

Action Plan for the Continuous Implementation of the Basic Policy on Handling of ALPS Treated Water

August 2023

**Secretariat of the Team for Contaminated Water,
Treated Water and Decommissioning Issues**

Measure 1: Thoroughly implement handling methods to mitigate potential reputational damage

i) Formulate a detailed handling plan that complies with the Basic Policy [MAFF, METI]

- TEPCO is requested to implement the following measures on the basic premise of ensuring compliance with the Basic Policy.
 - (a) Implementation of measurement of radioactive materials contained in the ALPS treated water in an objective and transparent manner
 - (b) Management of concentration and volume of tritium to be discharged to mitigate potential reputational damage as much as possible
 - (c) Installation of emergency shutdown equipment
 - (d) Establishment of an organization that specializes in handling operations of ALPS treated water

Measures up to now	Future measures
(a) to (c): Formulating a detailed handling plan [MAFF, METI]	
<p><u>August 2021</u></p> <ul style="list-style-type: none">TEPCO announced “Status of Review Regarding the Handling of ALPS Treated Water at the Fukushima Daiichi Nuclear Power Station (FDNPS).” TEPCO proposed ideas including strict measurement, discharge control, and emergency shutdown. It conducted an exchange of opinions with local parties, including local government and fishing industries, about the details of the announcement. <p><u>December 2021</u></p> <ul style="list-style-type: none">TEPCO announced “Initiatives for Restoring Confidence in the Decommissioning of the FDNPS.”TEPCO submitted the application for approval to amend the implementation plan to the Nuclear Regulation Authority (NRA). <p><u>April, May, July 2022</u></p> <ul style="list-style-type: none">TEPCO submitted the application for partial revisions of the approval to amend the implementation plan based on observations by NRA at the review meeting. <p><u>July 2022</u></p> <ul style="list-style-type: none">NRA approved the amendment of the implementation plan. <p><u>Since August 2022</u></p> <ul style="list-style-type: none">TEPCO began full-scale construction of the facility.TEPCO was directed to take thorough safety measures while working on construction. <p><u>June 2023</u></p> <ul style="list-style-type: none">TEPCO completed the construction of the facility. <p><u>July 2023</u></p> <ul style="list-style-type: none">NRA completed inspection prior to use.	<ul style="list-style-type: none">Ensure compliance with the implementation plan.<ul style="list-style-type: none">TEPCO and third-party organizations (external organizations entrusted by TEPCO) will measure the pre-dilution concentrations of tritium and other radioactive materials in each tank group.Tritium will be diluted until its concentration is down to below 1500 Bq/L.For the time being, a shaft will be used to directly confirm that seawater and ALPS treated water are mixed well for dilution.With the cooperation of local governments, etc., it will be confirmed that the samples used for testing have been collected appropriately.Annual reviews of the discharge plans for the next fiscal year and beyond, and reduce the amount of tritium contained in the discharged water each year as much as possible.The facility will be steadily maintained and managed.NRA will check and monitor the progress.The IAEA will repeatedly conduct a review.

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i) Formulate a detailed handling plan that complies with the Basic Policy [MAFF, METI]

Measures up to now	Future measures
(d) Establishing an organization that specializes in handling operations of ALPS treated water [METI]	
<p><u>July 2021</u></p> <ul style="list-style-type: none">• TEPCO established the “ALPS Treated Water Program Division” whose main purpose is facility design and plan formulation. <p><u>November 2022</u></p> <ul style="list-style-type: none">• TEPCO submitted the application for Approval to Amend the Implementation Plan pertaining to the operation system, etc. of the facility to discharge ALPS treated water into the sea. <p><u>May 2023</u></p> <ul style="list-style-type: none">• NRA approved the application for Approval to Amend the Implementation Plan pertaining to the operation system, etc. of the facility to discharge ALPS treated water into the sea.	<ul style="list-style-type: none">• Maintain systems to take all possible safety measures in order to ensure that ALPS treated water is properly handed.

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ii) Verify the impact on the public and the surrounding environment [METI]

- TEPCO is requested to provide more detailed and accurate information about the impact on the public and the surrounding environment, to share findings with a high degree of transparency, and to continue to seek input from experts to further improve the accuracy of the sea dispersion simulation, which TEPCO has already publicized.
- To mitigate the potential reputational damage, TEPCO will provide comprehensible information, such as fish rearing in ALPS treated water diluted with seawater and publicize relevant information about their growth. The findings of such studies shall be corroborated by third parties.

Measures up to now	Future measures
➤ Verifying the impact on the public and the surrounding environment; simulating sea dispersion [METI]	
<p><u>November 2021</u></p> <ul style="list-style-type: none">• TEPCO released the “Radiological Impact Assessment Report Regarding the Discharge of ALPS Treated Water into the Sea (Design Stage).”• In the report, TEPCO published a new sea dispersion simulation with a discharge point approximately one kilometer from the shore. <p><u>February 2022</u></p> <ul style="list-style-type: none">• TEPCO prepared and presented to disseminate a brochure (available in Japanese, English, Chinese, and Korean) that clearly explains the assessment of the radiological impacts on the public and the environment as well as the dispersion simulation. <p><u>April 2022</u></p> <ul style="list-style-type: none">• TEPCO fleshed out and refined the Radiological Impact Assessment Report taking account of the first safety review by the IAEA, confirmation by NRA, and opinions offered by external entities and published an updated version of the Report. <p><u>November 2022</u></p> <ul style="list-style-type: none">• TEPCO revised the Radiological Impact Assessment Report based on the selection of nuclides to be measured and evaluated and other factors, and released the “Report of Assessment of Radiological Impact on Public and Environment Regarding the Discharge of ALPS Treated Water into the Sea (Construction stage).” <p><u>February 2023</u></p> <ul style="list-style-type: none">• TEPCO revised the Report of Assessment of Radiological Impact on Public and Environment based on the second safety review by the IAEA and confirmation by NRA, and released the “Report of Assessment of Radiological Impact on Public and Environment Regarding the Discharge of ALPS Treated Water into the Sea (Construction stage, Updated version).” <p><u>May 2023</u></p> <ul style="list-style-type: none">• TEPCO updated the brochure according to the content of the Report of Assessment of Radiological Impact on Public and Environment.	<ul style="list-style-type: none">• Conduct periodic verification based on the latest status and actual emission data and review the assessment in the Report, as necessary, to confirm that no impact has occurred.

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ii) Verify the impact on the public and the surrounding environment [METI]

Measures up to now	Future measures
➤ Rearing marine life [METI]	
<p><u>July 2021</u></p> <ul style="list-style-type: none">TEPCO released “Outline of Measures for Fish Rearing Test with ALPS Treated Water.” <p><u>March 2022</u></p> <ul style="list-style-type: none">TEPCO began to keep flatfish, abalones, and sea lettuce in the seawater collected from the waters around the power station in order to acquire the know-how to rear the fish and to check the facility design. <p><u>October 2022</u></p> <ul style="list-style-type: none">TEPCO started rearing flatfish and abalones in ALPS treated water diluted with seawater. Their growth status is compared with those in a normal seawater environment.<ul style="list-style-type: none">The status of the experiment is posted on the TEPCO’s website and Twitter timeline.On-site tours and livestreaming of the experiment are offered to the public.The concentrations of tritium in the marine life’s bodies, etc. are analyzed and assessed. <p><u>December 2022</u></p> <ul style="list-style-type: none">It was confirmed that: flatfish takes in tritium; the tritium concentration reaches an equilibrium at a concentration lower than that in the rearing environment after a certain period of time; and the flatfish excretes tritium and the tritium concentration lowers when placed in normal seawater thereafter. <p><u>April 2023</u></p> <ul style="list-style-type: none">It was confirmed that: abalones take in tritium; the tritium concentration reaches an equilibrium at a concentration lower than that in the rearing environment after a certain period of time; and the abalones excretes tritium and the tritium concentration lowers when placed in normal seawater thereafter. <p><u>May 2023</u></p> <ul style="list-style-type: none">TEPCO started rearing sargassum in ALPS treated water diluted with seawater. Their growth status is compared with those in a normal seawater environment.It was confirmed that: sargassum takes in tritium; the tritium concentration reaches an equilibrium at a concentration lower than that in the rearing environment after a certain period of time; and the sargassum excretes tritium and the tritium concentration lowers when placed in normal seawater thereafter.	<ul style="list-style-type: none">Rear the marine life in the ALPS treated water discharged into the environment and assess their status.Compare the marine life with their counterparts reared in regular seawater to clearly present detailed findings on the concentrations of tritium in their bodies.

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iii) Inspection based on the Act on the Regulation of Nuclear Source Material, Nuclear Fuel Material and Reactors [Secretariat of NRA]

- Upon receiving the application from TEPCO for approval to amend the implementation plan, the review will be conducted at public review meetings based on the Act on the Regulation of Nuclear Source Material, Nuclear Fuel Material and Reactors.

Measures up to now	Future measures
<p><u>April 2021</u></p> <ul style="list-style-type: none">NRA approved measures based on the government policy on the handling of ALPS treated water. <p><u>From December 2021</u></p> <ul style="list-style-type: none">TEPCO submitted Application Documents for Approval to Amend the Implementation Plan pertaining to the establishment of the facility for discharge into the sea to NRA.NRA held 13 public review meetings to review and check the application. <p><u>May and June 2022</u></p> <ul style="list-style-type: none">A draft of the review document stating the review results was published to accept public comments. (May 19 to June 17) <p><u>July 2022</u></p> <ul style="list-style-type: none">The review document that incorporated public comments was finalized to approve the implementation plan. <p><u>Since July 2022</u></p> <ul style="list-style-type: none">Periodic inspections have been conducted to examine the status of the facility to be installed according to the approved implementation plan. <p><u>November 2022</u></p> <ul style="list-style-type: none">TEPCO submitted Application Documents for Approval to Amend the Implementation Plan pertaining to the operation of discharge of ALPS treated water into the sea, basis of the selection of nuclides to be measured and evaluated, etc. to NRA.Review and checking were conducted in public meetings. <p><u>February and March 2023</u></p> <ul style="list-style-type: none">A draft of the review document stating the review results was published to accept public comments. (February 23 to March 24) <p><u>May 2023</u></p> <ul style="list-style-type: none">The review document that incorporated public comments was finalized to approve the implementation plan. <p><u>July 2023</u></p> <ul style="list-style-type: none">Inspection prior to use completed.	<ul style="list-style-type: none">Check and oversee the implementation plan to ensure full compliance with it.- Check and monitor the security system, the status of operation of the facility, and the measurement methods for ALPS treated water concentrations by examining the implementation plan.

Measure 2: Strengthen and enhance monitoring

i) Strengthen and enhance sea area monitoring [MOE, METI, Secretariat of NRA]

- The “Meeting of Experts on ALPS Treated Water Sea Area Monitoring,” which was newly established in June 2021, will provide advice on monitoring points and frequency.
- Enhance objectivity, transparency, and reliability to the maximum extent possible, through measures such as the IAEA’s inter-laboratory comparisons and ensuring opportunities for local stakeholders to witness, and strengthen and expand monitoring.

Measures up to now	Future measures
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">• In order to conduct monitoring with a maximum level of objectivity, transparency, and reliability, monitoring points and frequency were examined with confirmation and advice from the experts. (Meetings held to date: 3 meetings of the Monitoring Coordination Meeting, 4 meetings of the Task Force of Sea Area Monitoring and Measurement, and 9 meetings of the Meeting of Experts) <p><u>March 2022</u></p> <ul style="list-style-type: none">• Updated the Comprehensive Radiation Monitoring Plan based on expert advice. <p><u>April 2022</u></p> <ul style="list-style-type: none">• Started sea area monitoring prior to discharge. <p><u>September 2022</u></p> <ul style="list-style-type: none">• A page visually showing the results of monitoring was published on the TEPCO Treated Water Portal Site. <p><u>October 2022</u></p> <ul style="list-style-type: none">• The first ALPS Treated Water Monitoring Symposium was held for distributors and retailers. <p><u>October and December 2022</u></p> <ul style="list-style-type: none">• The monitoring results page on the TEPCO Treated Water Portal Site was made available in multiple languages. (English, Chinese (Simplified and Traditional), and Korean)	<ul style="list-style-type: none">• Conduct sea area monitoring based on the Comprehensive Radiation Monitoring Plan and widely disseminate the results in a comprehensible manner including comparison with results of monitoring before discharge.

Measure 2: Strengthen and enhance monitoring

i) Strengthen and enhance sea area monitoring [MOE, METI, Secretariat of NRA] (continued)

Measures up to now	Future measures
<p><u>January 2023</u></p> <ul style="list-style-type: none">• The second ALPS Treated Water Monitoring Symposium was held. <p><u>February 2023</u></p> <ul style="list-style-type: none">• MOE launched a website that presents results of monitoring by various institutions in a comprehensible manner. <p><u>March 2023</u></p> <ul style="list-style-type: none">• The Comprehensive Radiation Monitoring Plan was revised, and the Monitoring Plan for fiscal 2023 was established including strengthening and enhancing monitoring immediately after the start of the discharge into the sea. <p><u>May 2023</u></p> <ul style="list-style-type: none">• The third ALPS Treated Water Monitoring Symposium was held. <p><u>June 2023</u></p> <ul style="list-style-type: none">• METI published on its “Let's get to know and understand about ALPS treated water.” website a page to easily grasp the results of monitoring of the ALPS treated water using symbols.	<div><ul style="list-style-type: none">• Conduct sea area monitoring based on the Comprehensive Radiation Monitoring Plan and widely disseminate the results in a comprehensible manner including comparison with results of monitoring before discharge.</div>

Measure 2: Strengthen and enhance monitoring

i) Strengthen and enhance sea area monitoring [MOE, METI, Secretariat of NRA] (continued)

Measures up to now	Future measures
<p><u>November 2021</u></p> <ul style="list-style-type: none">• Inter-laboratory comparisons were conducted by the IAEA. Sampling methods, monitoring methods of analysis laboratories, and their analytical capabilities were confirmed. <p><u>June 2022</u></p> <ul style="list-style-type: none">• The IAEA released a report on the Inter-laboratory comparisons. It concluded that the participating Japanese laboratories (10 laboratories including the JAEA) continue to follow the appropriate sampling methods and demonstrate a high level of accuracy and competence. <p><u>November 2022</u></p> <ul style="list-style-type: none">• Inter-laboratory comparisons were conducted by the IAEA. Sampling methods, monitoring methods of analysis laboratories, and their analytical capabilities were confirmed.• Analysis to corroborate the results of monitoring regarding ALPS treated water was conducted by the IAEA, in addition to the inter-laboratory comparisons above. <p><u>December 2022</u></p> <ul style="list-style-type: none">• The IAEA released a report on the progress status of analysis to support the results of monitoring regarding ALPS treated water.	<ul style="list-style-type: none">• Inter-laboratory comparisons will continue to be conducted by the IAEA. Sampling methods, monitoring methods of analysis laboratories, and their analytical capabilities will be confirmed.

Measure 2: Strengthen and enhance monitoring

ii) Enhance monitoring of marine products [MAFF]

- Support for monitoring survey of radioactive cesium in marine products, which is carried out by local governments and stakeholders affected by the nuclear accident, will be continued.
- Based on the request of local stakeholders, a new monitoring survey of marine products for tritium will be conducted.

Measures up to now

Until August 2023

- Continued the survey of radioactive cesium in marine products to ensure their safety.
 - Started in March 2011
 - Number of samples in the monitoring of radioactive cesium in marine products: 193,573 (as of the end of July 2023)
- Provided accurate information on the survey results to restore consumer confidence and ensure trust.
 - Started in June 2013
 - Number of briefings for consumers and processing industries about “radioactive material in marine products”: 195 (as of the end of July 2023)

Since April 2022

- A new monitoring survey of marine products for tritium was conducted.
 - Number of samples in the monitoring of tritium in marine products: 224 (as of the end of July 2023)

Since August 2023

- In order to provide producers and consumers information early, started use of rapid tritium analysis method that allows publishing analysis results on one or two days after the day of sampling.

Future measures

- Support for survey of radioactive cesium in marine products, which is carried out by local governments and stakeholders affected by the nuclear accident, will be continuously conducted.
- A monitoring survey of marine products for tritium will be continuously conducted, including rapid analysis.
- Results of marine products monitoring will be compared before and after the start of the discharge of ALPS treated water into the sea to confirm no change.

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

i) Close cooperation with international organizations [MOFA, METI, Secretariat of NRA]

- Regarding safety-related aspects of handling ALPS treated water, the IAEA will review based on the IAEA safety standards and confirm the sampling methods in the sea area monitoring and the analytical capabilities of the analytical laboratory. The results will be shared with the public timely.
- At the international organizations with expertise, such as the OECD/NEA, active public communication will be conducted for the international community through workshops by experts, which will contribute to increase credibility and transparency.

Measures up to now	Future measures
➤ Cooperation with the IAEA [MOFA, METI, Secretariat of NRA]	
<p><u>April 2021</u></p> <ul style="list-style-type: none">Minister Kajiyama of METI and DG Grossi of the IAEA held a video conference. They agreed to accelerate preparations for cooperation. <p><u>July 2021</u></p> <ul style="list-style-type: none">The GOJ signed a Terms of Reference (TOR) regarding the collaborative framework with the IAEA on the handling of ALPS treated water. <p><u>August 2021</u></p> <ul style="list-style-type: none">Minister Kajiyama of METI and DG Grossi held a meeting and agreed to dispatch an IAEA review mission for the safety of ALPS treated water and to conduct a rigorous and transparent review. <p><u>September 2021</u></p> <ul style="list-style-type: none">DDG Evrard of the IAEA visited Japan to exchange views on future cooperation and to tour Fukushima. <p><u>November 2021</u></p> <ul style="list-style-type: none">Special Coordinator Caruso of the IAEA and international experts from France, Russia, and the Republic of Korea visited Japan to hold a preparatory meeting for the review mission on the safety of ALPS treated water. Technical discussions on the safety standards referenced were conducted for the future reviews.Minister Hagiuda of METI gave a briefing on the Basic Policy (via video message) at a special session on the safety of ALPS treated water held at an international conference hosted by the IAEA on the 10th anniversary of FDNPS accident. <p><u>December 2021</u></p> <ul style="list-style-type: none">Minister Hagiuda of METI and DG Grossi held a video conference. They confirmed that an interim report would be compiled in 2022.	<ul style="list-style-type: none">The IAEA will regularly conduct expert reviews of the safety of ALPS treated water based on international safety standards even after discharge of ALPS treated water begins.

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Measures up to now	Future measures
➤ Cooperation with the IAEA [MOFA, METI, Secretariat of NRA] (continued)	
<p><u>February 2022</u></p> <ul style="list-style-type: none">• The first IAEA review of safety-related aspects of treated water was conducted. (A review mission visited Japan)<ul style="list-style-type: none">- The mission conducted review based on IAEA safety standards on i) the characteristics of water to be discharged, ii) safety of the discharge process, and iii) the radiological impact regarding the safety of the public and the environment.• The IAEA launched a dedicated website for ALPS treated water. The website is available in seven languages including Japanese. <p><u>March 2022</u></p> <ul style="list-style-type: none">• The first IAEA regulatory review was conducted.<ul style="list-style-type: none">- The IAEA and other international experts visited Japan.- Based on IAEA safety standards, the experts reviewed the process and details of examination and review of the application for approval to amend the implementation plan by NRA. <p><u>February and March 2022</u></p> <ul style="list-style-type: none">• The IAEA officials witnessed the collection of ALPS treated water samples by TEPCO from measurement and confirmation facilities. <p><u>April 2022</u></p> <ul style="list-style-type: none">• The IAEA released a progress report on the review of the safety of ALPS treated water.<ul style="list-style-type: none">- The report stated that i) as to the safety of discharge facility, TEPCO has successfully incorporated prevention measures in its design and operating procedures and noted that ii) the radiological environmental impact assessment (REIA) prepared by TEPCO indicates that the assumed doses are expected to be significantly below the level set by the regulatory body. <p><u>May 2022</u></p> <ul style="list-style-type: none">• DG Grossi visited Japan.<ul style="list-style-type: none">- PM Kishida held a meeting with DG Grossi and stated that effort to address the issue with clarify would be continued, with pointing out the importance of scientific and objective reviews by the IAEA, and DG Grossi stated that the IAEA would continue to cooperate.- Minister Hayashi of MOFA and DG Grossi held a meeting and agreed on maintaining close cooperation with the IAEA.- Minister Hagiuda of METI and DG Grossi held a meeting and confirmed continued close cooperation, including reviews of the safety of ALPS treated water.- DG Grossi visited the FDNPS.	<ul style="list-style-type: none">• The IAEA will regularly conduct expert reviews of the safety of ALPS treated water based on international safety standards even after discharge of ALPS treated water begins.

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

i) Close cooperation with international organizations [MOFA, METI, Secretariat of NRA]

Measures up to now	Future measures
➤ Cooperation with the IAEA [MOFA, METI, Secretariat of NRA] (continued)	
<p><u>June 2022</u></p> <ul style="list-style-type: none">• The IAEA released a progress report on the regulatory review.<ul style="list-style-type: none">- The IAEA Task Force presented the recognition that NRA is using the IAEA safety standards in its examination and review processes.- The Task Force confirmed that NRA serves as the independent regulatory body within Japan, has developed and implemented the appropriate legal and regulatory framework for safety, and holds the responsibility for assessing the safety of sea discharge of ALPS treated water. <p><u>September 2022</u></p> <ul style="list-style-type: none">• A side event on the topics of the progress of decommissioning work at the FDNPS and ALPS treated water was held at the IAEA General Conference. Also, the IAEA Secretariat held a side event on the activities for the review of the safety of ALPS treated water. <p><u>October 2022</u></p> <ul style="list-style-type: none">• The IAEA officials witnessed the collection of ALPS treated water samples by TEPCO from measurement and confirmation facilities.• An International Ministerial Conference hosted by the IAEA was held in Washington D.C., and State Minister Ota of METI who was participating in the Conference held a meeting with DG Grossi. <p><u>November 2022</u></p> <ul style="list-style-type: none">• The second IAEA review of safety-related aspects of treated water was conducted. (A review mission visited Japan)<ul style="list-style-type: none">- Review of the status of reflecting observations by the IAEA in the previous review about the eight items addressed in the first review mission (primarily the Report of Assessment of Radiological Impact on Public and Environment)- Review of the content of the application for approval to amend the implementation plan TEPCO submitted to NRA on November 14, 2022 (selection of nuclides to be measured and evaluated, updated Report of Assessment of Radiological Impact on Public and Environment, etc.)- Visited the FDNPS and reviewed the progress status of construction	<ul style="list-style-type: none">• The IAEA will regularly conduct expert reviews of the safety of ALPS treated water based on international safety standards even after discharge of ALPS treated water begins.

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

i) Close cooperation with international organizations [MOFA, METI, Secretariat of NRA]

Measures up to now	Future measures
➤ Cooperation with the IAEA [MOFA, METI, Secretariat of NRA] (continued)	
<p><u>January 2023</u></p> <ul style="list-style-type: none">• The second IAEA regulatory review was conducted.<ul style="list-style-type: none">- The IAEA and other international experts visited Japan.- NRA explained the verification status of operation of discharge of ALPS treated water into the sea and the selection of nuclides to be measured and evaluated, inspection status of sea discharge facility, etc. <p><u>April 2023</u></p> <ul style="list-style-type: none">• The IAEA released a report on the second IAEA review of safety-related aspects of treated water.• Minister Nishimura of METI and DG Grossi held an online conference.• Minister Hayashi of MOFA and DG Grossi held an online conference. <p><u>May 2023</u></p> <ul style="list-style-type: none">• The second IAEA regulatory review report was released.• At the International Conference on Nuclear Decommissioning hosted by the IAEA, a side event on the reconstruction of Fukushima and the decommissioning of FDNPS was held, and METI gave explanations about the decommissioning of FDNPS and the safety of discharge of ALPS treated water into the sea. <p><u>May and June 2023</u></p> <ul style="list-style-type: none">• A comprehensive review mission by the IAEA was conducted.<ul style="list-style-type: none">- The Japan side provided information and explanations about the latest situations regarding the reviews on the safety of ALPS treated water and regulatory reviews conducted.	<div><ul style="list-style-type: none">• The IAEA will regularly conduct expert reviews of the safety of ALPS treated water based on international safety standards even after discharge of ALPS treated water begins.</div>

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

i) Close cooperation with international organizations [MOFA, METI, Secretariat of NRA]

Measures up to now	Future measures
➤ Cooperation with the IAEA [MOFA, METI, Secretariat of NRA] (continued)	
<p><u>July 2023</u></p> <ul style="list-style-type: none">• The IAEA published a comprehensive report summarizing the series of reviews conducted by the IAEA.• DG Grossi visited Japan.<ul style="list-style-type: none">- DG Grossi handed the comprehensive report to PM Kishida.- Minister Hayashi of MOFA and DG Grossi held a meeting, and agreed on the importance of continuing science-based discussions, while Minister Hayashi expressed gratitude about the IAEA’s neutral, specialized, and transparent activities concerning the safety and regulatory reviews of ALPS treated water.- Minister Nishimura of METI and DG Grossi met, and agreed on ensuring the safety of ALPS treated water discharged into the sea by confirming the continued consistency with the international safety standards through IAEA reviews conducted before, during, and after discharge into the sea.- DG Grossi visited Fukushima. DG Grossi attended the Fukushima Council for Contaminated Water, Treated Water and Decommissioning Issues and exchanged opinions with local participants, and visited the FDNPS.- The IAEA opened its office inside the FDNPS and started its presence.	<div><ul style="list-style-type: none">• The IAEA will regularly conduct expert reviews of the safety of ALPS treated water based on international safety standards even after discharge of ALPS treated water begins.</div>

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Measures up to now	Future measures
➤ Cooperation with the IAEA [MOFA, METI, Secretariat of NRA] (continued)	
<p><u>November 2021</u></p> <ul style="list-style-type: none">• Inter-laboratory comparisons were conducted by the IAEA. Sampling methods, monitoring methods of analysis laboratories, and their analytical capabilities were confirmed. [Reposted] <p><u>June 2022</u></p> <ul style="list-style-type: none">• The IAEA released a report on the Inter-laboratory comparisons. It concluded that the participating Japanese laboratories (10 laboratories including the JAEA) continue to follow the appropriate sampling methods and demonstrate a high level of accuracy and competence. [Reposted] <p><u>November 2022</u></p> <ul style="list-style-type: none">• Inter-laboratory comparisons were conducted by the IAEA. Sampling methods, monitoring methods of analysis laboratories, and their analytical capabilities were confirmed. [Reposted]• Analysis to support the results of monitoring of ALPS treated water was conducted by the IAEA, in addition to the inter-laboratory comparisons above. [Reposted] <p><u>December 2022</u></p> <ul style="list-style-type: none">• The IAEA released a report on the progress status of analysis to support the results of monitoring regarding ALPS treated water. [Reposted] <p><u>May 2023</u></p> <ul style="list-style-type: none">• The IAEA published a report on the results of the first inter-laboratory comparisons on the analysis of radionuclides in ALPS treated water.	<ul style="list-style-type: none">• Inter-laboratory comparisons will be conducted by the IAEA. Sampling methods, monitoring methods of analysis laboratories, and their analytical capabilities will be confirmed. [Reposted]

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

i) Close cooperation with international organizations [MOFA, METI, Secretariat of NRA]

Measures up to now	Future measures
➤ Cooperation with international organizations such as OECD/NEA [MOFA, METI]	
<p><u>April and June 2021</u></p> <ul style="list-style-type: none">METI and DG Magwood of OECD/NEA had a telephone conference. They discussed the OECD/NEA publication “Fukushima Daiichi Nuclear Power Plant Accident, Ten Years On: Progress, Lessons and Challenges,” and the possibility of future cooperation. <p><u>October 2021 and August 2022</u></p> <ul style="list-style-type: none">At the NDF International Forums on the Decommissioning of the Fukushima Daiichi Nuclear Power Station attended by international experts, discussions were held with students and other community members on the topic of decommissioning and the future of the region. The 2021 Forum was also attended by DG Magwood of OECD/NEA. <p><u>July 2022 and July 2023</u></p> <ul style="list-style-type: none">A lecture on topics including the decommissioning of the FDNPS was given at the International Mentoring Workshop “Joshikai in Fukushima,” jointly organized by OECD/NEA and the NDF. DG Magwood of OECD/NEA also attended it.	<ul style="list-style-type: none">The details of future cooperation (seminars, etc.) regarding the method of sharing information on the safety of ALPS treated water with the international community will be considered through discussions with DG Magwood of OECD/NEA and experts.The NDF Fukushima Daiichi Decommissioning International Forum will be held in August 2023.

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

ii) Involvement of local governments and the agricultural, forestry, and fishery industries [MAFF, METI, MOE]

- Measurement and evaluation by third parties such as the JAEA will be conducted in the analysis of ALPS treated water before discharge and made publicly available.
- In conjunction with creating a concrete handling plan, TEPCO is asked to hold a review for local governments; the agricultural, forestry, and fishery industries; consumers; and other interested parties to attend and observe the sampling and survey from sea area monitoring conducted by TEPCO.

Measures up to now	Future measures
➤ Measurement and evaluation by third parties such as the JAEA in the pre-discharge analysis [METI]	
<p><u>October 2021</u></p> <ul style="list-style-type: none">• JAEA announced its policy of preparation to secure the necessary equipment for conducting third-party analysis of ALPS treated water. <p><u>June 2022</u></p> <ul style="list-style-type: none">• Analytical facilities were completed and started operation. <p><u>March 2023</u></p> <ul style="list-style-type: none">• JAEA opened a new special web page about third-party analysis of ALPS treated water.• Third-party analysis of ALPS treated water started in full scale. <p><u>June 2023</u></p> <ul style="list-style-type: none">• JAEA announced the results of third-party analysis of ALPS treated water that was collected in March from measurement and confirmation tanks.	<ul style="list-style-type: none">• JAEA will conduct third-party analysis before discharge and publish the results to ensure the safety of ALPS treated water and the transparency of information.

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

ii) Involvement of local governments and the agricultural, forestry, and fishery industries [MAFF, METI, MOE]

Measures up to now	Future measures
➤ Participation of local governments, the agricultural, forestry and fishery industries, consumers and other interested parties in sea area monitoring conducted by TEPCO [MAFF, METI, MOE]	
<p><u>August 2021</u></p> <ul style="list-style-type: none">TEPCO announced in its published “Status of Review Regarding the Handling of ALPS Treated Water” that it will allow inspections from local governments and agricultural, forestry, and fishery industries when samples are collected at the time of measurement. <p><u>Since October 2022</u></p> <ul style="list-style-type: none">In sea area monitoring conducted by MOE, local governments witnessed the sampling of seawater and marine organisms. <p><u>March, June, July 2023</u></p> <ul style="list-style-type: none">TEPCO sampled of ALPS treated water from measurement and confirmation facilities in the presence of local governments, etc. <p><u>Since July 2023</u></p> <ul style="list-style-type: none">On-site tours (on-site briefing sessions) of the facilities to discharge ALPS treated water into the sea were conducted for distributors.	<ul style="list-style-type: none">Involvement of third parties will be continued and opportunities and frequency of witnessing will be continuously reviewed to ensure the reliability of the work.

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

iii) Thorough and frequent disclosure of information [Reconstruction Agency, METI]

- TEPCO is asked to diligently disclose the information including the objective and transparent measurement results of radioactive material prior to discharge, the operation status of dilution facilities, and the results of sea area monitoring of each region conducted by TEPCO after discharge.
- In addition to making information publicly available on its website and providing briefings to the media at the meetings held by the Secretariat of the Team for Contaminated Water, Treated Water and Decommissioning Issues, the Government of Japan will provide accurate and comprehensible information domestically and internationally, sharing information on ALPS treated water bearing in mind the high level of interest in Japan and overseas.

Measures up to now	Future measures
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Briefings to the press and local governments were held on the progress of efforts toward the decommissioning of TEPCO’s FDNPS, which were compiled at the meetings held by the Secretariat of the Team for Contaminated Water, Treated Water and Decommissioning Issues. <div><div><p><Press briefings></p><ul style="list-style-type: none">- Location: Tokyo and Fukushima- Date and time: Generally, the last Thursday of the month (once per month)</div><div><p><Briefings to local governments></p><ul style="list-style-type: none">- Location: 13 municipalities in the Hamadori region of Fukushima- Date and time: No set day (once a month)</div></div> • Relevant information is centrally published on the page dedicated to ALPS treated water on the METI’s “Contaminated Water, Treated Water and Decommissioning Issues Portal Site”. <p><u>December 2022</u></p> <ul style="list-style-type: none">• METI launched the “Let's get to know and understand about ALPS treated water.” website summarizing the five key pieces of information about ALPS treated water. <p><u>January 2023</u></p> <ul style="list-style-type: none">• METI made the “Let's get to know and understand about ALPS treated water.” website available in English. <p><u>June 2023</u></p> <ul style="list-style-type: none">• METI published on its “Let's get to know and understand about ALPS treated water.” website a page to easily grasp the results of monitoring of the ALPS treated water using symbols. [Reposted] <p><u>July 2023</u></p> <ul style="list-style-type: none">• METI published on its “Let's get to know and understand about ALPS treated water.” website a page summarizing the comprehensive report issued by the IAEA.	<ul style="list-style-type: none">• Information will be provided to the media and neighboring municipalities through press briefings and explanation sessions for local governments whenever new information becomes available.• METI will continue to update its “Contaminated Water, Treated Water and Decommissioning Issues Portal Site” and “Let's get to know and understand about ALPS treated water.” to provide latest information.• Also based on measures taken to date, the centralization of information and audience-based dissemination methods will be reviewed and implemented to provide comprehensible information domestically and internationally.

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

iii) Thorough and frequent disclosure of information [Reconstruction Agency, METI] (continued)

Measures up to now	Future measures
<p><u>August 2021</u></p> <ul style="list-style-type: none">TEPCO released the information on facilities and operations to ensure safety. Also, TEPCO announced the status of a review of its objective measuring and evaluation of radioactive material in ALPS treated water, strengthened and enhanced sea area monitoring, and information disclosure process. <p><u>November 2021</u></p> <ul style="list-style-type: none">TEPCO released the “Radiological Impact Assessment Report Regarding the Discharge of ALPS Treated Water into the Sea (Design Stage).” [Reposted]In the report, TEPCO published a new sea dispersion simulation with a discharge point approximately one kilometer from the shore. [Reposted] <p><u>February 2022</u></p> <ul style="list-style-type: none">TEPCO prepared and presented to disseminate a brochure (available in Japanese, English, Chinese, and Korean) that clearly explains the assessment of the radiological impacts on the public and the environment as well as the dispersion simulation. [Reposted] <p><u>April 2022</u></p> <ul style="list-style-type: none">TEPCO fleshed out and refined the Radiological Impact Assessment Report taking account of the first safety review by the IAEA, confirmation by NRA, and opinions offered by external entities and published an updated version of the Report. [Reposted]Based on the Monitoring Plan updated in March, sea area monitoring prior to discharge started.The IAEA released a progress report on the review of the safety of ALPS treated water. [Reposted]<ul style="list-style-type: none">The report stated that i) as to the safety of discharge facility, TEPCO has successfully incorporated prevention measures in its design and operating procedures and noted that ii) the radiological environmental impact assessment (REIA) prepared by TEPCO indicates that the assumed doses are expected to be significantly below the level set by the regulatory body. <p><u>November 2022</u></p> <ul style="list-style-type: none">TEPCO revised the Radiological Impact Assessment Report based on the selection of nuclides to be measured and evaluated and other factors, and released the “Report of Assessment of Radiological Impact on Public and Environment Regarding the Discharge of ALPS Treated Water into the Sea (Construction stage).” [Reposted]	<ul style="list-style-type: none">TEPCO will continue sea area monitoring even after discharge of ALPS treated water begins and make comparisons with pre-discharge data, releasing comprehensible information as needed.TEPCO will also share information such as operation status of discharge facility and results of analysis of tank groups used for discharge.TEPCO plans to update the brochure according to the content of the comprehensive report.

Measure 3: Ensure monitoring and transparency by third parties such as international organizations

iii) Thorough and frequent disclosure of information [Reconstruction Agency, METI] (continued)

Measures up to now	Future measures
<p><u>February 2023</u></p> <ul style="list-style-type: none">TEPCO revised the Report of Assessment of Radiological Impact on Public and Environment based on the second safety review by the IAEA and confirmation by NRA, and released the “Report of Assessment of Radiological Impact on Public and Environment Regarding the Discharge of ALPS Treated Water into the Sea (Construction stage, Updated version).” [Reposted] <p><u>April 2023</u></p> <ul style="list-style-type: none">The IAEA released a report on the second IAEA review of safety-related aspects of treated water. [Reposted] <p><u>May 2023</u></p> <ul style="list-style-type: none">TEPCO updated the brochure according to the content of the Report of Assessment of Radiological Impact on Public and Environment. [Reposted] <p><u>July 2023</u></p> <ul style="list-style-type: none">The IAEA published a comprehensive report summarizing the series of reviews conducted by the IAEA. [Reposted]	<div><ul style="list-style-type: none">TEPCO will continue sea area monitoring even after discharge of ALPS treated water begins and make comparisons with pre-discharge data, releasing comprehensible information as needed.TEPCO will also share information such as operation status of discharge facility and results of analysis of tank groups used for discharge.TEPCO plans to update the brochure according to the content of the comprehensive report.</div>

Measure 4: Share and disseminate information to foster trust

i) Thorough explanation to members of the agricultural, forestry, and fishery industries [MAFF, METI]

- In addition to repeated briefing sessions and forums for producers in the agricultural, forestry, and fishery industries to deepen their understanding of the background to the Basic Policy and the context of the review, continuous detailed briefings will be provided on the proposal of measures to dispel concerns and the progress of the handling plan, as well as confirmation of changes in the situation and requests for help with reputational damage measures.

Measures up to now	Future measures
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Briefing sessions and forums on the topics shown below were held by the Cabinet Office, METI, and MAFF for all producers in the agricultural, forestry, and fishery industries. (approx. 330 events)<ul style="list-style-type: none">➤ Safety of ALPS treated water➤ Background for the decision of the Basic Policy and the context of the review➤ Details of the Action Plan➤ Specific details of support• Considerations were given to necessary measures based on the exchanged views and opinions. <p><u>Since October 2022</u></p> <ul style="list-style-type: none">• Round-table discussions with producers in the fishery industry and other local residents were held.• In October 2022 and February 2023, Minister Nishimura of METI held round-table discussion sessions with young producers and distributors and processors in the fishery industry.	<ul style="list-style-type: none">• Continue to offer as detailed explanations as possible to all producers in agricultural, forestry, and fishery industries. Continue to provide timely explanations about the status of the handling, findings from monitoring, and measures to mitigate reputational damage, among others.• Implement necessary assistance measures and continuously check the status of these measures.• Opinion exchange with industry operators and workers will be continued to ensure the smooth implementation of the measures. Considerations will be given to necessary action to be taken based on opinions received.

Measure 4: Share and disseminate information to foster trust

ii) Thorough explanation to individuals involved in the product distribution process, i.e., processing, distribution, and retail [Reconstruction Agency, MAFF, METI]

- To ensure that reasonable transactions are conducted based on accurate information, comprehensive briefings on the safety of ALPS treated water and information on measures fostering understanding will be provided to the businesses at each stage of processing, distribution, and retail.
- Each group will be asked to assist by organizing on-site tours, publishing articles in journals, and distributing Q&A information.
- Appropriate instruction and advice will be provided based on surveys such as the Survey for Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture to ensure fair transactions in the supply chain, interviews will be conducted as necessary to understand the state of transactions.

Measures up to now	Future measures
➤ Provision of explanations and information for businesses at each stage of processing, distribution, and retail [Reconstruction Agency, MAFF, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Briefing sessions and forums on the topics shown below were held by METI for businesses at each stage of processing, distribution, and retail (approx. 180 times).<ul style="list-style-type: none">➤ Safety of ALPS treated water➤ Background for the decision of the Basic Policy and the context of the review➤ Details of the Action Plan➤ Specific details of support <p><u>Since December 2021</u></p> <ul style="list-style-type: none">• An email magazine was launched for industry groups of distributors and retailers to timely disseminate government measures and event information. <p><u>April and May 2022</u></p> <ul style="list-style-type: none">• Literature on the safety of ALPS treated water and other basic knowledge was provided to industry groups of distributors and retailers, who were requested to keep their members informed. (about 1,360 groups) <p><u>Since October 2022</u></p> <ul style="list-style-type: none">• Opportunities of on-site tours of FDNPS, etc. were offered to distributors, retailers, and consumer groups.<ul style="list-style-type: none">- Shodanren (Consumers Japan), National Supermarket Association of Japan (article featuring a site tour was published on its magazine), Japan Voluntary Chain Association, etc. <p><u>February 2023</u></p> <ul style="list-style-type: none">• Interview articles featuring efforts to eliminate adverse impacts on reputation and to expand distribution and consumption of agriculture, forestry, and fishery products by distributors, retailers, and consumers were published on newsletters and magazines in the distribution industry.	<ul style="list-style-type: none">• Continue to provide timely explanations and information about the status of the handling, findings from monitoring, and measures to mitigate reputational damage, among others, for businesses at each stage of processing, distribution, and retail.

Measure 4: Share and disseminate information to foster trust

ii) Thorough explanation to individuals involved in the product distribution process, i.e., processing, distribution, and retail [Reconstruction Agency, MAFF, METI]

Measures up to now	Future measures
➤ Provision of explanations and information for businesses at each stage of processing, distribution, and retail [Reconstruction Agency, MAFF, METI] (continued)	
<p><u>December 2022</u></p> <ul style="list-style-type: none">The “Liaison Council for Measures against Reputational Damage and for Distribution Pertaining to Handling of ALPS Treated Water” (hereinafter the “Liaison Council”) consisting of METI and organizations in the retail industry (*) was launched. Opinions were exchanged on necessary measures, etc. in order to establish an environment to continue trading without change even after discharge is started. <p>(*) National Supermarket Association of Japan, Japan Supermarkets Association, Japan Chain Stores Association, Japan Voluntary Chain Association, All Japan Supermarket association</p> <p><u>April 2023</u></p> <ul style="list-style-type: none">At a Liaison Council meeting, the retail industry offered an opinion stating “We wish to trade Sanriku and Joban products just like before, even after discharge of ALPS treated water into the sea begins” and made some requests about government measures including rigorous verification of safety by third parties and publishing of results of monitoring before and after starting discharge.METI and Reconstruction Agency issued a notice to food-related wholesalers and retailers requesting them to refrain from beating down using discharge into the sea as the reason. In addition, explanatory materials (leaflet, Q&A sheet, etc.) about ALPS treated water were distributed. (about 230 groups)	<ul style="list-style-type: none">Hold another Liaison Council meeting in August 2023 to provide explanation about the progress of measures and to exchange opinions.Continue to provide timely explanations and information about the status of the handling, findings from monitoring, and measures to mitigate reputational damage, among others, for businesses at each stage of processing, distribution, and retail. [Reposted]

Measure 4: Share and disseminate information to foster trust

ii) Thorough explanation to individuals involved in the product distribution process, i.e., processing, distribution, and retail [Reconstruction Agency, MAFF, METI]

Measures up to now	Future measures
➤ Provision of explanations and information for businesses at each stage of processing, distribution, and retail [Reconstruction Agency, MAFF, METI] (continued)	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Explanations were provided to relevant groups regarding the results of the Survey for Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture. (23 briefings on the 2020 results, 23 on the 2021 results, 15 on the 2022 results) <p><u>Since April 2023</u></p> <ul style="list-style-type: none">• Following the results of 2022 Survey for Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture, the 2023 Survey was conducted.	<ul style="list-style-type: none">• The release of results and briefings based on the past Survey for the Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture will be continued in addition to conducting future surveys.
➤ Cooperation with each group [METI]	
<p><u>Since June 2021</u></p> <ul style="list-style-type: none">• Information on ALPS treated water has been published on industry newsletters.<ul style="list-style-type: none">- E.g., Japan Business Federation, National Seafood Wholesalers Association of Japan, National Supermarket Association of Japan <p><u>Since December 2021</u></p> <ul style="list-style-type: none">• An email magazine was launched for industry groups to timely disseminate government measures and event information. <p><u>April and May 2022</u></p> <ul style="list-style-type: none">• Literature on the safety of ALPS treated water and other basic knowledge was provided to industry groups, who were requested to keep their members informed. (about 1,360 groups) <p><u>April 2023</u></p> <ul style="list-style-type: none">• METI and Reconstruction Agency issued a notice to food-related wholesalers and retailers requesting them to refrain from beating down using discharge into the sea as the reason. In addition, explanatory materials (leaflet, Q&A sheet, etc.) about ALPS treated water were distributed. (about 230 groups) [Reposted]	<ul style="list-style-type: none">• Continue to work with each group. Provide necessary information in a timely manner to meet the needs of the industries.

Measure 4: Share and disseminate information to foster trust

ii) Thorough explanation to individuals involved in the product distribution process, i.e., processing, distribution, and retail [Reconstruction Agency, MAFF, METI]

Measures up to now	Future measures
➤ Ensuring fair transactions [Reconstruction Agency, MAFF, METI]	
<p><u>Since July 2021</u></p> <ul style="list-style-type: none">Follow-up surveys on price structure at each distribution stage were conducted in the Survey for Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture. (24 surveys during FY2021, 24 during FY2022)<ul style="list-style-type: none">To identify unfair bargaining practices <p><u>From January 2022</u></p> <ul style="list-style-type: none">Interviews with business operators were conducted by METI.<ul style="list-style-type: none">To ascertain fair transactions	<ul style="list-style-type: none">Follow-up surveys on price structure at each distribution stage will be continued in the Survey for Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture.METI will take actions such as collecting necessary data and interviewing businesses in order to ensure that fair transactions will continue after discharge.

Measure 4: Share and disseminate information to foster trust

iii) Focusing on major consumer regions [Reconstruction Agency, MAFF, METI]

- Focused public relations activities will be held in major consumer regions to provide scientific evidence on the safety and to convey the appeal of products from Fukushima and neighboring prefectures. Symposiums will be held first in Tokyo, Nagoya, and Osaka.
- In parallel with the above activities, briefings in Fukushima and neighboring prefectures and initiatives to increase consumption will be further intensified.

Measures up to now	Future measures
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• METI held briefing sessions for local governments, distributors and retailers, and relevant groups in major cities in the Kanto and Kinki regions. <p><u>December 2021</u></p> <ul style="list-style-type: none">• METI and the Reconstruction Agency held a symposium in Tokyo.<ul style="list-style-type: none">- Audience: 738 attendees in total- The symposium conveyed the appeal of products from disaster-affected areas and discussed mainly what specific measures could be taken to dispel adverse impacts on reputation (including impacts made by ALPS treated water).- Officials of Fukushima Prefecture and Japan Agriculture representatives also took to the stage to promote local products.- After the symposium, a forum was held with speakers, prefectural officials, and attendees to brainstorm ideas on creating opportunities to increase the consumption of products from Fukushima.• MAFF ran a booth to exhibit marine products from Tohoku at the 2021 Tokyo Sake Festival held in Akihabara. (6 companies) <p><u>March 2022</u></p> <ul style="list-style-type: none">• The Reconstruction Agency cooperated with local governments in Fukushima to hold events in Osaka to share information to dispel rumors and convey the appeal of food and tourism in Fukushima. <p><u>April and May 2022</u></p> <ul style="list-style-type: none">• Literature on the safety of ALPS treated water and other basic knowledge was provided to industry groups of distributors and retailers, who were requested to keep their members informed. (about 1,360 groups) [Reposted] <p><u>June 2022</u></p> <ul style="list-style-type: none">• METI provided support to exhibitions at marché held at Tama Center or Yebisu. Taste testing of seafood caught in Fukushima and sale of agricultural and fishery products were conducted.	<ul style="list-style-type: none">• Frequently disseminate information to distributors and retailers as well as consumers across Japan at briefing sessions and events with the goal of establishing public trust in products from the region.• Provide literature and hold a series of workshops and briefing sessions for sales staff and other on-site customer service professionals in the distribution and retail industries across Japan.• METI will implement a series of activities to convey the appeal of products from disaster-affected areas and to dispel adverse impacts on reputation (including impacts made by ALPS treated water).• MAFF will run a booth in more events held in major consumer regions in order to convey the appeal of marine products from Tohoku.

Measure 4: Share and disseminate information to foster trust

iii) Focusing on major consumer regions [Reconstruction Agency, MAFF, METI] (continued)

Measures up to now	Future measures
<p><u>September 2022</u></p> <ul style="list-style-type: none">MAFF ran a booth to exhibit marine products from Tohoku at the GOOD LIFE FAIR 2022 held at Tokyo Big Sight. <p><u>November 2022</u></p> <ul style="list-style-type: none">The Reconstruction Agency cooperated with local governments in Fukushima to hold events in Nagoya to share information to dispel rumors and convey the appeal of food and tourism in Fukushima.	<ul style="list-style-type: none">Frequently disseminate information to distributors and retailers as well as consumers across Japan at briefing sessions and events with the goal of establishing public trust in products from the region.Provide literature and hold a series of workshops and briefing sessions for sales staff and other on-site customer service professionals in the distribution and retail industries across Japan.METI will implement a series of activities to convey the appeal of products from disaster-affected areas and to dispel adverse impacts on reputation (including impacts made by ALPS treated water).MAFF will run a booth in more events held in major consumer regions in order to convey the appeal of marine products from Tohoku.

Measure 4: Share and disseminate information to foster trust

iii) Focusing on major consumer regions [Reconstruction Agency, MAFF, METI] (continued)

Measures up to now	Future measures
<p><u>April 2022</u></p> <ul style="list-style-type: none">METI provided support for businesses in the Sanriku and Joban regions that exhibited their products at the seafood show in Osaka. It also hosted a talk show that invited businesses and a food tasting event for sampling sushi that used fish from Fukushima. <p><u>August 2022</u></p> <ul style="list-style-type: none">METI provided support for businesses in the Sanriku and Joban region that exhibited their products at the Japan International Seafood Show held in Tokyo. It also hosted a food tasting event for sampling sushi that used marine products from the Sanriku and Joban regions as well as a live cooking event that featured foods prepared by chefs. <p><u>October 2022</u></p> <ul style="list-style-type: none">With cooperation of local groups and businesses, METI started the “Gohiiki” Sanriku Joban Campaign as a measure to promote abundant seafood from the Sanriku and Joban region.The first event was hold at Yomiuriland. At the event, METI offered i) seafood barbeque, ii) special seafood menu at the restaurant, and iii) booths to sell seafood with cooperation of relevant fishery industries. <p><u>January 2023</u></p> <ul style="list-style-type: none">As part of the “Gohiiki” Sanriku Joban Campaign, a booth to sell seafood from Sanriku and Joban was run at the Furusato Matsuri Tokyo, an event to promote regional specialties, held in Tokyo Dome. <p><u>February 2023</u></p> <ul style="list-style-type: none">METI provided support for businesses in the Sanriku and Joban region to exhibit at Seafood Show Osaka. <p><u>March 2023</u></p> <ul style="list-style-type: none">As part of the “Gohiiki” Sanriku Joban Campaign, seafood from Sanriku and Joban was promoted at the pre-season games of the Nippon Professional Baseball league held in Tokyo Dome.	<ul style="list-style-type: none">Necessary activities will be considered and implemented based on the local needs, etc.As part of the “Gohiiki” Sanriku Joban Campaign, support will be provided for businesses in the Sanriku and Joban region to exhibit at the Japan International Seafood Show that is planned to be held in Tokyo in August 2023.

Measure 4: Share and disseminate information to foster trust

iii) Focusing on major consumer regions [Reconstruction Agency, MAFF, METI] (continued)

Measures up to now	Future measures
<p><u>June 2023</u></p> <ul style="list-style-type: none">As part of the “Gohiiki” Sanriku Joban Campaign, a campaign to handle seafood from Sanriku and Joban was conducted with cooperation of retailers in the greater Tokyo area. <p><u>July 2023</u></p> <ul style="list-style-type: none">As part of the “Gohiiki” Sanriku Joban Campaign, in Toyosu, a talk event, merchandise selling booths, campaigns collaborated with restaurants, etc. to promote seafood from Sanriku and Joban were held. In addition, PR videos created with cooperation of intermediate wholesalers were played, and food tasting and symposium sessions targeting market players were held.	<div><ul style="list-style-type: none">Necessary activities will be considered and implemented based on the local needs, etc.As part of the “Gohiiki” Sanriku Joban Campaign, support will be provided for businesses in the Sanriku and Joban region to exhibit at the Japan International Seafood Show that is planned to be held in Tokyo in August 2023.</div>

Measure 4: Share and disseminate information to foster trust

iv) Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

- Clear and accurate information that is tailored to each target group will be actively disseminated via a variety of media.
- Further enhance activities to foster consumer trust by creating an environment that will enable consumers to find the information they need and by disseminating information to reach consumers through influencers.
- Information such as the standard values of radioactive materials contained in food, results from the radioactive material tests on food conducted by local governments, etc., shall be promptly shared with the public both in Japan and abroad on the website.
- On-site tours and symposia organized by METI and TEPCO for local residents will be offered more often in wider areas. Opportunities for on-site tours as a part of corporate training programs will also be provided.

Measures up to now		Future measures	
➤ Dissemination of accurate and comprehensible information [CAA, Reconstruction Agency, MAFF, METI, MOE]			
<u>Until August 2023</u> <ul style="list-style-type: none">• Dissemination of information on social media and websites.<ul style="list-style-type: none">- Information was continually shared on relevant ministries' websites.		<ul style="list-style-type: none">• Dissemination of information on social media and websites.<ul style="list-style-type: none">- Continue posting on the METI official Twitter account and enhance collaboration with relevant organizations.- Continue advertising explanatory videos and maintain a flexible approach in delivery methods for reaching consumers, students, distribution, and retail supply chain agents throughout Japan.- Enhance the websites to reflect the opinions received at briefing sessions and events and share the necessary information in a timely manner.- Disseminate information by timely and appropriate means while working to identify what information should be published more and what the public is particularly interested to know.- Continue to disseminate the message of Minister Kono for Consumer Affairs and Food Safety about the safety of food from disaster-affected areas to consumers in Japan and overseas in multiple languages (Japanese, English, Chinese (Simplified, Traditional, Cantonese) and Korean).	
(Examples)	<table><tr><td>METI</td><td><p>A range of content and explanatory articles were published on the “Contaminated Water, Treated Water and Decommissioning Issues Portal Site.”</p><ul style="list-style-type: none">➤ Answers to frequently asked questions published.➤ Short videos showing the facts about ALPS treated water and the present state of decommissioning uploaded. The video about ALPS treated water garnered 460,000 views through push advertising.➤ An article summarizing a review report by the IAEA and Japanese translation of the report published.➤ New web page that presents various public relations initiatives by METI opened.➤ Materials summarizing the latest activities for the measures for ensuring safety and mitigating reputational damage related to the handling of ALPS treated water published every month. When published, email magazines, etc. used to outreach.➤ A special website on ALPS treated water, “Let's get to know and understand about ALPS treated water.” launched (made available in English as well).➤ One easily-sharable image summarizing frequently asked questions about ALPS treated water created and published on a special website of official Twitter account of METI (made available in English as well).➤ Five videos concisely explaining the safety of ALPS treated water and the necessity of discharge in about one minute created and published on a special website or YouTube.<p>About 4 million views garnered for the five videos in total.</p></td></tr></table>		METI
METI	<p>A range of content and explanatory articles were published on the “Contaminated Water, Treated Water and Decommissioning Issues Portal Site.”</p> <ul style="list-style-type: none">➤ Answers to frequently asked questions published.➤ Short videos showing the facts about ALPS treated water and the present state of decommissioning uploaded. The video about ALPS treated water garnered 460,000 views through push advertising.➤ An article summarizing a review report by the IAEA and Japanese translation of the report published.➤ New web page that presents various public relations initiatives by METI opened.➤ Materials summarizing the latest activities for the measures for ensuring safety and mitigating reputational damage related to the handling of ALPS treated water published every month. When published, email magazines, etc. used to outreach.➤ A special website on ALPS treated water, “Let's get to know and understand about ALPS treated water.” launched (made available in English as well).➤ One easily-sharable image summarizing frequently asked questions about ALPS treated water created and published on a special website of official Twitter account of METI (made available in English as well).➤ Five videos concisely explaining the safety of ALPS treated water and the necessity of discharge in about one minute created and published on a special website or YouTube. <p>About 4 million views garnered for the five videos in total.</p>		

Measure 4: Share and disseminate information to foster trust

iv) Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now		Future measures
➤ Dissemination of accurate and comprehensible information [CAA, Reconstruction Agency, MAFF, METI, MOE] (continued)		
<ul style="list-style-type: none">Dissemination of information on social media and websites. (continued)<ul style="list-style-type: none">Information was continually shared on relevant ministries' websites. (continued)		<ul style="list-style-type: none">Dissemination of information on social media and websites.<ul style="list-style-type: none">Continue posting on the METI official Twitter account and enhance collaboration with relevant organizations.Continue advertising explanatory videos and maintain a flexible approach in delivery methods for reaching consumers, students, distribution, and retail supply chain agents throughout Japan.Enhance the websites to reflect the opinions received at briefing sessions and events and share the necessary information in a timely manner.Disseminate information by timely and appropriate means while working to identify what information should be published more and what the public is particularly interested to know.Continue to disseminate the message of Minister Kono for Consumer Affairs and Food Safety about the safety of food from disaster-affected areas to consumers in Japan and overseas in multiple languages (Japanese, English, Chinese (Simplified, Traditional, Cantonese) and Korean).
Recons truction Agency	<p>Information on ALPS treated water was added to the "Fukushima Updates" website.</p> <ul style="list-style-type: none">➤ Q&A on treated water added as FAQ.➤ A video with the IAEA's comments uploaded in collaboration with MOFA.➤ Explanatory video on ALPS treated water uploaded to the Reconstruction Agency website. 1.5 million views through push advertising.➤ Online tours of the FDNPS offered for residents of Japan. Viewed by 1,200 people in total. The archived video garnered 6,000 views.	
MAFF	<ul style="list-style-type: none">➤ Dissemination of information about the appeal of marine products from Tohoku featured on "UO ON," the website designed to promote attractive marine products from Sanriku and Joban➤ Dissemination of information in the UMIUMA about marine product processing in the Tohoku region➤ Dissemination of information about marine products from Tohoku featured on "MATCHA" and "JAPANKURU," websites designed to offer information for foreign tourists in Japan	
<ul style="list-style-type: none">Banners were regularly placed on the Yahoo! News, increasing opportunities for exposure to information on ALPS treated water.The video was produced with expert information released by the UN agency (UNSCEAR) on the health effects of radiation and distributed with push advertising.Opportunities to participate in online tours of the FDNPS and forums were provided for residents of Japan.In January 2023, the message from Minister Kono for Consumer Affairs and Food Safety about the safety of food from disaster-affected areas to consumers in Japan and overseas was disseminated in multiple languages (Japanese, English, Chinese (Simplified, Traditional, Cantonese) and Korean) (publishing on YouTube, sharing on relevant ministries' websites, and playing at relevant events). In August 2023, dissemination of this message to consumers in Japan and overseas was enhanced by i) posting it on social media accounts of relevant ministries in multiple languages, ii) broadcasting it at diplomatic missions abroad, and iii) playing it at relevant events.		

Measure 4: Share and disseminate information to foster trust

iv) Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Future measures				
➤ Dissemination of accurate and comprehensible information [CAA, Reconstruction Agency, MAFF, METI, MOE] (continued)					
<div><ul style="list-style-type: none">Dissemination of information using brochures and leaflets<ul style="list-style-type: none">Content explaining ALPS treated water was created and published on websites as well as widely distributed at presentations and local events.To reach a wider student audience, copies of a booklet for students that explains decommissioning and ALPS treated water in simpler terms were created and distributed.Copies of a brochure and booklet for students explaining decommissioning and ALPS treated water were distributed to about 200 libraries in Japan.The brochure and booklet for students that explain decommissioning and ALPS treated water were introduced to all the membership of the Japan Science Museum Association. Print copies of the brochure and booklet were sent to the museums that expressed interest, asking them to place the copies for distribution within their buildings.Information about ALPS treated water and tritium was added or updated on brochures and other literature that are created annually by relevant ministries and agencies.<div>(Examples)</div><table><tr><td>MOE</td><td>Booklet to Provide Basic Information Regarding Health Impacts of Radiation</td></tr><tr><td>CAA</td><td>Food and Radiation Q&A</td></tr></table><ul style="list-style-type: none">A leaflet and Q&A sheet on ALPS treated water explaining the safety of seafood were created based on opinions received from distributors and retailers.A leaflet on ALPS treated water to be used in giving explanations to overseas businesses was created based on opinions received from exporters.</div>	MOE	Booklet to Provide Basic Information Regarding Health Impacts of Radiation	CAA	Food and Radiation Q&A	<div><ul style="list-style-type: none">Dissemination of information using brochures and leaflets<ul style="list-style-type: none">Continue to listen to opinions of concerned parties, revise existing content and create content incorporating the necessary information, as well as expand its distribution and devise ways of dissemination to reach a broader range of regions and age groups.</div>
MOE	Booklet to Provide Basic Information Regarding Health Impacts of Radiation				
CAA	Food and Radiation Q&A				

Measure 4: Share and disseminate information to foster trust

iv) Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
➤ Dissemination of accurate and comprehensible information [CAA, Reconstruction Agency, MAFF, METI, MOE] (continued)	
<ul style="list-style-type: none">• Dissemination of information in cooperation with local and national media.<ul style="list-style-type: none">- Information on ALPS treated water and articles about initiatives undertaken for publicity were published regularly in major local newspapers in each region. (A full-page advertisement summarizing the comprehensive report of the IAEA was published twice on a local paper.)- Disseminate information more widely by running TV advertisements in national terrestrial networks, banners on Yahoo! JAPAN, online ads on YouTube, and national and major local newspaper ads so that information about the handling of ALPS treated water and its safety will reach people across Japan while they lead their day-to-day lives.- Radio and TV programs about ALPS treated water were broadcast nationwide.- Programs promoting the sea and seafood of Sanriku and Joban were broadcast on TV and FM radio, where real opinions of fishermen in Iwate, Miyagi, and Fukushima were featured.- A TV advertisement about the UMIUMA, a website conveying the appeal of Sanriku and Joban, was broadcast.- A video conveying the appeal of seafood from Fukushima was created and published on the video site TIMELINE, and a video explaining the characteristics of ingredients and showing how to cook in an easy-to-follow manner was created and published on DELISH KITCHEN.- A mini drama disseminating the appeal of seafood from Fukushima was created and broadcast (from November 2022 to March 2023).	<ul style="list-style-type: none">• Dissemination of information in cooperation with local and national media.<ul style="list-style-type: none">- Continue to regularly publish information on ALPS treated water and articles about initiatives undertaken for publicity in local newspapers.- MAFF will enhance the publicity for the appeal of tasty marine products from the disaster areas through influential national media (e.g., TV advertisements, magazines, online ads).- Disseminate information through push publicity in collaboration with the media as necessary while continuously working to identify local and national concerns.

Measure 4: Share and disseminate information to foster trust

iv) Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
➤ Dissemination of accurate and comprehensible information [CAA, Reconstruction Agency, MAFF, METI, MOE] (continued)	
<ul style="list-style-type: none">Dissemination of information at local events.<ul style="list-style-type: none">Information booths were set up at local events and festivals, providing two-way communication with the general public attending the events.<div>Apr. 2022: Tomioka Cherry Blossom Festival in Tomioka June 2022: Azalea Market in Katsurao July 2022: All Japan Ranking Surfing Championship in Minamisoma Aug. 2022: Naraha Centennial in Naraha Sep. 2022: Shineha Festival in Okuma Futaba World 2022 in Futaba Nov. 2022: Fukko Namie Tokaichi Festival in Namie Dec. 2022: Zero Carbon Festival in Okuma Jan. 2023: Daruma Market in Futaba Apr. 2023: Tomioka Cherry Blossom Festival in Tomioka June 2023: All Japan Ranking Surfing Championship in Iwaki Aug. 2023: Naraha Centennial in Naraha Aug. 2023: Iwasawa Surfing Games in Naraha etc.</div>	<ul style="list-style-type: none">Dissemination of information at local events.<ul style="list-style-type: none">Continue setting up information booths at local events and festivals.Seize opportunities to communicate directly with local and other residents and actively engage in dialogue.

Measure 4: Share and disseminate information to foster trust

iv) Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
➤ Dissemination of accurate and comprehensible information [CAA, Reconstruction Agency, MAFF, METI, MOE] (continued)	
<ul style="list-style-type: none">• Other means to disseminate information.<ul style="list-style-type: none">- Information sessions were held for municipal staff in Fukushima Prefecture.- Explanation was provided at international forums on decommissioning and co-creation workshops “Dialogue on decommissioning”.- Information on ALPS treated water was provided at round-table discussions and seminars both in and outside Fukushima Prefecture. (71 times)- Information on “food and radiation” has been disseminated to consumers since April 2021. (about 270 times since April 2021) As activities undertaken through cooperation of relevant ministries and agencies, forums for the general public (4 times), forums with students from cooperating universities (7 times), events for parents and children (4 times), etc. (the numbers include online streaming) were held. In addition, events to advertise the safety and appeal of food from disaster-affected areas were held (2 times).- Explanations about the decommissioning were provided, Q&A leaflets were handed out, and live streaming was conducted at national surfing championships through cooperation with the Nippon Surfing Association. Information was disseminated in cooperation with marine sporting groups, including distribution of relevant materials to surfers from all over Japan.- Events were held in Fukushima Prefecture in August 2022 and March 2023 to demonstrate the appeal and safety of “Joban products” and to attract visitors by fishing. These events were featured in TV programs and special interest magazines.- Influencers took an on-site tour of the FDNPS and its vicinity. E.g., GSC of the World Economic Forum, Japan-America Student Conference, Miss World Japan- Videos that featured influencers demonstrating the appeal of food and travel in Fukushima were distributed.- Decommissioning-themed online events open to public were held featuring the progress of the reconstruction (e.g., residents returning home), the handling of ALPS treated water, and other topics.- Events for elementary and junior high school students to experience tasting and cooking local seafood were held in Fukushima and Miyagi Prefectures through cooperation with fishing organizations, to demonstrate the safety and appeal of the seafood.- The ideas and know-hows of information dissemination to eliminate negative reputation impact offered by experts at the meetings of the Sustainable Reconstruction Public Relations Review Council for were summarized into a report. The completed report was distributed to relevant ministries and agencies as the guidelines of public relations practices, and published on the website of the Reconstruction Agency.	<ul style="list-style-type: none">• Other means to disseminate information.<ul style="list-style-type: none">- Through a variety of media updates, share the reconstruction of Fukushima and neighboring prefectures as well as the appeal of local food and tourism.- Promote on-site tours and events with influencers and public figures and use their messaging power to proactively disseminate information to a range of regions and age groups.- Distribute content to venues (town halls, roadside stations, etc.) visited by people of various ages and backgrounds.- Continue providing information on ALPS treated water at round-table discussions and seminars in Fukushima and other prefectures.- Continue to plan to hold forums for consumers across Japan in collaboration with relevant ministries and agencies. Review methods of sharing information with consumers, using the results of surveys conducted at forums.- Plan to hold events to advertise the safety and appeal of food from disaster-affected areas.- Continue to collaborate with marine sporting groups, including the Nippon Surfing Association, to share information with participants all over Japan.- Hold events to experience the appeal and safety of seafood from Fukushima through fishing, etc., and disseminate the information.

Measure 4: Share and disseminate information to foster trust

iv) Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
➤ Dissemination of information on standard values for and survey results on radioactive material in food [CAA, MHLW, MAFF]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Implementation of monitoring tests on radioactive materials in food and the release of the results.<ul style="list-style-type: none">- The results were published on the websites of MAFF, MHLW, and CAA, as well as in the “Food and Radiation Q&A” leaflet.• Information about marine products from Fukushima is scattered. MAFF set up a one-stop platform for finding a set of information about testing on these products and took other actions to publicize how safe and secure Fukushima products are and held review meetings to discuss how to communicate the appeal of tasty marine products to the public (4 meetings in fiscal 2022 (August, September, January, and March) and 1 meeting in fiscal 2023 (June)).	<ul style="list-style-type: none">• Continue to implement monitoring tests on radioactive materials in food and publish test results to share the status of radioactive materials in food with consumers and a wide range of other audiences in a highly transparent manner.<ul style="list-style-type: none">- Publish the results on the websites of MAFF, MHLW, and CAA, as well as in the “Food and Radiation Q&A” leaflet• MAFF will continue to publicize how safe and secure Fukushima products are by setting up a one-stop platform for finding a set of information about testing on these products, which is currently scattered, and take other actions. It will also continue to communicate the appeal of tasty marine products to the public.

Measure 4: Share and disseminate information to foster trust

iv) Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
➤ Increased inspections and symposia in additional locations and provision of inspection opportunities in corporate training [METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">On-site tours and symposia of the FDNPS for residents.<ul style="list-style-type: none">Number of participants: about 470 (as of the end of July 2023)Held for 13 municipalities in the Hamadori region of Fukushima up to September 2021.Held for all residents of Fukushima from October 2021 onward.Held more events for FY2022 and thereafter: 12 per year for 13 municipalities and 5 per year for other municipalities.Plans to hold more of these events are in place for FY2023 and thereafter: 12 per year for 13 municipalities and 8 per year for other municipalities.TEPCO also implemented the following initiatives.<ul style="list-style-type: none">On-site tours were actively offered. Number of tour participants: about 111,500 in total (as of the end of July 2023)A new series of on-site tours were offered so that the decommissioning status would be understood by as many people as possible (simplified on-site tour: from November 2020; smart course: from October 2021; online tour: from October 2021).Round-table discussions were held since September 2022 utilizing the Q&A time during on-site tours (210 participants in total (as of the end of July 2023)).Corporate training was implemented (1,519 participants in 108 sessions in total (as of the end of July 2023))Decommissioning study tours were conducted for Fukushima businesses interested in the decommissioning work (74 participants from 64 businesses in total (as of the end of July 2023))	<ul style="list-style-type: none">Following the measures, conduct tours in collaboration with local governments in Fukushima Prefecture and systematically increase the number of eligible parties and number of tours by, for example, extending opportunities for tours to businesses all over Japan.

Measure 4: Share and disseminate information to foster trust

v) Thorough briefings for sales staff [Reconstruction Agency, METI, Japan Tourism Agency]

- Seminars will be held, content and literature for training will be prepared, and a list of questions and answers will be provided, so that sales staff at retailers (e.g., supermarkets) and employees of hotels and tour operators, who may have to field questions directly from consumers, will be able to explain the safety of ALPS treated water with confidence.
- Assistance with the confirmation and communication of safety will be provided to distributors and retailers. Explanations will periodically be given to people who may receive questions from consumers, including consumer groups.

Measures up to now	Future measures
<p><u>Since June 2021</u></p> <ul style="list-style-type: none">Information on ALPS treated water has been published in industry newsletters and email magazines.<ul style="list-style-type: none">Sent to the Japan Business Federation, All Nippon Travel Agents Association, Japan Association of Travel Agents, etc. <p><u>Since December 2021</u></p> <ul style="list-style-type: none">An email magazine was launched for industry groups of distributors, retailers, tour operators, and leisure businesses, among others, across Japan, to timely disseminate government measures and event information. <p><u>April and May 2022</u></p> <ul style="list-style-type: none">Literature on the safety of ALPS treated water and other basic knowledge was provided to industry groups of distributors, retailers, tour operators, and leisure businesses, among others, across Japan, who were requested to keep their members informed. (about 1,360 groups) <p><u>Until August 2023</u></p> <ul style="list-style-type: none">Information sessions and forums were held for consumer groups as necessary. <p><u>Since October 2022</u></p> <ul style="list-style-type: none">Opportunities of on-site tours of FDNPS, etc. were offered to distributors, retailers, and consumer groups.<ul style="list-style-type: none">E.g., Shodanren (Consumers Japan), National Supermarket Association of Japan, Japan Voluntary Chain Association, etc. <p><u>November 2021, February and October 2022, January 2023</u></p> <ul style="list-style-type: none">Collaborating with the Japan Association of Travel Agents (JATA), tours were conducted for JATA member companies to visit disaster-affected areas and the FDNPS in order to create new travel products. About 50 companies participated. <p><u>April 2023</u></p> <ul style="list-style-type: none">METI and Reconstruction Agency issued a notice to food-related wholesalers and retailers requesting them to refrain from beating down using discharge into the sea as the reason. In addition, explanatory materials (leaflet, Q&A sheet, etc.) about ALPS treated water were distributed. (about 230 groups) [Reposted]	<ul style="list-style-type: none">Continue to publish information on ALPS treated water in industry newsletters and email magazines.Provide literature and hold a series of workshops and briefing sessions for sales staff and other on-site customer service professionals in industries such as distribution, retail, tourism, and leisure across Japan.Offer opportunities of on-site tours of the FDNPS to distributors, retailers, and consumer groups. [Reposted]Create a video explaining that the safety of fishery products will be ensured even after ALPS treated water is discharged, in anticipation of being utilized by retailers, etc.Continue to offer tours with the Japan Association of Travel Agents for the creation of travel products. Follow up the creation of travel products after the tours.

Measure 4: Share and disseminate information to foster trust

v) Thorough briefings for sales staff [Reconstruction Agency, METI, Japan Tourism Agency] (continued)

Measures up to now	Future measures
<p><u>August 2023</u></p> <ul style="list-style-type: none">A call center dedicated for addressing reputational damage related to the discharge of ALPS treated water was opened to listen to businesses about issues they have in actual trades (cessation of trading, beat-down, etc. using discharge of ALPS treated water as the reason), which was made known to distributors, retailers, and other businesses along with the call centers for individual measures. The information about the call center is also posted on the website of METI.	<ul style="list-style-type: none">Continue to publish information on ALPS treated water in industry newsletters and email magazines.Provide literature and hold a series of workshops and briefing sessions for sales staff and other on-site customer service professionals in industries such as distribution, retail, tourism, and leisure across Japan.Offer opportunities of on-site tours of the FDNPS to distributors, retailers, and consumer groups. [Reposted]Create a video explaining that the safety of fishery products will be ensured even after ALPS treated water is discharged, in anticipation of being utilized by retailers, etc.Continue to offer tours with the Japan Association of Travel Agents for the creation of travel products. Follow up the creation of travel products after the tours.

Measure 4: Share and disseminate information to foster trust

vi) Strengthening efforts to foster understanding in the field of education [Reconstruction Agency, MEXT, METI, Japan Tourism Agency]

- Classes at schools in Fukushima and other prefectures will continue to be held, and efforts will be made to increase class sessions and to reaching out to more schools.
- To foster an understanding among the younger generation like elementary, junior high, and senior high schoolers, content about ALPS treated water will be added to the supplementary reading materials on radiation and published on the MEXT website. Furthermore, the relevant ministries and agencies will work together to distribute such information to all schools across the country along with leaflets that illustrate ALPS treated water in an understandable way and make sure that they are aware of such information. Classes and training sessions for teachers will be conducted to promote the use of the supplementary reading materials on radiation.
- Efforts will be made to encourage schools across Japan to visit Fukushima Prefecture for their school trips or on other occasions.

Measures up to now	Future measures
➤ Continuation and expansion of classes at schools [Reconstruction Agency, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• A total of 76 class sessions were held at schools both within and outside Fukushima Prefecture.<ul style="list-style-type: none">- In Fukushima Prefecture: Shinchu High School, Adachi High School, Futaba Future School, Motomiya High School, Sukagawa Toyo High School, etc. (30 sessions)- Outside Fukushima Prefecture: Saitama City Omiya Kita High School, Hibiya High School, etc. (46 sessions)- A booklet for students that explains decommissioning and ALPS treated water was prepared and used for the class sessions.• Opinions were exchanged with local residents including students at workshops to think about decommissioning (co-creation workshops) hosted by the NDF. <p><u>February 2022</u></p> <ul style="list-style-type: none">• An online workshop with senior high school students in Fukushima Prefecture was held to explore how information about decommissioning at the FDNPS should be disseminated. Copies of a leaflet that the students created as their finalized deliverable were widely distributed at events across regions.	<ul style="list-style-type: none">• In addition to promoting measures for both students and teachers, consider continuous initiatives so students across Fukushima and other prefectures will learn about the decommissioning of the FDNPS and ALPS treated water.

Measure 4: Share and disseminate information to foster trust

vi) Strengthening efforts to foster understanding in the field of education [Reconstruction Agency, MEXT, METI, Japan Tourism Agency]

Measures up to now	Future measures
➤ Continuation and expansion of classes at schools [Reconstruction Agency, METI] (continued)	
<p><u>September 2022 to November 2022</u></p> <ul style="list-style-type: none">• The Reconstruction Agency held class sessions for one senior high school in each of the eight blocks in Japan in an effort to advance the understanding of the present state of recovery efforts as well as the decommissioning and ALPS treated water, and invited students and teachers from some schools to the areas affected by the nuclear disaster. <p><u>Since November 2022</u></p> <ul style="list-style-type: none">• METI launched an outsourced project designed to advance the understanding that younger generations across Japan have of the decommissioning of the FDNPS and ALPS treated water. Articles about the project were published in national newspapers and other media.<ul style="list-style-type: none">- From February over to March in 2023, many class sessions were held inside and outside Fukushima Prefecture.- In March 2023, a workshop about future decommissioning and ALPS treated water was held to talk with senior high school students inside and outside Fukushima Prefecture. The participants learned about the decommissioning and ALPS treated water, and created advertisements while exchanging opinions and ideas among them. <p><u>April 2023</u></p> <ul style="list-style-type: none">• The Reconstruction Agency created and published videos about the present status of recovery efforts, the decommissioning and ALPS treated water targeting elementary, junior high and senior high school students.	<div><ul style="list-style-type: none">• In addition to promoting measures for both students and teachers, consider continuous initiatives so students across Fukushima and other prefectures will learn about the decommissioning of the FDNPS and ALPS treated water.</div>

Measure 4: Share and disseminate information to foster trust

vi) Strengthening efforts to foster understanding in the field of education [Reconstruction Agency, MEXT, METI, Japan Tourism Agency]

Measures up to now	Future measures
➤ Promotion of the use of the supplementary reading materials on radiation [Reconstruction Agency, MEXT, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Descriptions about ALPS treated water were added to the supplementary reading materials on radiation that are distributed to all schools across Japan. Education boards throughout the country were requested to promote the use of the reading materials.• The use of the supplementary reading materials on radiation was promoted through classes at schools and teacher training while leveraging the use of individual tablets in schools.• In FY2021, coupled with the supplementary reading materials on radiation, leaflets created by relevant ministries to explain ALPS treated water were also distributed.	<ul style="list-style-type: none">• Continue to promote the use of the supplementary reading materials on radiation through classes at schools and teacher training while leveraging the use of individual tablets in schools.• Implement measures for a national rollout of examples of how the supplementary reading materials on radiation are used via individual tablets in schools.

Measure 4: Share and disseminate information to foster trust

vi) Strengthening efforts to foster understanding in the field of education [Reconstruction Agency, MEXT, METI, Japan Tourism Agency]

Measures up to now	Future measures
➤ Endeavor to encourage schools to visit Fukushima Prefecture, for example, as part of their school trips [MEXT, METI, Japan Tourism Agency]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">Briefings and information were provided at conferences for educators to assist with the planning of school trips and other excursions to Fukushima Prefecture based on accurate information on the area. <p><u>From October 2021</u></p> <ul style="list-style-type: none">Tours (including online virtual tours) were conducted for stakeholders in the educational travel industry with the aim of supporting Fukushima. (A total of approx. 200 participants on 18 tours) <p><u>April 2021 to March 2022</u></p> <ul style="list-style-type: none">A decision was made to encourage schools across Japan to visit Fukushima for their school trips through the Fukushima Innovation Coast Framework and Fukushima Sousou Recovery Team. (32 schools) <p><u>Since April 2022</u></p> <ul style="list-style-type: none">Through the Fukushima Sousou Recovery Team, businesses were invited to offer internship for students. In addition, students cooperated in the building and running of the “Fukushima Recovery Stage” where participants competed for the best town development plan. <p><u>November 2021, February and October 2022, January 2023</u></p> <ul style="list-style-type: none">Collaborating with the Japan Association of Travel Agents (JATA), tours were conducted for JATA member companies to visit disaster-affected areas and the FDNPS in order to create new travel products. About 50 companies participated. [Reposted]	<ul style="list-style-type: none">Continue to provide briefings and information related to school trips to Fukushima Prefecture at conferences for educators.Provide continuous assistance with the promotion of school trips to Fukushima by offering tours for people in the educational travel business.Continue to organize experiential tours for students through the Fukushima Innovation Coast Framework and the Fukushima Sousou Recovery Team.Continue to offer tours with the Japan Association of Travel Agents for the creation of travel products. Follow up the creation of travel products after the tours. [Reposted]Explore and determine what should be done to promote school trips to Fukushima based on requests received and act on the decisions.

Measure 4: Share and disseminate information to foster trust

vii) Local government’s communication about the information on initiatives and local appeal [Reconstruction Agency]

- To control negative rumors and their impacts, support will be provided for Fukushima Prefecture and its municipalities as they use their creativity to disseminate information about what makes their region appealing coupled with safety.

Measures up to now	
<div><p><u>Until August 2023</u></p><ul style="list-style-type: none">Using the regional information dissemination grant, support was provided for activities planned and carried out by municipalities in Fukushima to disseminate information aimed at dispelling reputational damage. (Grants have been approved for 163 projects planned by 1 prefecture and 45 municipalities)<p><u>March 2023</u></p><ul style="list-style-type: none">In order to enhance dissemination of information on the appeal by local society, public relations advisors were dispatched to four municipalities to support effective information sharing.</div>	<div><ul style="list-style-type: none">Using the regional information dissemination grant, support will be provided for the dissemination of information by municipalities in Fukushima.</div>

Measure 4: Share and disseminate information to foster trust

viii) Sharing information meticulously to avoid misconception [Reconstruction Agency, METI]

- Measures to prevent misconception will be formulated, for example, by sharing information that is based on scientific evidence on METI’s website in response to claims or information contradictory to facts.
- The information will be made easily accessible to people who have questions or concerns by establishing the portal site, “Fukushima Updates” (available in multiple languages), as an information hub for the public in Japan and worldwide.
- Terminology that may often be misinterpreted will be reassessed, for example, the definitions for “contaminated water” and “ALPS treated water.”
- Actions to demonstrate our openness will be taken, such as providing explanations to a wide range of media that express interest, including newspapers, TV, online media, and industry magazines.

Measures up to now			Future measures
<p><u>April 2021</u></p> <ul style="list-style-type: none">• The definition of “ALPS treated water” was clarified and its proper use was comprehensively defined. <p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Information was continually shared on relevant ministries’ websites.			<ul style="list-style-type: none">• Respond to claims that differ from the facts by disseminating clear and accurate information based on scientific evidence on METI’s “Contaminated Water, Treated Water and Decommissioning Issues Portal Site” and “Let’s get to know and understand about ALPS treated water.”<ul style="list-style-type: none">- The list of answers to frequently asked questions will be updated based on opinions offered at briefing sessions and events and according to how the media are reporting the whole matter.• Continue to offer information sessions for various media to keep them informed.• Improve the function of the portal site “Fukushima Updates”. (Ongoing)<ul style="list-style-type: none">- Expand the languages covered (French, Spanish, Thai) from the currently available languages (English, Chinese (Traditional, Simplified), Korean).- Enhance content such as videos.
(Examples)	METI	A range of content and explanatory articles were published on the “Contaminated Water, Treated Water and Decommissioning Issues Portal Site.” <ul style="list-style-type: none">➤ Answers to frequently asked questions published.➤ Short videos showing the facts about ALPS treated water and the present state of decommissioning uploaded.➤ An article explaining a review report by the IAEA, etc. published. A special website on ALPS treated water, “Let’s get to know and understand about ALPS treated water.” launched (made available in English as well). <ul style="list-style-type: none">➤ One easily-sharable image summarizing frequently asked questions about ALPS treated water created and published on a special website of official Twitter account of METI (made available in English as well).➤ Five videos concisely explaining the safety of ALPS treated water and the necessity of discharge in about one minute created and published on a special website or YouTube. About 4 million views garnered for the five videos in total.	
	Reconstruction Agency	Information on ALPS treated water was added to the “Fukushima Updates” website. <ul style="list-style-type: none">➤ Q&A on treated water added as FAQ.➤ A video with the IAEA’s comments uploaded in collaboration with MOFA. Explanatory video on ALPS treated water uploaded to the Reconstruction Agency website. 1.5 million views through push advertising.	
	MOFA	A special page about ALPS treated water was opened on the website of MOFA.	
<p><u>April and September 2021, and March 2023</u></p> <ul style="list-style-type: none">• Information sessions for the media.<ul style="list-style-type: none">- Information sessions were held for various media such as major and local press as well as hobby magazines and online media.			

Measure 5: Strategic communication with the international community

i) Understand the level of awareness regarding treated water’s characteristics and safety [Reconstruction Agency, MOFA, METI]

- Internet surveys targeting consumers in Japan and abroad will be conducted to continuously track of their awareness of the characteristics of ALPS treated water and its safety will be able to keep (knowledge about tritium, knowledge about the impact on radioactive materials on the human body).

Measures up to now	Future measures
<p><u>Until April 2022</u></p> <ul style="list-style-type: none">• The Reconstruction Agency conducted survey and analysis of negative rumors in Japan and overseas.<ul style="list-style-type: none">- Understanding news content in Japan and overseas- Research into the status of awareness (Internet surveys) <p><u>November 2021 to March 2022</u></p> <ul style="list-style-type: none">• METI conducted “Projects Related to the Reputational Impact of ALPS Treated Water Survey.”<ul style="list-style-type: none">- Collection and analysis of information on rumors and interview surveys were conducted- Sample surveys were conducted and a detailed survey plan for the following year were developed <p><u>Since August 2022</u></p> <ul style="list-style-type: none">• METI commenced “Reputational Impact of ALPS Treated Water Survey Project.” The project continuously monitored the status of reputational impact from prior to the discharge of treated water.<ul style="list-style-type: none">- Questionnaire survey to consumers (November 2022)- Interview surveys (as required) and questionnaire survey (November to December 2022) to businesses- Surveys on wholesale prices, etc. of products (as required)- Surveys on export values of products (as required), launch of a liaison council consisting of trading companies dedicated for exports and other relevant companies (December 2022)- Surveys on the number of guests at hotels, etc. (as required) <p><u>August 2023</u></p> <ul style="list-style-type: none">• A call center dedicated for addressing reputational damage related to the discharge of ALPS treated water was opened to listen to businesses about issues they have in actual trades (cessation of trading, beat-down, etc. using discharge of ALPS treated water as the reason), which was made known to distributors, retailers, and other businesses along with the call centers for individual measures. The information about the call center is also posted on the website of METI. [Reposted]	<ul style="list-style-type: none">• Monitoring will be continued to watch for signs of new reputational impacts arising from the handling of ALPS treated water.

Measure 5: Strategic communication with the international community

ii) Understand how reputation mechanisms work [Reconstruction Agency, MOFA, METI]

- Reputation mechanisms will be analyzed taking into consideration the results of Internet surveys, as well as how the information was obtained, what approaches are effective, and changes in the information communication environment.
- In addition, opportunities will be created and seek participation from experts, to get their input on reputation mechanisms, as well as the measures we have compiled.

Measures up to now		Future measures	
➤ Analysis of the reputation mechanisms [Reconstruction Agency, METI]			
<u>Until April 2022</u> <ul style="list-style-type: none">• The Reconstruction Agency conducted survey and analysis of negative rumors in Japan and overseas. [Reposted]<ul style="list-style-type: none">- Understanding news content in Japan and overseas- Research into the status of awareness (Internet surveys) <u>Since August 2022</u> <ul style="list-style-type: none">• METI conducted “Reputational Impact of ALPS Treated Water Survey Project.” Information necessary for alleviating uneasiness and concerns over the safety of ALPS treated water was gathered. The findings were reflected in information dissemination efforts to effectively mitigate reputational damage.		<ul style="list-style-type: none">• Monitoring will be continued to watch for signs of new reputational impacts arising from the handling of ALPS treated water. [Reposted]	

Measure 5: Strategic communication with the international community

ii) Understand how reputation mechanisms work [Reconstruction Agency, MOFA, METI]

Measures up to now	Future measures
➤ Participation of experts [METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">Through forums with experts on radiation and reputational measures, measures have been taken continuously to secure opportunities for hearing opinions from a professional perspective.	<ul style="list-style-type: none">Through forums with experts on radiation and reputational measures, measures will be taken continuously to secure opportunities for hearing opinions from a professional perspective.

* Measure 5 iii) Seamless collaboration with international institutions is Measure 3 reposted.49

Measure 5: Strategic communication with the international community

iv) Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

- Providing briefings will be continued and strengthened to international institutions, respective national governments, and global media by the MOFA (including diplomatic missions abroad) and METI.
- Increase efforts and continuously inform the embassies in Tokyo in a structured way and actively offer opportunities to take part in tours of the FDNPS.
- Taking into consideration the situation in each country and region, consider strategically what kind of content should be shared with whom on what media and how to address appropriately. Communicate information to market players so that applicable business activities can be conducted smoothly while taking into account the economic conditions of the relevant regional market.
- Create easy-to-understand materials in multiple languages to explain to business operators carrying Japanese food products.

Measures up to now	Future measures
➤ Enhanced and continued explanations from diplomatic missions abroad [MOFA, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Briefings on the Basic Policy were given to respective national governments.• Japan’s position was explained and communicated to the international community at international conferences, including the IAEA General Conference.• Diplomatic missions abroad, JETRO, and local commercial and industrial associations collaborated to explain the safety of ALPS treated water to local companies carrying Japanese food products and local governments. E.g.: “ALPS stakeholders’ conference” in Hong Kong• Detailed information was shared with overseas media outlets in a transparent manner.• When incorrect reports were made in foreign countries, appropriate media responses were made according to local situations, such as providing explanations to the foreign media and publishing counter articles.• Overseas news media were invited to the FDNPS, etc.	<ul style="list-style-type: none">• In addition to diligently briefing to respective national governments in a highly transparent manner by, for example, providing information promptly whenever there is progress on measures implemented, the information will be externally disseminated at appropriate forums.• Diplomatic missions abroad will, in collaboration with private organizations and other partners, provide explanations to local companies and governments.• Detailed information will be shared with overseas media outlets in a transparent manner.• Appropriate counterarguments will be taken against remarks based on misconceptions from other countries and regions.• Dissemination of correct information will be strengthened using social media, websites of diplomatic missions abroad, and making information available in Japanese and in local languages.

Measure 5: Strategic communication with the international community

iv) Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

Measures up to now	Future measures
➤ Enhanced and continued briefings to various countries, regions, organizations, and diplomatic missions in Tokyo [MOFA, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">Information sessions were held for diplomatic missions and others in Tokyo. (15 times) <p>2021</p> <ul style="list-style-type: none">April: Announcement of the Basic Policy (49 countries and regions)August: Review status by TEPCO (69 countries and regions)September: Visit by IAEA officials to Japan (45 countries and regions)November: Radiological impact assessment on the environment by TEPCO (38 countries and regions)December: Application for approval to amend the implementation plan by TEPCO (38 countries and regions) <p>2022</p> <ul style="list-style-type: none">February: IAEA review of safety-related aspects of treated water (34 countries and regions)March: IAEA regulatory review (35 countries and regions)May: Revision of the application for approval to amend the implementation plan by TEPCO (revision of the assessment of the radiological impacts on the public and the environment) and the IAEA review of safety-related aspects of treated water report (30 countries and regions)May: NRA's draft review report on the application for approval to amend the implementation (30 countries and regions)June: IAEA regulatory review report (31 countries and regions)July: NRA's approval of amendment to the implementation plan (33 countries and regions)November: Application for approval to amend the implementation plan by TEPCO (including revision of the assessment of the radiological impacts on the public and the environment) and the second IAEA review of safety-related aspects of treated water (24 countries and regions) <p>2023</p> <ul style="list-style-type: none">January: Inter-Ministerial Council Concerning the Continuous Implementation of the Basic Policy on Handling of ALPS Treated Water and the second IAEA regulatory review (23 countries and regions)May: The second IAEA review of safety-related aspects of treated water report, the second IAEA regulatory review report, and NRA's approval of amendment to the implementation plan pertaining to operation, etc. of discharge of ALPS treated water into the sea (22 countries and regions)July: Summary of IAEA DG Grossi's visit to Japan and explanation of the comprehensive report (46 countries and regions)	<ul style="list-style-type: none">Explanations will be provided in a highly transparent manner regarding matters of interest and the progress of measures according to the circumstances of each country and region, through briefings for diplomatic missions and others in Tokyo and bilateral and regional dialogues and information sessions.

Measure 5: Strategic communication with the international community

iv) Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]	
Measures up to now	Future measures
➤ Enhanced and continued briefings to various countries, regions, organizations, and diplomatic missions in Tokyo [MOFA, METI] (continued)	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">Information sessions were held for the Republic of Korea. (9 times)Explanations were given to the Pacific island countries and regions through opportunities of high-level meetings, and a series of information sessions were held for the secretariat of the Pacific Islands Forum (PIF) and experts. (Political dialogues with all PIF member countries and regions (16 countries and 2 regions), 6 times for the PIF secretariat, 6 times for experts)Bilateral and regional dialogues were held. <p>Examples in 2023</p> <p>February: Meeting between PM Kishida and the President of the Federated States of Micronesia</p> <p>February: Meeting between PM Kishida and a delegation from the PIF</p> <p>March: MOFA Minister Hayashi's visit to Solomon Islands and Cook Islands</p> <p>April: MOFA State Minister Takei's visit to the Republic of Vanuatu and the Republic of Fiji</p> <p>May: MOFA State Minister Takei's visit to Tuvalu</p> <p>May: Meeting between PM Kishida and President Yoon of the Republic of Korea</p> <p>May: PALM Ambassador Takata's visit to Micronesia</p> <p>May: Meeting between PM Kishida and the Prime Minister of the Cook Islands</p> <p>June: Meeting between PM Kishida and President Whipps of Palau</p> <p>June: Meeting between State Minister Ota of METI and Algernon Yau, Hong Kong's Secretary for Commerce and Economic Development</p> <p>June: Meeting between State Minister Takei of MOFA and Algernon Yau, Hong Kong's Secretary for Commerce and Economic Development</p> <p>July: Meeting between PM Kishida and President Yoon of the Republic of Korea</p> <p>July: Meeting between Minister Hayashi of MOFA and Minister Park of Foreign Affairs Park of the Republic of Korea</p> <p><u>March 2022</u></p> <ul style="list-style-type: none">A mission from Taiwan visited Japan and toured the FDNPS. <p><u>April 2022</u></p> <ul style="list-style-type: none">A list of questions was submitted by Taiwan as a follow-up, and Japan answered to the questions online. <p><u>May to July 2022</u></p> <ul style="list-style-type: none">A list of technical questions was jointly submitted by China and Russia, and a response was made to this list.The list of questions and Japan's response were published on the IAEA website.	<ul style="list-style-type: none">Explanations will be provided in a highly transparent manner regarding matters of interest and the progress of measures according to the circumstances of each country and region, through briefings for diplomatic missions and others in Tokyo and bilateral and regional dialogues and information sessions.

Measure 5: Strategic communication with the international community

iv) Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

Measures up to now	Future measures
➤ Enhanced and continued briefings to various countries, regions, organizations, and diplomatic missions in Tokyo [MOFA, METI] (continued)	
<p><u>November 2022</u></p> <ul style="list-style-type: none">• A mission from Taiwan visited Japan and toured the FDNPS, analysis facilities and laboratories. A list of questions was submitted by Taiwan as a follow-up, and Japan answered to the questions in writing. <p><u>February 2023</u></p> <ul style="list-style-type: none">• A mission from the PIF visited Japan and toured the FDNPS. <p><u>April 2023</u></p> <ul style="list-style-type: none">• Steffi Lemke, Federal Minister for the Environment, Nature Conservation, Nuclear Safety, and Consumer Protection of the Federal Republic of Germany, visited Japan and toured the FDNPS.• Trudy Harrison, Minister for Natural Environment and Land Use of the United Kingdom, visited Japan and toured the FDNPS. <p><u>May 2023</u></p> <ul style="list-style-type: none">• The High Committee for transparency and information on nuclear safety (HCTISN) of France visited Japan and toured the FDNPS.• A delegation from the Directorate-General Energy, European Commission, visited Japan and toured the FDNPS.• A delegation from the Republic of Korea visited Japan and toured the FDNPS.• Ambassadors of South and Central America to Japan in Tokyo toured the FDNPS.• A response was made to a list of technical questions jointly submitted by China and Russia. The response was published on the IAEA website. <p><u>June 2023</u></p> <ul style="list-style-type: none">• President Whipps of Palau visited Japan and toured the FDNPS.• A mission from Taiwan visited Japan and toured the FDNPS.• Alexander C. Bing, Ambassador of the Republic of the Marshall Islands to Japan, toured the FDNPS. <p><u>July 2023</u></p> <ul style="list-style-type: none">• A list of questions was submitted by Taiwan as a follow-up, and Japan answered to the questions online.• The Japanese government prepared and published a report about the dialogue with the PIF pertaining to ALPS treated water at the FDNPS. <p><u>July and August 2023</u></p> <ul style="list-style-type: none">• A response was made to another list of technical questions jointly submitted by China and Russia. The response was published on the IAEA website.	<ul style="list-style-type: none">• Explanations will be provided in a highly transparent manner regarding matters of interest and the progress of measures according to the circumstances of each country and region, through briefings for diplomatic missions and others in Tokyo and bilateral and regional dialogues and information sessions.

Measure 5: Strategic communication with the international community

iv) Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

Measures up to now	Future measures
<div>➤ Strategic review of information dissemination methods and information dissemination to market players [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]</div>	
<div><div>Since April 2021</div><div><ul style="list-style-type: none">• Leaflets in seven languages*, Q&A and pamphlets in English, and explanatory videos (in English, Chinese, and Korean) were published on the METI website.<div>* English, Chinese (Simplified and Traditional), Korean, French, Spanish, and Russian</div></div><div>Since July 2021</div><div><ul style="list-style-type: none">• A policy promotional video on ALPS treated water (in English, Japanese, Korean, Simplified and Traditional Chinese) was uploaded on the website and YouTube channel of MOFA.</div><div>Since February 2022</div><div><ul style="list-style-type: none">• The IAEA created a special website on ALPS treated water to disseminate accurate information by, for example, posting Q&A on the safety of ALPS treated water.• The website is also available in Japanese.</div><div>August 2022</div><div><ul style="list-style-type: none">• On-site tours and symposia were held for foreign residents in Japan on topics such as the reconstruction of Fukushima and the decommissioning.</div><div>January 2023</div><div><ul style="list-style-type: none">• In Thailand, an event was held to promote the status of reconstruction, decommissioning and ALPS treated water, as well as the appeal of agricultural and fishery products from and tourism destinations in Fukushima.</div><div>August 2023</div><div><ul style="list-style-type: none">• A leaflet and Q&A sheet on ALPS treated water explaining the safety of seafood were published in English, Chinese (Simplified and Traditional), and Korean.</div></div>	<div><ul style="list-style-type: none">• Taking the opportunities of bilateral meetings and dialogues, international conferences, and other events, information on the decommissioning of the FDNPS and the reconstruction of Fukushima, including ALPS treated water, will be actively disseminated.• Reflecting the feedback of business players, local trends will be monitored constantly, and information will be strategically disseminated accordingly by, for example, providing information such as Q&A, which will help foster understanding.• Events will be held overseas to promote the status of reconstruction, decommissioning and ALPS treated water, as well as the appeal of agricultural and fishery products from and tourism destinations in Fukushima.</div>

Measure 5: Strategic communication with the international community

iv) Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

Measures up to now	Future measures
➤ Strategic review of information dissemination methods and information dissemination to market players [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency] (continued)	
<p><u>Since March 2021</u></p> <ul style="list-style-type: none">• A program was produced in cooperation with Euronews to introduce the progress of decontamination after the nuclear accident, the decommissioning process, and efforts to ensure the safety of food produced in Fukushima. The program was broadcast on TV and online. <p><u>Since June 2021</u></p> <ul style="list-style-type: none">• A link to the METI’s ALPS Treated Water Portal Site was published on the Japan National Tourism Organization’s (JNTO) global site to share accurate information with overseas travelers interested in Japan. <p><u>January 2022</u></p> <ul style="list-style-type: none">• The Reconstruction Agency requested senior officials of ministries and agencies to approach national and regional dignitaries.<ul style="list-style-type: none">- A unified material was created, and relevant ministries and agencies were requested to inform the status of reconstruction to national and regional dignitaries. <p><u>December 2022</u></p> <ul style="list-style-type: none">• An online event open to public were held on an European news site, where foreign and Japanese panelists discussed decommissioning-related agenda including the reconstruction and handling of ALPS treated water. <p><u>Since December 2022</u></p> <ul style="list-style-type: none">• A program was produced in cooperation with Euronews to introduce the safety of ALPS treated water, the decommissioning status of the FDNPS, and efforts to ensure the safety of food produced in Fukushima, and broadcast on overseas TV and online.	<ul style="list-style-type: none">• Accurate information will continue to be shared with overseas travelers interested in Japan on the Japan National Tourism Organization (JNTO)’s global site.• The Reconstruction Agency will continue to request senior officials of ministries and agencies to approach national and regional dignitaries.• Trends in each country and region will continue to be monitored constantly, and information will be strategically disseminated accordingly.

Measure 5: Strategic communication with the international community

v) Utilizing international conferences and events [Reconstruction Agency, MOFA, MAFF, METI]

- Detailed explanations will be given by the high-level government official at meetings where leaders of relevant countries gather.
- Online seminars and other sessions will be jointly hosted with international institutions at events organized by the IAEA marking the ten-year anniversary of the accident.
- The government or local government’s top sales executives among others will also promote the allure of Japanese products at trade shows that JETRO will take part in.
- The current status of the reconstruction of the disaster-affected areas will be promoted utilizing the opportunity of Expo 2025 Osaka, Kansai.

Measures up to now	Future measures
➤ Utilization of international conferences and events marking the ten-year anniversary of the accident [Reconstruction Agency, MOFA, METI]	
<p><u>July 2021</u></p> <ul style="list-style-type: none">• At the 9th Pacific Islands Leaders Meeting (PALM9), then PM Suga of Japan gave a briefing to the leaders of attending countries and regions. <p><u>September 2021</u></p> <ul style="list-style-type: none">• A side event on the topic of the 10th anniversary of the accident was held at the IAEA General Conference. <p><u>November 2021</u></p> <ul style="list-style-type: none">• Minister Hagiuda of METI gave a briefing on the Basic Policy (via video message) at a special session on the safety of ALPS treated water held at an international conference hosted by the IAEA on the 10th anniversary of FDNPS accident. [Reposted] <p><u>September 2022</u></p> <ul style="list-style-type: none">• A side event on the topics of the progress of decommissioning work at the FDNPS and ALPS treated water was held at the IAEA General Conference. Also, the IAEA Secretariat held a side event on the activities for the review of the safety of ALPS treated water. [Reposted] <p><u>November 2022</u></p> <ul style="list-style-type: none">• Videos about the current status of the decommissioning and ALPS treated water was posted on a special website of the COP27 (in Japanese and English). <p><u>December 2022</u></p> <ul style="list-style-type: none">• Taking advantage of the opportunity of an international conference held in Fukushima by officials of Japan and the ASEAN countries, an event was held to promote the status of reconstruction and the appeal of agricultural and fishery products from Fukushima.	<ul style="list-style-type: none">• International conferences will be utilized and information will be shared with the high-level national and regional government officials through, for example, the hosting of events with overseas organizations.

Measure 5: Strategic communication with the international community

v) Utilizing international conferences and events [Reconstruction Agency, MOFA, MAFF, METI]

Measures up to now	Future measures
➤ Utilization of international conferences and events marking the ten-year anniversary of the accident [Reconstruction Agency, MOFA, METI] (continued)	
<p><u>Since April 2023</u></p> <ul style="list-style-type: none">• Provision of products from the disaster-affected areas at the reception, running a booth to convey the appeal of the disaster-affected areas, distribution of brochures, etc. were conducted at relevant G7 ministerial meetings.<ul style="list-style-type: none">- G7 Ministers’ Meeting on Climate, Energy and Environment- G7 Foreign Ministers’ Meeting- G7 Agriculture Ministers’ Meeting- G7 Labour and Employment Ministers’ Meeting- G7 Digital and Tech Ministers’ Meeting- G7 Science and Technology Ministers’ Meeting- G7 Health Ministers’ Meeting- G7 Summit- G7 Transport Ministers’ Meeting- G7 Urban Development Ministers’ Meeting <p><u>April 2023</u></p> <ul style="list-style-type: none">• The Communiqué issued after the G7 Ministers’ Meeting on Climate, Energy and Environment held in Sapporo stated that G7 welcomes the steady progress of decommissioning work at the FDNPS and Japan’s transparent efforts with IAEA based on scientific evidence and supports the IAEA’s independent review. <p><u>May 2023</u></p> <ul style="list-style-type: none">• At the International Conference on Nuclear Decommissioning hosted by the IAEA, a side event on the reconstruction of Fukushima and the decommissioning of FDNPS was held, and METI gave explanations about the decommissioning of FDNPS and the safety of discharge of ALPS treated water into the sea. [Reposted]• The Leaders’ Communiqué issued after the G7 Hiroshima Summit stated that G7 i) welcomes the steady progress of decommissioning work at the FDNPS and Japan’s transparent efforts with IAEA based on scientific evidence and ii) supports the IAEA’s independent review. <p><u>July 2023</u></p> <ul style="list-style-type: none">• At the G20 Energy Transition Ministers’ Meeting held in India, Minister Nishimura of METI gave explanations about the content of the IAEA comprehensive report and stated that it has been explained to the international society that the handling of ALPS treated water had been proceeded based on scientific evidence and in compliance with international standards.	<ul style="list-style-type: none">• International conferences will be utilized and information will be shared with the high-level national and regional government officials through, for example, the hosting of events with overseas organizations.

Measure 5: Strategic communication with the international community

v) Utilizing international conferences and events [Reconstruction Agency, MOFA, MAFF, METI]

Measures up to now	Future measures
➤ Utilization of international conferences and events marking the ten-year anniversary of the accident [Reconstruction Agency, MOFA, METI] (continued)	
<p><u>July 2023</u></p> <ul style="list-style-type: none">At the first NPT Preparatory Committee Meeting held in Vienna, while briefly referring to the content of the comprehensive report published by the IAEA in July, State Minister Takei of MOFA stated that Japan had been meticulously giving explanations to the international society based on scientific evidence and with high transparency, and would keep on making such efforts.	<ul style="list-style-type: none">International conferences will be utilized and information will be shared with the high-level national and regional government officials through, for example, the hosting of events with overseas organizations.

Measure 5: Strategic communication with the international community

v) Utilizing international conferences and events [Reconstruction Agency, MOFA, MAFF, METI]

Measures up to now	Future measures
<div>➤ PR at overseas trade shows [MOFA, MAFF, METI]</div> <div><u>Until August 2023</u><ul style="list-style-type: none">Since 2021, JETRO has assisted 1,025 Japanese companies to exhibit at 36 food-related overseas trade shows, including exhibitions of Japanese agricultural and fishery products at trade shows held in Taipei (FOOD TAIPEI 2022) and Paris (SIAL Paris 2022). (As of the end of June 2023)</div>	<ul style="list-style-type: none">JETRO will assist Japanese companies that exhibit at major overseas trade shows related to agricultural, forestry, and fishery products and food, which will be held around the world, including the West and Asia.The government and local governments, including top sales professionals, will continue PR work to convey the appeal of Japanese products at overseas trade shows in which organizations such as JETRO are involved.
<div>➤ Information dissemination at Expo 2025 Osaka, Kansai [Reconstruction Agency, METI]</div> <div><u>Since April 2023</u><ul style="list-style-type: none">Preparations to run events to promote the disaster-affected areas at the Expo 2025 Osaka, Kansai were started, including exhibitions and tours themed on “Innovation,” “Town development,” and “People” to show the creative reconstruction efforts being made at Hamadori in Fukushima, along with exhibitions of “Food” and “Disaster prevention and mitigation technology” at the three disaster-affected prefectures.</div>	<ul style="list-style-type: none">According to the basic policy of the Expo 2025 Osaka, Kansai to showcase to the world Japan’s progress of vigorous reconstruction from the Great East Japan Earthquake, the state of reconstruction of the disaster-affected areas will be broadcast in Japan and overseas by running exhibition booths showing the state of reconstruction of the disaster-affected areas, food culture, and latest technologies at the Expo, organizing tours to the disaster-affected areas, and conducting related events at the disaster-affected areas.

Measure 5: Strategic communication with the international community

vi) Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

- Detailed information based on scientific evidence will be provided to media overseas through press conferences, presentations at special booths set up at the Tokyo 2020 Olympic and Paralympic Games and through planned invitations of the media to attend FDNPS tours.
- Factual and science-based information is being provided continuously to overseas scientists and experts.
- The Reconstruction Agency will take into account the interests of each country and region and invite influencers across the world to share information.
- Measures to prevent misconception will be formulated, for example, by sharing science-based information on METI's home page to contest claims or information contradictory to facts.

Measures up to now	Future measures
➤ Information dissemination to overseas media outlets [Reconstruction Agency, MOFA, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">Information sessions were held for overseas media outlets based in Tokyo. (13 times) 2021 <div><p>April: 27 companies from 14 countries and regions</p><p>August: 9 companies from 6 countries and regions</p><p>November: 12 companies from 6 countries and regions</p><p>December: 2 companies from 2 countries and regions</p><p>2022</p><p>February: 11 companies from 6 countries and regions</p><p>March: 9 companies from 6 countries and regions</p><p>May i): 12 companies from 6 countries and regions</p><p>May ii): 13 companies from 7 countries and regions</p><p>June: 6 companies from 4 countries and regions</p><p>July: 6 companies from 5 countries and regions</p><p>November: 3 companies from 3 countries and regions</p><p>2023</p><p>January: 9 companies from 7 countries and regions</p><p>May: 10 companies from 7 countries and regions</p><p>June: 2 companies from 2 countries and regions</p></div> <p><u>July 2021</u></p> <ul style="list-style-type: none">A presentation on the current status of ALPS treated water was held for media visiting Japan for the Olympics and Paralympics.	<ul style="list-style-type: none">For overseas media outlets, in addition to timely providing information with almost simultaneously with Japanese media outlets, information will be shared continuously by, for example, holding information sessions on topics that are also of interest to other countries.(Fukushima) Press Tour for Tokyo-based Foreign Media will be held.TEPCO will hold briefing sessions (explanation on the progress status of the medium- to long-term road map including the handling of ALPS treated water and measures to foster understanding) and respond to inquiries for Tokyo-based foreign media.

Measure 5: Strategic communication with the international community

vi) Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

Measures up to now	Future measures
➤ Information dissemination to overseas media outlets [Reconstruction Agency, MOFA, METI] (continued)	
<p><u>June 2021</u></p> <ul style="list-style-type: none">• An online briefing session about ALPS treated water was held for Hong Kong media. <p><u>November 2021</u></p> <ul style="list-style-type: none">• (Fukushima) Press Tour for Tokyo-based Foreign Media was held. <p><u>March 2022</u></p> <ul style="list-style-type: none">• Webinars were held for Dutch journalists (as part of the overseas press invitation program) to explain ALPS treated water and other matters from TEPCO, radioactivity researchers, and other experts. <p><u>July 2022</u></p> <ul style="list-style-type: none">• Accurate information and explanations regarding ALPS treated water were shared with Danish Broadcasting Corporation and TV Chosun (a Korean broadcaster) through interviews. <p><u>September 2022</u></p> <ul style="list-style-type: none">• Explanation about ALPS treated water and other matters was given in response to inquiries from Euronews.• An online explanatory session for Korean media was held to explain ALPS treated water and other matters. <p><u>October 2022</u></p> <ul style="list-style-type: none">• TEPCO held a briefing session (explanation on the progress status of the medium- to long-term road map including the handling of ALPS treated water and measures to foster understanding) for Tokyo-based foreign media. <p><u>November 2022</u></p> <ul style="list-style-type: none">• (Fukushima) Press Tour for Tokyo-based Foreign Media was held.• An article on an interview by Hong Kong local media HK01 about ALPS treated water was published. <p><u>January 2023</u></p> <ul style="list-style-type: none">• Advertorials on the decommissioning including the handling of ALPS treated water and the appeal of food and sightseeing in Fukushima were published in overseas newspapers. <p><u>February 2023</u></p> <ul style="list-style-type: none">• (Fukushima) Press Tour for Tokyo-based Foreign Media was held.	<ul style="list-style-type: none">• For overseas media outlets, in addition to timely providing information with almost simultaneously with Japanese media outlets, information will be shared continuously by, for example, holding information sessions on topics that are also of interest to other countries.• (Fukushima) Press Tour for Tokyo-based Foreign Media will be held.• TEPCO will hold briefing sessions (explanation on the progress status of the medium- to long-term road map including the handling of ALPS treated water and measures to foster understanding) and respond to inquiries for Tokyo-based foreign media.

Measure 5: Strategic communication with the international community

vi) Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

Measures up to now	Future measures
➤ Information dissemination to overseas media outlets [Reconstruction Agency, MOFA, METI] (continued)	
<p><u>March 2023</u></p> <ul style="list-style-type: none">Online briefing sessions about ALPS treated water and other matters were held for press from Southeast Asian countries, Hong Kong, Oceanian countries, and South and Central American countries. <p><u>May 2023</u></p> <ul style="list-style-type: none">A briefing session about ALPS treated water was held for the media visited Japan for the G7 Hiroshima Summit. <p><u>June 2023</u></p> <ul style="list-style-type: none">A briefing session about ALPS treated water was held for reporters from overseas media in China. <p><u>July 2023</u></p> <ul style="list-style-type: none">Briefing sessions about the IAEA comprehensive report were held primarily for Hong Kong media.A briefing session about ALPS treated water was held for reporters from media in the Republic of Korea.TEPCO held a FDNPS tour and briefing session (explanation on the progress status of the medium- to long-term road map including the handling of ALPS treated water and measures to foster understanding) for Tokyo-based foreign media.	<ul style="list-style-type: none">For overseas media outlets, in addition to timely providing information with almost simultaneously with Japanese media outlets, information will be shared continuously by, for example, holding information sessions on topics that are also of interest to other countries.(Fukushima) Press Tour for Tokyo-based Foreign Media will be held.TEPCO will hold briefing sessions (explanation on the progress status of the medium- to long-term road map including the handling of ALPS treated water and measures to foster understanding) and respond to inquiries for Tokyo-based foreign media.

Measure 5: Strategic communication with the international community

vi) Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

Measures up to now	Future measures
➤ Provision of information to overseas scientists and experts [Reconstruction Agency, MOFA, METI]	
<p><u>June 2021</u></p> <ul style="list-style-type: none">• An article promoting Fukushima fish was published in the Cabinet Office international public relations magazine “KIZUNA.” <p><u>November 2022</u></p> <ul style="list-style-type: none">• METI participated in the International Youth Nuclear Congress (IYNC) 2022, and explained about the safety of ALPS treated water and other matters. In the ALPS treated water session, about 260 persons (mostly young nuclear-related persons) from 40 or so countries participated (including online participations).• South Korean persons including influencers and media were invited to participate in a monitor tour to visit various places to feel the progress of the reconstruction and the appeal of the food and sightseeing in Fukushima prefecture. <p><u>December 2022</u></p> <ul style="list-style-type: none">• An ALPS treated water seminar was held for experts in Hong Kong. <p><u>February 2023</u></p> <ul style="list-style-type: none">• An article about the reconstruction of Fukushima, safety of ALPS treated water, and other matters was submitted to a scientific journal. <p><u>March 2023</u></p> <ul style="list-style-type: none">• An English article about the safety of discharge of ALPS treated water into the sea was distributed through Reuters.	<ul style="list-style-type: none">• Future policies on measures such as influencer invitations will be reviewed taking into account the COVID-19 infection situation, and the provision of information will be promoted.• Detailed information will be shared with overseas scientists and experts in a transparent manner.• The provision of information to influencers as well as overseas scientists and experts, who have messaging power, will be continued to widely share information in the respective countries and regions.

Measure 5: Strategic communication with the international community

vi) Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

Measures up to now	Future measures
➤ Provision of information based on the interests of each country and region [Reconstruction Agency, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">Information on ALPS treated water was added to the portal site “Fukushima Updates.”<ul style="list-style-type: none">Q&A on ALPS treated water was added to the FAQ sectionIn collaboration with the MOFA, a video produced by that ministry was uploadedDiscussions were made toward the strategic dissemination of information to overseas, and information was disseminated through the following.<ul style="list-style-type: none">Advertorial in overseas newspapers (e.g., FT (U.K.), WSJ (U.S.), SCMP (Hong Kong))Distribution of YouTube videosDissemination by influencers based in JapanOnline event about reconstruction of Fukushima and ALPS treated water by Euronews <p><u>January 2022</u></p> <ul style="list-style-type: none">The Reconstruction Agency requested senior officials of ministries and agencies to approach national and regional dignitaries. [Reposted]<ul style="list-style-type: none">A unified material was created, and relevant ministries and agencies were requested to inform the status of reconstruction to national and regional dignitaries	<ul style="list-style-type: none">Improve the function of the portal site “Fukushima Updates”. (Ongoing) [Reposted]<ul style="list-style-type: none">Expand the languages covered (French, Spanish, Thai) from the currently available languages (English, Chinese (Traditional, Simplified), Korean).Enhance content such as videos.While collaborating with diplomatic missions abroad to understand the interests of respective countries and regions, the information to be disseminated will be reviewed accordingly at the portal site “Fukushima Updates” as the hub.Strategic dissemination of information will be conducted according to conditions in each country and region.<ul style="list-style-type: none">Advertorials in overseas newspapersOnline advertisements in foreign languagesEvents overseasDistribution of YouTube videos, etc.The Reconstruction Agency will continue to request senior officials of ministries and agencies to approach national and regional dignitaries. [Reposted]

Measure 5: Strategic communication with the international community

vi) Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

Measures up to now	Future measures
➤ Measures to prevent misunderstanding [MOFA, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">Information on the difference between contaminated water and ALPS treated water was continuously shared at international conferences and other venues. <p><u>Since March 2021</u></p> <ul style="list-style-type: none">A program was produced in cooperation with Euronews to introduce the progress of decontamination after the nuclear accident, the decommissioning process, and efforts to ensure the safety of food produced in Fukushima. The program was broadcast on TV and online. [Reposted] <p><u>Since April 2021</u></p> <ul style="list-style-type: none">Leaflets in seven languages*, Q&A and pamphlets in English, and explanatory videos (in English, Chinese, and Korean) were published on the METI website. [Reposted] <p>* English, Chinese (Simplified and Traditional), Korean, French, Spanish, and Russian</p> <p><u>Since July 2021</u></p> <ul style="list-style-type: none">Policy promotional videos on ALPS treated water and on easing or lifting import measures on Japanese food (in English, Japanese, Korean, Simplified and Traditional Chinese) were uploaded on the website and YouTube channel of MOFA. [Reposted] <p><u>October 2022</u></p> <ul style="list-style-type: none">Information on the safety of discharge of ALPS treated water into the sea was disseminated in the governmental PR magazine for overseas “Highlighting JAPAN”. <p><u>Since December 2022</u></p> <ul style="list-style-type: none">A program was produced in cooperation with Euronews to introduce the safety of ALPS treated water, the decommissioning status of the FDNPS, and efforts to ensure the safety of food produced in Fukushima, and broadcast on overseas TV and online. [Reposted] <p><u>March 2023</u></p> <ul style="list-style-type: none">An English article about the safety of discharge of ALPS treated water into the sea was distributed through Reuters. [Reposted] <p><u>May 2023</u></p> <ul style="list-style-type: none">A portal site about ALPS treated water was opened on the MOFA website. New and old PR contents such as policy promotional videos were posted.Policy promotional videos, etc. were actively disseminated in multiple languages through social media.	<ul style="list-style-type: none">Information on the difference between contaminated water and ALPS treated water as well as the safety of sea discharge will continuously be shared at international conferences and other venues.Created content will continue to be translated into multiple languages, and action to counter claims and information that are factually incorrect will be taken through social media, websites, etc.

Measure 5: Strategic communication with the international community

vii) Efforts to ease and lift import measures [MOFA, MAFF, METI]

- To ease or lift import measures on agricultural, forestry, and fishery products and foods each country imposed following the TEPCO’s FDNPS accident, detailed presentations will be conducted for foreign governments and make every effort to avert new regulatory measures in response to the announcement of the Basic Policy on the discharge of ALPS treated water into the sea.
- The government’s unified effort will be accelerated drawing on this success.

Measures up to now	Future measures
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">Information on Japanese food products after the nuclear accident were shared at WTO and SPS Committee regular meetings and calls were made each time to countries that still maintain import restrictions to lift them.Every opportunity was taken, including bilateral discussions and dialogues as well as international conferences, to call for the lifting of measures. <p><u>May 2021</u></p> <ul style="list-style-type: none">Singapore lifted its import measures. <p><u>September 2021</u></p> <ul style="list-style-type: none">The USA lifted its import measures. <p><u>October 2021</u></p> <ul style="list-style-type: none">The EU eased its import measures.<ul style="list-style-type: none">Limited to items with radioactive material inspection certification. The issue of radioactive material inspection certificates and origin certificates required for the export of cultivated mushrooms was eliminated <p><u>February 2022</u></p> <ul style="list-style-type: none">Taiwan eased its import measures.<ul style="list-style-type: none">The import ban on agricultural, forestry, and fishery products and foods from five prefectures (Fukushima, Tochigi, Gunma, Ibaraki and Chiba) was lifted except for certain items including wild game, mushrooms, and a Japanese vegetable known as “koshiabura.” <p><u>March 2022</u></p> <ul style="list-style-type: none">A program was produced in cooperation with Euronews to introduce efforts to ensure the safety of food produced in Fukushima. The program was broadcast on TV and online.Videos to introduce efforts to ensure the safety of Japanese food products (in English, Japanese, Korean, Simplified and Traditional Chinese) were uploaded to the website and YouTube channel of MOFA.	<ul style="list-style-type: none">Every opportunity will be taken, including bilateral dialogues and international conferences, to call for the lifting of measures. Opportunities for bilateral dialogues and meetings with dignitaries will also be actively pursued.At opportunities such as bilateral dialogues and international conferences, detailed presentations on the safety of ALPS treated water will also be conducted for foreign governments.

Measure 5: Strategic communication with the international community

vii) Efforts to ease and lift import measures [MOFA, MAFF, METI] (continued)

Measures up to now	Future measures
<p><u>June 2022</u></p> <ul style="list-style-type: none">• The UK lifted its import measures. <p><u>July 2022</u></p> <ul style="list-style-type: none">• Indonesia lifted its import measures. <p><u>Since December 2022</u></p> <ul style="list-style-type: none">• A program was produced in cooperation with Euronews to introduce the safety of ALPS treated water, the decommissioning status of the FDNPS, and efforts to ensure the safety of food produced in Fukushima, and broadcast on overseas TV and online. [Reposted] <p><u>August 2023</u></p> <ul style="list-style-type: none">• EU, Norway, Iceland, Switzerland, and Liechtenstein lifted their import measures.	<div><ul style="list-style-type: none">• Every opportunity will be taken, including bilateral dialogues and international conferences, to call for the lifting of measures. Opportunities for bilateral dialogues and meetings with dignitaries will also be actively pursued.• At opportunities such as bilateral dialogues and international conferences, detailed presentations on the safety of ALPS treated water will also be conducted for foreign governments.</div>

* Measure 6 i) Understand the level of awareness regarding treated water's properties and safety, etc. is Measure 5 i) reposted.

Measure 6: Examination and identification of the status of safety knowledge dissemination

ii) Understanding reputational impact [CAA, Reconstruction Agency, MAFF, METI]

- Perform interviews with business operators in industries in Fukushima and neighboring prefectures to understand the reputational impact and take measures to dispel concerns.
- Continue to conduct surveys on consumer awareness and surveys and analysis of the current state of the processes from production to sales of agricultural products of Fukushima Prefecture to improve discrepancies in the perception of business operators in each supply chain.

Measures up to now	Future measures
➤ Understanding reputational impact through interviews with business operators [Reconstruction Agency, MAFF, METI]	
<p><u>Since July 2021</u></p> <ul style="list-style-type: none">• Business operators have been interviewed via the Survey for the Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture. (28 surveys during FY2021, 29 during FY2022)<ul style="list-style-type: none">- To identify unfair bargaining practices <p><u>Since January 2022</u></p> <ul style="list-style-type: none">• Interviews with business operators were conducted by METI. [Reposted]<ul style="list-style-type: none">- To ascertain fair transactions <p><u>December 2022, March 2023, June 2023</u></p> <ul style="list-style-type: none">• METI held meetings for the liaison council consisting of trading companies dedicated for exports and other relevant companies.<ul style="list-style-type: none">- Opinions were exchanged about the actual state of trading and necessary measures.- A leaflet on ALPS treated water to be used in giving explanations to overseas businesses was created based on requests made at the liaison council meeting held in December 2022. <p><u>August 2023</u></p> <ul style="list-style-type: none">• A call center dedicated for addressing reputational damage related to the discharge of ALPS treated water was opened to listen to businesses about issues they have in actual trades (cessation of trading, beat-down, etc. using discharge of ALPS treated water as the reason), which was made known to distributors, retailers, and other businesses along with the call centers for individual measures. The information about the call center is also posted on the website of METI. [Reposted]	<ul style="list-style-type: none">• Interviews with business operators will be continued via the Survey for the Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture.• Interviews with business operators will be continuously conducted by METI.<ul style="list-style-type: none">- To ascertain fair transactions• Meetings for the liaison council consisting of trading companies dedicated for exports and other relevant companies will be held periodically.

Measure 6: Examination and identification of the status of safety knowledge dissemination

ii) Understanding reputational impact [CAA, Reconstruction Agency, MAFF, METI]

Measures up to now	Future measures
➤ Survey and analysis of the supply chain [CAA, Reconstruction Agency, MAFF, METI]	
<p><u>Since July 2021</u></p> <ul style="list-style-type: none">Processes from production to distribution and sales were surveyed and analyzed via the Survey for the Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture. <p><u>February 2022</u></p> <ul style="list-style-type: none">The “15th Survey on Consumer Awareness of Reputational Damage” was conducted. (Results released in March the same year) <p><u>January 2023</u></p> <ul style="list-style-type: none">The “16th Survey on Consumer Awareness of Reputational Damage” was conducted. (Results released in March the same year)	<ul style="list-style-type: none">Survey and analysis of processes from production to distribution and sales will be continued via the Survey for the Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture.The “17th Survey on Consumer Awareness of Reputation” will be conducted in around February 2024. (Results to be released in March the same year)Proper understanding of consumer awareness will be gained and applied to provide accurate and comprehensible information.Understanding of the awareness at each stage of the supply chains from the perspective of business operators in production, distribution and sales will be gained, and measures will be implemented to fill in the knowledge gaps.

*Measure 6 iii) Understanding how reputation mechanisms work is reposted from Measure 5 ii).

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <production measures> [MAFF]

(a) Enhance the “Ganbaru Project for Supporting Business in the Fishing and Farming Industry in Revitalizing their Sales”	(d) Enhance support for development and maintenance of facilities, etc. shared by the fishing industry
(b) Enhance support for releasing eggs and fries in disaster-affected areas	(e) Strengthen efforts to recruit and train the next generation of the industry
(c) Enhance support for installing fishing equipment	(f) Smoothen provision of funds necessary for recovery from the disaster and reconstruction

Measures up to now	Future measures
(a) Enhance the “Ganbaru Project for Supporting Business in the Fishing and Farming Industry in Revitalizing their Sales” [MAFF]	
<p><u>April 2021</u></p> <ul style="list-style-type: none">The approved business plan period was extended to FY2025. <p><u>Since April 2021</u></p> <ul style="list-style-type: none">Support has been provided for measures to restore yields of offshore trawlers based on a plan formulated in the Soma area of Fukushima.As a countermeasure against long-term poor catches, the coverage of the program has been expanded to include not only Fukushima Prefecture, but also the coast from Aomori Prefecture to Chiba Prefecture in an attempt to shift to a flexible management model that does not rely on a single fish species. Operational improvements have been implemented such as the simplification of procedures to create a system that is easy to use for fishers. <p><u>July 2022</u></p> <ul style="list-style-type: none">A plan to restore yields of small coastal fishing boats in the Soma-Futaba area of Fukushima has been approved. (Operations based on the plan began in January 2023) <p><u>Since April 2023</u></p> <ul style="list-style-type: none">Fishers working on improving the yields by 10% or more in the neighboring prefectures (Aomori, Iwate, Miyagi, Ibaraki, and Chiba) were included in the targets of support, and fish farmers trying to expand their business were newly defined as targets of support. <p><u>June 2023</u></p> <ul style="list-style-type: none">A plan to restore yields of offshore trawlers in the Iwaki area of Fukushima and in Miyagi has been approved. (Operations based on the plan expected to begin in September 2023)	<ul style="list-style-type: none">Through the program, the recovery of catches and the shift to a flexible management model that does not rely on a single fish species in relevant areas will be promoted.Opinion exchange with industry operators and workers will be continued to ensure the smooth implementation of the program. <p>* For the support of business operators, opinion exchange with industry operators and workers will be continued to ensure the smooth implementation of the measures. Considerations will be given to necessary action to be taken based on opinions received. (The same applies to other measures)</p>

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <production measures> [MAFF]

Measures up to now	Future measures
(b) Enhance support to release eggs and fries in disaster-affected areas [MAFF]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">Until an egg and fry production system is ready, support has been provided to secure eggs and fries of salmon, abalone, and other species for release in Iwate, Miyagi, and Fukushima.Ibaraki Prefecture has been added to the area covered by the support program since April 2022. <p>(April 2021 to March 2022)</p> <ul style="list-style-type: none">- Number of projects supported by the program: 71 <p>(April 2022 to March 2023)</p> <ul style="list-style-type: none">- Number of projects supported by the program: 113	<ul style="list-style-type: none">Support will continue to be provided to secure eggs for the release in the area from Iwate to Ibaraki prefectures.
(c) Enhance support for installing fishing equipment [MAFF]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">Support for the installation of fishing equipment for affected fisher groups in Fukushima Prefecture has been implemented in the form of assistance for energy-saving equipment.Since April 2022, the program has been expanded to cover equipment that contributes to improving productivity. <p>(April 2021 to June 2023)</p> <ul style="list-style-type: none">- Support for installation of equipment: 24 units	<ul style="list-style-type: none">The program will be implemented suitably based on its progress to promote a highly profitable and environmentally friendly fishing industry toward the reconstruction.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <production measures> [MAFF]

Measures up to now	Future measures
(d) Enhance support for development and maintenance of shared use facilities, etc. by the fishing industry [MAFF]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">Six shared use facilities including freight handling facilities are being developed in Fukushima Prefecture.	<ul style="list-style-type: none">The program will be implemented suitably based on its progress to promote the development of shared facilities in Fukushima Prefecture.
(e) Strengthen efforts to recruit and train the next generation of the industry [MAFF]	
<p><u>Since April 2022</u></p> <ul style="list-style-type: none">In addition to providing guidance for eligible fishery high school students as future crew members, new programs have been provided in Fukushima, including long-term training support for the children of fishers and lease-style support for the introduction of fishing boats and equipment required for starting a fishing business. <p><u>Since April 2023</u></p> <ul style="list-style-type: none">Support was provided by extending its coverage to Aomori, Iwate, Miyagi, Ibaraki, and Chiba Prefectures in addition of Fukushima Prefecture.	<ul style="list-style-type: none">The program will be implemented suitably based on its progress to promote the securing and training of new workers, including the children of fishers, in Fukushima and neighboring prefectures.
(f) Smoothen provision of funds necessary for recovery from the disaster and reconstruction [MAFF]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">Targeting fishing business operators in Iwate, Miyagi, Fukushima and Ibaraki prefectures who are still affected by the nuclear disaster, a measure to effectively eliminate the burden of interest payments on loans from the Japan Finance Corporation, Fisheries Modernization Fund, Fisheries Operation Maintenance and Stabilization Fund, and other financial products necessary for recovery from the disaster and reconstruction was implemented.	<ul style="list-style-type: none">The program will be implemented suitably based on its progress to promote the activities of recovery from the disaster and reconstruction through relevant measures including effective elimination of interest payment burdens.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <processing and distribution measures> [MAFF, METI]

- (a) Help promote recovery of sales channels of the marine product processing industry in disaster-affected areas
- (b) Help expand sales channels, strengthen management capabilities, and demonstrate safety
- (c) Support local markets within Fukushima Prefecture where marine products are consumed
- (d) Initiatives by Fukushima Sousou Recovery Team (FSRT)
- (e) Discussions with distribution industry toward establishment of environment that ensures continued trading

Measures up to now	Future measures				
(a) Help promote recovery of sales channels of the marine product processing industry in disaster-affected areas [MAFF, METI]					
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">Support was provided for equipment maintenance performed by local seafood processors, etc. <table><tr><td>(April 2021 to March 2022)</td><td>(April 2022 to March 2023)</td></tr><tr><td><ul style="list-style-type: none">Training individually provided to processors: 104 casesBusiness meetings held at consuming areas: 7Equipment maintenance support: 31 cases approved</td><td><ul style="list-style-type: none">Training individually provided to processors: 215 casesBusiness meetings held at consuming areas: 11Equipment maintenance support: 39 cases approved</td></tr></table> <p><u>September 2022</u></p> <ul style="list-style-type: none">Processed Products Exhibition and Business Meeting for the Recovery of Tohoku was held in Sendai. <p><u>November 2022</u></p> <ul style="list-style-type: none">Buyers from Hong Kong, Taiwan, Malaysia, Philippines, Thailand, Singapore, and UAE were invited to visit seafood processors of the affected prefectures and have business meetings in Iwaki. <p><u>Since July 2022</u></p> <ul style="list-style-type: none">Activities below were implemented to achieve revitalization of the fishery industry in the disaster-affected areas through provision of information and support to the seafood processors in the areas, with the Tohoku Bureau of Economy, Trade and Industry playing the core role.<ul style="list-style-type: none">Events (festivals, cooking classes) to convey the appeal of fishery productsFisheries Innovation SummitDispatch of expertsHolding Fisheries Open-FactoryDevelopment and PR of products using fish that had never been used beforePR and local business meetings for seafood products for overseas (Singapore, Taiwan, Thailand)Export Support Caravan in Sanriku	(April 2021 to March 2022)	(April 2022 to March 2023)	<ul style="list-style-type: none">Training individually provided to processors: 104 casesBusiness meetings held at consuming areas: 7Equipment maintenance support: 31 cases approved	<ul style="list-style-type: none">Training individually provided to processors: 215 casesBusiness meetings held at consuming areas: 11Equipment maintenance support: 39 cases approved	<ul style="list-style-type: none">In addition to supporting expenses for holding individual training, meetings, and seminars to restore sales channels for seafood processors in Fukushima and neighboring prefectures, support will be provided to efforts to communicate the safety and appeal of seafood and processed seafood products from affected prefectures.Processed Products Exhibition and Business Meeting for the Recovery of Tohoku will be held in Koriyama in September 2023.Overseas buyers will be invited to visit seafood processors of the affected prefectures and have business meetings in Sendai.To back up seafood processors trying to export their products, information sessions on support measures for overseas development will be held through cooperation with export support-related agencies and organizations.
(April 2021 to March 2022)	(April 2022 to March 2023)				
<ul style="list-style-type: none">Training individually provided to processors: 104 casesBusiness meetings held at consuming areas: 7Equipment maintenance support: 31 cases approved	<ul style="list-style-type: none">Training individually provided to processors: 215 casesBusiness meetings held at consuming areas: 11Equipment maintenance support: 39 cases approved				

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <processing and distribution measures> [MAFF, METI]

Measures up to now	Future measures
(b) Help expand sales channels, strengthen management capabilities, and demonstrate safety [MAFF]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">Support was provided for adding value to marine products of Fukushima. (April 2021 to March 2022)<ul style="list-style-type: none">Fukushima Fresh Fish Service permanent display: 14 storesCollective shipping support: 1 case approvedSupport to obtain Marine Eco-Label certification: Certification obtained in 5 cases (2 for production; 3 for chain of custody)Product development: 5 items <p>(April 2022 to March 2023)</p> <ul style="list-style-type: none">Fukushima Fresh Fish Service permanent display: 15 storesMeeting was held to propose ideas for product developmentSupport to obtain Marine Eco-Label certification: Certification obtained in 27 cases (5 for production; 22 for chain of custody) <p><u>September 2022</u></p> <ul style="list-style-type: none">Committee meeting was held in Fukushima to implement an initiative to enable consumers to check safety and other information when purchasing marine products of Fukushima, which was demonstrated in-store.	<ul style="list-style-type: none">In Fukushima, in addition to supporting efforts to obtain third-party certification, add value, and sell marine products of Fukushima at mass retailers, support will continue to be provided for local distributors and processors to form groups and collectively ship to major consumption markets.The initiative to enable consumers to check safety and other information when purchasing marine products of Fukushima will be continued.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <processing and distribution measures> [MAFF, METI]

Measures up to now	Future measures
(c) Support local markets within Fukushima Prefecture where marine products are consumed [MAFF]	
<p><u>Since April 2022</u></p> <ul style="list-style-type: none">Support was provided for wholesalers and intermediate wholesalers in markets that were taking measures to increase the trading of Fukushima marine products in seafood consumption markets of Fukushima Prefecture.	<ul style="list-style-type: none">Support will be continued to facilitate the shift to a distribution structure resilient to reputational damage through continued efforts to increase the trading of Fukushima marine products.
(d) Initiatives by Fukushima Sousou Recovery Team (FSRT) [METI]	
<p><u>May 2021</u></p> <ul style="list-style-type: none">The Fukushima Sousou Recovery Team established a support project team for seafood sales channels. <p><u>Until August 2023</u></p> <ul style="list-style-type: none">A total of 97 seafood brokers and processors from 15 municipalities in the Fukushima Hamadori region were visited. Support commenced for 57 operators to develop new sales channels and secure personnel. (As of the end of July 2023) <p><Main successes></p> <ul style="list-style-type: none">14 business operators succeeded in opening up new sales channels with 74 partners in total.12 business operators secured a total of 58 new hires.	<ul style="list-style-type: none">Support will be continued for developing new sales channels and securing personnel while expanding the number of individual visits.While carefully listening to the needs and issues experienced in the field, necessary support measures will be considered and implemented based on the notion that it is important to organically connect the seafood supply chains.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <processing and distribution measures> [MAFF, METI]

Measures up to now	Future measures
(e) Discussions with distribution industry toward establishment of environment that ensures continued trading [METI]	
<p><u>December 2022</u></p> <ul style="list-style-type: none">The “Liaison Council for Measures against Reputational Damage and for Distribution Pertaining to Handling of ALPS Treated Water” (hereinafter the “Liaison Council”) consisting of METI and organizations in the retail industry (*) was launched. Opinions were exchanged on necessary measures, etc. in order to establish an environment to continue trading without change even after discharge is started. [Reposted] <p>(*) National Supermarket Association of Japan, Japan Supermarkets Association, Japan Chain Stores Association, Japan Voluntary Chain Association, All Japan Supermarket association</p> <p><u>April 2023</u></p> <ul style="list-style-type: none">At a Liaison Council meeting, the retail industry offered an opinion stating “We wish to trade Sanriku and Joban products just like before, even after discharge of ALPS treated water into the sea begins” and made some requests about government measures including rigorous verification of safety by third parties and publishing of results of monitoring before and after starting discharge. [Reposted]	<ul style="list-style-type: none">Hold another Liaison Council meeting in August 2023 to provide explanation about the progress of measures and to exchange opinions. [Reposted]Continue to provide timely explanations and information about the status of the handling, findings from monitoring, and measures to mitigate reputational damage, among others so that trading can be continued without change even after discharge is started.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <consumption measures> [Reconstruction Agency, MAFF, METI]

- (a) Support promotion of sales through restaurants
- (b) Support promotion of sales through mass merchants and fresh fish retailers
- (c) Increase consumption and promote sale through promotion to consumers, etc.
- (d) Create framework to increase consumption through public-private collaboration

Measures up to now	Future measures
(a) Support promotion of sales through restaurants [MAFF]	
<p><u>Since April 2022</u></p> <ul style="list-style-type: none">• The first “Sanriku Joban Fairs” was held from the 1st to the 30th of November with the help of restaurants.• The second “Sanriku Joban Fairs” was held from January 16 to February 15, 2023, with the help of restaurants.• A program to sell processed seafood products from Fukushima and neighboring prefectures through department store online shops and online gourmet food stores was implemented.	<ul style="list-style-type: none">• To minimize reputational damage and achieve full-scale recovery, the program to sell processed seafood products from Fukushima and neighboring prefectures through department store online shops and online gourmet food stores and measures to promote sales at restaurants and other establishments will continue to be implemented.
(b) Support promotion of sales through mass merchants and fresh fish retailers [MAFF]	
<p><u>Since April 2022</u></p> <ul style="list-style-type: none">• A program to promote the sale of fresh fish and other seafood from Fukushima and other disaster-affected prefectures through mass merchants and fresh fish retailers operating in Kansai and other areas was implemented from September 1 to December 27.	<ul style="list-style-type: none">• To minimize reputational damage and achieve full-scale recovery, the program to promote the sale of fresh fish and other seafood from Fukushima and neighboring prefectures through mass merchants and fresh fish retailers operating in Kansai and other areas will continue to be implemented.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <consumption measures> [Reconstruction Agency, MAFF, METI]

Measures up to now	Future measures
(c) Increase consumption and promote sale through promotion to consumers, etc. [METI]	
<p><u>October 2022</u></p> <ul style="list-style-type: none">With cooperation of local groups and businesses, METI started the “Gohiiki” Sanriku Joban Campaign as a measure to promote abundant seafood from the Sanriku and Joban region. [Reposted]The first event was hold at Yomiuriland. At the event, METI offered i) seafood barbeque, ii) special seafood menu at the restaurant, and iii) booths to sell seafood with cooperation of relevant fishery industries. [Reposted] <p><u>January 2023</u></p> <ul style="list-style-type: none">As the second event of the “Gohiiki” Sanriku Joban Campaign, a booth to sell seafood from Sanriku and Joban was run at the Furusato Matsuri Tokyo, an event to promote regional specialties, held in Tokyo Dome. [Reposted] <p><u>March 2023</u></p> <ul style="list-style-type: none">As part of the “Gohiiki” Sanriku Joban Campaign, seafood from Sanriku and Joban was promoted at the pre-season games of the Nippon Professional Baseball league held in Tokyo Dome. [Reposted] <p><u>June 2023</u></p> <ul style="list-style-type: none">As part of the “Gohiiki” Sanriku Joban Campaign, a campaign to handle seafood from Sanriku and Joban was conducted with cooperation of retailers in the greater Tokyo area. [Reposted] <p><u>July 2023</u></p> <ul style="list-style-type: none">As part of the “Gohiiki” Sanriku Joban Campaign, in Toyosu, a talk event, merchandise selling booths, campaigns collaborated with restaurants, etc. to promote seafood from Sanriku and Joban were held. In addition, PR videos created with cooperation of intermediate wholesalers were played, and food tasting and symposium sessions targeting market players were held. [Reposted]	<ul style="list-style-type: none">Necessary activities will be considered and implemented based on the local needs, etc. [Reposted]As part of the “Gohiiki” Sanriku Joban Campaign, support will be provided for businesses in the Sanriku and Joban region to exhibit at the Japan International Seafood Show that is planned to be held in Tokyo in August 2023. [Reposted]As part of the “Gohiiki” Sanriku Joban Campaign, sales promotion events will be held in collaboration with local retailers.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

i) Support for business continuity and expansion for the fishing industry in disaster-affected areas <consumption measures> [Reconstruction Agency, MAFF, METI]

Measures up to now	Future measures
(d) Create framework to increase consumption through public-private collaboration [Reconstruction Agency, MAFF, METI]	
<p><u>December 2022</u></p> <ul style="list-style-type: none">• A public-private collaborative framework called “Discover the Charms!” Sanriku Joban Mono Network was launched.• The industry, municipalities in Japan, and government-related organizations were encouraged to participate in the Network to increase the consumption of Sanriku and Joban products. <p><u>February and March 2023</u></p> <ul style="list-style-type: none">• The first “Sanriku Joban Weeks” was held, where events were run and participants of the Network set up major promotions for Sanriku and Joban products.• The government also preferentially consumed box lunches made using Sanriku and Joban products. <p><u>Since July 2023</u></p> <ul style="list-style-type: none">• The second “Sanriku Joban Weeks” started, where events are run and participants of the Network set up major promotions for Sanriku Joban products. (Planned to be run through September)• The government also preferentially consumed box lunches made using Sanriku and Joban products.	<ul style="list-style-type: none">• Participants of the Network will be encouraged to consume Sanriku and Joban projects by means of box lunches, food trucks, and cafeterias.• In case reputational damage is sustained due to discharge of ALPS treated water into the sea, participants of the Network will purchase Sanriku and Joban products. (support buying)

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

ii) Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

(a) Conduct tests on agricultural and forestry products, publicize such test results, and disseminate information about their safety	(d) Conduct initiatives for developing sales channels in Japan for agricultural and forestry products from Fukushima Prefecture
(b) Help obtain third-party certification for agricultural products from Fukushima Prefecture	(e) Conduct business matching and other support projects for creating a sixth industry (new value-added products), etc.
(c) Help promote the disposal of pasture grass and rice straws, etc.	(f) Promote active use of products from disaster-affected areas
	(g) Support surveys, analyses, etc. of radioactive materials in wood products

Measures up to now	Future measures
(a) Conduct tests, publicize such test results, and disseminate information about their safety [MHLW, MAFF]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">With cooperation from the relevant ministries, the safety of agricultural and forestry products has been secured through the implementation of monitoring testing based on national guidelines.<ul style="list-style-type: none">Support has also been provided for the implementation of voluntary testing in production areas in Fukushima PrefectureThe results were published on the websites of MAFF, MHLW, and CAA, as well as in the “Food and Radiation Q&A” leaflet [Reposted]	<ul style="list-style-type: none">With cooperation from the relevant ministries, the safety of agricultural and forestry products will be secured through the implementation of monitoring testing based on national guidelines.<ul style="list-style-type: none">Support will also be provided for the implementation of voluntary testing in production areas in Fukushima PrefecturePublish the results on the websites of MAFF, MHLW, and CAA, as well as in the “Food and Radiation Q&A” leaflet [Reposted]
(b) Help obtain third-party certification for agricultural products from Fukushima Prefecture [MAFF]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">Support for attaining third-party certification such as GAP has been in place in Fukushima Prefecture. (487 cases up to the end of March 2023)Support for attaining Organic JAS certification has been in place in Fukushima Prefecture. (43 cases (235 agricultural operators) up to the end of March 2023)	<ul style="list-style-type: none">Support will be implemented in Fukushima Prefecture to expand the acquisition of third-party GAP certification and Organic JAS certification to dispel rumors through the production of safe and high-quality Fukushima products.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

ii) Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
(c) Help promote the disposal of pasture grass and rice straws [MAFF, MOE]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">• Programs have been implemented to accelerate the disposal of agricultural and forestry waste to support the promotion of disposal by municipalities storing radioactive agricultural and forestry waste.• Review meetings have been held to promote the disposal of contaminated pasture grass in Iwate, Miyagi, and Tochigi prefectures; radioactive cesium concentrations are being re-measured; and programs have been implemented to mitigate the impact of radioactive material in agricultural and livestock products to support efforts to maintain proper storage. (Number of contaminated pasture grass rolls whose cesium concentration has been remeasured to date: 2,382)• In Fukushima Prefecture, support has been provided in the form of loans for industrial waste disposal costs to promote the disposal of industrial bark waste generated. (Amount of loans provided in FY2022: 310 million yen)	<ul style="list-style-type: none">• Programs will continue to be implemented to accelerate the disposal of agricultural and forestry waste to support the promotion of disposal by municipalities storing radioactive agricultural and forestry waste.• Projects that mitigate the impact of radioactive material in agricultural and livestock products will be implemented upon request in municipalities in Iwate, Miyagi, and Tochigi prefectures.• In Fukushima Prefecture, support will be provided in the form of loans for industrial waste disposal costs to promote the disposal of industrial bark waste generated.
(d) Conduct initiatives for developing sales channels in Japan for agricultural and forestry products from Fukushima Prefecture [MAFF, METI]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">• Support has been provided for sales promotion activities implemented by Fukushima Prefecture such as business matching meetings and online sales. (197 business meetings in FY2021, 268 in FY2022)	<ul style="list-style-type: none">• Support will be continued for sales promotion activities implemented by Fukushima Prefecture such as business matching meetings and online sales.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

ii) Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
(e) Conduct business matching and other support projects for creating a sixth industry (new value-added products), etc. [METI]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">• In collaboration with Fukushima Sousou Recovery Team, support has been provided for business operators in the Hamadori region of Fukushima to develop sales channels. <Main successes (as of the end of March 2023)><ul style="list-style-type: none">- Support provided for 123 businesses including 19 fishery businesses- 84 business operators concluded new supplier contracts through matching with retailers and distributors- Sales events and exhibitions for Fukushima products held in 35 locations in total across Japan. 120 business operators participated in total. Yielded approximately 47.4 million yen in total sales- A sale event held in Ginza Loft for 1 month (October 2022). Products made by 13 businesses sold- Joban Tairyo Ichi held at 6 stores of Uokumi in Kansai. Products made by 6 businesses sold- Exhibited at the Taiwan Culinary Exhibition in August 2022. Products made by 6 businesses displayed and promoted• Support on product development (e.g., improving product package, changing ingredients) was provided for 44 businesses to develop sales channels. (As of the end of March 2023) <p><u>Since December 2021</u></p> <ul style="list-style-type: none">• Support has been provided for the development and supply of menus using Fukushima products at 58 food delivery stores and 57 restaurants in the greater Tokyo area and overseas. <Main successes (as of the end of March 2023)><ul style="list-style-type: none">- 5 businesses participated in and developed “Joban flounder burger” and “Red gurnard yukhoe bowl with boiled-immediately-after-catching young sardines” through collaboration with the Namie Roadside Station. Selling started in March 2023	<ul style="list-style-type: none">• Support will be continued for the development of sales channels. Based on the results of surveys, the needs and issues experienced in the field will be thoroughly understood and used for improving the support programs, and dissemination of information on the program outcomes will be enhanced.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

ii) Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
(f) Promote active use of products from disaster-affected areas [MAFF, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Measures for promoting the use of products from disaster-affected areas have been shared on the MAFF website.<ul style="list-style-type: none">- Started in April 2011• Support has been provided to promote export from disaster-affected areas and other production areas as well as registrants of the Global Farmers/Fishermen/Foresters/Food Manufacturers Projects (GFP), in the form of export diagnostics and seminars and networking events.• Of 148 applicants, 19 business operators (including 3 seafood business operators) from Hokkaido to Chiba were selected for the Japan Brand Development Assistance Program. (FY2022 public invitation)• Consulting and collaborating with relevant ministries, notifications were sent to prefectures and food-related organizations, etc. on the use and sales promotion of products from disaster-affected areas. <p><u>Since March 2022</u></p> <ul style="list-style-type: none">• Seafood brokers and processors advancing efforts to develop new sales channels were granted additional points in the selection for Subsidy for Sustainability, Japan Brand Development Assistance Program, and other programs.	<ul style="list-style-type: none">• Measures for promoting the use of products from disaster-affected areas will continue to be shared on the MAFF website.• Support will be provided to promote export from disaster-affected areas and other production areas as well as registrants of the Global Farmers/Fishermen/Foresters/Food Manufacturers Projects (GFP), in the form of export diagnostics and seminars and networking events.• With the help of JETRO and SME Support Japan (SMRJ), support will continue to be provided for efforts of business operators to expand overseas.• Support will be provided for the efforts of business operators to develop new sales channels through Subsidy for Sustainability and other programs.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

ii) Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
(f) Promote active use of products from disaster-affected areas [MAFF, METI] (continued)	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• Fukushima products began to be consistently used in eateries such as cafeterias at METI. (October 2021)• Cafeterias and other eateries at relevant ministries also began to continuously use Fukushima products. (MAFF, MLIT, MEXT, etc.) <p><u>March 2022</u></p> <ul style="list-style-type: none">• A three-day campaign was held in 21 administrative bodies of the national government to support recovery of disaster-affected areas by eating box lunches highlighting seafood from Fukushima and Miyagi prefectures. Over 3,000 box lunches were sold. <p><u>Since July 2022</u></p> <ul style="list-style-type: none">• A food truck has been regularly visiting METI to serve food using Fukushima products.• A food truck came on the Children’s Tour Day in Kasumigaseki, to serve food to the visitors as well.	<ul style="list-style-type: none">• Cafeterias and other eateries at relevant ministries will continue to use products from Fukushima and other disaster-affected areas. Regular sales by a food truck will also continue at METI.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

ii) Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Future measures
(g) Support surveys, analysis of radioactive materials in wood products [MAFF]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">• The following measures have been implemented in Fukushima Prefecture through a MAFF program to investigate and verify the impact on distribution of safe wood products.<ul style="list-style-type: none">- Automatic measurement (detection) instruments were installed in factories in the Soma-Futaba area (installed 8 units)- Wood safety assessment was performed by testing and analysis of radiation levels in logs and timber products- Timber products were exhibited at trade shows to prevent reputational damage etc.	<ul style="list-style-type: none">• The following measures will be implemented in Fukushima Prefecture through a MAFF program to investigate and verify the impact on distribution of safe wood products.<ul style="list-style-type: none">- Automatic measurement (detection) instruments and non-destructive testing equipment will be installed in factories in the Soma-Futaba area- Wood safety assessment will be performed by testing and analysis of radiation levels in logs and timber products- PR activities will include exhibiting timber products at trade shows to prevent reputational damage and using them as interior materials in public facilities etc.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iii) Support for attracting tourists and increasing non-resident visitors to disaster-affected areas [Reconstruction Agency, METI, Japan Tourism Agency]

- (a) Help promote Hope Tourism
- (b) Provide comprehensive support for marine leisure
- (c) Improve region’s tourism resources and communicate their appeal
- (d) Help increase visitors

Measures up to now	Future measures
(a) Help promote Hope Tourism [METI, Japan Tourism Agency]	
<p><u>Since April 2021</u></p> <ul style="list-style-type: none">Support has been provided for the operation of the one-stop gateway of Hope Tourism managed by the Fukushima prefectural government in providing information to travel agencies, schools and organizations and offering support for the creation of travel products by travel agencies. (Participants in Hope Tourism: 9,848 in FY2021, 17,806 in FY2022) <p><u>From October 2021</u></p> <ul style="list-style-type: none">Tours (including online virtual tours) were conducted for stakeholders in the educational travel industry with the aim of supporting Fukushima. (A total of approx. 200 participants on 18 tours) [Reposted] <p><u>Since April 2022</u></p> <ul style="list-style-type: none">Support has been provided for the creation of travel products to allow independent travelers to experience Hope Tourism.	<ul style="list-style-type: none">To promote Hope Tourism, support will continue for operating the one-stop gateway of Hope Tourism managed by the Fukushima prefectural government, conducting tours for educational travel stakeholders, and creating travel products to allow independent travelers to experience Hope Tourism.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iii) Support for attracting tourists and increasing non-resident visitors to disaster-affected areas [Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Future measures
(a) Help promote Hope Tourism [METI, Japan Tourism Agency] (continued)	
<p><u>November 2021, February and October 2022, January 2023</u></p> <ul style="list-style-type: none">Collaborating with the Japan Association of Travel Agents (JATA), tours were conducted for JATA member companies to visit disaster-affected areas and the FDNPS in order to create new travel products. About 50 companies participated. [Reposted]	<ul style="list-style-type: none">Continue to offer tours with the Japan Association of Travel Agents for the creation of travel products. Follow up the creation of travel products after the tours. [Reposted]
(b) Provide comprehensive support for marine leisure [Japan Tourism Agency]	
<p><u>Since April 2022</u></p> <ul style="list-style-type: none">Comprehensive support has been provided for efforts to promote blue tourism in the area from Iwate to Ibaraki prefectures, such as enriching content for enabling visitors to experience the charm of the sea and promotional activities focusing the sea. (Program for Promoting Blue Tourism: 14 cases approved in FY2022, 14 cases in FY2023)	<ul style="list-style-type: none">Comprehensively support efforts to promote blue tourism in the area from Iwate to Ibaraki prefectures, such as enriching content for enabling visitors to experience the charm of the sea and promotional activities focusing the sea.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iii) Support for attracting tourists and increasing non-resident visitors to disaster-affected areas [Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Future measures
(c) Improve region’s tourism resources and communicate their appeal [Reconstruction Agency, METI, Japan Tourism Agency]	
<p><u>May 2021 to March 2022</u></p> <ul style="list-style-type: none">To attract tourists to the Tohoku region, support was provided to help local tourism associations and other stakeholders of the tourism industry enhance unique tourism resources of the region through the Program for Promoting Cooperation within the Region by Enhancing Tourism Resources. <p><u>May 2021, May 2022, August 2023</u></p> <ul style="list-style-type: none">Support was provided for measures implemented by private organizations to convey local traditions and attractions and increase visitors to the region through the Program to Develop Infrastructure for Conveying Traditional Local Attractions to dispel reputational damage and increase visitors mainly in the 12 municipalities in Fukushima Prefecture. Promotional support was provided for 19 organizations in FY2021, 16 organizations in FY2022, and 17 organizations in FY2023. <p><u>Until August 2023</u></p> <ul style="list-style-type: none">Using the regional information dissemination grant, support was provided for activities planned and carried out by municipalities in Fukushima to disseminate information aimed at dispelling reputational damage. (Grants have been approved for 163 projects planned by 1 prefecture and 45 municipalities) [Reposted] <p><u>November 2022</u></p> <ul style="list-style-type: none">From the 1st to the 30th of November, “FUKUSHIMA Food Fair!!” was held in Singapore to distribute information on food and other features of Fukushima, as part of the program to support conveying traditional local attractions. Alongside, for the purpose of showing the current status of ALPS treated water and the decommissioning, explanatory videos were played and English brochures were handed out.	<ul style="list-style-type: none">Using the regional information dissemination grant, support will be provided for the dissemination of information by municipalities in Fukushima. [Reposted]Using projects and events organized by private organizations, support will be provided for dissemination of information on the appeal of Fukushima in Japan and overseas. Necessary support measures will be considered and implemented based on the needs and issues in the field.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iii) Support for attracting tourists and increasing non-resident visitors to disaster-affected areas [Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Future measures
(d) Help increase visitors [Reconstruction Agency, METI]	
<p><u>October to December 2021</u></p> <ul style="list-style-type: none">A public offering was conducted to select and support private business operators in the development of tours, events, guesthouses, and other content to attract visitors to 15 municipalities. <p><u>February 2022</u></p> <ul style="list-style-type: none">Project operators were selected for the program to support the development of tours, events, and other content to attract visitors to 15 municipalities. (3 projects) <p><u>June to September 2022</u></p> <ul style="list-style-type: none">A public offering was conducted for the FY2022 program to support content development for attracting visitors. Support was provided focusing on projects implemented in collaboration with local businesses (such as restaurants and accommodations) or campaigns. <p><u>November 2021, February and October 2022, January 2023</u></p> <ul style="list-style-type: none">Collaborating with the Japan Association of Travel Agents (JATA), tours were conducted for JATA member companies to visit disaster-affected areas and the FDNPS in order to create new travel products. About 50 companies participated. [Reposted] <p><u>October 2022</u></p> <ul style="list-style-type: none">To induce future entrepreneurship in or relocation to 12 municipalities in Fukushima, the Fukushima Fukko Grandprix, an event to compete for the best business ideas in the Hamadori region, was held. <p><u>November 2022</u></p> <ul style="list-style-type: none">Project operators were selected for the program to support the development of tours, events, and other content to attract visitors to 15 municipalities. (6 projects)Project operators were selected for the program to support the creation of wide-area contents and wide-area marketing for integrated information dissemination. (1 case) <p><u>May to August 2023</u></p> <ul style="list-style-type: none">A public offering was conducted for the FY2023 program to support content development for attracting visitors.	<ul style="list-style-type: none">Continue the collaboration with the travel industry to build up examples of tours created as well as to help attract more customers by, for example, expanding tours. [Reposted]Support for integrated information dissemination will be continued to help improve recognition of the 15 municipalities and increase visitors.Support for the development of content to attract visitors will be continued so that the content created will take root in the community and keep attracting visitors.Support for the creation and implementation of wide-area contents and for integrated information dissemination will be continued to achieve an increase in the number of visitors to the wide region encompassing 15 municipalities.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iii) Support for attracting tourists and increasing non-resident visitors to disaster-affected areas [Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Future measures
(d) Help increase visitors [Reconstruction Agency, METI] (continued)	
<p><u>March 2021</u></p> <ul style="list-style-type: none">With the participation of approximately 70 individuals, including private business operators, a forum was launched to create projects that would lead to an increase in the number of visitors in 15 municipalities, including the Hamadori region of Fukushima. From July, teams for planning specific projects, such as wide-area sport events, were formed. <p><u>December 2021 to May 2022</u></p> <ul style="list-style-type: none">A forum has been formed and held to discuss and shape actions for further increasing visitors to 15 municipalities.Future actions including the creation of wide-area contents and integrated digital promotion have been compiled as “Action Plan for Increasing Visitors.” <p><u>Since May 2022</u></p> <ul style="list-style-type: none">Projects including Aizu-Hamadori Educational Tour Project have been implemented by participants of the forum for creating projects. <p><u>September 2022</u></p> <ul style="list-style-type: none">The first WG toward content creation in the fields of “wine and food” and “sports (cycle)” based on the Action Plan for Increasing Visitors was held. <p><u>December 2022</u></p> <ul style="list-style-type: none">For the field of “wine and food” based on the Action Plan for Increasing Visitors, the second WG was held with attendance of wide-area marketing business operators.The first training session for improving digital literacy was held to increase visitors to 15 municipalities based on Action Plan for Increasing Visitors. <p><u>June 2023</u></p> <ul style="list-style-type: none">For the four fields of “nature (maintains),” “nature (sea),” “history and culture,” and “art” based on the Action Plan for Increasing Visitors, the first WG was held with attendance of wide-area marketing business operators.	<ul style="list-style-type: none">Actions to be taken in the fields of “wine and food” and “sports (cycle)” based on the Action Plan for Increasing Visitors will be refined.Collaboration between business operators will continue to be promoted so as to lead to the creation of projects led by private business operators.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iii) Support for attracting tourists and increasing non-resident visitors to disaster-affected areas [Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Future measures
(d) Help increase visitors [Reconstruction Agency, METI] (continued)	
<p><u>November 2021</u></p> <ul style="list-style-type: none">Approximately 2,600 stores participated in a consumption stimulus campaign where visitors can get a point cashback of up to 30% when using QR code payment in stores in the 15 municipalities. (Until January 2022) <p><u>May 2022</u></p> <ul style="list-style-type: none">Approximately 5,000 stores participated in a consumption stimulus campaign where visitors can get a point cashback of up to 30% when using QR code payment in stores in the 12 municipalities or 15 municipalities. (Until January 2023) <p><u>April 2023</u></p> <ul style="list-style-type: none">Approximately 6,300 stores participated in a consumption stimulus campaign where visitors can get a point cashback of up to 30% when using QR code payment in stores in the 15 municipalities. (Until May 2023) <p><u>July 2023</u></p> <ul style="list-style-type: none">Approximately 5,300 stores participated in a consumption stimulus campaign where visitors can get a point cashback of up to 30% when using QR code payment in stores in the 15 municipalities. (Until September 2023 (planned))	<ul style="list-style-type: none">The consumption stimulus campaign for visitors will be repeatedly conducted. The analysis of performance data will continue to be progressed, and measures for further increasing consumption will be considered and implemented.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iv) Support from SMRJ, JETRO, and other agencies [METI, MAFF]

- Establishment of special consultation counters
- Dispatch of advisors for reconstruction support
- Support for EC and trade shows
- Utilization of the networks of economic associations and other organizations

Measures up to now	Future measures
➤ Establishment of special consultation counters [METI]	
<p><u>September 2021</u></p> <ul style="list-style-type: none">• Special consultation counters were established at SMRJ, JETRO, and Yorozu Support Centers to advise small and medium enterprise operators from Hokkaido, Aomori, Iwate, Miyagi, Fukushima, Ibaraki, and Chiba prefectures. <p><u>Since February 2022</u></p> <ul style="list-style-type: none">• On-site consultation sessions were held in 8 locations in Iwate, Miyagi, Fukushima, and Ibaraki prefectures by relevant ministries, SMRJ, and JETRO. <p><u>Since December 2022</u></p> <ul style="list-style-type: none">• On the 22nd and 23rd of December, joint information sessions on support measures for fishery business operators and SMEs were held in Soma and Iwaki.• On the 1st, 3rd, and 8th of February 2023, joint information sessions on support measures for fishery business operators and SMEs were held in Mito, Miyako, and Ishinomaki. <p><u>Since April 2023</u></p> <ul style="list-style-type: none">• SMRJ established an online chat system for consultation, in addition to the special consultation counter at the regional head office.	<ul style="list-style-type: none">• On-site consultation sessions will be held in regions along the Pacific coast by relevant ministries, SMRJ and JETRO.• Joint information sessions on support measures for fishery business operators and SMEs will be held.• Advice will continue to be provided at special consultation counters.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iv) Support from SMRJ, JETRO, and other agencies [METI, MAFF]

Measures up to now	Future measures
➤ Dispatch of advisors for reconstruction support [METI]	
<p><u>September 2021</u></p> <ul style="list-style-type: none">• SMRJ (Hokkaido Head Office, Tohoku Head Office, including the Fukushima Support Center, and Kanto Head Office) started to dispatch advisors to advise on immediate measures to be taken in relation to the handling of ALPS treated water. <p><u>Since August 2022</u></p> <ul style="list-style-type: none">• The Tohoku Bureau of Economy, Trade and Industry, Miyagi Regional Bureau of Reconstruction, and SMRJ started push support for about 30 seafood processors among consultation workshop participants and business operators who have received support.	<ul style="list-style-type: none">• Dispatch of SMRJ advisors will be continued.• Through questionnaires to business operators, JETRO offices will assess the actual situation related to overseas businesses and provide hands-on support.• In cooperation with the national government, SMRJ and JETRO will continue to provide push support, including dispatch of advisors, for consultation workshop participants and business operators who have received support.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iv) Support from SMRJ, JETRO, and other agencies [METI, MAFF]

Measures up to now	Future measures
➤ Support for EC and trade shows [METI, MAFF]	
<p><u>January to March 2022</u></p> <ul style="list-style-type: none">JETRO launched a PR campaign in New York (U.S.) to promote processed seafood and other products of the Tohoku Region by engaging local restaurant chefs and influencers. <p><u>August 2022</u></p> <ul style="list-style-type: none">JETRO invited EC seafood buyers from the Netherlands for individual business meetings with fishery companies in the Sanriku and Joban region, and held a seminar in Ishinomaki about the latest food markets in Europe including the Netherlands. <p><u>September 2022, February and June 2023</u></p> <ul style="list-style-type: none">To Japanese Food and Ingredient Supporter Stores overseas, JETRO used email magazines and other channels to introduce fishery business operators in Sanriku and promote Japanese products including Sanriku and Joban products. <p><u>February 2023</u></p> <ul style="list-style-type: none">JETRO ran the Sanriku Joban Fair at the sales promotion event held by EC fishery product buyers from the Netherlands to promote Sanriku and Joban products <p><u>March 2023</u></p> <ul style="list-style-type: none">SMRJ gave certain consideration to seafood processors operating on the Pacific coast from Hokkaido to Chiba in the selection of exhibitors at SME General Exhibition in FOODEX 2023, and supported six operators in participating in the exhibition.At the venue of FOODEX 2023, JETRO held tour-type online business meetings by overseas buyers using tablets. A total of 8 participating companies from Sanriku and Joban had business meetings with overseas buyers. <p><u>May and June 2023</u></p> <ul style="list-style-type: none">To cultivate new sales channels, JETRO invited influencers from Mexico to experience the food culture of Iwate, Miyagi, Fukushima and Ibaraki, especially seafood, and broadly disseminated the appeal of food of Tohoku, Sanriku, and Joban to Spanish-speaking countries including South and Central America.	<ul style="list-style-type: none">Through e-commerce and trade shows, JETRO and SMRJ will continue to support business operators handling Japanese products, including Sanriku and Joban products, expand overseas and develop new sales channels.SMRJ plans to give additional consideration to seafood processors operating on the Pacific coast from Hokkaido to Chiba in the selection of exhibitors at SME General Exhibition in FOODEX 2024, which is planned to be held in spring 2024.Regarding the support for the development of sales channels utilizing EC, JETRO will enhance its programs to invite overseas buyers. In addition, it will run fairs for the Sanriku and Joban region at overseas exhibitions in cooperation with EC buyers, and strengthen online promotion on EC websites.JETRO plans to introduce Sanriku and Joban products to Japanese Food and Ingredient Supporter Stores through a quarterly email magazine.JETRO plans to hold online business meetings with Mexican buyers of seafood, liquors, etc. in September to develop sales channels.JETRO plans to invite seafood buyers from overseas to participate in business meeting tours in Tohoku and Joban regions.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iv) Support from SMRJ, JETRO, and other agencies [METI, MAFF]

Measures up to now	Future measures
<p>➤ Support for EC and trade shows [METI, MAFF] (continued)</p> <p><u>Until August 2023</u></p> <ul style="list-style-type: none">• In cooperation with food trading companies for Singapore, JETRO promoted seafood from Sanriku to consumers in Singapore through sale on local EC websites and holding a farm-fresh Sanriku fair at a Japanese supermarket in Singapore.• JETRO introduced the products of 241 business operators who handle Japanese products, including agricultural and fishery products from Hokkaido to Chiba, to over 60 collaborating EC buyers around the world through the JAPAN MALL project. 108 business operators concluded contracts. (FY2022 result) In FY2023, introduction to collaborating EC buyers has been continued. <p><u>June 2023</u></p> <ul style="list-style-type: none">• JETRO invited 9 buyers from Hong Kong to visit and have business meetings with fishery-related companies in Miyagi Prefecture.• JETRO supported business meetings at the venue of the “Japan’s Food” Export Fair, including arranging interpreters for major wholesaler buyers from Malaysia endorsed by its overseas office and having its staff attend the business meetings. Business meetings were held with seafood product companies from Miyagi and marine product companies from Iwate. <p><u>July 2023</u></p> <ul style="list-style-type: none">• In response to the announcement of lifting food import measures by EU, JETRO invited EC fishery product buyers from the Netherlands to Fukushima, Miyagi, and Iwate prefectures to participate in field tours, company visits, and business meetings.• To assist overseas sales expansion of seafood, etc. from Tohoku, Sanriku, and Joban to Mexico, JETRO held taste testing events at local venues.	<ul style="list-style-type: none">• Through e-commerce and trade shows, JETRO and SMRJ will continue to support business operators handling Japanese products, including Sanriku and Joban products, expand overseas and develop new sales channels.• SMRJ plans to give additional consideration to seafood processors operating on the Pacific coast from Hokkaido to Chiba in the selection of exhibitors at SME General Exhibition in FOODEX 2024, which is planned to be held in spring 2024.• Regarding the support for the development of sales channels utilizing EC, JETRO will enhance its programs to invite overseas buyers. In addition, it will run fairs for the Sanriku and Joban region at overseas exhibitions in cooperation with EC buyers, and strengthen online promotion on EC websites.• JETRO plans to introduce Sanriku and Joban products to Japanese Food and Ingredient Supporter Stores through a quarterly email magazine.• JETRO plans to hold online business meetings with Mexican buyers of seafood, liquors, etc. in September to develop sales channels.• JETRO plans to invite seafood buyers from overseas to participate in business meeting tours in Tohoku and Joban regions.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iv) Support from SMRJ, JETRO, and other agencies [METI, MAFF]

Measures up to now	Future measures
➤ Utilization of the networks of economic associations and other organizations [METI, MAFF]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• The Japan Business Federation and other organizations were again requested to collaborate on measures for increasing the consumption of products from disaster-affected areas.• The following measures were mainly implemented by TEPCO:<ul style="list-style-type: none">- Sales promotion events for Fukushima products were held at retail stores and restaurants mainly in the greater Tokyo area and Fukushima for a total of approximately 31,000 store-days (as of the end of July 2023)- A total of 12 sales promotion campaigns were held, including an intensive sales campaign coinciding with the rice harvest season and an e-commerce site campaign, to accommodate the COVID situation- A series of Discover Fukushima Fish Festival was held (8 times) to widely appeal Joban products.- Initiatives implemented by Fukushima-OKnet, a network of supporting companies, include: Fukushima Marchés, use of Fukushima products in staff cafeterias, operation of food trucks to serve menus using Fukushima products, and sale of Fukushima bento lunch boxes- Information was disseminated via the LINE account of Fukushima Support Squad (which boasts approx. 1.46 million registrants as of end of July 2023)- Raised awareness for Fukushima products through various magazines (Tokyo Calendar, dancyu, Pen, NewsWeek)- Talks and on-site tours were held with distributors to communicate accurate information on ALPS treated water and the appeal of Joban products- Products from Fukushima and neighboring prefectures were used in staff cafeterias, and information on local attractions and tourism were disseminated- Promoted the use of products from disaster-affected areas in staff cafeterias of FEPC member companies through FEPC, as a part of a nation-wide initiative to promote the consumption of seafood	<ul style="list-style-type: none">• Events to sell products from disaster-affected areas will be held, using the networks of economic associations and other organizations.• In addition to continuing and expanding the efforts in the left-hand column, TEPCO will consider and implement necessary measures through talks and discussions with relevant parties.• In addition to expanding activities to increase the consumption of products from disaster-affected areas, such activities will be used as a springboard for continued growth of transactions.

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

iv) Support from SMRJ, JETRO, and other agencies [METI, MAFF]

Measures up to now	Future measures
➤ Utilization of the networks of economic associations and other organizations [METI, MAFF] (continued)	
<p><u>December 2022</u></p> <ul style="list-style-type: none">• A public-private collaborative framework called “Discover the Charms!” Sanriku Joban Mono Network was launched. [Reposted]• The industry, municipalities in Japan, and government-related organizations were encouraged to participate in the Network to increase the consumption of Sanriku and Joban products. [Reposted] <p><u>February and March 2023</u></p> <ul style="list-style-type: none">• The first “Sanriku Joban Weeks” was held, where events were run and participants of the Network set up major promotions for Sanriku and Joban products. [Reposted]• The government also preferentially consumed box lunches made using Sanriku and Joban products. [Reposted] <p><u>Since July 2023</u></p> <ul style="list-style-type: none">• The second “Sanriku Joban Weeks” started, where events are run and participants of the Network set up major promotions for Sanriku Joban products. (Planned to be run through September) [Reposted]• The government also preferentially consumed box lunches made using Sanriku and Joban products. [Reposted]	<ul style="list-style-type: none">• Participants of the Network will be encouraged to consume Sanriku and Joban projects by means of box lunches, food trucks, and cafeterias. [Reposted]• In case reputational damage is sustained due to discharge of ALPS treated water into the sea, participants of the Network will purchase Sanriku and Joban products. (support buying) [Reposted]

Measure 7: Support to demonstrate safety, improve productivity, and expand sales channels

v) Measures against import measures, etc. imposed without scientific evidence [MOFA, METI, MAFF]

- Measures to counter import measures by other countries without scientific evidence associated with discharge of ALPS treated water will be taken.

Measures up to now	Future measures
<p><u>Since July 2023</u></p> <p><Actions taken to China></p> <ul style="list-style-type: none">• On July 7, the Chinese government announced enhancement of inspection and quarantine for seafood imports from Japan. Some seafood exports from Japan to China were kept at local customs.• On July 14, Minister Hayashi of MOFA strongly requested Wang Yi, director of the Chinese Communist Party Central Committee Foreign Affairs Commission Office, to take science-based action and to lift import measures on Japanese food products as early as possible. <p><Actions taken to Hong Kong></p> <ul style="list-style-type: none">• On July 12, MOFA, METI, and MAFF held an information session on ALPS treated water to the Hong Kong government. (METI had been giving explanations on ALPS treated water to the Hong Kong government several times.)• On July 12, the Hong Kong government announced that imports of seafood from 10 prefectures would be suspended if ALPS treated water was discharged into the sea. The time required to pass customs became longer.• On July 21, Consul-General Okada of Japan in Hong Kong stated that the announcement by the Hong Kong government was very regrettable, and strongly requested Lee Ka-chiu, Chief Executive of Hong Kong, to review the announcement.• On July 26, at the Consulate-General of Japan in Hong Kong, MOFA, METI, and MAFF held a press briefing session, mostly about the comprehensive report issued by the IAEA, targeting Hong Kong-based media for Hong Kong and other countries.	<ul style="list-style-type: none">• Internal and external dissemination of information on the safety of ALPS treated water and the necessity of handling it utilizing various forms of media will be continued, and the government will continue to make concerted effort to prevent new import measures on Japanese food using discharge of ALPS treated water into the sea as a reason from being imposed and to achieve early lifting of existing measures.• Flexible measures will be taken according to the situation surrounding Japanese fishery and other products, including increasing the domestic consumption, maintaining the domestic production, enhancing the processing system to accommodate increased demand to deliver products to new export destinations, and cultivation of new export destinations by holding promotional events and business meetings overseas.

Measure 8: Support for the business continuity of fishing operators nationwide

i) Measures to overcome the impact on the fishing industry from long-term discharge of ALPS treated water [METI]

- In addition to providing a safety net mechanism by taking thorough measures against reputational damage, the government will use a fund to implement lasting measures and realize a sustainable fishery industry so that fishermen can feel assured that they can continue their fishing operations into the future despite the impact of ALPS treated water and soaring production costs.

Measures up to now	Future measures
<p><u>November 2022</u></p> <ul style="list-style-type: none">The Cabinet approved the FY2022 second supplementary budget, which includes “a project to support fishery business operators in overcoming the impact from the discharge of ALPS treated water into the sea.” <p><u>February 2023</u></p> <ul style="list-style-type: none">An organization to manage a fund was selected through an open call. <p><u>March 2023</u></p> <ul style="list-style-type: none">A fund was formulated, and an open call for business operators to receive support was started. <p><Content of the project></p> <ul style="list-style-type: none">For fishery business operators affected by the discharge of ALPS treated water into the sea, in order to realize sustainable business continuation by improving the sales or reducing the base cost, following support will be provided to creative measures taken by the business operators.<ul style="list-style-type: none">Support for expenses (e.g., on fishing tools) required for developing new fish species or fishing groundSupport for activities to reduce fuel cost through fuel-saving measuresSupport for activities taken by fishery business operators to reduce cost (e.g., on fish boxes) through saving or recycling resources.Support for expenses required for introducing highly energy-saving equipment	<ul style="list-style-type: none">Efforts will be made to help realizing sustainable continuation of fishery business overcoming the impact from the discharge of ALPS treated water into the sea.

Measure 9: Flexible measures providing for worst-case scenario declines in demand

i) Flexible measures providing for worst-case scenario declines in demand [MAFF, METI]

- Regarding the new emergency measure to expand sales channels and temporarily purchase and store marine products suitable for freezing, a flexible implementation system will be established with a fund to ensure such measures can be implemented nationwide in an agile and efficient manner.

Measures up to now	Future measures
<p><u>November 2021</u></p> <ul style="list-style-type: none">• The Cabinet approved the FY2021 supplementary budget, which includes “measures for changes in demand due to the offshore discharge of ALPS treated water.” <p><u>March 2022</u></p> <ul style="list-style-type: none">• An organization to manage a fund was selected through an open call. A new fund was established, ensuring a flexible budget execution system. <p><u>Since May 2022</u></p> <ul style="list-style-type: none">• A series of public offerings has been launched for public relation projects on ALPS treated water to build an understanding of the safety of ALPS treated water and minimize reputational damage. <p><u>January 2023</u></p> <ul style="list-style-type: none">• An open call for business operators to receive support was started. <p><Content of the project></p> <p>As an emergency measure in the unlikely event of, for example, a decrease in demand for fishery products due to reputational damage associated with the discharge of ALPS treated water into the sea, support will be provided for the expansion of sales channels and the temporary purchase and storage of fishery products.</p> <ul style="list-style-type: none">- Support for activities to expand sales channels of fishery products- Support for temporary purchase and storage of fishery products	<ul style="list-style-type: none">• The status of reputational damage such as decline in demand for marine products will be continuously monitored even after the discharge of ALPS treated water starts, and agile response measures will be implemented throughout Japan.

Measure 10: Compensation that recognizes the injured parties’ position in the event of persistent reputational damage

i)-iii) Establishment of systems, compensation policy, compensation dispute resolution [MEXT, METI]

- A special team (Treated Water Damage Control Room) will not only provide TEPCO with guidance, but will also raise awareness for and support the compensation policy to ensure prompt and appropriate delivery of compensation under the leadership of the government, as well as verify the progress of TEPCO’s response. Also, the team will provide TEPCO with guidance on inquiry response and support for making claims.
- TEPCO has been instructed to quickly compile and announce a compensation framework for reputational damage. Discussions will be promptly held to explain the framework to each region and industry and determine specific compensation standards. Relevant ministries will also participate in the discussions at the request of business operators’ associations to facilitate coordination.
- If there is any dissatisfaction with individual compensation decisions, the claimant will be advised to seek support from the ADR Center, while TEPCO will be instructed to comply with the policy to “respect mediation proposals from the ADR Center.”

Measures up to now	Future measures
<div>➤ System establishment [METI]</div> <div><u>April 2021</u><ul style="list-style-type: none">• The Treated Water Damage Control Room was established at METI.• A treated water compensation hotline was launched at TEPCO.<u>September 2021</u><ul style="list-style-type: none">• TEPCO enhanced the structure of the former Tohoku Compensation Consultation Center, which used to handle compensation work in Miyagi Prefecture, renaming it as the Sendai Office responsible for everything from fostering understanding to compensation.• In addition to the Ibaraki Compensation Consultation Center, handling compensation work, a new regional contact center was established to communicate with parties concerned about reputational damage, thereby enhancing the system in Ibaraki Prefecture.</div>	<div><ul style="list-style-type: none">• The Treated Water Damage Control Room will not only provide TEPCO with guidance, but it will also continue to review the system as needed to maintain a robust system in order to raise awareness for and support the compensation standards to ensure prompt and appropriate delivery of compensation under the leadership of the government.• TEPCO will put in place a system to promptly and appropriately deliver necessary and sufficient compensation consistent with the actual damage. It will continue to review the system as necessary based on the status of compensation operations and the opinions of those involved in order to maintain a robust system.<ul style="list-style-type: none">- Compensation Consultation Centers (information sessions, consultation counters, individual visits, distribution and receipt of claim forms, callback support)- Compensation Consultation Call Centers (response to telephone inquiries, explanation) etc.</div>

Measure 10: Compensation that recognizes the injured parties’ position in the event of persistent reputational damage

i)-iii) Establishment of systems, compensation policy, compensation dispute resolution [MEXT, METI]

Measures up to now	Future measures
➤ Compensation policy [METI]	
<p><u>August 2021</u></p> <ul style="list-style-type: none">TEPCO announced a framework for the compensation of reputational damage.The government provided guidance to TEPCO with regard to explaining the compensation framework, conducting hearings, and drafting compensation standards. <p><u>Since August 2021</u></p> <ul style="list-style-type: none">The government and TEPCO explained the framework to approximately 220 organizations, including the prefectural offices of Hokkaido, Aomori, Iwate, Miyagi, Fukushima, Ibaraki, and Chiba, as well as stakeholders in the fishing, seafood processing, agricultural, commerce and tourism industries, and conducted opinion hearings mainly on the following themes as a step toward determining specific compensation standards.<ul style="list-style-type: none">i) Setting of the base yearii) Selection of statistical data to refer toiii) Taking account of factors other than ALPS treated water <p><u>October 2022</u></p> <ul style="list-style-type: none">TEPCO announced the progress of the revision of the compensation standards. <p><u>December 2022</u></p> <ul style="list-style-type: none">TEPCO finalized and announced compensation standards by industry based on opinions received from relevant organizations after the announcement of the revision above. <p><u>Since January 2023</u></p> <ul style="list-style-type: none">Toward realizing compensation according to the actual situation of the region and industry, based on the finalized compensation standards, the government and TEPCO have continued to exchange and coordinate views with relevant associations with regard to the following matters and specified the methods for presuming reputational damage and calculating the amount of compensation.<ul style="list-style-type: none">i) Setting of the base yearii) Selection of statistical data to refer toiii) Taking account of factors other than ALPS treated water	<ul style="list-style-type: none">The government will verify whether the methods for presuming reputational damage and calculating the amount of compensation are based on the reality of the damage by checking with relevant associations and instruct TEPCO to review them as needed according to the verification results.The payment status of compensation will be confirmed, and TEPCO will be instructed as needed to ensure prompt compensation delivery.

Measure 10: Compensation that recognizes the injured parties’ position in the event of persistent reputational damage

i)-iii) Establishment of systems, compensation policy, compensation dispute resolution [MEXT, METI]

Measures up to now	Future measures
➤ Compensation dispute resolution [MEXT, METI]	
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">MEXT has been collaborating with local governments and evacuee support groups to write articles for bulletins and hold information sessions in order to promote awareness for the ADR Center and its initiatives. <p><u>August 2021</u></p> <ul style="list-style-type: none">The Minister of METI approved TEPCO’s 4th Comprehensive Special Business Plan, which states to “respect mediation proposals.”	<ul style="list-style-type: none">MEXT will, in cooperation with local governments and evacuee support groups, continue to implement measures to promote awareness for the ADR Center and its activities by creating flyers and articles for bulletins and holding information sessions.METI will introduce the ADR Center when dissatisfaction is voiced with regard to individual compensation decisions.METI will closely monitor TEPCO’s response to the ADR and instruct TEPCO as needed to make maximum efforts to reach a settlement.

Measure 11: Continuous pursuit of future technologies to counter reputational damage

i) Third-party evaluation of tritium separation technologies and constant awareness of the latest technological trends [METI]

- The government will continue to research tritium separation technologies and be pursuing the latest technological trends proactively.
- The “Research on Tritium Separation Technologies” will be conducted by a third party, a wide-ranging research, accepting and evaluating proposals for the possible implementation of tritium separation technologies and recognizing TEPCO’s role in defining issues and offering advice, it will be instructed to ensure the relevant strategies function properly.
- In the event a technology that can be practically implemented is identified, the specific design will be investigated and demonstration tests will be conducted, to move toward the installation of the technology.

Measures up to now	Mid- to long-term measures
<p><u>Since May 2021</u></p> <ul style="list-style-type: none">• TEPCO has conducted public offering surveys of tritium separation technologies using third-party organizations. (A total of 124 applications from the first phase through the fifth phase)• TEPCO has so far selected 14 technologies that were not yet at the stage of immediate practical application but might meet the requirements for practical application at a later time.• TEPCO concluded a non-disclosure agreement (NDA) with 10 tender winners of the first to the third phases who confirmed their intention to participate in feasibility studies, and started concrete discussions on issues and solutions for practical application. <p><u>March 2022</u></p> <ul style="list-style-type: none">• The results of a survey commissioned by the METI to identify the latest trends in Japan and abroad was compiled. <p><u>March 2023</u></p> <ul style="list-style-type: none">• The results of a survey commissioned by the METI to identify the latest trends in Japan and abroad was compiled.	<ul style="list-style-type: none">• Concrete discussions on issues and solutions for practical application will be continued with each of the tender winners.• Third-party organizations and TEPCO will continue the public offering survey of tritium separation technologies and its evaluation. For technologies that have high potential for future practical application, additional data will be requested, and demonstrations of scalability and stabilization will be considered.• The latest domestic and international technological trends will continue to be monitored closely by researching literature and through interviews.

Measure 11: Continuous pursuit of future technologies to counter reputational damage

ii) Further control contaminated water volumes [METI]

- Moving forward, implementing measures will be continued to reduce the amount of contaminated water generated as much as possible.
- At present, achieving a “complete water stoppage” requires large-scale construction on the land adjacent to the reactor buildings. Such work would be difficult in the immediate future because of issues including the high risk of leakage of water accumulated inside the reactor buildings; however, investigations will proceed taking into account the progress made in decommissioning the reactors and technological developments.

Measures up to now	Future measures
<p><u>Until August 2023</u></p> <ul style="list-style-type: none">• In FY2022, although it is partly owing to the relatively low annual rainfall, by taking multi-layered measures against contaminated water such as groundwater bypasses, land-side impermeable walls, subdrains and facings, the amount of contaminated water generated was reduced to approximately 90 m³/day.• A meeting of the Committee on Countermeasures for Contaminated Water Treatment was held on December 21, 2022. TEPCO was requested to steadily proceed with ongoing initiatives and to steadily implement the overall plan in a timely manner including identifying issues and how to address them regarding facing around Unit 1-4 buildings and local water-stopping measures for the buildings to achieve further reduction.• To prevent an increase and leakage of stagnant water in the buildings, a seawall against a tsunami from the Kuril Trench was built (September 2020), and the openings were closed for all buildings. (January 2022)• In preparation for a tsunami from the Japan Trench, the construction of a new seawall began in June 2021. The construction of the seawall’s main body began in February 2022.• The target to “reduce the amount of stagnant water in reactor buildings to about half of the level at the end of 2020” stated in the medium- to long-term road map was achieved. (March 2023)	<ul style="list-style-type: none">• With the aim of achieving the target to “limit the amount of contaminated water generated to less than 100 m³ per day in 2025 with respect to average rainfall” stated in the medium- to long-term roadmap as early as possible, measures like further reduction of groundwater levels, repair of building roofs, and facing inside the land-side impermeable walls will be continued.• In order to achieve further reduction, while continuing to control the water level differences, measures such as expansion of the area of facing around Unit 1-4 buildings and local water-stopping measures for the buildings will be systematically promoted with the aim of achieving the target to reduce the amount of contaminated water generated to approximately 50-70 m³/day by fiscal 2028.• For the local water-stopping measures, test construction will be conducted for Unit 5 and 6 buildings to check the workability and effectiveness. Water-stopping measures were implemented for the Unit 3 water intake power cable trenches.• Operation of subdrains currently stopped is planned to be resumed after taking oil spread prevention measures around the Unit 3 buildings.• The construction of a seawall against tsunami from the Japan Trench will be continued and is scheduled for completion in the second half of fiscal 2023.• Regarding drastic water-stopping measures for buildings, consideration will be given according to the overall progress of the decommissioning, including the retrieval of fuel debris.