

Regional Co-Creation through Entertainment

Since the SEGA SAMMY Group began assisting in the reconstruction of Shichigahama-machi in Miyagi Prefecture immediately after the Great East Japan Earthquake in March 2011, we have been thinking about how we could contribute in ways that no one else can. We are now focused on addressing problems through entertainment and co-creating with local residents a new Shichigahama-machi to make it lively and colorful in ways that are uniquely possible for SEGA SAMMY.

Past Activities

Reconstruction to Revitalization

The SEGA SAMMY Group has been involved in a variety of support activities since the immediate aftermath of the Great East Japan Earthquake, ranging from sending employees as disaster relief volunteers to remove debris to hosting support events, such as those with the theme of bringing, as we call it, "smiles and vitality" to people in disaster-stricken areas.

In 2019, we signed a comprehensive partnership agreement with Shichigahama-machi on regional revitalization to create the future of the place together under the theme "regional co-creation." This is the first time the Group has entered into such an agreement with a municipal government.

Since July 1, 2019, the SEGA SAMMY Group's personnel have been sent to onsite assignments in Shichigahama-machi to help boost and sustain the ongoing growth of the regional economy. They are involved in such initiatives as creating new businesses, supporting local businesses, and promoting local brands.



SEGA SAMMY Group's Past Activities at Shichigahama-machi

June 2011	Removal of mud and debris
2012	Hosting the first support event at Shichigahama-machi
2016	Implementing the new employee training program at Shichigahama-machi

Current Activities

Key Initiatives in the Regional Co-Creation Project

Joint Initiatives by SEGA SAMMY Group and Shichigahama-machi

- Introduced SEGA Logistics Service's Driving Simulators
- Exhibited at the Shichigahama-machi Local Industry Fair and donated all the proceeds
- Held a food event using ingredients from Shichigahama-machi at the employee cafeteria in the SEGA SAMMY Group's main office

Personnel who are sent to onsite assignments work in Shichigahama-machi as town officials and are involved in addressing issues the town faces. One related effort is to reduce the number of traffic accidents caused by elderly drivers and help them gain skills with our driving simulators so they can continue driving safely. This is the first time in Japan that a municipal government has introduced this kind of equipment. Since Shichigahama-machi has no trains, many elderly citizens depend on cars to get them to their daily activities. Simulators provide the opportunity to assess their driving skills and mental fitness and may also facilitate community interaction. Those assigned to work as town officials leverage the Group's resources, liaise with other town officials, and actively participate in local events to bring smiles to the town's residents. In addition, all the proceeds we earned at the Shichigahama-machi Local Industry Fair were donated to the town's tourism association.



Additionally, to help the employees in the SEGA SAMMY Group know more about Shichigahama-machi, they organized an event called "Shichigahama-machi - Food Market" at the employee cafeteria in the SEGA SAMMY Group's main office. Employees enjoyed delicious dishes made from local ingredients and purchased local products.

My Involvement in the Regional Co-Creation Project

Creating Memorable Moments for the People in Town



Hiroshi Ishida

Assistant to the Vice-Town Mayor and Disaster Recovery Assistant (Office of Disaster Prevention & Longevity Society Division), Sammy Corporation



Masakazu Hiruta

Disaster Recovery Assistant, Policy Division, Sammy Corporation

I've been thinking about how I can contribute to this town, where everyone knows everyone else, and searching for clues as I deal with my job, and the first year has passed very quickly. A lot of people in town have commented about how I have come to know so much about Shichigahama-machi, and I have to thank everyone who has helped and supported me in this. An elderly resident made a particularly strong impression on me. She was not familiar with the name SEGA SAMMY Group, but she was aware of our Lifelong Learning Festivals and she had a big smile as she told me how much she enjoyed her time with her grandchildren at the event. I will continue to work hard to create more memorable moments for the people in town.

A Typical Day in Shichigahama-machi





What is Shichigahama-machi like?

Shichigahama-machi in central Miyagi Prefecture is the smallest town in Tohoku, with an area of 13.27 square kilometers. It is located in southern Matsushima, one of the Three Views of Japan (Nihon Sankei), surrounded on three sides by water, and blessed with richly abundant nature. Despite its natural setting, it is conveniently located within 20 kilometers of Sendai, Tohoku's largest city. The tsunami that followed the Great Japan East Earthquake flooded more than one-third of its land and ruined its beautiful coastal scenery.

Population and Number of Households pre/post the Great Japan East Earthquake (2011)
As of July 1, 2020

Population	18,506
	Post-Earthquake reduced by 2,349 (-11.2%)
Number of Households	6,733
	Post-Earthquake increased by 165 (+2.5%)

Future Activities

How a Multi-dimensional Entertainment Company Can Help Shape Shichigahama-machi's Future

In April 2011, immediately after the earthquake, Shichigahama-machi formulated the initial part of its recovery plan, which ended in fiscal 2016. We are now working on activities detailed in the latter part of the recovery plan, which ends in fiscal 2021.

While the recovery plan has almost come to its end, its goal is not to simply bring back the old town as it was before the earthquake. Genuine recovery will require ensuring that the town is bustling with people and residents are happy.

In the Regional Co-Creation Project, we will continue capitalizing on our experience and expertise as a multi-dimensional entertainment company and effectively deploy our products and services. For example, we are hosting programming classes in local elementary schools, darts competitions to encourage inter-generational socializing, and eSports events to promote interaction within and outside the community. Looking ahead, we will continue to deepen our bonds with the town and work together to make it a place where everyone is happy and proud.

• Long-term Integrated Plan and Integrated Strategy

Long-term Integrated Plan

Basic Philosophy (target year: fiscal 2021)

Town development focused on allowing people to live in harmony with nature, to live with the human rights respected, and to live comfortably there for many years.

Sea Live in harmony with nature	People Live with the human rights respected	Town Comfortable to live in
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Integrated Strategy

Key Vision (target year: fiscal 2061)
Overcome population decline and revitalize local economy



Groupwork with the residents



VOICE



Kaoru Terasawa
Mayor of Shichigahama-machi

"SEGA SAMMY-ism" is Transforming Our Town

I would like to take this opportunity to thank everyone in the SEGA SAMMY Group for their continuing support for recovering our town. I feel that the bonds between us have deepened in 2019, as the SEGA SAMMY Group has signed a comprehensive partnership agreement with us and sent personnel to work in Shichigahama-machi.

The personnel from the Group have been working with us as disaster recovery assistants since July 2019, and they have integrated very well into our town. We feel "SEGA SAMMY-ism" in many different ways. They provide a fresh perspective on everything we do. They are great examples for us and an inspiration for young town officials.

Ten years have passed since the earthquake. However, mental health recovery for our people continues. In addition, we are facing new challenges imposed by COVID-19 and must consider its impact on town planning and many other activities.

I sincerely hope we can go back to living our peaceful lives soon. At the same time, I will continue to work hard, with your heartwarming support, for the future of this town. I look forward to a long and prosperous relationship with the SEGA SAMMY Group.