

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

August 2022

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

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

① 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	Measures for the coming year	Measures over the mid- to long term
(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 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. <p><u>April, May, July 2022</u></p> <ul style="list-style-type: none">TEPCO submitted partial revisions of the application based on observations by the Nuclear Regulation Authority at the review meeting. <p><u>July 2022</u></p> <ul style="list-style-type: none">The Nuclear Regulation Authority approved the implementation plan.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">Continue to direct TEPCO to take thorough safety measures while working on construction.Conduct pre-service inspections after the completion of construction. <p><u>After discharge</u></p> <ul style="list-style-type: none">Ensure compliance with the implementation plan.<ul style="list-style-type: none">TEPCO and third-party organizations 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.	<ul style="list-style-type: none">Ensure compliance with the implementation plan.The Nuclear Regulation Authority will check and monitor the progress.The IAEA will repeatedly conduct a review.

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① Formulate a detailed handling plan that complies with the Basic Policy [MAFF, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(a) to (c): Formulating a detailed handling plan [MAFF, METI] (continued)		
<p><u>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>From September 2022</u></p> <ul style="list-style-type: none">Continue to direct TEPCO to take thorough safety measures while working on construction.Conduct an inspection prior to use after the completion of construction. <p><u>After discharge</u></p> <ul style="list-style-type: none">Ensure compliance with the implementation plan.<ul style="list-style-type: none">TEPCO and third-party organizations 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.	<ul style="list-style-type: none">Ensure compliance with the implementation plan.The Nuclear Regulation Authority will check and monitor the progress.The IAEA will repeatedly conduct a review.

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① Formulate a detailed handling plan that complies with the Basic Policy [MAFF, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(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>Before discharge</u></p> <ul style="list-style-type: none">Submit Application Documents for Approval to Amend the Implementation Plan pertaining to the operational systems for discharging ALPS treated water.	<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.

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

② 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	Measures for the coming year	Measures over the mid- to long term
➤ 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 Environmental Impact Assessment Report Regarding the Discharge of ALPS Treated Water into the Sea (Design Stage)” (hereafter the “Report”).• In the report, 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 Report taking account of the review by the IAEA and the Nuclear Regulation Authority, and opinions offered by external entities and published an updated version of the Report. <p><u>June 2022</u></p> <ul style="list-style-type: none">• The brochure was updated according to the revised Report.	<p><u>From Winter 2022 to Spring 2023</u></p> <ul style="list-style-type: none">• TEPCO will broaden and deepen the knowledge it acquires through the progress of exploration of design and operation related to the discharge into the sea (e.g., reviewing the nuclides to measure and assess), reviews by the IAEA, and opinions offered by various entities, among others, to modify and elaborate on the Report, as necessary. <p><u>After discharge</u></p> <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.	<ul style="list-style-type: none">• Conduct periodic verification based on the latest status and actual emission data and review the Report, as necessary, to confirm that no impact has occurred.

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

② Verify the impact on the public and the surrounding environment [METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ 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 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>July 2022</u></p> <ul style="list-style-type: none"> TEPCO began to keep abalones in the seawater collected from the seawater around the power station. <p><u>August 2022</u></p> <ul style="list-style-type: none"> TEPCO began to keep sea lettuce in the seawater collected from the seawater around the power station. 	<p><u>Around September 2022</u></p> <ul style="list-style-type: none"> Start rearing some marine life in ALPS treated water diluted with seawater and compare their growth status with that of fish in a seawater environment. <ul style="list-style-type: none"> The “marine life” refers to flatfish, abalones, and seaweeds. The status of the experiment will be posted on the TEPCO’s website and Twitter timeline. On-site tours and livestreaming of the experiment will be offered to the public. The concentrations of tritium and other substances in the marine life’s bodies will be analyzed and assessed. <p><u>After discharge</u></p> <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, etc. in their bodies. 	<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.

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

③ Inspection based on the Act on the Regulation of Nuclear Source Material, Nuclear Fuel Material and Reactors [Nuclear Regulation Authority]

➤ 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	Measures for the coming year	Measures over the mid- to long term
<p><u>April 2021</u></p> <ul style="list-style-type: none">The Nuclear Regulation Authority 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 the Nuclear Regulation Authority.The Nuclear Regulation Authority held 13 public review meetings for 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–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>From September 2022</u></p> <ul style="list-style-type: none">Conduct a review and inspection based on the Act on the Regulation of Nuclear Source Material, Nuclear Fuel Material and Reactors.<ul style="list-style-type: none">Periodic reviews will be conducted to examine the development of operational systems for sea discharge facility whose application will be submitted after fall 2022 as well as approval to amend the implementation plan pertaining to the updated version of the Report.Periodic inspections will be conducted to examine the status of the facility to be installed according to the approved implementation plan.The review results will be explained in a transparent manner and information about the results will be disseminated.	<ul style="list-style-type: none">Check and oversee the implementation plan to ensure full compliance with it.<ul style="list-style-type: none">Check and monitor the security system, the status of installation of the facility, and the measurement methods for ALPS treated water concentrations by examining the implementation plan.

Measure 2: Strengthen and enhance monitoring

① Strengthen and enhance sea area monitoring [MOE, Nuclear Regulation Authority, METI]

- 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	Measures for the coming year	Measures over the mid- to long term
<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: 2 meetings of the Monitoring Coordination Meeting, 3 meetings of the Task Force of Sea Area Monitoring and Measurement, and 4 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>From September 2022</u></p> <ul style="list-style-type: none"> Based on the updated Comprehensive Radiation Monitoring Plan, sea area monitoring prior to discharge will continue to be conducted. Once the discharge starts, monitoring results, including comparisons with those before discharge, will be widely disseminated. A website that presents results of each ministry’s analysis in a comprehensible manner will be launched. <p><u>Around Autumn 2022</u></p> <ul style="list-style-type: none"> Symposiums will be held to accurately inform a wide range of distributors and retailers about monitoring efforts and data. 	<ul style="list-style-type: none"> Based on the Comprehensive Radiation Monitoring Plan, sea area monitoring will be conducted, and the results will be compared with those before discharge. These results will be widely disseminated in a comprehensible manner.

Measure 2: Strengthen and enhance monitoring

① Strengthen and enhance sea area monitoring [MOE, Nuclear Regulation Authority, METI]
(continued)

Measures up to now	Measures for the coming year	Measures over the mid- to long term
<p><u>November 2021</u></p> <ul style="list-style-type: none">Inter-laboratory comparisons (ILCs) 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>Around Autumn 2022</u></p> <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.	<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 were confirmed.

Measure 2: Strengthen and enhance monitoring

② 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	Measures for the coming year	Measures over the mid- to long term
<p><u>Until August 2022</u></p> <ul style="list-style-type: none">Continued the survey of radioactive cesium in marine products to ensure their safety.<ul style="list-style-type: none">Started in March 2011Number of samples in the monitoring of radioactive cesium in marine products: 178,225 (as of the end of June 2022)Provided accurate information on the survey results to restore consumer confidence and ensure trust.<ul style="list-style-type: none">Started in June 2013Number of briefings for consumers and processing industries about “radioactive material in marine products”: 182 (as of the end of July 2022) <p><u>Since April 2022</u></p> <ul style="list-style-type: none">A new monitoring survey of marine products for tritium was conducted.<ul style="list-style-type: none">Collection and analysis of samples are currently conducted in parallel.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">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. <p><u>After discharge</u></p> <ul style="list-style-type: none">Marine products monitoring will be conducted even after the start of discharge of ALPS treated water, and the results will be compared with those before discharge.	<ul style="list-style-type: none">Marine products monitoring after the start of discharge of ALPS treated water will be continuously conducted. The results will be compared with those before discharge.

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

① Close cooperation with international organizations [MOFA, METI, Nuclear Regulation Authority]

- 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	Measures for the coming year	Measures over the mid- to long term
➤ Cooperation with the IAEA [MOFA, METI, Nuclear Regulation Authority]		
<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 and DG Grossi met 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>The second half of 2022</u></p> <ul style="list-style-type: none"> The second IAEA review of safety-related aspects of treated water will be conducted. <p><u>By the end of fiscal 2022</u></p> <ul style="list-style-type: none"> Analysis of ALPS treated water will be conducted by the IAEA and third-party laboratories. <p><u>September 2022</u></p> <ul style="list-style-type: none"> A side event on the topic of the progress of decommissioning work will be held at the IAEA General Conference. <p><u>Early 2023</u></p> <ul style="list-style-type: none"> The second IAEA regulatory review will be conducted. <ul style="list-style-type: none"> The IAEA and international experts will visit Japan. The Nuclear Regulation Authority will explain the status of implementation of an operational system for sea discharge facility, review of documents including the revised Radiological Environmental Impact Assessment Report, and inspections of sea discharge facility. <p><u>Around Spring 2023</u></p> <ul style="list-style-type: none"> A comprehensive report will be released by IAEA. 	<ul style="list-style-type: none"> Expert reviews of the safety of ALPS treated water based on international safety standards will be conducted regularly even after the start of discharge of ALPS treated water.

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

① Close cooperation with international organizations [MOFA, METI, Nuclear Regulation Authority]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Cooperation with the IAEA [MOFA, METI, Nuclear Regulation Authority] (continued)		
<p><u>November 2021</u></p> <ul style="list-style-type: none"> Director Caruso of 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 and DG Grossi held a video conference. They confirmed that an interim report would be compiled in 2022. 	<p><u>The second half of 2022</u></p> <ul style="list-style-type: none"> The second IAEA review of safety-related aspects of treated water will be conducted. <p><u>By the end of fiscal 2022</u></p> <ul style="list-style-type: none"> Analysis of ALPS treated water will be conducted by the IAEA and third-party laboratories. <p><u>September 2022</u></p> <ul style="list-style-type: none"> A side event on the topic of the progress of decommissioning work will be held at the IAEA General Conference. <p><u>Early 2023</u></p> <ul style="list-style-type: none"> The second IAEA regulatory review will be conducted. <ul style="list-style-type: none"> The IAEA and other international experts will visit Japan. The Nuclear Regulation Authority will explain the status of implementation of an operational system for sea discharge facility, review of documents including the revised Radiological Environmental Impact Assessment Report, and inspections of sea discharge facility. <p><u>Around Spring 2023</u></p> <ul style="list-style-type: none"> A comprehensive report will be released by the IAEA. 	<ul style="list-style-type: none"> Expert reviews of the safety of ALPS treated water based on international safety standards will be conducted regularly even after the start of discharge of ALPS treated water.

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

① Close cooperation with international organizations [MOFA, METI, Nuclear Regulation Authority]

Measures up to now 1	Measures for the coming year	Measures over the mid- to long term
➤ Cooperation with the IAEA [MOFA, METI, Nuclear Regulation Authority] (continued)		
<p><u>February 2022</u></p> <ul style="list-style-type: none">• The first IAEA review of safety-related aspect of ALPS treated water was conducted. (A review mission visited Japan)<ul style="list-style-type: none">- The mission conducted review based on IAEA safety standards 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 will visit 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 the Nuclear Regulation Authority. <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>The second half of 2022</u></p> <ul style="list-style-type: none">• The second IAEA review of safety-related aspects of treated water will be conducted. <p><u>By the end of fiscal 2022</u></p> <ul style="list-style-type: none">• Analysis of ALPS treated water will be conducted by the IAEA and third-party laboratories. <p><u>September 2022</u></p> <ul style="list-style-type: none">• A side event on the topic of the progress of decommissioning work will be held at the IAEA General Conference. <p><u>Early 2023</u></p> <ul style="list-style-type: none">• The second IAEA regulatory review will be conducted.<ul style="list-style-type: none">- The IAEA and other international experts will visit Japan.- The Nuclear Regulation Authority will explain the status of implementation of an operational system for sea discharge facility, review of documents including the revised Radiological Environmental Impact Assessment Report, and inspections of sea discharge facility. <p><u>Around Spring 2023</u></p> <ul style="list-style-type: none">• A comprehensive report will be released by the IAEA.	<ul style="list-style-type: none">• Expert reviews of the safety of ALPS treated water based on international safety standards will be conducted regularly even after the start of discharge of ALPS treated water.

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

① Close cooperation with international organizations [MOFA, METI, Nuclear Regulation Authority]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Cooperation with the IAEA [MOFA, METI, Nuclear Regulation Authority] (continued)		
<p><u>April 2022</u></p> <ul style="list-style-type: none">• The IAEA released a progress report on the safety of ALPS treated water.<ul style="list-style-type: none">- The report stated that (1) as to the safety of discharge facility, TEPCO has successfully incorporated prevention measures in its design and operating procedures and noted that (2) 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 of the IAEA visited Japan.<ul style="list-style-type: none">- Minister Hagiuda and DG Grossi met and confirmed continued close cooperation, including reviews of the safety of ALPS treated water.- DG Grossi visited Fukushima Daiichi Nuclear Power Station.	<p><u>The second half of 2022</u></p> <ul style="list-style-type: none">• The second IAEA review of safety-related aspects of treated water will be conducted. <p><u>By the end of fiscal 2022</u></p> <ul style="list-style-type: none">• Analysis of ALPS treated water will be conducted by the IAEA and third-party laboratories. <p><u>September 2022</u></p> <ul style="list-style-type: none">• A side event on the topic of the progress of decommissioning work will be held at the IAEA General Conference. <p><u>Early 2023</u></p> <ul style="list-style-type: none">• The second IAEA regulatory review will be conducted.<ul style="list-style-type: none">- The IAEA and other international experts will visit Japan.- The Nuclear Regulation Authority will explain the status of implementation of an operational system for sea discharge facility, review of documents including the revised Radiological Environmental Impact Assessment Report, and inspections of sea discharge facility. <p><u>Around Spring 2023</u></p> <ul style="list-style-type: none">• A comprehensive report will be released by the IAEA.	<ul style="list-style-type: none">• Expert reviews of the safety of ALPS treated water based on international safety standards will be conducted regularly even after the start of discharge of ALPS treated water.

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① Close cooperation with international organizations [MOFA, METI, Nuclear Regulation Authority]

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➤ Cooperation with the IAEA [MOFA, METI, Nuclear Regulation Authority] (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 the Nuclear Regulation Authority is using the IAEA safety standards in its examination and review processes.- The Task Force confirmed that the Nuclear Regulation Authority 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>The second half of 2022</u></p> <ul style="list-style-type: none">• The second IAEA review of safety-related aspects of treated water will be conducted. <p><u>By the end of fiscal 2022</u></p> <ul style="list-style-type: none">• Analysis of ALPS treated water will be conducted by the IAEA and third-party laboratories. <p><u>September 2022</u></p> <ul style="list-style-type: none">• A side event on the topic of the progress of decommissioning work will be held at the IAEA General Conference. <p><u>Early 2023</u></p> <ul style="list-style-type: none">• The second IAEA regulatory review will be conducted.<ul style="list-style-type: none">- The IAEA and other international experts will visit Japan.- The Nuclear Regulation Authority will explain the status of implementation of an operational system for sea discharge facility, review of documents including the revised Radiological Environmental Impact Assessment Report, and inspections of sea discharge facility. <p><u>Around Spring 2023</u></p> <ul style="list-style-type: none">• A comprehensive report will be released by the IAEA.	<ul style="list-style-type: none">• Expert reviews of the safety of ALPS treated water based on international safety standards will be conducted regularly even after the start of discharge of ALPS treated water.

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➤ Cooperation with the IAEA [MOFA, METI, Nuclear Regulation Authority] (continued)		
<p><u>November 2021</u></p> <ul style="list-style-type: none">Inter-laboratory comparisons (ILCs) 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>Around Autumn 2022</u></p> <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 were confirmed. [Reposted]	<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 were confirmed. [Reposted]

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① Close cooperation with international organizations [MOFA, METI, Nuclear Regulation Authority]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Cooperation with international organizations such as OECD/NEA [MOFA, METI]		
<p><u>April and June 2021</u></p> <ul style="list-style-type: none"> The 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; 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</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. 	<p><u>By the end of 2022</u></p> <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. 	<ul style="list-style-type: none"> Policy discussions with OECD/NEA experts will be held based on the implementation status of ALPS treated water, and the details of future cooperation will be considered.

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

② 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	Measures for the coming year	Measures over the mid- to long term
➤ Measurement and evaluation by third parties such as the JAEA in the pre-discharge analysis [METI]		
<u>October 2021</u> <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. <u>June 2022</u> <ul style="list-style-type: none"> Analytical facilities were completed and started operation. 	<u>By the end of fiscal 2022</u> <ul style="list-style-type: none"> A third-party analysis of ALPS treated water will start in full scale. 	<ul style="list-style-type: none"> Even after commencing sea discharge, the JAEA will conduct a third-party analysis before discharge and publish the results to ensure the safety and transparency of ALPS treated water.
➤ 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]		
<u>August 2021</u> <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. 	<u>From September 2022</u> <ul style="list-style-type: none"> Concrete plans for parties including local governments and agricultural, forestry, and fishery industries to attend and observe the collection of samples for analysis and evaluation will be considered. 	<ul style="list-style-type: none"> Even after commencing sea discharge, a third party will continue to be involved to ensure the reliability of the work, and opportunities and frequency of witnessing will be continuously reviewed.

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

③ 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 Countermeasures for Contaminated Water, Treated Water and Decommissioning, 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	Measures for the coming year	Measures over the mid- to long term
<p><u>Until August 2022</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 Countermeasures for Contaminated Water, Treated Water and Decommissioning. <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)<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> <ul style="list-style-type: none">Relevant information is disclosed on a page dedicated to ALPS treated water on the METI’s “Contaminated Water, Treated Water and Decommissioning Issues Portal Site”.	<p>From September 2022</p> <ul style="list-style-type: none">Information will be provided continuously to the media and neighboring municipalities through press briefings and explanations to the local governments.The latest information will be provided with updates once a week or two on the METI’s “Contaminated Water, Treated Water and Decommissioning Issues Portal Site.”	<ul style="list-style-type: none">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

③ Thorough and frequent disclosure of information [Reconstruction Agency, METI] (continued)

Measures up to now	Measures for the coming year	Measures over the mid- to long term
<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)” (hereafter the “Report”). [Reposted]The Report 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>The second half of 2022</u></p> <ul style="list-style-type: none">The second IAEA review of safety-related aspects of treated water will be conducted. [Reposted] <p><u>Around Spring 2023</u></p> <ul style="list-style-type: none">A comprehensive IAEA review report will be released. [Reposted] <p><u>After discharge</u></p> <ul style="list-style-type: none">TEPCO will continue sea area monitoring even after the start of discharge of ALPS treated water 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.	<ul style="list-style-type: none">TEPCO will continue sea area monitoring even after the start of discharge of ALPS treated water 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.

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

③ Thorough and frequent disclosure of information [Reconstruction Agency, METI] (continued)

Measures up to now	Measures for the coming year	Measures over the mid- to long term
<p><u>April 2022</u></p> <ul style="list-style-type: none">• TEPCO fleshed out and refined the Report taking account of the review by the IAEA, confirmation by the Nuclear Regulation Authority, 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 safety of treated water. [Reposted]<ul style="list-style-type: none">- The report stated that (1) as to the safety of discharge facility, TEPCO has successfully incorporated prevention measures in its design and operating procedures and noted that (2) 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>June 2022</u></p> <ul style="list-style-type: none">• The brochure was updated according to the revised Report. [Reposted]	<p><u>The second half of 2022</u></p> <ul style="list-style-type: none">• The second IAEA review of safety-related aspects of treated water will be conducted. [Reposted] <p><u>Around Spring 2023</u></p> <ul style="list-style-type: none">• A comprehensive IAEA review report will be released. [Reposted] <p><u>After discharge</u></p> <ul style="list-style-type: none">• TEPCO will continue sea area monitoring even after the start of discharge of ALPS treated water 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.	<ul style="list-style-type: none">• TEPCO will continue sea area monitoring even after the start of discharge of ALPS treated water 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.

Measure 4: Share and disseminate information to foster trust

① 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	Measures for the coming year	Measures over the mid- to long term
<p><u>Until August 2022</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. 170 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• Assistance measures that needed to be added or reconsidered were discussed based on the exchanged views and opinions.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• Continue to offer as detailed explanations as possible to all producers in agricultural, forestry, and fishery industries.• In addition to briefing sessions and forums, hold round-table discussions with producers in the fishery industry and other local stakeholders.• Implement necessary assistance measures and continuously check the status of these measures.• Assistance measures that needed to be added or reconsidered were discussed based on the exchanged views and opinions.	<ul style="list-style-type: none">• After discharge begins, continue to provide timely explanations about the status of the handling, findings from monitoring, and measures to mitigate reputational damage, among others.• Add or reconsider necessary measures when the situation demands.

Measure 4: Share and disseminate information to foster trust

② 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	Measures for the coming year	Measures over the mid- to long term
➤ Provision of explanations and information for businesses at each stage of processing, distribution, and retail [METI, MAFF, Reconstruction Agency]		
<p><u>Until August 2022</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. 70 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>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>From September 2022</u></p> <ul style="list-style-type: none"> Continue to hold briefing sessions for businesses at each stage of processing, distribution, and retail. After discharge into the sea begins, continue to provide timely explanations and information about the status of the handling, findings from monitoring, and measures to mitigate reputational damage, among others. Share information on the safety of ALPS treated water with distributors and other companies through trade journals. Offer on-site tours for distributors, retailers, and consumer groups. (Two tours are already scheduled for September) <p><u>Around Autumn 2022</u></p> <ul style="list-style-type: none"> Prepare and provide literature designed for distributors and retailers who deal in marine products. The document will illustrate the impact of ALPS treated water discharged into the sea. 	<ul style="list-style-type: none"> After discharge into the sea begins, 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

② Thorough explanation to individuals involved in the product distribution process, i.e., processing, distribution, and retail [Reconstruction Agency, MAFF, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Provision of explanations and information for businesses at each stage of processing, distribution, and retail [METI, MAFF, Reconstruction Agency] (continued)		
<p><u>Until August 2022</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. (approx. 20 briefings on the 2020 results, 20 on the 2021 results) <p><u>Since April 2022</u></p> <ul style="list-style-type: none"> Following the results of 2021 Survey for Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture, the 2022 Survey was conducted. 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> The release of results and briefings based on the 2021 Survey for the Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture will continue in addition to conducting 2022 survey. 	<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 continue 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 in industry newsletters. <ul style="list-style-type: none"> E.g.: Japan Business Federation <p><u>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"> Ask industry groups to provide literature on the safety of ALPS treated water and other basic knowledge and keep their member companies informed. (about 1,360 groups) 	<p><u>Around Autumn 2022</u></p> <ul style="list-style-type: none"> Prepare and provide literature designed for distributors and retailers who deal in marine products. The literature will illustrate the impact of ALPS treated water discharged into the sea. 	<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

② Thorough explanation to individuals involved in the product distribution process, i.e., processing, distribution, and retail [Reconstruction Agency, MAFF, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Ensuring fair transactions [Reconstruction Agency, MAFF, METI]		
<p><u>From 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. (approx. 20 during FY2021)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. (15 interviews)To ascertain fair transactions	<p><u>From September 2022</u></p> <ul style="list-style-type: none">Based on the results of interviews with businesses that had been conducted, METI will continue to take actions such as collecting necessary data and interviewing businesses to carry out fair transactions. <p><u>From September 2022</u></p> <ul style="list-style-type: none">Follow-up surveys will continue on price structure at each distribution stage in the Survey for Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture.	<ul style="list-style-type: none">METI will take actions such as collecting necessary data and interviewing businesses in order to ensure that fair transactions will continue after discharge.Follow-up surveys will continue on price structure at each distribution stage in the Survey for Current State of Distribution of Agricultural Products and Other Items Produced in Fukushima Prefecture.

Measure 4: Share and disseminate information to foster trust

③ 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	Measures for the coming year	Measures over the mid- to long term
<p><u>Until August 2022</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 totalThe 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>From September 2022</u></p> <ul style="list-style-type: none">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. <p><u>From September 2022</u></p> <ul style="list-style-type: none">METI will host a series of events planned around the theme of how to convey the appeal of products from disaster-affected areas and how 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. <p><u>November 2022</u></p> <ul style="list-style-type: none">The Reconstruction Agency will cooperate 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 industry groups of 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.

Measure 4: Share and disseminate information to foster trust

③ Focusing on major consumer regions [Reconstruction Agency, MAFF, METI] (continued)

Measures up to now	Measures for the coming year	Measures over the mid- to long term
<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>April 2022</u></p> <ul style="list-style-type: none">METI provided support for businesses in the Joban and Sanriku 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 Joban and Sanriku region that exhibited their products at the Japan International Food Show held in Tokyo. It also hosted a food tasting event for sampling sushi that used marine products from the Joban and Sanriku regions as well as a live cooking event that featured foods prepared by chefs.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">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. <p><u>From September 2022</u></p> <ul style="list-style-type: none">METI will host a series of events planned around the theme of how to convey the appeal of products from disaster-affected areas and how 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. <p><u>November 2022</u></p> <ul style="list-style-type: none">The Reconstruction Agency will cooperate 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 industry groups of 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.

Measure 4: Share and disseminate information to foster trust

④ 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		Measures for the coming year	Measures over the mid- to long term		
➤ Dissemination of accurate and comprehensible information [CAA, Reconstruction Agency, MAFF, METI, MOE]					
<u>Until August 2022</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. (Examples)<table><tr><td>METI</td><td>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. 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</td></tr></table>		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. 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	<u>From September 2022</u> <ul style="list-style-type: none">Dissemination of information on social media and websites.<ul style="list-style-type: none">Increase 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 necessary information in a timely manner.Provide opportunities to participate in online tours of the FDNPS and forums for residents of Japan.	<ul style="list-style-type: none">Dissemination of information on social media and websites.<ul style="list-style-type: none">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.Enhance the websites to reflect the opinions received at briefing sessions and events and share necessary information in a timely manner.
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. 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				

Measure 4: Share and disseminate information to foster trust

④ Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now		Measures for the coming year	Measures over the mid- to long term
➤ Dissemination of accurate and comprehensible information [CAA, Reconstruction Agency, MAFF, METI, MOE] (continued)			
• Dissemination of information on social media and websites. (continued)		• Dissemination of information on social media and websites. <ul style="list-style-type: none">- Increase 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 necessary information in a timely manner.- Provide opportunities to participate in online tours of the FDNPS and forums for residents of Japan.	• Dissemination of information on social media and websites. <ul style="list-style-type: none">- 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.- Enhance the websites to reflect the opinions received at briefing sessions and events and share the necessary information in a timely manner.
Reconst- ruction 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➤ 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! top page, 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.			

Measure 4: Share and disseminate information to foster trust

④ Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term				
➤ 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.Copies of a brochure explaining decommissioning and ALPS treated water were distributed to about 380 libraries in Tokyo.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.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 to brochures and other literature that are created annually by relevant ministries and agencies.</div> <div>(Examples)</div> <table><tr><td>MOE</td><td>Booklet to Provide Basic Information Regarding Environmental Impacts of Radiation</td></tr><tr><td>CAA</td><td>Food and Radiation Q&A</td></tr></table>	MOE	Booklet to Provide Basic Information Regarding Environmental 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">Update information on ALPS treated water included in brochures and other literature that are created annually by relevant ministries and agencies.Create content incorporating the necessary information obtained from the opinions of concerned parties and expand its distribution.</div>	<div><ul style="list-style-type: none">Dissemination of information using brochures and leaflets<ul style="list-style-type: none">Revise existing content, expand its distribution, and devise ways to disseminate it for a broader reach across regions and age-groups.</div>
MOE	Booklet to Provide Basic Information Regarding Environmental Impacts of Radiation					
CAA	Food and Radiation Q&A					

Measure 4: Share and disseminate information to foster trust

④ Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ 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.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>Sep. 2021: JC Cup U-11 National Soccer Tournament for Boys and Girls in Hirono Oct. 2021: “Roboichi” in Minamisoma All Japan Surfing Championship in Minamisoma Nov. 2021: Shineha Festival in Namie 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 etc.</div>	<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 major local newspapers in each region.Disseminate information more widely by running TV commercials in national terrestrial networks, online ads, and national 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.MAFF will enhance the publicity for the appeal of tasty marine products from the disaster areas through influential national media (e.g., TV commercials, magazines, online ads).Dissemination of information at local events.<ul style="list-style-type: none">Continue setting up information booths at local events and festivals.<div>Sep. 2022: Shineha Festival in Okuma JC Cup U-11 National Soccer Tournament for Boys and Girls in Hirono Futaba World 2022 in Futaba etc.</div>	<ul style="list-style-type: none">Dissemination of information in cooperation with local and national media.<ul style="list-style-type: none">Disseminate information through push publicity in collaboration with the media as necessary while continuously working to identify local and national concerns.Dissemination of information at local events.<ul style="list-style-type: none">Seize opportunities to communicate directly with local and other residents and actively engage in dialogue.

Measure 4: Share and disseminate information to foster trust

④ Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ 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.- An international forum on decommissioning, joint development workshops, and symposia were held.- Information on ALPS treated water was provided at round-table discussions and seminars both in and outside Fukushima Prefecture. (39 times)- Information on “food and radiation” was disseminated to consumers. Forums for the general public (1,409 participants), forums with students from three cooperating universities (544 participants), events for parents and children (1,080 participants, 11,300 unique users), etc. (all the numbers of participants include those in online streaming).- Information has been shared with the help of marine sports organizations. For example, in collaboration with the Nippon Surfing Association, booths were set up at a national surfing competition held in Fukushima Prefecture to distribute content to surfers from all over Japan. (Since July 2021)- A fishing competition and events were held in Fukushima Prefecture to demonstrate the appeal and safety of “Joban products” and to attract visitors. 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.	<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.- 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.- Plan to hold forums for consumers across Japan in collaboration with relevant ministries and agencies.- Continue to collaborate with marine sporting groups, including the Nippon Surfing Association, to share information with participants all over Japan.• To advance measures to mitigate reputational damage, including more effective dissemination of information, meet experts to ask for their fresh opinions to consider.	<ul style="list-style-type: none">• Other means to disseminate information.<ul style="list-style-type: none">- 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.- Continue providing information on ALPS treated water at round-table discussions and seminars in Fukushima and other prefectures.- Review methods of sharing information with consumers, using the results of surveys conducted at forums.- Continue to collaborate with marine sporting groups, including the Nippon Surfing Association, to share information with participants all over Japan.

Measure 4: Share and disseminate information to foster trust

④ Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Dissemination of information on standard values for and survey results on radioactive material in food [CAA, MHLW, MAFF]		
<p><u>Until August 2022</u></p> <ul style="list-style-type: none">• Implementation of monitoring tests on radioactive material in food and the release of the results.<ul style="list-style-type: none">- The results were published on the websites of the MAFF, the MHLW, and the 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 the first review meeting in August 2022 to discuss how to communicate the appeal of tasty marine products to the public.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• Implementation of monitoring tests on radioactive material in food and the release of the results.<ul style="list-style-type: none">- The results were published on the websites of the MAFF, the MHLW, and the 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.	<ul style="list-style-type: none">• Continue to publish testing results to share the status of radioactive material in food with consumers and a wide range of other audiences in a highly transparent manner.

Measure 4: Share and disseminate information to foster trust

④ Improving understanding among consumers [CAA, Reconstruction Agency, MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Increased inspections and symposia in additional locations and provision of inspection opportunities in corporate training [METI]		
<p><u>Until August 2022</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 320 (as of August 2022) Held for 13 municipalities in the Hamadori region of Fukushima up to September 2021 Held for all residents of Fukushima from October 2021 onward Plans to hold more of these events are in place for FY2022 and thereafter: 12 per year for 13 municipalities and 5 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 95,000 in total (as of late July 2022) 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) Corporate training was implemented (782 participants in 52 sessions in total (late July 2022)) Decommissioning study tours were conducted for Fukushima businesses interested in the decommissioning work (58 participants from 46 businesses in total (late July 2022)) 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> Increase opportunities and individuals eligible for on-site tours of the FDNPS. <ul style="list-style-type: none"> Continue to explore the possibility of offering local residents on-site tours more often. Offer on-site tours also to distributors, retailers, and consumer groups. (Two tours are already scheduled for September) Continue conducting decommissioning study tours for Fukushima businesses interested in the decommissioning work. 	<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

⑤ 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	Measures for the coming year	Measures over the mid- to long term
<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>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 2022</u></p> <ul style="list-style-type: none">Information sessions and forums were regularly held for consumer groups. <p><u>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>From September 2022</u></p> <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 on-site tours of the FDNPS to distributors, retailers, and consumer groups. (Two tours are already scheduled for September) [Reposted]	<ul style="list-style-type: none">Following the implementation of these measures, continue collaboration with relevant organizations. Also continue to disseminate information to sales staff and consumer groups that may receive questions directly from consumers by, for example, updating content as needed and improving dissemination methods.

Measure 4: Share and disseminate information to foster trust

⑤ Thorough briefings for sales staff [Reconstruction Agency, METI, Japan Tourism Agency] (continued)

Measures up to now	Measures for the coming year	Measures over the mid- to long term
<p><u>November 2021 and February 2022</u></p> <ul style="list-style-type: none">Collaborating with the Japan Association of Travel Agents, tours were conducted for member companies to visit disaster-affected areas and the FDNPS in order to create new travel products. About 30 companies participated.	<p><u>From September 2022</u></p> <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.	<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.

Measure 4: Share and disseminate information to foster trust

⑥ 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 in elementary, junior high, high schools, etc., 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	Measures for the coming year	Measures over the mid- to long term
➤ Continuation and expansion of classes at schools [Reconstruction Agency, METI]		
<p><u>Until August 2022</u></p> <ul style="list-style-type: none">• 30 class sessions were held at schools both within and outside Fukushima Prefecture.<ul style="list-style-type: none">- In Fukushima Prefecture: Shinchi High School, Adachi High School, Futaba Future School, Motomiya High School, Sukagawa Toyo High School, etc. (20 sessions)- Outside Fukushima Prefecture: Saitama City Omiya Kita High School, Hibiya High School, etc. (10 sessions)- A booklet for students that explains decommissioning and ALPS treated water was prepared and used for the class sessions.• Workshops to think about decommissioning (co-creation workshops) were held for local students in cooperation with the NDF. <p><u>February 2022</u></p> <ul style="list-style-type: none">• An online workshop with 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.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• METI will launch an outsourced project designed to advance the understanding that younger generations across Japan have of decommissioning and ALPS treated water at the FDNPS. The project entails the following initiatives.<ul style="list-style-type: none">- Holding class sessions in and outside Fukushima Prefecture, publishing articles about these sessions in newspapers- Organizing events that call for participation of students across Japan• Improve information on the METI website by, for example, providing content for teachers and students on the decommissioning of the FDNPS and ALPS treated water.• The Reconstruction Agency will create and provide videos for children and students.• The Reconstruction Agency will hold class sessions for a 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 decommissioning and ALPS treated water.	<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

⑥ Strengthening efforts to foster understanding in the field of education [Reconstruction Agency, MEXT, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Promotion of the use of the supplementary reading materials on radiation [Reconstruction Agency, MEXT, METI]		
<p><u>Until August 2022</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.• In FY2021, coupled with the supplementary reading materials on radiation, leaflets created by relevant ministries to explain ALPS treated water were also distributed.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• 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.	<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

⑥ Strengthening efforts to foster understanding in the field of education [Reconstruction Agency, MEXT, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ 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 2022</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. 110 participants on 8 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>November 2021 and February 2022</u></p> <ul style="list-style-type: none"> Collaborating with the Japan Association of Travel Agents, tours were conducted for member companies to visit disaster-affected areas and the FDNPS in order to create new travel products. About 30 companies participated. [Reposted] 	<p><u>From September 2022</u></p> <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 encourage schools across Japan to visit Fukushima for their school trips through 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. 	<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. 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] 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

⑦ 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	Measures for the coming year	Measures over the mid- to long term
<p><u>Until August 2022</u></p> <ul style="list-style-type: none">A regional information dissemination grant was established as a part of the Grants to Accelerate Revitalization of Fukushima to support activities planned and carried out by municipalities in Fukushima Prefecture to disseminate information aimed at dispelling reputational damage. (Grants have been approved for 94 projects planned by 1 prefecture and 38 municipalities)	<p><u>From September 2022</u></p> <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.	<ul style="list-style-type: none">Improvements to the projects will be considered upon examining the effectiveness of their implementation by each municipality.

Measure 4: Share and disseminate information to foster trust

⑧ 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		Measures for the coming year	Measures over the mid- to long term				
<u>April 2021</u> <ul style="list-style-type: none">• The definition of “ALPS treated water” was clarified and its proper use was comprehensively defined. <u>Until August 2022</u> <ul style="list-style-type: none">• Information was continually shared on relevant ministries’ websites. (Examples) <table><tr><td>METI</td><td>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 and Japanese translation of the report published</td></tr><tr><td>Reconst- ruction Agency</td><td>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</td></tr></table>		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 and Japanese translation of the report published	Reconst- ruction 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	<u>From September 2022</u> <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.<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.” (To be continued)<ul style="list-style-type: none">- Enhance the information hub.- Enhance content such as videos.	<ul style="list-style-type: none">• Dissemination of information on social media and websites. [Reposted]<ul style="list-style-type: none">- 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.- Enhance the websites to reflect the opinions received at briefing sessions and events and share the necessary information in a timely manner.• Dissemination of information in cooperation with local and national media. [Reposted]<ul style="list-style-type: none">- Disseminate information through push publicity in collaboration with the media as necessary while continuously working to identify local and national concerns.
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 and Japanese translation of the report published						
Reconst- ruction 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						

Measure 4: Share and disseminate information to foster trust

⑧ Sharing information meticulously to avoid misconception [Reconstruction Agency, METI] (continued)

Measures up to now	Measures for the coming year	Measures over the mid- to long term
<p><u>April and September 2021</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.	<p><u>From September 2022</u></p> <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.<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.” (To be continued)<ul style="list-style-type: none">- Enhance the information hub.- Enhance content such as videos.	<ul style="list-style-type: none">• Dissemination of information on social media and websites. [Reposted]<ul style="list-style-type: none">- 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.- Enhance the websites to reflect the opinions received at briefing sessions and events and share the necessary information in a timely manner.• Dissemination of information in cooperation with local and national media. [Reposted]<ul style="list-style-type: none">- Disseminate information through push publicity in collaboration with the media as necessary while continuously working to identify local and national concerns.

Measure 5: Strategic communication with the international community

① 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	Measures for the coming year	Measures over the mid- to long term
<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">• The 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">• The 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">- The project covered a wide range of industries, including agriculture, forestry, fisheries, tourism, processing, distribution, and retail, and surveyed impacts in all prefectures in Japan, with a focus on Hokkaido, Aomori, Iwate, Miyagi, Fukushima, Ibaraki, and Chiba- The project included business operator survey, consumer survey, wholesale price survey, export trend survey, and tourism trend survey	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• The METI will continue”Reputational Impact of ALPS Treated Water Survey Project” and monitor the status of reputational impact before and after the discharge of treated water.• The METI will analyze survey results and reflect findings to information dissemination efforts.	<ul style="list-style-type: none">• Monitoring will continue to watch for signs of new reputational impacts arising from the handling of ALPS treated water.

Measure 5: Strategic communication with the international community

② 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	Measures for the coming year	Measures over the mid- to long term
➤ Analysis of the reputation mechanisms [Reconstruction Agency, METI]		
<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. [Reposted]- Understanding news content in Japan and overseas- Research into the status of awareness (Internet surveys) <p><u>August 2022</u></p> <ul style="list-style-type: none">• The METI commenced “Reputational Impact of ALPS Treated Water Survey Project.”	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• Under “Reputational Impact of ALPS Treated Water Survey Project,” business operator and consumer surveys will be conducted to obtain information necessary to resolve anxieties and concerns about the safety of ALPS treated water. Findings from these surveys will be reflected in information dissemination efforts to effectively mitigate reputational damage.	<ul style="list-style-type: none">• Monitoring will continue to watch for signs of new reputational impacts arising from the handling of ALPS treated water. [Reposted]
➤ Participation of experts [METI]		
<p><u>Until August 2022</u></p> <ul style="list-style-type: none">• Through forums with experts on radiation and reputational measures, measures were taken continuously to secure opportunities for hearing opinions from a professional perspective.	<p><u>From September 2022</u></p> <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.	<ul style="list-style-type: none">• By holding forums with experts as needed, opportunities will be secured to receive objective opinions on the details and progress of the measures being taken.

*Measures 5 ③ Seamless collaboration with international institutions is Measure 3 reposted. 43

Measure 5: Strategic communication with the international community

④ 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	Measures for the coming year	Measures over the mid- to long term
➤ Enhanced and continued explanations from diplomatic missions abroad [MOFA, METI]		
<p><u>Until August 2022</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 responses were made according to local situations, such as providing explanations to the foreign media and publishing counter articles.	<p><u>From September 2022</u></p> <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 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 was shared with overseas media outlets in a transparent manner.• Appropriate counterarguments will be taken against remarks based on misconceptions from other countries and regions. <p><u>September 2022</u></p> <ul style="list-style-type: none">• Japan’s position will be explained and communicated to the international community at the IAEA General Conference.	<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 disseminated at appropriate forums.• Appropriate counterarguments will be taken against remarks based on misconceptions from other countries and regions.

Measure 5: Strategic communication with the international community

④ Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Enhanced and continued briefings to various countries, regions, organizations, and diplomatic missions in Tokyo [MOFA, METI]		
<p><u>Until August 2022</u></p> <ul style="list-style-type: none">Information sessions were held for diplomatic missions and others in Tokyo. (11 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: The Nuclear Regulation Authority'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: The Nuclear Regulation Authority's approval of amendment to the implementation plan (33 countries and regions)	<p><u>From September 2022</u></p> <ul style="list-style-type: none">Information sessions will be held as needed for embassies in Tokyo.Bilateral and regional dialogues and information sessions will be held as needed.	<ul style="list-style-type: none">Briefings will be conducted in a highly transparent manner by, for example, promptly explaining matters of interest and the progress of measures according to the circumstances of each country and region.

Measure 5: Strategic communication with the international community

④ Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Enhanced and continued briefings to various countries, regions, organizations, and diplomatic missions in Tokyo [MOFA, METI] (continued)		
<p><u>Until August 2022</u></p> <ul style="list-style-type: none">Information sessions were held for the Republic of Korea. (3 times)Information sessions were held for member countries and regional secretariats of the Pacific Islands Forum (PIF) as well as for experts. (4 times for regional secretariats, 3 times for experts) <p><u>March 2022</u></p> <ul style="list-style-type: none">An expert team of Taiwan visited Japan and toured the FDNPS facilities. <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.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">Information sessions will be held as needed for embassies in Tokyo.Bilateral and regional dialogues and information sessions will be held as needed.	<ul style="list-style-type: none">Briefings will be conducted in a highly transparent manner by, for example, promptly explaining matters of interest and the progress of measures according to the circumstances of each country and region.

Measure 5: Strategic communication with the international community

④ Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Strategic review of information dissemination methods and information dissemination to market players [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]		
<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 home page. * English, Chinese (Simplified and Traditional), Korean, French, Spanish, and Russian <p><u>Since July 2021</u></p> <ul style="list-style-type: none"> A policy promotional video on ALPS treated water was produced (in English, Japanese, Korean, Simplified and Traditional Chinese) and uploaded to sites, including YouTube. <p><u>Since February 2022</u></p> <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. 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> Taking the opportunities of bilateral meetings and dialogues, international conferences, and other events, information on decommissioning and reconstruction of Fukushima, including ALPS treated water, will be actively disseminated. Reflecting the feedback of business players, 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. In Southeast Asia, events will be held to promote the status of reconstruction, decommissioning and ALPS treated water, as well as the appeal of agricultural products from and tourism destinations in Fukushima. On-site tours and symposia will be held for foreign residents in Japan on topics such as the reconstruction of Fukushima and decommissioning. 	<ul style="list-style-type: none"> Briefings will be conducted in a highly transparent manner by, for example, promptly explaining matters of interest and the progress of measures according to the circumstances of each country and region. 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

④ Communicate information to relevant individuals in each country, region, and market [Reconstruction Agency, MOFA, MAFF, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ 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 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 broadcasted 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>Since 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>From October 2022</u></p> <ul style="list-style-type: none">A program will be produced 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 broadcasted on overseas TV and online. <p><u>From September 2022</u></p> <ul style="list-style-type: none">Accurate information will be shared continuously 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.	<div><ul style="list-style-type: none">Briefings will be conducted in a highly transparent manner by, for example, promptly explaining matters of interest and the progress of measures according to the circumstances of each country and region.Trends in each country and region will continue to be monitored constantly, and information will be strategically disseminated accordingly.</div>

Measure 5: Strategic communication with the international community

⑤ 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 were co-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.

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Utilization of international conferences and events marking the ten-year anniversary of the accident [Reconstruction Agency, MOFA, METI]		
<u>July 2021</u> <ul style="list-style-type: none"> At the 9th Pacific Islands Leaders Meeting (PALM9), Mr. Suga, Prime Minister of Japan, gave a briefing to the leaders of attending countries and regions. <u>September 2021</u> <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. <u>November 2021</u> <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] 	<u>September 2022</u> <ul style="list-style-type: none"> A side event on the topic of the progress of decommissioning work will be held at the IAEA General Conference. [Reposted] <u>From September 2022</u> <ul style="list-style-type: none"> Taking advantage of the opportunity of an international conference to be held in Fukushima by officials of Japan and the ASEAN countries, an event will be 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.
➤ PR at overseas trade shows [MOFA, MAFF, METI]		
<u>Until August 2022</u> <ul style="list-style-type: none"> JETRO assisted 289 Japanese companies to exhibit at 11 food-related overseas trade shows. (As of the end of fiscal 2021) 	<u>From September 2022</u> <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. 	<ul style="list-style-type: none"> 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.

Measure 5: Strategic communication with the international community

⑥ 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	Measures for the coming year	Measures over the mid- to long term
➤ Information dissemination to overseas media outlets [Reconstruction Agency, MOFA, METI]		
<p><u>Until August 2022</u></p> <ul style="list-style-type: none"> Information sessions were held for overseas media outlets based in Tokyo. (10 times) <div> <div>2021</div> <div> April: 27 companies from 14 countries and regions August: 9 companies from 6 countries and regions November: 12 companies from 6 countries and regions December: 2 companies from 2 countries and regions </div> </div> <div> <div>2022</div> <div> February: 11 companies from 6 countries and regions March: 9 companies from 6 countries and regions May ①: 12 companies from 6 countries and regions May ②: 13 companies from 7 countries and regions June: 6 companies from 4 countries and regions July: 6 companies from 5 countries and regions </div> </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. 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> Information sessions and other events will be conducted for overseas media outlets as needed. TEPCO will also hold regular press conferences for overseas media outlets to reach a wider audience. (Fukushima) Press Tour for Tokyo-based Foreign Media will be 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.

Measure 5: Strategic communication with the international community

⑥ Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Information dissemination to overseas media outlets [Reconstruction Agency, MOFA, METI] (continued)		
<p><u>November 2021</u></p> <ul style="list-style-type: none"> (Fukushima) Press Tour for Tokyo-based Foreign Media will be 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>From September 2022</u></p> <ul style="list-style-type: none"> Information sessions and other events will be conducted for overseas media outlets as needed. TEPCO will also hold regular press conferences for overseas media outlets to reach a wider audience. (Fukushima) Press Tour for Tokyo-based Foreign Media will be 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.
➤ 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>From September 2022</u></p> <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. 	<ul style="list-style-type: none"> 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

⑥ Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Provision of information based on the interests of each country and region [Reconstruction Agency, METI]		
<p><u>Until August 2022</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 section In collaboration with the MOFA, a video produced by that ministry was uploaded Discussions were made toward the strategic dissemination of information to overseas, and information was disseminated through the following. <ul style="list-style-type: none"> Advertorials in FT (UK newspaper) Distribution of YouTube videos Dissemination by influencers based in Japan <p><u>Since 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 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> Improve the function of the portal site “Fukushima Updates”. (Ongoing) [Reposted] <ul style="list-style-type: none"> Enhance the information hub Enhance content such as videos. Strategic dissemination of information will be conducted according to conditions in each country and region. <ul style="list-style-type: none"> Advertorials in the U.S. newspapers, etc. Events in Southeast Asia Distribution of YouTube videos, etc. The Reconstruction Agency will continue to request senior officials of ministries and agencies to approach national and regional dignitaries. [Reposted] 	<ul style="list-style-type: none"> 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.

Measure 5: Strategic communication with the international community

⑥ Providing information to media and influencers abroad [Reconstruction Agency, MOFA, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Measures to prevent misunderstanding [METI]		
<p><u>Until August 2022</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 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 broadcasted on TV and online. [Reposted] <p><u>Since July 2021</u></p> <ul style="list-style-type: none">Policy promotional videos on ALPS treated water as well as easing and lifting of import measures were produced (in English, Japanese, Korean, Simplified and Traditional Chinese) and uploaded to sites, including YouTube. [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 home page. [Reposted] <p>* English, Chinese (Simplified and Traditional), Korean, French, Spanish, and Russian</p>	<p><u>From September 2022</u></p> <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 disseminated. <p><u>From October 2022</u></p> <ul style="list-style-type: none">A program will be produced 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 broadcasted on overseas TV and online. [Reposted]	<ul style="list-style-type: none">In addition to continuing to disseminate information at international conferences and similar venues, information will be updated as needed on the home page to respond to claims and information that are factually incorrect.

Measure 5: Strategic communication with the international community

⑦ 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	Measures for the coming year	Measures over the mid- to long term
<p><u>Until September 2022</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. <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 eliminatedBased on the past trade performance, the number of certificates issued is expected to decrease substantially	<p><u>From September 2022</u></p> <ul style="list-style-type: none">Every opportunity will be taken, including bilateral discussions and dialogues as well as 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 discussions and dialogues, as well as international conferences, detailed presentations on the safety of ALPS treated water will also be conducted for foreign governments. <p><u>From October 2022</u></p> <ul style="list-style-type: none">A program will be produced 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 broadcasted on overseas TV and online. [Reposted]	<ul style="list-style-type: none">Talks, international conferences, and other diplomatic opportunities will be utilized to further call on countries and regions that still maintain import restrictions to lift them.

Measure 5: Strategic communication with the international community

⑦ Efforts to ease and lift import measures [MOFA, MAFF, METI] (continued)

Measures up to now	Measures for the coming year	Measures over the mid- to long term
<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 with Euronews to introduce efforts to ensure the safety of food produced in Fukushima. The program was broadcasted on TV and online. Videos to introduce efforts to ensure the safety of Japanese food products were produced (in English, Japanese, Korean, Simplified and Traditional Chinese) and uploaded to sites, including YouTube. <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>From September 2022</u></p> <ul style="list-style-type: none"> Every opportunity will be taken, including bilateral discussions and dialogues as well as 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 discussions and dialogues, as well as international conferences, detailed presentations on the safety of ALPS treated water will also be conducted for foreign governments. <p><u>From October 2022</u></p> <ul style="list-style-type: none"> A program will be produced 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 broadcasted on overseas TV and online. [Reposted] 	<ul style="list-style-type: none"> Talks, international conferences, and other diplomatic opportunities will be utilized to further call on countries and regions that still maintain import restrictions to lift them.

* Measure 6 ① Understand the level of awareness regarding treated water’s properties and safety, etc. is Measure 5 ① reposted.

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

② 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	Measures for the coming year	Measures over the mid- to long term
➤ Understanding reputational impact through interviews with business operators [Reconstruction Agency, MAFF, METI]		
<p><u>From 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. (2021 Interviews: approx. 30)<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 have been conducted by METI. (15 [reposted])<ul style="list-style-type: none">- To ascertain fair transactions	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• Interviews with business operators will continue 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	<ul style="list-style-type: none">• Based on the results of interviews with business operators in the previous years, measures such as collecting the necessary data and interviewing business operators will be implemented continuously to understand reputational damage.
➤ 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)	<p><u>From September 2022</u></p> <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. <p><u>Around February 2023</u></p> <ul style="list-style-type: none">• The “16th Survey on Consumer Awareness of Reputational Damage” will be conducted. (Results to be released in March the same year)	<ul style="list-style-type: none">• 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 ③ Understanding how reputation mechanisms work is reposted from Measure 5 ②. 56

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

① 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 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	

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(a) Enhance the “Ganbaru Project for Supporting Business in the Fishing 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 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 pertaining to small coastal fishing boats formulated in the Soma-Futaba area of Fukushima has been approved.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">The recovery of catches in each region will be supported through this program. <p>* Necessary support for business operators will be planned in light of opinions from business operators and other residents of disaster-affected areas. (The same applies to other measures)</p>	<ul style="list-style-type: none">The recovery of catches and the shift to a flexible management model that does not rely on a single fish species will be promoted.Opinion exchange with industry operators and workers will continue to ensure the smooth implementation of the program.

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

① Support for business continuity and expansion for the fishing industry in disaster-affected areas <production measures> [MAFF]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(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><u>From September 2022</u></p> <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. 	<ul style="list-style-type: none"> The development of systems for securing eggs and fries for the release to reliably produce and supply fish catches will be promoted in the area from Iwate to Ibaraki prefectures.
(c) Enhance support for installing fishing equipment [MAFF]		
<p><u>April 2021 to August 2022</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 expanded its support to equipment that contribute to improving productivity. <p>(April 2021 to March 2022)</p> <ul style="list-style-type: none"> Support for installation of equipment: 6 units 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> The programs will be implemented suitably based on its progress. 	<ul style="list-style-type: none"> A highly profitable and environmentally friendly fishing industry will be promoted in Fukushima Prefecture.

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

① Support for business continuity and expansion for the fishing industry in disaster-affected areas <production measures> [MAFF]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(d) Enhance support for development and maintenance of shared use facilities, etc. by the fishing industry [MAFF]		
<u>April 2021 to August 2022</u> <ul style="list-style-type: none"> Three shared use facilities including freight handling facilities are being developed in Fukushima Prefecture. 	<u>From September 2022</u> <ul style="list-style-type: none"> The programs will be implemented suitably based on its progress. 	<ul style="list-style-type: none"> The development of shared use facilities in Fukushima Prefecture will be promoted.
(e) Strengthen efforts to recruit and train the next generation of the industry [MAFF]		
<u>April 2021 to August 2022</u> <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. 	<u>From September 2022</u> <ul style="list-style-type: none"> The program will be implemented suitably based on its progress. 	<ul style="list-style-type: none"> The securing and training of new workers, including the children of fishers, will be promoted in Fukushima Prefecture.

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

① 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)

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(a) Help promote recovery of sales channels of the marine product processing industry in disaster-affected areas [MAFF]		
<p><u>April 2021 to August 2022</u></p> <ul style="list-style-type: none"> Support was provided for equipment maintenance performed by local seafood processors. <p>(April 2021 to March 2022)</p> <ul style="list-style-type: none"> - Training individually provided to processors: 104 cases - Business meetings held at consuming areas: 7 - Equipment maintenance support: 31 cases approved <p>(April 2022 to August 2022)</p> <ul style="list-style-type: none"> - Training individually provided to processors: 64 cases - Business meetings held at consuming areas: 4 - Equipment maintenance support: 34 cases approved 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> Processed Products Exhibition and Business Meeting for the Recovery of Tohoku will be held in Sendai on September 13 and 14. Buyers from Hong Kong, Taiwan, Malaysia, Philippines, Thailand, Singapore, and UAE (provisional) will be invited in November to visit seafood processors of the affected prefectures and have business meetings. 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. 	<ul style="list-style-type: none"> Measures such as restoring sales channels for seafood processors in Fukushima and neighboring prefectures will be promoted.

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

① Support for business continuity and expansion for the fishing industry in disaster-affected areas <processing and distribution measures> [MAFF, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(b) Help expand sales channels, strengthen management capabilities, and demonstrate safety [MAFF]		
<p><u>April 2021 to August 2022</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 August 2022)</p> <ul style="list-style-type: none">Fukushima Fresh Fish Service permanent display: 14 storesMeeting was held to propose ideas for product development <p><u>August 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.	<p><u>From September 2022</u></p> <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 for local distributors and processors to form groups and collectively ship to major consumption markets. <p><u>From September 2022</u></p> <ul style="list-style-type: none">In-store demonstrations are planned to be conducted in Fukushima to enable consumers to check safety and other information when purchasing marine products of Fukushima.	<ul style="list-style-type: none">Efforts will be further promoted to strengthen the competitiveness of marine products of Fukushima.

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

① Support for business continuity and expansion for the fishing industry in disaster-affected areas <processing and distribution measures> [MAFF, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(c) Support local markets within Fukushima Prefecture where marine products are consumed [MAFF]		
<u>From April 2022</u> <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. 	<u>From September 2022</u> <ul style="list-style-type: none"> Support will continue to facilitate the shift to a distribution structure resilient to reputational damage through continued efforts to increase the trading of Fukushima marine products. 	<ul style="list-style-type: none"> The shift to a distribution structure that is resilient to reputational damage will be facilitated through efforts to increase the trading of Fukushima marine products.
(d) Initiatives by Fukushima Sousou Recovery Team (FSRT) [METI]		
<u>May 2021</u> <ul style="list-style-type: none"> The Fukushima Sousou Recovery Team established a support project team for seafood sales channels. <u>Until August 2022</u> <ul style="list-style-type: none"> 78 seafood brokers and processors from 15 municipalities in the Fukushima Hamadori region were visited. Support commenced for 56 operators to develop new sales channels and secure personnel. <Main successes> <ul style="list-style-type: none"> Six business operators succeeded in opening up new sales channels with nine partners. Six business operators were able to secure a total of 15 new hires. 	<u>From September 2022</u> <ul style="list-style-type: none"> Support will continue 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.	<ul style="list-style-type: none"> In addition to understanding the needs and issues experienced in the field, individual visits will be continued to confirm the implementation status of support measures. In addition to continually support for the development of new sales channels and securing personnel, other necessary support measures will be considered and implemented.

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

① Support for business continuity and expansion for the fishing industry in disaster-affected areas <consumption measures> [MAFF]

- (a) Support promotion of sales through restaurants
- (b) Support promotion of sales through mass merchants and fresh fish retailers

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(a) Support promotion of sales through restaurants [MAFF]		
<u>Since April 2022</u> <ul style="list-style-type: none"> Plans are being formulated for holding “Sanriku Joban Fairs” utilizing restaurants. A public offering was launched in June for projects to sell processed seafood products from Fukushima and neighboring prefectures through department store online shops and online gourmet food stores. 	<u>From September 2022</u> <ul style="list-style-type: none"> “Sanriku Joban Fairs” will be held with the help of restaurants. A program will be implemented to sell processed seafood products from Fukushima and neighboring prefectures through department store online shops and online gourmet food stores. 	<ul style="list-style-type: none"> To minimize reputational damage and achieve full-scale recovery, measures will continue to be accelerated to promote sales through restaurants and other establishments.
(b) Support promotion of sales through mass merchants and fresh fish retailers [MAFF]		
<u>Since April 2022</u> <ul style="list-style-type: none"> A public offering has been made for projects 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. 	<u>From September 2022</u> <ul style="list-style-type: none"> A program will be implemented 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. 	<ul style="list-style-type: none"> To minimize reputational damage and achieve full-scale recovery, measures will continue to be accelerated to promote sales through mass merchants and fresh fish retailers.

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

② Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

<div>(a) Conduct tests on agricultural and forestry products, publicize such test results, and disseminate information about their safety</div> <div>(b) Help obtain third-party certification for agricultural products from Fukushima Prefecture</div> <div>(c) Help promote the disposal of pasture grass and rice straws, etc.</div> <div>(d) Conduct initiatives for developing sales channels in Japan for agricultural and forestry products from Fukushima Prefecture</div>	<div>(e) Conduct business matching and other support projects for creating a sixth industry (new value-added products), etc.</div> <div>(f) Promote active use of products from disaster-affected areas</div> <div>(g) Support surveys, analyses, etc. of radioactive materials in wood products</div>
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Measures up to now	Measures for the coming year	Measures over the mid- to long term
(a) Conduct tests, publicize such test results, and disseminate information about their safety [MHLW, MAFF]		
<div>Until August 2022</div> <div><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]</div>	<div>From September 2022</div> <div><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 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]</div>	<div><ul style="list-style-type: none">Based on the test results thus far, support will continue for the implementation of monitoring testing based on national guidelines and voluntary testing in production areas in Fukushima Prefecture. Information will be disseminated on the safety of agricultural and forestry products by publicizing the test results.</div>
(b) Help obtain third-party certification for agricultural products from Fukushima Prefecture [MAFF]		
<div>Since April 2021</div> <div><ul style="list-style-type: none">Support for attaining third-party certification such as GAP has been in place in Fukushima Prefecture. (260 cases up to the end of March 2022)Support for attaining Organic JAS certification has been in place in Fukushima Prefecture. (23 cases (46 agricultural operators) up to the end of March 2022)</div>	<div>From September 2022</div> <div><ul style="list-style-type: none">Support will be provided for attaining third-party GAP certification and Organic JAS certification in Fukushima Prefecture.</div>	<div><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.</div>

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

② Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(c) Help promote the disposal of pasture grass and rice straws [MOE, MAFF]n		
<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. 	<p><u>From September 2022</u></p> <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. 	<ul style="list-style-type: none"> Based on the disposal status, 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. Based on the disposal status in each prefecture, review meetings will continue to be held to promote the disposal of contaminated pasture grass in Iwate, Miyagi, and Tochigi prefectures; radioactive cesium concentrations will be re-measured; and projects will continue to be implemented to mitigate the impact of radioactive material in agricultural and livestock products to support efforts to maintain proper storage. In Fukushima Prefecture, support in the form of loans for industrial waste disposal costs to promote the disposal of industrial bark waste generated will be provided at the request of business operators.
(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. (2021 business meetings: 197) 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> Support will continue for sales promotion activities implemented by Fukushima Prefecture such as business matching meetings and online sales. 	<ul style="list-style-type: none"> Support will continue for sales promotion activities implemented by Fukushima Prefecture.

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

② Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(e) Conduct business matching and other support projects for creating a sixth industry (new value-added products), etc. [METI]		
<p><u>Until August 2022</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. <p><Main successes></p> <ul style="list-style-type: none"> 77 business operators concluded new supplier contracts through matching with retailers and distributors Assistance was provided to 49 business operators to set up and use e-commerce sites Sales events for Fukushima products were held in 22 locations across Japan with 57 business operators participating yielding approximately 23.50 million yen in total sales Year-end gift plans were implemented on e-commerce sites <p><u>December 2021</u></p> <ul style="list-style-type: none"> Support commenced for the development and supply of menus using Fukushima products at food delivery stores and restaurants mainly in the greater Tokyo area. 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> Support will continue 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. 	<ul style="list-style-type: none"> In addition to supporting the continued development of sales channels, 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

② Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(f) Promote active use of products from disaster-affected areas [MAFF, METI]		
<p><u>Until August 2022</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. 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. 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> 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. Support will be provided for the efforts of business operators to develop new sales channels through Subsidy for Sustainability, Japan Brand Development Assistance Program, and other programs. <p><u>By the end of 2022</u></p> <ul style="list-style-type: none"> Reconstruction support fairs will be held in collaboration with relevant ministries to share the appeal of local products and tourist information. <p><u>Around March 2023</u></p> <ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Measures for promoting the use of products from disaster-affected areas have been shared on the MAFF website. With the help of JETRO and SME Support Japan, support will continue to be provided for efforts of business operators to expand overseas. 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.

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

② Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(f) Promote active use of products from disaster-affected areas [MAFF, METI] (continued)		
<p><u>Until August 2022</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 menus using Fukushima products. (Three times as of the end of August)The food truck came on the Children’s Tour Day in Kasumigaseki held in August, to serve its menu to visitors as well.	<p><u>From September 2022</u></p> <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.	<ul style="list-style-type: none">Cafeterias and other eateries at relevant ministries will continue to use or sell products from Fukushima and other disaster-affected areas.

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

② Initiatives for the agricultural and forestry industries and commerce and industry in disaster-affected areas [MHLW, MAFF, METI, MOE]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(g) Support surveys, analysis of radioactive materials in wood products [MAFF]		
<p><u>Until August 2022</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.- 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.	<p><u>From September 2022</u></p> <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.- Automatic measurement (detection) instruments and non-destructive testing equipment will be installed in factories in the Soma-Futaba area- Wood safety assessment was 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.	<ul style="list-style-type: none">• Necessary measures will be implemented to develop a safety certification system for materials from Fukushima Prefecture based on the analysis and evaluation of data collected thus far, advice from experts on radioactive material, and requests from business operators and other stakeholders.

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

③ 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	Measures for the coming year	Measures over the mid- to long term
(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, including support for providing information to travel agencies, schools and organizations, and for the creation of travel products by travel agencies. (FY2021 participants in Hope Tourism: 9,848) <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. 110 participants on 8 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.	<p><u>From September 2022</u></p> <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.	<ul style="list-style-type: none">Support will continue for efforts to promote Hope Tourism.

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

③ Support for attracting tourists and increasing non-resident visitors to disaster-affected areas [Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(a) Help promote Hope Tourism [METI, Japan Tourism Agency] (continued)		
<u>November 2021 and February 2022</u> <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 30 companies participated. [Reposted] 	<u>From September 2022</u> <ul style="list-style-type: none"> Tours conducted in collaboration with JATA will continue to be held to help create travel products. Follow up the creation of travel products after the tours. [Reposted] 	<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]
(b) Provide comprehensive support for marine leisure [Japan Tourism Agency]		
<u>Since April 2022</u> <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 developing content for enabling visitors to experience the charm of the sea and enhancing other promotional activities. (FY2022 Program for Promoting Blue Tourism: 8 cases approved as of August 2022) 	<u>From September 2022</u> <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 developing content for enabling visitors to experience the charm of the sea and enhancing other promotional activities. 	<ul style="list-style-type: none"> Comprehensive support will continue to be provided to initiatives for blue tourism.

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

③ Support for attracting tourists and increasing non-resident visitors to disaster-affected areas
[Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(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</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 private organizations. <p><u>April 2022</u></p> <ul style="list-style-type: none">A public offering was conducted for the FY2022 Program to Develop Infrastructure for Conveying Traditional Local Attractions. Promotional support was approved for 14 private organizations. <p><u>Until August 2022</u></p> <ul style="list-style-type: none">A regional information dissemination grant was established as part of the Grants to Accelerate Revitalization of Fukushima to support activities planned and carried out by municipalities in Fukushima Prefecture to disseminate information aimed at dispelling reputational damage. Grants have been approved for 94 projects planned by 1 prefecture and 38 municipalities) [Reposted]	<p><u>From September 2022</u></p> <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]	<ul style="list-style-type: none">Improvements to the projects will be considered upon examining the effectiveness of their implementation by each municipality. [Reposted]Support will continue for information dissemination by private organizations in Fukushima. 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

③ Support for attracting tourists and increasing non-resident visitors to disaster-affected areas
[Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(d) Help increase visitors [Reconstruction Agency, METI]		
<p><u>October 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. (October 22, 2021 to December 17, 2021) <p><u>February 2022</u></p> <ul style="list-style-type: none">Projects operators were selected for the program to support the development of tours, events, and other content to attract visitors to 15 municipalities. (4 projects) <p><u>Since June 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. (June 22, 2022 - September 30, 2022) The range of projects eligible for support has been expanded. (Around 15 projects) Support will be focused on projects by local business operators (such as restaurant and accommodation operators) and those implemented in collaboration with campaigns.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. [Reposted]	<p><u>From September 2022</u></p> <ul style="list-style-type: none">Tours conducted in collaboration with JATA will continue to be held to help create travel products. Follow up the creation of travel products after the tours. [Reposted]	<ul style="list-style-type: none">Support for integrated information dissemination will continue to help improve recognition of the 15 municipalities and increase visitors.Support will continue for the development of content to attract visitors so that the content created will take root in the community and enable a sustainable rise in visitor numbers.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]

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

③ Support for attracting tourists and increasing non-resident visitors to disaster-affected areas
[Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(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 sports 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>Since August 2022</u></p> <ul style="list-style-type: none">A public offering was conducted for the FY2022 program to support the creation of wide-area contents and wide-area marketing for integrated information dissemination. (August 19–September 9, 2022)	<p><u>From September 2022</u></p> <ul style="list-style-type: none">Forums will be held to discuss content creation in the fields of “wine and food” and “sports (cycle)” based on the Action Plan for Increasing Visitors.	<ul style="list-style-type: none">Support will continue for the creation and implementation of wide-area contents and for integrated information dissemination to achieve an increase of visitors to the wide region encompassing 15 municipalities.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

③ Support for attracting tourists and increasing non-resident visitors to disaster-affected areas
[Reconstruction Agency, METI, Japan Tourism Agency]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
(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>From September 2022</u></p> <ul style="list-style-type: none">The consumption stimulus campaign for visitors will continue. Consumption will be further stimulated by expanding the range of payment methods and stores covered in the campaign. The campaign will collaborate with events that are highly effective in attracting visitors, and specific campaigns featuring products from Joban and other areas will also be implemented.	<ul style="list-style-type: none">The consumption stimulus campaign for visitors will continue. The analysis of performance data will progress, and measures for further increasing consumption will be considered and implemented.

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

④ 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	Measures for the coming year	Measures over the mid- to long term
➤ 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>From September 2022</u></p> <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.Advice will continue to be provided at special consultation counters.	<ul style="list-style-type: none">Advice will continue to be provided at special consultation counters. Necessary support measures will be considered and implemented based on the consultations.

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

④ Support from SMRJ, JETRO, and other agencies [METI, MAFF]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ 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>From September 2022</u></p> <ul style="list-style-type: none">Dispatch of SMRJ advisors will continue.Through questionnaires to business operators, JETRO offices will assess the actual situation related to overseas businesses and provide hands-on support.SMRJ and JETRO will actively approach consultation workshop participants and business operators who have received support to deploy advisors and offer other support, adopting a push strategy.	<ul style="list-style-type: none">Dispatch of SMRJ advisors will continue. 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

④ Support from SMRJ, JETRO, and other agencies [METI, MAFF]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Support for EC and trade shows [METI, MAFF]		
<p><u>Until August 2022</u></p> <ul style="list-style-type: none"> JETRO introduced the products of 232 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. (As of the end of fiscal 2021) JETRO used email magazines and other methods to disseminate information on the appeal of Japanese products to Japanese Food and Ingredient Supporter Stores overseas. SMRJ supported five seafood processors operating on the Pacific coast from Hokkaido to Chiba to participate and exhibit at the SME General Exhibition in FOODEX2022 and other trade shows. <p><u>January–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>From September 2022</u></p> <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. <p><u>Around Autumn 2022</u></p> <ul style="list-style-type: none"> Using email magazines and other methods, JETRO will disseminate new information on Sanriku and Joban products in its communication of the appeal of Japanese products to Japanese Food and Ingredient Supporter Stores overseas. <p><u>Around March 2023</u></p> <ul style="list-style-type: none"> 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 FOODEX2023. 	<ul style="list-style-type: none"> In addition to continuing efforts to communicate the appeal of Japanese products and support overseas expansion and sales channels development, JETRO and SMRJ will consider and implement necessary measures based on the implementation status of projects and the issues and needs in the field.

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

④ Support from SMRJ, JETRO, and other agencies [METI, MAFF]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Utilization of the networks of economic associations and other organizations [METI, MAFF]		
<p><u>Until August 2022</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 18,000 store-days (as of the end of July 2022)- A total of 9 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 (5 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. 1.22 million registrants as of end of July 2022)- Raised awareness for Fukushima products through various magazines (dancyu, Tokyo Calendar, 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	<p><u>From September 2022</u></p> <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.	<ul style="list-style-type: none">• 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 8: Support for the business continuity of fishing operators nationwide

① 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	Measures for the coming year	Measures over the mid- to long term
	<u>From September 2022</u> <ul style="list-style-type: none">A fund will be used to implement lasting measures to realize a sustainable fishery industry.	<ul style="list-style-type: none">The fund will be used to implement lasting measures to realize a sustainable fishery industry.

*Measure 8 has been added in light of “Approach to Strengthening and Expansion of Measures in the Handling of ALPS Treated Water.”
Along with this addition, Measures 8-10 in the previous version have been revised as Measures 9-11, respectively.

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

① 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	Measures for the coming year	Measures over the mid- to long term
<p><u>August 2021</u></p> <ul style="list-style-type: none"> It was specified in the “Immediate Measures” that “a fund should be set up to establish a flexible implementation system nationwide to ensure measures will be implemented in an agile and efficient manner. ” <p><u>November 2021</u></p> <ul style="list-style-type: none"> It was specified in the “New Economic Measures” to “take all possible measures to minimize reputational damage from the offshore release of ALPS treated water. ” 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 the fund was selected through an open call. A new fund will be 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>From September 2022</u></p> <ul style="list-style-type: none"> As an emergency measure in case demand for marine products decrease due to reputational damage, a public offering will be launched as soon as the execution system is ready, to select and support fishermen’s associations in the expansion of sales channels and temporary purchase and storage of marine products suitable for freezing. 	<ul style="list-style-type: none"> The status of reputational damage such as decline in demand for marine products will be continuously monitored after the discharge of 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

①-③ 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	Measures for the coming year	Measures over the mid- to long term
➤ System establishment [METI]		
<p><u>April 2021</u></p> <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. <p><u>September 2021</u></p> <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. 	<p><u>From September 2022</u></p> <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 policy 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. <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. 	<ul style="list-style-type: none"> • TEPCO 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.

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

①-③ Establishment of systems, compensation policy, compensation dispute resolution [MEXT, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ 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 160 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. <ol style="list-style-type: none"> Setting of the base year Selection of statistical data to refer to Taking account of factors other than ALPS treated water 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> Toward reaching an agreement on specific compensation standards and other topics, the government and TEPCO will continue to exchange and coordinate views with relevant associations with regard to the following themes related to the presumption of reputational damage and calculation of the amount of compensation. <ol style="list-style-type: none"> Setting of the base year Selection of statistical data to refer to Taking account of factors other than ALPS treated water A specific compensation policy for each industry will be formulated based on the opinions heard from relevant associations, and while making efforts for detailed and conscientious information communication, compensation standards tailored to the actual situation of respective regions and industries will be compiled and announced by the end of the year. 	<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

①-③ Establishment of systems, compensation policy, compensation dispute resolution [MEXT, METI]

Measures up to now	Measures for the coming year	Measures over the mid- to long term
➤ Compensation dispute resolution [MEXT, METI]		
<p><u>Until August 2022</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"> METI approved TEPCO’s 4th Comprehensive Special Business Plan, which states to “respect mediation proposals.” 	<p><u>From September 2022</u></p> <ul style="list-style-type: none"> To promote awareness of the ADR Center and its initiatives, MEXT will implement the following measures. <ul style="list-style-type: none"> Creation and distribution of PR flyers Publication of articles in local bulletins Advertising in local newspapers Holding information sessions on various opportunities such as local events 	<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 initiatives 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

① 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	Measures for the coming year	Measures over the mid- to long term
<p><u>Since May 2021</u></p> <ul style="list-style-type: none">• TEPCO conducted a public offering survey of tritium separation technologies using NineSigma Group. (A total of 100 applications from the first phase through the third phase)• TEPCO has so far selected 13 technologies that are not yet at the stage of immediate practical application, but may meet the requirements for practical application in the future.• Following thorough interviews with each of the tender winners, concrete discussions on issues and solutions for practical application began. <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 were compiled.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• Concrete discussions on issues and solutions for practical application will continue with each of the tender winners. <p><u>By the end of 2022</u></p> <ul style="list-style-type: none">• Third-party organizations and TEPCO will continue the public offering survey of tritium separation technologies and its evaluation. <p><u>Spring 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 will be compiled.	<ul style="list-style-type: none">• 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.• Moving forward, the latest domestic and international technological trends will be monitored closely by researching literature and through interviews.

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

② 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	Measures for the coming year	Measures over the mid- to long term
<p><u>Until August 2022</u></p> <ul style="list-style-type: none">• 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 in fiscal 2021 was approximately 130 m³/day.• A meeting of the Committee on Countermeasures for Contaminated Water Treatment was held on June 15, 2022. In order to further reduce the amount of contaminated water generated, TEPCO was requested to steadily proceed with ongoing efforts, and where possible, implement local water-stopping measures to reduce the amount of water flowing into buildings.• 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.	<p><u>From September 2022</u></p> <ul style="list-style-type: none">• In order to reduce the amount of contaminated water generated, further lowering of the groundwater level, repairs to building roofs, and facings on land-side impermeable walls will advance.• As local water-stopping measures, construction tests will be conducted to stop a water leakage from building penetrations and inter-building gap edges.• The construction of a seawall against tsunami from the Japan Trench will continue and is scheduled for completion in the second half of fiscal 2023.	<ul style="list-style-type: none">• Measures will continue with the aim of achieving the goal to “limit the amount of contaminated water generated to 100 m³ or less per day in 2025,” as stated in the medium- to long-term road map.• Even after the road map goal is achieved, more efforts will be made in the medium to long term to reduce the amount of contaminated water generated.• As a local water-stopping measure, water sealing of building penetrations and inter-building gap edges will be undertaken first for Unit 3. Water stopping will be considered for other buildings.