

# Upcoming disaster prevention and mitigation project

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たすけあいの輪をむすぶ  
**こくみん共済**  
coop  
Kokumin Kyosai co-op

## Organization profile

- **National Federation of Workers and Consumers Kyosai Cooperatives**
- **Providing insurance service for consumers**
- **Established in September 1957**
- **Formerly known as Zenrosai**
- **New brand: Kokumin Kyosai Co-op, since June 2019**
  
- **Number of policies: 29.8 millions**
- **Premium income: 560 billion JPY (5 billion USD)**
- **Total assets: 3.9 trillion JPY (35.4 billion USD)**
  
- **Total number of employees: 4,924**
- **Number of branches: approx. 200 across Japan**

\* Each figure is as of May 31, 2021.

# Our mission:

“Towards a Safe and Affluent Society with Mutual Help”

たすけあいの輪をむすぶ

**こくみん共済**

全国労働者共済生活協同組合連合会 **coop**

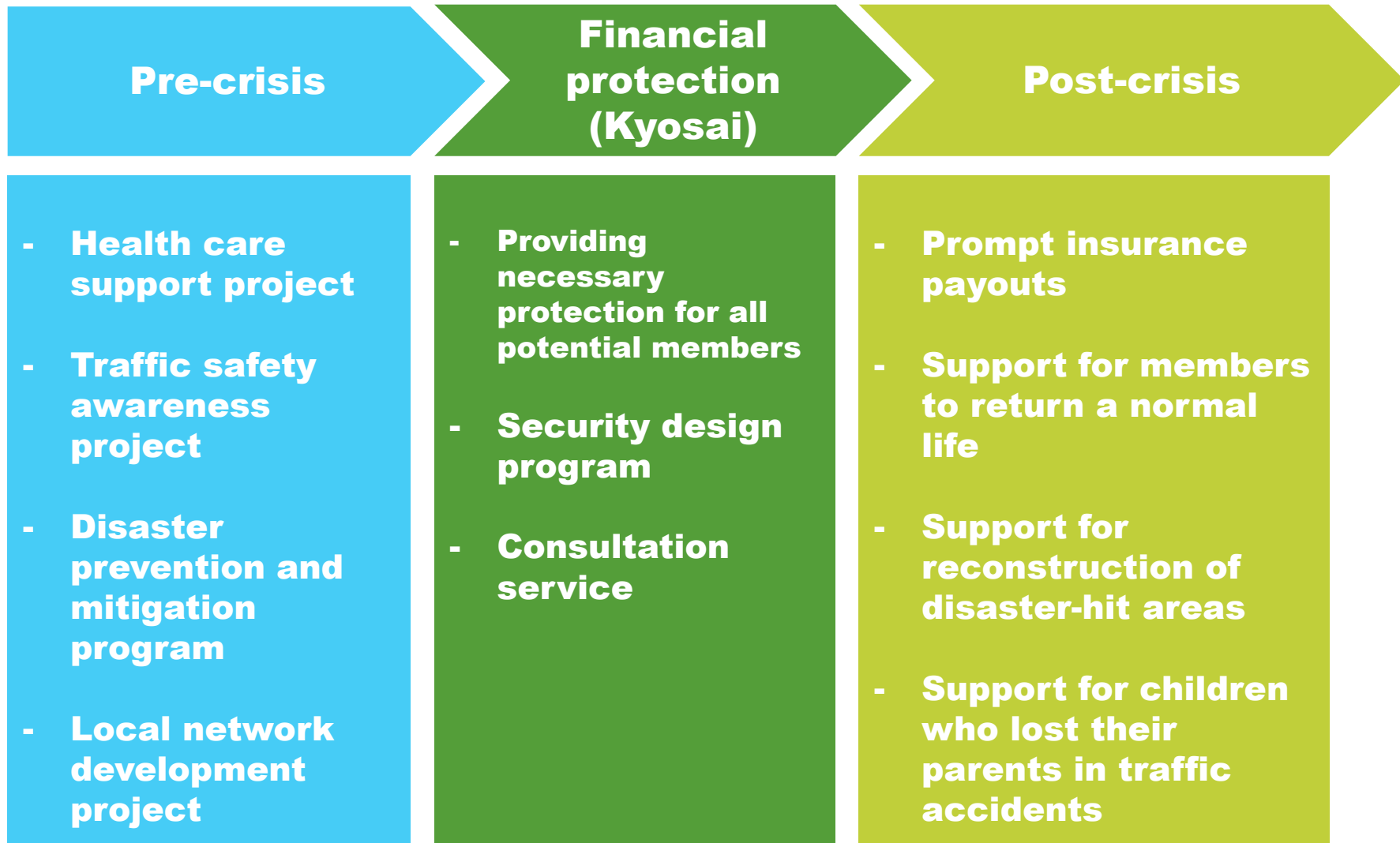
Kokumin Kyosai co-op

Kokumin	For all Citizens
Kyosai	Mutual Aid using insurance, based on cooperative movements
co-op	Cooperative

# A wide range of insurance products



# Financial protection and programs to provide a secure life before/after a crisis or accident



# Three areas of our community support activity



# Events to raise disaster prevention awareness: Bosai Café

- Enjoyable events for families to learn about disaster prevention
- Held 40 to 50 times across the country each year

一紡いでゆく、みんなの防災一

## 紡災ヴィラ

#こくみん防災村 in なら

パフォーマンス ワークショップ  
Hyouge Rope 氏 防災×インテリア

ロープだけを使って見せる  
新感覚のパフォーマンスショー

おしゃれに備える「ジェル  
キャンドルホルダー」づくり

大学生協 医療生協

大学生による  
パネルディスカッション

避難生活における  
健康維持・管理

衣 食 住

簡単に使える・作れる便利グッズ

ぼうさいカフェ

住まいに関する災害を模擬体験



Exhibition of disasters- prevention- related books and other materials



AED training sessions

# Story-telling Sessions for Children



A picture book and a deck of playing cards to learn about disaster prevention

# Quiz games to raise awareness of disaster prevention





# Support activities for the recovery of disaster-hit areas



**Forestation activities in a coastal area hit by the earthquake of 2011**



**Installation of a flower bed in temporary houses for the evacuees**



**“KIZUNA” (Relationship) concerts and performances for affected people**



**Picture book donation**

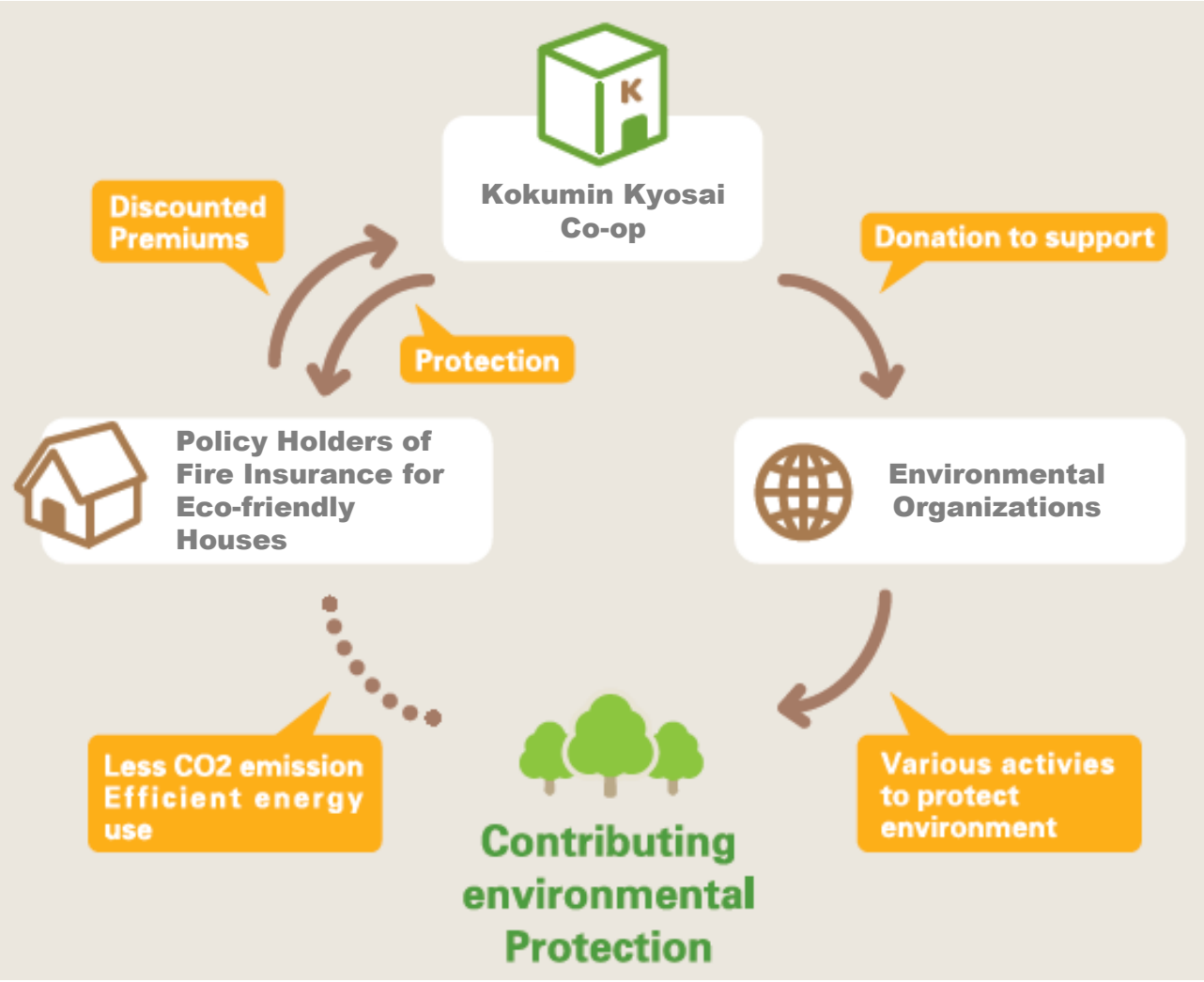


**Cultural festival in an affected area**



**“KIZUNA” learning sessions**

# Fire insurance for eco-friendly houses



# Upcoming disaster prevention and mitigation project



# Educational TV program

## 今から1分後 もし大災害が起これたら?

◆ 命と未来を守る50の方法 ◆

2021年3月11日(木) 19:00~20:54

日本テレビ系列全国ネット放送!

東日本大震災から10年のこの日に、今だからこそ知って欲しい、防災・減災の大切さ、  
支え合うこと、共済の意義を楽しみながら学べる番組を放送します。

- \* Program title:  
"Disaster can strike any minute"  
- 50 tips to protect your life and future -
- Broadcast
- During prime time on a national television network
- On 11<sup>th</sup> March 2021 (10 year anniversary of the 2011 Great East Japan earthquake)



# Educational activities in collaboration with municipalities and various organizations

A large scale educational campaign in Shibuya, Tokyo, since March 2021



## MOSHIMO PROJECT SHIBUYA



# Disaster risk awareness map

- Launched in June 2021

- People can check the subsoil conditions and learn the disaster risks at their location



## お住まいの地盤診断サービス ～地盤の強さや、自然災害のリスクを確認～

もしものリスクに適切に備えるために。

地震・液状化・浸水の可能性など、お住まいの地域の災害リスクを今すぐチェック！

住所を入力するだけで、お住まいの地盤サポートマップが無料で作成・ダウンロードできます。

お引越しや新築時の地盤調査の参考に、地域での防災訓練やハザードマップ、防災マップ作成時にご活用ください。

↓↓↓ さっそく調べてみよう ↓↓↓

渋谷区代々木2-12-10

検索開始



### 防災情報



地震 台風 火災 大雨 火災

地盤をチェックした後は、お住まいの保障も確認しませんか？

**こくみん共済 coop の災害に備える保障**

**住まいる共済**

住まいる共済の詳しい情報は ↑こちら↑のリンクまたはQRコードからチェック！

# Guide book for the members affected by disasters (provided since June 2021)



## Guide book: How to rebuild our lives after a disasters

### Contents

- The issues related to life after a large scale disaster
- How to obtain certificates of damage from municipalities
- Financial support (benefits and loans)
- Reduction of taxes and payments
- Conflicts and troubles
- Lost valuables
- Home reconstruction

# Other initiatives

## Pre-crisis

1. **Educational TV program**
2. **Various events in collaboration with various organizations at local level**
3. **Disaster risk awareness map**

## Financial protection (Kyosai)

1. **Fire insurance for eco-friendly houses**
2. **Providing necessary protection for all potential members**
3. **Prompt insurance payouts**

## Post-crisis

1. **Lobbying to expand public aid for disaster victims (Governmental financial support, tax relief, etc.)**
2. **Other supports for affected members**

1. **Encouraging employees to acquire Disaster Prevention expert certificate**
2. **Digital promotion**



# ICMIF/UNDRR study report

From protection to prevention: The role of cooperative and mutual insurance in disaster risk reduction

## From protection to prevention

The role of cooperative and mutual insurance in disaster risk reduction



**icmif**  
International Cooperative and Mutual Insurance Federation

 **UNDRR**  
UN Office for Disaster Risk Reduction



### Kokumin Kyosai Co-op (Japan)

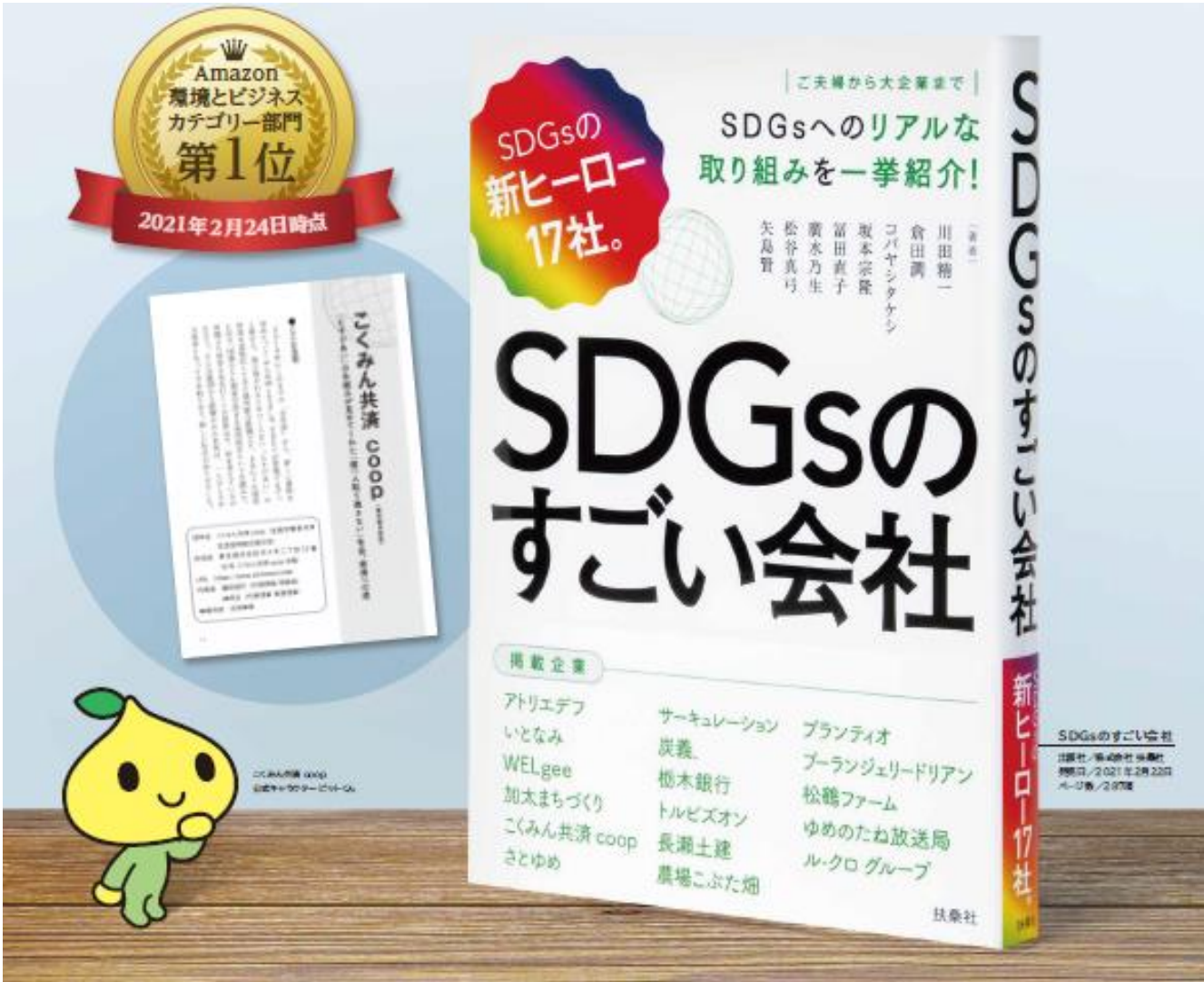
The National Federation of Workers and Consumers Kyosai Cooperatives (Kokumin Kyosai Co-op) is a Japanese insurance cooperative organisation (Kyosai means "Mutual aid using insurance based on the cooperative movement"). Established in 1957, the Kokumin Kyosai Co-op offers life, fire, natural disaster and automobile insurance products as well as group life insurance and pension plans. It operates under the supervision of the Ministry of Health, Labour and Welfare and the Consumers' Livelihood Co-operative Society Law. In 2018, the organisation had a gross written premium of JPY 572.1 billion. For more information visit [their website](#).

#### Bosai Café - loss prevention events

Kokumin Kyosai Co-op has been holding loss prevention, awareness raising events named "Bosai Café" (Bosai means "Loss and risk prevention"), for its policyholders and the local community for more than a decade. The intent is to improve awareness of disaster risk reduction and mitigation through various innovative study programmes such as stage performances, scientific experiment shows and panel exhibitions. These Bosai Café events provide children and their parents with good opportunities to discuss how they can prepare for disasters.



# Covered by a book that featured 17 Japanese companies implementing SDG initiatives



# Any questions ?



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