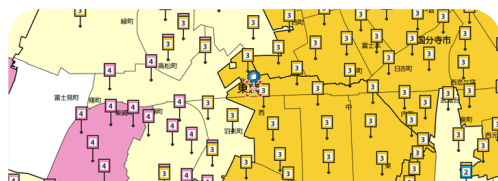
※2 Figure for Tour de Tohoku includes the organizer, co-organizer, and cooperating organizations; organizations involved for multiple years/times are counted once only.

※3 Certain individuals are counted as organizations for TRITON Project and TRITON BASE: "fishery workers involved in the fishery worker development programs" (TRITON Project) and "cumulative total of fishery worker residents" (TRITON BASE)

※4 Since the number of Yell Market stores fluctuates from time to time, the number of Tohoku-based stores participating in the Yell Market as of March 3, 2021 is shown here, not the cumulative total over the decade.

## Expansion of emergency disaster response

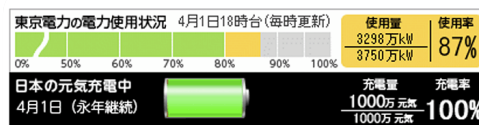
After the 2011 earthquake, Yahoo! JAPAN has launched various pages and services to bring needed information to users.



Power outage map

**300** million PVs

※30 million PVs (estimated PVs per day)  
x 10 days (number of days of planned  
TEPCO power outages after the start of  
this service)



Electricity forecast

**180** million PVs

※10 million PVs (estimated PVs) x 18  
days (number of days from the start of  
this service to the announcement of  
improved power forecast for TEPCO's  
service areas)



Yahoo! JAPAN  
Disaster Alert app

**20** million users



Social media disaster drills,  
All Japan Disaster Prevention  
Test

**4,112,472 users**

※All Japan Disaster Prevention Test:  
Total number of participants of the three  
tests conducted between 2018 and 2019  
on the topics of earthquakes and floods



Disaster Response Alliance

Concluded with  
**1240 + local**  
governments Population  
covered  
**Over 92%**

(As of end of February 2021)



SEMA

**259,428 recipients**

※Total number of relief supplies  
considered as the number of recipients

## Related links

[Yahoo! JAPAN Disaster Alert app \(Japanese only\) >](#)

[Yahoo! JAPAN Disaster Prevention Test \(Japanese only\) >](#)

[SEMA \(Japanese only\) >](#)

[Disaster response alliance \(Japanese only\) >](#)

## Activities in and from Ishinomaki

In July 2012, Yahoo! JAPAN opened Yahoo! JAPAN Ishinomaki Recovery Base (currently Ishinomaki Base), as a hub for its disaster recovery business. Three or more employees were stationed to engage in disaster recovery in the Tohoku region. How has the Base inspired the Ishinomaki city and the Tohoku region? Here are some of the findings seen from the questionnaire conducted with people in Ishinomaki City and other areas of Tohoku.

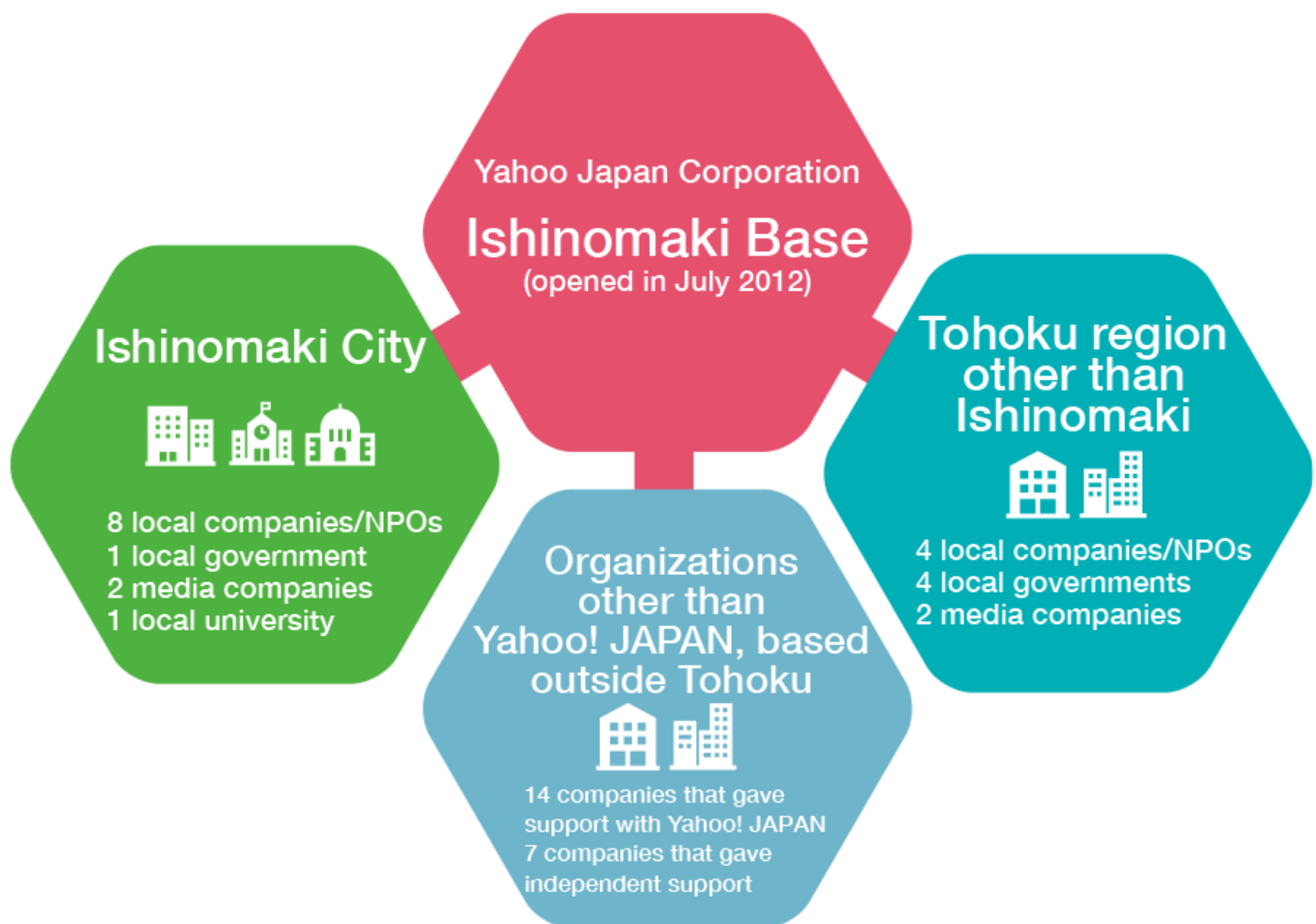
Involved organizations based in Tohoku

**130**

Involved organizations based outside Tohoku

**94**

People and organizations associated with Yahoo! JAPAN Ishinomaki projects



Percentage of businesses that have developed/continued thanks to Ishinomaki Base

Percentage of those who have used services, etc. related to reconstruction support



## Voices of people in and outside Ishinomaki City

Thanks to Yahoo! JAPAN and members who stood by Ishinomaki City, we were able to make our wish come true and were able to deliver "Made in Ishinomaki" products to a lot of people.



As we are passing a milestone, I would like to express my sincere thanks to the people involved in Yahoo! JAPAN Ishinomaki projects. It was very encouraging for us living in the area and across Japan to see that a big company like Yahoo! JAPAN set up a base for recovery in the devastated Ishinomaki, ahead of everyone else and launched a variety of projects. Your work has opened up the potential of the local areas.



Working with Yahoo! JAPAN has brought me a number of things: ideas never thought of in the conventional fishery, visions for the future, and change of awareness. Yahoo! JAPAN has triggered transformation in Ishinomaki.



The very fact that many actions were taken at the time of catastrophe encouraged many people and created a huge impact on society that cannot be measured by numbers.



※Extracted from the remarks received in the questionnaire.

## Related links

Nine Years After Establishing a Base in Ishinomaki, How Have We Contributed to the Future of Tohoku? - Stakeholder Dialogue 2021 (Z Holdings Corporation site) [□](#)

# Involvement of Yahoo! JAPAN employees in Yahoo! JAPAN's reconstruction support activities

Aside from Yahoo! JAPAN's organizational involvement in emergency/disaster response and reconstruction support activities, many Yahoo! JAPAN employees have also taken part in Tour de Tohoku and other events as volunteers. How have Yahoo! JAPAN's reconstruction support activities inspired its employees? Here are some of the findings seen from the questionnaire conducted with Yahoo! JAPAN employees.

Recognition of 3.11 reconstruction support projects

90%

Interest in reconstruction support projects

Have taken part 36%

Want to take part 84%

Impression of reconstruction support projects

Activities to be proud of 88%

Do you think that Yahoo! JAPAN's 3.11 reconstruction support projects are something very illustrative of Yahoo! JAPAN?

Something very illustrative of Yahoo! JAPAN 99%

Do you think that Yahoo! JAPAN's 3.11 reconstruction support projects are important to Yahoo! JAPAN?

Important to Yahoo! JAPAN 97%

Have the reconstruction support projects impacted you personally?  
(256 responses in total)

Motivated me (or became one reason) to request a transfer to the division involved in such activities

13

Motivated me (or became one reason) to join Yahoo! JAPAN

24

I was a student living in Tohoku and was just in the middle of a recruitment seminar held by Yahoo! JAPAN in Roppongi, Tokyo when the earthquake struck. I saw the company take swift actions to support reconstruction ahead of other Internet service companies, and as I was luckily offered the job, I decided to join the company.

I am proud to be part of the company that has continually supported the reconstruction since then.



Using my personal time, I helped an antenna shop for Ishinomaki as a volunteer for nine years. The fact that the company I work with is responsibly engaged in reconstruction projects had positive effects on my off-the-job activities, motivating me and sometimes leading to actual deals.



※Extracted from the remarks received in the questionnaire.

## Related links

**Ten Years from 3.11 – Our Challenge to Transform Japan from a Disaster-prone Country to a Disaster-resilient Country - Stakeholder Dialogue 2021 (Z Holdings Corporation site)** [📄](#)

**Never forget the disaster – Our findings through our support towards people engaged in reconstruction (Japanese only)**

