



## The Great Kanto Earthquake as Seen in Shashi

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### Abstract:

*Since the Meiji period, companies throughout Japan have published shashi, or company histories. Shashi contain not only the company's history but also numerous descriptions of the contemporary social environment including the effects of disasters and war. Shashi show how various companies, and Japanese society as a whole, dealt with the difficulties they faced, how they chose their path to recovery, and how these actions were recorded to be shared with future generations. Following the Great East Japan Earthquake in March 2011, we added the category "Disaster and Revival as Seen in Shashi" to the blog of the Resource Center for the History of Entrepreneurship. The category allows users to access information from the "Shashi Index Database Project," which is currently under construction, and introduces shashi articles on "Disaster and Revival," particularly the Great Kanto Earthquake.*

### 和文抄録:

明治以降日本各地の会社が出版した「社史」の中には、会社の沿革や事業だけではなく、災害や戦災などを含む当時の社会情勢に関する記述が数多く見られる。その内容からはそれぞれの会社や日本の社会が降りかかる困難に対峙してどのように対処したか、復興の道筋をどのようにつけたか、そしてそれをどのように記録し次代に伝えようとしたか、といったことを読みとることができる。

2011年3月11日の東日本大震災に際し実業史研究情報センターでは、センター・ブログに「社史に見る災害と復興」というカテゴリーを新設した。そこでは現在構築中の「社史索引データベースプロジェクト」の蓄積データを検索し、「災害と復興」特に「関東大震災」に関する記事を含む社史について紹介している。

## Introduction

The Resource Center for the History of Entrepreneurship aims to provide information, through the internet and other means, on the businessman and philanthropist Shibusawa Eiichi as well as the history of business in general. We maintain a blog and are involved in a variety of projects, including the creation of a database that will allow users to easily search across a large number of *shashi*.

After the Great East Japan Earthquake in March 2011, the Resource Center discussed the unprecedented disaster and what we could do through our work to help. Since I am responsible for the "Shashi Index Database Project," I immediately decided to search the pilot database with earthquake-related words.

My decision was based on the knowledge that, since the Meiji period, companies throughout Japan have published *shashi*, or company histories, that contain not only the company's history and past projects but also numerous descriptions of the contemporary social environment including the effects of disasters.

In this article I would like to share some of what I found in my search and give an idea of what *shashi* have to say about the effects of and reconstruction following the Great Kanto Earthquake that devastated much of Tokyo, Yokohama, and the surrounding area on September 1, 1923.



(Image 1: Artistic Representation of Ginza following the Great Kanto Earthquake<sup>1</sup>)

I hope that my article will provide an example of just one of the many uses for *shashi* and also prove useful for thinking about recovery from the recent earthquake.

## Outline of the Blog Category “Disaster and Revival as Seen in *Shashi*”

### *Outline of the Resource Center Blog*

The Resource Center for the History of Entrepreneurship was established in November 2003 with the goal of realizing Shibusawa Keizo’s vision for a museum of Japanese business history in honor of Shibusawa Eiichi. Specifically, the Center aims to build a digital library with rich references on the topics of Shibusawa Eiichi and business history.

Since its foundation, the Center’s main focus has been on three projects: the provision of information on Shibusawa Eiichi, the *Shashi* database, and the woodblock print (*nishiki-e*) image index.

Wanting to share the results of such projects with a wider audience, the Center decided to start a blog in February 2008, in order to collect and share information on Shibusawa Eiichi and the Center’s projects via the internet. The blog is titled “Jitsugyōshi kenkyū jōhō sentaa burogu: Jōhō no tobira no, sono mata mukō” (Blog of the Resource Center for the History of Entrepreneurship: On the Other Side of the Door to Information). Since starting the blog, we have posted regularly, updating almost five days a week.

<sup>1</sup> “Ginza” from the series “Paintings of the Great Kanto Earthquake.”

Dōwa Kasai Kaijō Hoken Kabushiki Kaisha shashi hensan iinkai 同和火災海上保険株式会社社史編纂委員会, eds. *Dōwa Kasai Kaijō 50-nenshi: shashinshū* 同和火災海上50年史 写真集 (Osaka: Dai Nippon Printing, 1995), 17. Reprinted by the kind permission of Aioi Nissay Dowa Insurance Co., Ltd.

実業史研究情報センター・ブログ「情報の扉の、そのまた向こう」

<http://d.hatena.ne.jp/tobira/>

(Figure 2: Blog header and address for the Resource Center's blog)

### *New Blog Categories Responding to March 11*

On March 12, 2011, the day after the Great East Japan Earthquake, we added the new category “Shinsai kanren” (Earthquake-Related Information) to the Research Center’s blog. In this section we share information we have collected on the situation of libraries, museums, and archives in the stricken areas as well as news on reconstruction and aid.

The second new category we added is “Kantō daishinsai to Eiichi no kotoba” (Great Kanto Earthquake and Eiichi’s Discourses). In this category we introduce Shibusawa Eiichi’s discourses on the Great Kanto Earthquake and reconstruction, taken from *Shibusawa Eiichi denki shiryō* (Shibusawa Eiichi Biographical Materials).

The third new category we added is “Shashi ni miru saigai to fukkō” (Disaster and Revival as Seen in *Shashi*). Since this is related to a project of which I am in charge and is the main topic of this article, I would like to look at this category in more depth.

### *Outline of the New Blog Category “Disaster and Revival as Seen in Shashi”*

In this category I used the *Shashi* Index Database to find information on disaster and reconstruction in *shashi*. Each blog post looks the *shashi* of a company related to Shibusawa Eiichi and gives an overview of the information contained in the company’s *shashi* relating to the Great Kanto Earthquake and later reconstruction.

I started each entry with the following headings: company name, bibliographical information, and external holdings information. Thinking there might be interest from outside of Japan, I added an English title to the category, and then Romanized Japanese and English versions of company names for each entry where available. Moreover, I added the heading “Title in romaji” to the bibliographical information of the *shashi*.

2011年04月22日(金)

■ [社史に見る災害と復興][Disaster and Revival as Seen in "Shashi"] [震災関連] 『帝国ホテル百年史』【帝国ホテル, 1990】

会社名 **Company name**  
 株式会社帝国ホテル [Kabushiki Kaisha Teikoku Hosteru]  
 Imperial Hotel, Ltd.

書誌事項 **Bibliographical information**  
 帝国ホテル百年史 : 1890-1990 / 帝国ホテル編  
 東京 : 帝国ホテル, 1990.11  
 1012p, 図版14枚 ; 27cm  
 Title in romaji: Teikoku Hosteru 100-nenshi

外部機関の所蔵データほか **External holdings information**  
 NDL-OPAC / Webcat / 神奈川県立川崎図書館 / Worldcat 1.2 / NDL\_Search (β) / Webcat Plus 1.2 / Googleブックス 1.2

(Figure 3: Sample blog entry showing the various headings)

My next step was to write a summary of how the Great Kanto Earthquake and disasters in general were described in each *shashi*. I based each summary on the contents of the main text of the *shashi*. The goal was to give a more detailed understanding of the company's disaster and relief activities.

**Summary**

「関東大震災」(1923年9月1日)に関する本文の概要 (p24-255)

- ライト設計の新しい建物が完成したばかりの帝国ホテルでは、9月1日午後新館落成の開館披露を盛大に挙げる準備中に地震に襲われた。
- 帝国ホテルの震害は亀裂が各所に見られる程度で、これは建物の階数が地上5階と少なく壁が厚く安定していたこと、基礎の構造が不完全なことがあって建物に及ぼす震力を軽減したことによる(土木学会の報告書による)。
- 動力は全て電力を利用していたので、地震直後に従業員は

(Figure 4: Summary heading from a sample blog entry)

The third step was to put the raw data from the *shashi* into order. I began with information from the table of contents, followed by the appendices, index, and chronology.

The raw data from the *shashi*

目次にあられた「関東大震災」関連事項

項目	ページ
沿革編 / 第3章 ライト館の時代始まる / 第1節 ライト館ついに落成 / 3. 関東大震災	244
東京、横浜の壊滅	244
帝国ホテルの震害	246
従業員の活躍	248
社会への奉仕	250

(Figure 5: Raw data heading from a sample blog entry)

Finally, I included a link to an overview of the *shashi* in general in the “Shashi shōkai” category of the blog where available.

## The *Shashi* Index Database and the Imperial Hotel

First, I would like to give a brief introduction of the *Shashi* Index Database and then I would like to look at a specific example, the Great Kanto Earthquake in the *shashi* of the Imperial Hotel.

### *Overview of the Shashi Index Database*

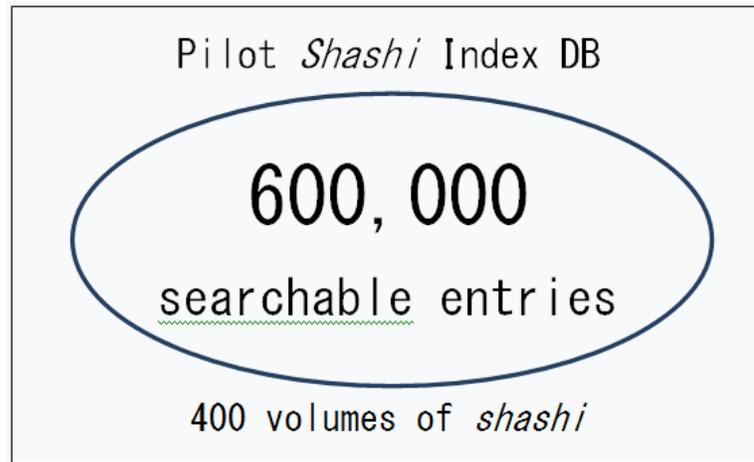
A *shashi* contains not only a company’s history, but also a wealth of information on society in general. But wide use of *shashi* has been difficult so far. The first reason for this is that *shashi* do not make it to the general market because they are not commercial publications. The second reason is that, even if they are available, most *shashi* have no index. Thus we decided to build a database able to search across the contents of *shashi* and easily locate the information contained within.

About 14,000 volumes of *shashi* have been published in Japan since the Meiji period. The *Shashi* Index Database covers about 1,400 volumes of *shashi*, focusing on companies related to Shibusawa Eiichi.

We have taken the tables of contents, chronologies, indexes, and appendices of each *shashi* and are compiling them into a database that will be easily searchable. We hope this will make it easier for researchers and others to be able to access the contents of *shashi*. Once it is ready, the database will be available on our website free of charge. We hope to have it ready for public use by March 2013.

### *The Great Kanto Earthquake in the shashi of the Imperial Hotel*

The *Shashi* Index Database is still in the pilot phase and has roughly 600,000 searchable entries from the tables of contents, chronologies, indexes, and appendices of about 400 volumes of *shashi*. Although the entries have not been edited, natural word searches can be performed.



When I searched the pilot database for the term “earthquake” (*jishin*) I received more than 1,000 hits, nearly 100 for “tsunami,” and over 900 for “Great Kanto Earthquake” (*Kantō daishinsai*).

As I scanned the 900 hits for “Great Kanto Earthquake” the name of the Imperial Hotel caught my eye so I took the Imperial Hotel’s *shashi* from the bookshelf and began to read. I scanned the relevant passages and gleaned the following information<sup>2</sup>:

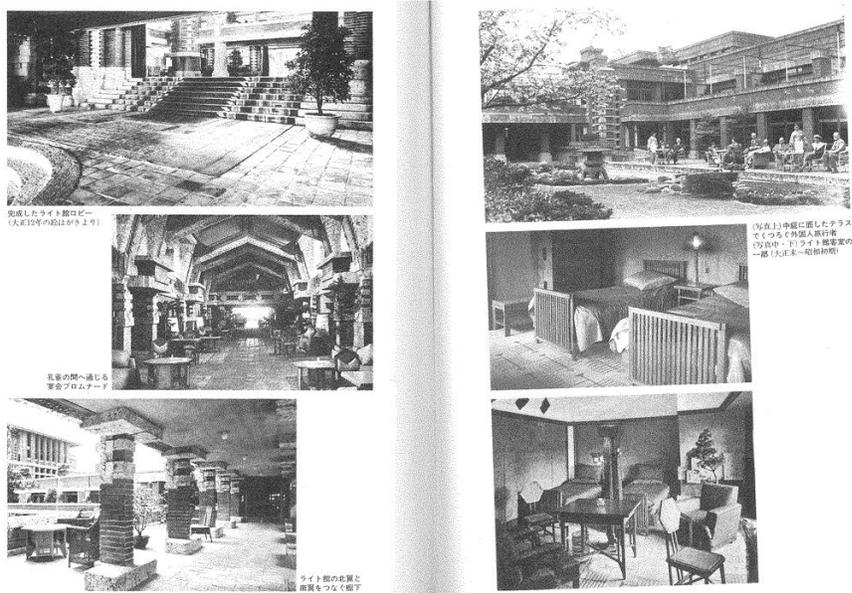


(Figure 6: *Teikoku Hosteru hyakunenshi*<sup>3</sup>)

- At the Imperial Hotel, the new building designed by the famous American architect Frank Lloyd Wright had just been completed. The Hotel was in the midst of preparations for the grand opening celebrations when the earthquake hit just before noon on September 1st.

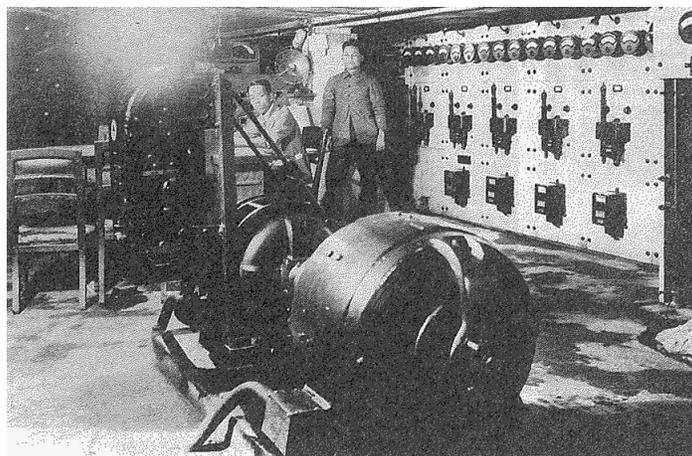
<sup>2</sup> Kabushiki Gaisha Teikoku Hosteru 株式会社帝国ホテル, eds. *Teikoku Hosteru hyakunenshi* 帝国ホテル百年史 (Tokyo: Toppan Printing, 1990), 244-255.

<sup>3</sup> *Ibid.*, cover. Reprinted by the kind permission of Imperial Hotel, Ltd.



(Figure 7: Pages from the *shashi* depicting the new building of the Imperial Hotel<sup>4</sup>)

- As the Hotel was run entirely on electrical power, immediately after the earthquake an employee rushed to cut the main power switch.



(Figure 8: Electrical Room of the Imperial Hotel<sup>5</sup>)

- The hotel manager Mr. Inumaru ran to the kitchens and ordered the large vats of hot oil be secured as a precaution against fire. Other employees toiled on the roof of the hotel to prevent the hotel from catching on fire. Thanks to their efforts the hotel was largely unharmed.

<sup>4</sup> Ibid., 234-235. Reprinted by the kind permission of Imperial Hotel, Ltd.

<sup>5</sup> Ibid., 242. Reprinted by the kind permission of Imperial Hotel, Ltd.



(Figure 9: Fire prevention efforts<sup>6</sup>)

- From the following day, the Imperial Hotel welcomed victims from the city and made rooms available as offices to affected companies as well as the U.S. and British embassies. The temporary embassies of the United States and the United Kingdom flew large flags from the Hotel.

In addition, the *shashi*'s chronology mentions that on January 31, 1924, the manager of the Imperial Hotel, "Tetsuzo Inumaru, was named Member of the Order of the British Empire by the British Crown for distinguished services at the time of the earthquake."<sup>7</sup>

### The Great Kanto Earthquake as Seen in *Shashi*

Having looked at the *shashi* of the Imperial Hotel, I moved on to the *shashi* of companies in gas, electricity, construction, banking, and insurance; those fields that seemed likely to have direct links to the earthquake and reconstruction efforts. Next I covered the manufacturing of products for daily life, such as cosmetics, foods and textiles. Compiling each entry, I learned many details about the situation of each company and their approaches to reconstruction efforts. I would like to share with you summaries of some of the *shashi* entries, for example:

- *Tōkyō Dentō Kabushiki Kaisha kaigyō gojūnenshi*<sup>8</sup> (Fifty Years of Operations of the Tokyo Electric Light Co.) notes that:  
 Most of Tokyo Dento's power supply was unharmed as it was largely hydro power from outside the areas affected by the earthquake. Following the earthquake a shift occurred as electric power replaced steam.

<sup>6</sup> Ibid., 250. Reprinted by the kind permission of Imperial Hotel, Ltd.

<sup>7</sup> Ibid., 960.

<sup>8</sup> *Tōkyō Dentō Kabushiki Kaisha kaigyō gojūnenshi* 東京電灯株式会社開業五十年史 (Tokyo: Tokyo Electric Light Co., 1936).



(Figure 10: Tokyo Dento power plant on the outskirts of Tokyo<sup>9</sup>)

- *Taisei Kensetsu shashi*<sup>10</sup> (Taisei Construction *shashi*) notes that: The offices of the Taisei Corporation (at the time Nippon Doboku Kabushiki Kaisha) burned down and all records and documents dating back to the Meiji period were lost. Temporary headquarters were established in the Imperial Hotel and recovery efforts began. The Taisei Corporation used their scaffolding from construction underway on the Meiji Memorial Picture Gallery to build emergency shelters in the nearby Meiji-jingū Gaien Gardens that were being used as an emergency evacuation site.



(Figure 11: The completed Meiji Memorial Picture Gallery<sup>11</sup>)

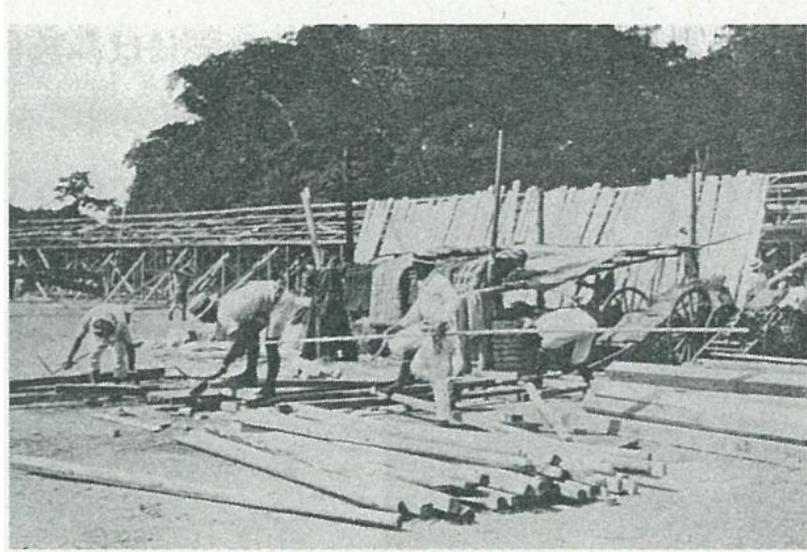
- *Shimizu Kensetsu hyakugojūnenshi*<sup>12</sup> (One Hundred and Fifty Years of Shimizu Construction) notes that: Shimizu Construction burned down but concerted efforts were put into reconstruction from temporary headquarters. Sets of carpenter's tools and food were gathered through a network of branch offices and delivered to the Tokyo area by ship. The ship docked at Shibaura Port and supplies were delivered by horse to various locations.

<sup>9</sup> Ibid., 104.

<sup>10</sup> Taisei Kensetsu, eds. *Taisei Kensetsu shashi* 大成建設社史 (Tokyo: Taisei Corporation, 1963).

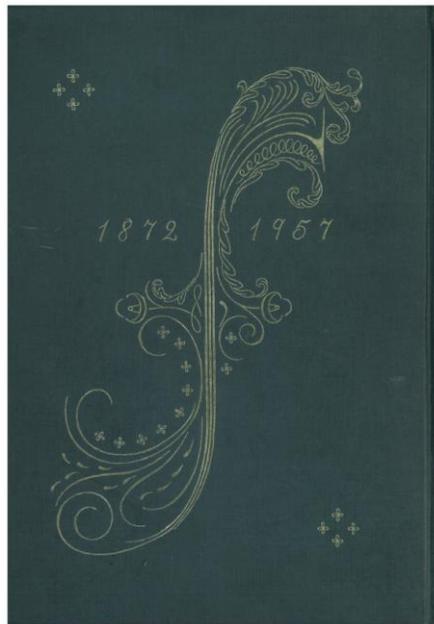
<sup>11</sup> Ibid., 236. Reprinted by the kind permission of Taisei Corporation.

<sup>12</sup> Shimizu Kensetsu, eds. *Shimizu Kensetsu hyakugojūnenshi* 清水建設百五十年史 (Tokyo: Shimizu Construction, 1953).



(Figure 12: Hurried construction of temporary housing for townspeople affected by the disaster<sup>13</sup>)

- *Shiseidō shashi*<sup>14</sup> (*Shiseido shashi*) notes that: Shiseido's head office and Ginza store burned down but products were sent to Tokyo from the Osaka branch store. A factory just outside Tokyo was undamaged and began selling its stock of Shiseido soap. The following year, in 1924, the company launched a new system of chain stores.



<sup>13</sup> Shimizu Kensetsu, eds. *Shimizu Kensetsu nihyakunenshi: keieihen* 清水建設二百年史 経営編 (Tokyo: Shimizu Corporation, 2003), 109. Reprinted by the kind permission of Shimizu Corporation.

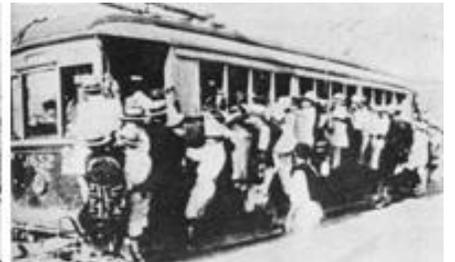
<sup>14</sup> *Shiseidō shashi* 資生堂社史 (Tokyo: Shiseido, 1957).

(Figure 13: Art Nouveau Style Cover of *Shiseido shashi*<sup>15</sup>)

The following photographs from the *Shiseido shashi* show the damage to Ginza as well as evacuation of Tokyo.



(Figure 14: Ginza Street after the earthquake but before the fire<sup>16</sup>)



(Figure 15: Evacuation by freight train<sup>17</sup>) (Figure 16: Evacuation by warship from Shibaura (Figure 17: Pandemonium on the portion of the city train running after the disaster<sup>19</sup>)  
 Port<sup>18</sup>)

- *Hasegawa Kōryō hachijūnenshi*<sup>20</sup> (Eighty Years of Hasegawa Perfume) notes that: T. Hasegawa's perfume shop, located near Nihonbashi Bridge, burned down. He lost everything and thought of closing the shop. Encouraged by the presence of a woman in make-up among the ruins, however, he reopened within a few months. The earthquake marked a reduction in the demand for hair oil used in Japanese coiffures

<sup>15</sup> Ibid., cover. Reprinted by the kind permission of Shiseido Co., Ltd.

<sup>16</sup> Ibid., 194. Reprinted by the kind permission of Shiseido Co., Ltd.

<sup>17</sup> Ibid., 195. Reprinted by the kind permission of Shiseido Co., Ltd.

<sup>18</sup> Ibid., 195. Reprinted by the kind permission of Shiseido Co., Ltd.

<sup>19</sup> Ibid., 195. Reprinted by the kind permission of Shiseido Co., Ltd.

<sup>20</sup> *Hasegawa Kōryō hachijūnenshi* 長谷川香料八十年史 (Tokyo: T. Hasegawa, 1985).

but a considerable increase in demand for men's pomades.



(Figure 18: The Nihon-bashi bridge and its neighbor, just after the disaster<sup>21</sup>)

- *Morinaga gojūgonenshi*<sup>22</sup> (Fifty Five Years of Morinaga) notes that: Fortunately damage to Morinaga's main plant was slight. The Morinaga Company donated money to Tokyo City, Kanagawa Prefecture, and subsequently Chiba, Saitama, Shizuoka, and Yamanashi Prefectures. In addition to corporate donations, Morinaga also gave away free milk and milk caramels.



(Figure 19: Distribution of free milk<sup>23</sup>)

<sup>21</sup> Tokyo City, *The Reconstruction of Tokyo* (Tokyo: Kawaguchi Printing Works, 1933), 13.

<sup>22</sup> *Morinaga gojūgonenshi* 森永五十五年史 (Tokyo: Morinaga, 1954).

<sup>23</sup> *Ibid.*, 268-269. Reprinted by the kind permission of Morinaga & Co., Ltd.



(Figure 20: Morinaga's destroyed factory<sup>24</sup>)



(Figure 21: Distribution of free caramels<sup>25</sup>)

- *Kanebō hyakunenshi*<sup>26</sup> (One Hundred Years of Kanebo) notes that: The Kanegafuchi Spinning Company (Kanebo) lost nearly 60 employees in the earthquake. Large parts of the Tokyo head office, factory, and employee housing collapsed and machinery, raw cotton, and products were also damaged or destroyed. Despite this, immediately following the earthquake Kanebo made its factory grounds available to the flood of evacuees. Kanebo followed this up by donating cash, food supplies, fabric for clothing, and futons to the government and making “comfort bags” and clothing to distribute or sell to those in need. In addition they also built two public baths which were opened to the public for free for a year.



(Figure 22: Damage to the Kanegafuchi Spinning Co. Tokyo Plant<sup>27</sup>)

<sup>24</sup> Ibid., 269. Reprinted by the kind permission of Morinaga & Co., Ltd.

<sup>25</sup> Ibid., 268. Reprinted by the kind permission of Morinaga & Co., Ltd.

<sup>26</sup> *Kanebō hyakunenshi* 鐘紡百年史 (Tokyo: Kanebo, 1988).

<sup>27</sup> Ibid., 155. Reprinted by the kind permission of Kracie Holdings, Ltd.

## Conclusion

I hope these examples give an idea of the kind of information available in *shashi*. All of these examples, and more, are posted in the “Disaster and Revival as Seen in *Shashi*” category of our blog. In one year, from the first posting in April 2011, to March 2012, we have uploaded entries for a total of 34 *shashi* to the category in an effort to demonstrate how Japanese companies and society in general faced the Great Kanto Earthquake (see Appendix 1). This is still only a small number of listings but a number of commonalities have become evident:

- Despite being deeply affected by the earthquake, many companies **immediately established a system for recovery and reconstruction**.
- In addition to working towards their own recovery and reconstruction, companies looked beyond their own needs and **donated money, goods, or services, or otherwise provided assistance to others affected by the disaster**.
- The Great Kanto Earthquake effected great social change and, in response to this change, many companies **developed new markets and new products**.

This shows that, while many companies collapsed both physically and economically in the aftermath of the earthquake, many others were able to confront and overcome their own difficulties, help those in need around them, and forge ahead on the path to reconstruction and beyond.

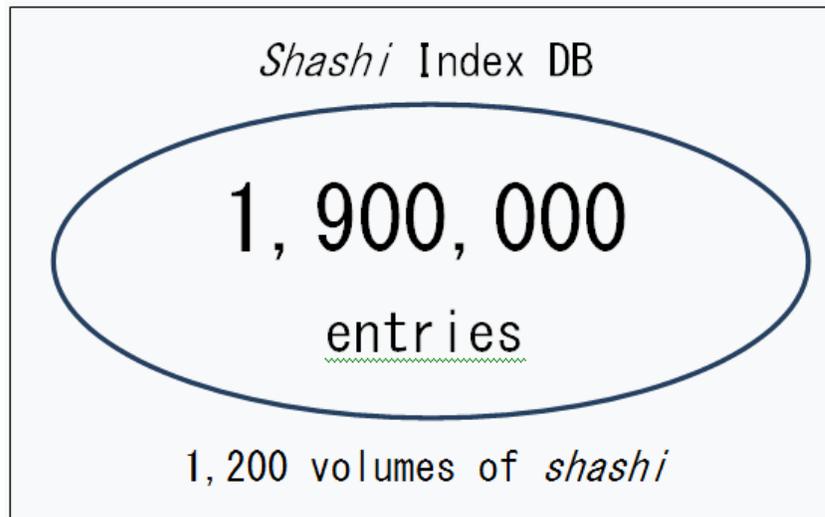
While it is natural to look to government for leadership and assistance following a disaster, **the vital role of the private sector** must not be overlooked. As the *shashi* I have shared with you in this article demonstrate, businesses affected by a disaster struggle to overcome their own difficulties but, precisely because they are on the front line, they are able to offer assistance and foster recovery in a way that the public sector often cannot. This is not limited to the past nor is it limited to Japan. A 2011 APEC study outlines the important role of a well-prepared private sector in disaster preparedness throughout Asia<sup>28</sup> and, in the United States, studies of post-Katrina recovery have shown that while slow or incomplete recovery is often the fault of the public sector, successful recovery can be attributed to the efforts of the private sector.<sup>29</sup>

Wanting to make these valuable sources available to a wider audience and wanting also to convey the importance of companies and organizations recording and sharing information about their daily activities, we hope to make our *Shashi* Index Database available to the public in March 2013. So far we have input a total of 1.9 million entries from about 1,200 volumes of *shashi*.

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<sup>28</sup> Takahiro Ono, “BCP Status of the Private Sector in the APEC Region 2011,” APEC Emergency Preparedness Working Group, Dec. 2011. Accessed February 16, 2012, [http://www.adrc.asia/documents/disaster\\_info/2011/2011\\_epwg\\_BCP\\_ADRC.pdf](http://www.adrc.asia/documents/disaster_info/2011/2011_epwg_BCP_ADRC.pdf).

<sup>29</sup> Peter Boettke, et al. “The Political, Economic, and Social Aspects of Katrina,” *Southern Economic Journal*, 74, no. 2 (2007): 363-376, accessed February 16, 2012, [http://www.peterleeson.com/Pol\\_Econ\\_Soc\\_Aspects\\_of\\_Katrina.pdf](http://www.peterleeson.com/Pol_Econ_Soc_Aspects_of_Katrina.pdf), 363.



We are doing our best to build a database that is both easily searchable and easy to use. It is our hope that both the database and the website of the Shibusawa Eiichi Memorial Foundation will be useful for those from both within Japan and around the world.

**Appendix 1: Alphabetical List of the *Shashi* Included in the Blog Category “Disaster and Revival as Seen in *Shashi*”**

会社名	Company Name (Romanized Japanese)	English Name (if available)	社史タイトル	Shashi Title (Romanized Japanese)	URL
旭硝子株式会社	Asahi Garasu Kabushiki Kaisha	Asahi Glass Co., Ltd	社史	Shashi	<a href="http://d.hatena.ne.jp/tobira/20110502/1304301643">http://d.hatena.ne.jp/tobira/20110502/1304301643</a>
朝日生命保険相互会社	Asahi Seimei Hoken Sōgo Kaisha	Asahi Mutual Life Insurance Co.	朝日生命百年 史	Asahi Seimei hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110527/1306461393">http://d.hatena.ne.jp/tobira/20110527/1306461393</a>
浅野セメント株式会社	Asano Semento Kabushiki Kaisha	Asano Cement Co.	浅野セメント 沿革史	Asano Semento enkakushi	<a href="http://d.hatena.ne.jp/tobira/20110629/1309315802">http://d.hatena.ne.jp/tobira/20110629/1309315802</a>
株式会社第一銀行	Kabushiki Kaisha Daiichi Ginkō	The Dai-Ichi Bank Ltd.	第一銀行史	Daiichi Ginkō-shi	<a href="http://d.hatena.ne.jp/tobira/20110427/1303884818">http://d.hatena.ne.jp/tobira/20110427/1303884818</a>
長谷川香料株式会社	Hasegawa Kōryō Kabushiki Kaisha	T. Hasegawa Co., Ltd.	長谷川香料八 十年史	Hasegawa Kōryō hachijūnenshi	<a href="http://d.hatena.ne.jp/tobira/20120216/1329362332">http://d.hatena.ne.jp/tobira/20120216/1329362332</a>
蛇の目ミシン工業株式会社	Janome Mishin Kōgyō Kabushiki Kaisha		蛇の目ミシン 創業五十年史	Janome Mishin sōgyō gojūnenshi	<a href="http://d.hatena.ne.jp/tobira/20120202/1328145520">http://d.hatena.ne.jp/tobira/20120202/1328145520</a>
鐘紡株式会社	Kanebō Kabushiki Kaisha	Kanebo, Ltd.	鐘紡百年史	Kanebō hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20120229/1330498029">http://d.hatena.ne.jp/tobira/20120229/1330498029</a>
川崎重工業株式会社	Kawasaki Jūkōgyō Kabushiki Kaisha	Kawasaki Dockyard Co., Ltd.	川崎重工業株 式会社社史	Kawasaki Jūkōgyō Kabushiki Kaisha shashi	<a href="http://d.hatena.ne.jp/tobira/20110603/1307065826">http://d.hatena.ne.jp/tobira/20110603/1307065826</a>
三菱地所株式会社	Mitsubishi Jisho Kabushiki Kaisha	Mitsubishi Estate Co., Ltd	丸の内百年の あゆみ	Marunouchi hyakunen no ayumi	<a href="http://d.hatena.ne.jp/tobira/20110520/1305871848">http://d.hatena.ne.jp/tobira/20110520/1305871848</a>
株式会社三越	Kabushiki Kaisha Mitsukoshi	Mitsukoshi Ltd.	株式会社三越 85年の記録	Kabushiki Kaisha Mitsukoshi hachijūgonen no kiroku	<a href="http://d.hatena.ne.jp/tobira/20120314/1331687491">http://d.hatena.ne.jp/tobira/20120314/1331687491</a>
森永製菓株式会社	Morinaga Seika Kabushiki Kaisha	Morinaga & Co., Ltd.	森永五十五年 史	Morinaga gojūgonenshi	<a href="http://d.hatena.ne.jp/tobira/20120222/1329874195">http://d.hatena.ne.jp/tobira/20120222/1329874195</a>

日本電気株式会社	Nippon Denki Kabushiki Kaisha	NEC Corporation	日本電気株式会社百年史	Nihon Denki Kabushiki Kaisha hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110616/1308190595">http://d.hatena.ne.jp/tobira/20110616/1308190595</a>
日本銀行	Nippon Ginkō	Bank of Japan	日本銀行百年史	Nihon Ginkō hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110516/1305515837">http://d.hatena.ne.jp/tobira/20110516/1305515837</a>
日本皮革株式会社	Nippon Hikaku Kabushiki Kaisha	The Japan Leather Mfg. Co., Ltd	日本皮革株式会社五十年史	Nihon Hikaku Kabushiki Kaisha gojūnenshi	<a href="http://d.hatena.ne.jp/tobira/20120125/1327468066">http://d.hatena.ne.jp/tobira/20120125/1327468066</a>
日本火災海上保険株式会社	Nippon Kasai Kaijō Hoken Kabushiki Kaisha	The Nippon Fire & Marine Insurance Co., Ltd.	日本火災海上保険株式会社70年史	Nihon Kasai Kaijō Hoken Kabushiki Kaisha nanajūnenshi	<a href="http://d.hatena.ne.jp/tobira/20110627/1309142211">http://d.hatena.ne.jp/tobira/20110627/1309142211</a>
日本郵船株式会社	Nippon Yūsen Kabushiki Kaisha	Nippon Yusen Kabushiki Kaisha	日本郵船株式会社百年史	Nihon Yūsen Kabushiki Kaisha hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110506/1304662051">http://d.hatena.ne.jp/tobira/20110506/1304662051</a>
株式会社大林組	Kabushiki Kaisha Ōbayashigumi	Obayashi Corporation	大林組八十年史	Ōbayashigumi hachijūnenshi	<a href="http://d.hatena.ne.jp/tobira/20120307/1331084987">http://d.hatena.ne.jp/tobira/20120307/1331084987</a>
王子製紙株式会社	Ōji Seishi Kabushiki Kaisha	Oji Paper Co., Ltd.	王子製紙社史	Ōji Seishi shashi	<a href="http://d.hatena.ne.jp/tobira/20110602/1306977901">http://d.hatena.ne.jp/tobira/20110602/1306977901</a>
サッポロビール株式会社	Sapporo Biiru Kabushiki Kaisha	Sapporo Breweries Ltd.	サッポロビール120年史	Sapporo Biiru 120-nenshi	<a href="http://d.hatena.ne.jp/tobira/20110613/1307501953">http://d.hatena.ne.jp/tobira/20110613/1307501953</a>
渋沢倉庫株式会社	Shibusawa Sōko Kabushiki Kaisha	The Shibusawa Warehouse Co., Ltd.	渋沢倉庫の80年	Shibusawa Sōko no 80-nen	<a href="http://d.hatena.ne.jp/tobira/20110530/1306723192">http://d.hatena.ne.jp/tobira/20110530/1306723192</a>
清水建設株式会社	Shimizu Kensetsu Kabushiki Kaisha	Shimizu Construction Co., Ltd.	清水建設百五十年	Shimizu Kensetsu hyakugojuūnen	<a href="http://d.hatena.ne.jp/tobira/20110523/1306120814">http://d.hatena.ne.jp/tobira/20110523/1306120814</a>
新日本製鉄株式会社釜石製鉄所	Shin Nippon Seitetsu Kabushiki Kaisha Kamaishi Seitetsujo	Nippon Steel Corporation Kamaishi Works	鉄と共に百年	Tetsu to tomoni hyakunen	<a href="http://d.hatena.ne.jp/tobira/20110606/1307326031">http://d.hatena.ne.jp/tobira/20110606/1307326031</a>
株式会社資生堂	Kabushiki Kaisha Shiseidō	Shiseido Company, Ltd.	資生堂社史	Shiseidō shashi	<a href="http://d.hatena.ne.jp/tobira/20120208/1328665784">http://d.hatena.ne.jp/tobira/20120208/1328665784</a>
大成建設株式会社	Taisei Kensetsu Kabushiki Kaisha	Taisei Corporation	大成建設社史	Taisei Kensetsu shashi	<a href="http://d.hatena.ne.jp/tobira/20110623/1308791828">http://d.hatena.ne.jp/tobira/20110623/1308791828</a>

帝国劇場株式会社	Teikoku Gekijō Kabushiki Kaisha		帝劇の五十年	Teigeki no gojūnen	<a href="http://d.hatena.ne.jp/tobira/20110630/1309403852">http://d.hatena.ne.jp/tobira/20110630/1309403852</a>
株式会社帝国ホテル	Kabushiki Kaisha Teikoku Hoteru	Imperial Hotel, Ltd.	帝国ホテル百年史	Teikoku Hoteru hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110422/1303452214">http://d.hatena.ne.jp/tobira/20110422/1303452214</a>
東京地下鉄道株式会社	Tōkyō Chika Tetsudō Kabushiki Kaisha		東京地下鉄道史	Tōkyō Chika Tetsudō-shi	<a href="http://d.hatena.ne.jp/tobira/20120119/1326937502">http://d.hatena.ne.jp/tobira/20120119/1326937502</a>
東京電灯株式会社	Tōkyō Dentō Kabushiki Kaisha		東京電灯株式会社開業五十年史	Tokyo Dentō Kabushiki Kaisha kaigyo gojūnenshi	<a href="http://d.hatena.ne.jp/tobira/20110526/1306377819">http://d.hatena.ne.jp/tobira/20110526/1306377819</a>
東京瓦斯株式会社	Tōkyō Gasu Kabushiki Kaisha	Tokyo Gas Co., Ltd.	東京ガス百年史	Tokyo Gasu hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110425/1303700444">http://d.hatena.ne.jp/tobira/20110425/1303700444</a>
東京海上火災保険株式会社	Tōkyō Kaijō Kasai Hoken Kabushiki Kaisha	The Tokio Marine and Fire Insurance Co., Ltd.	東京海上火災 保険株式会社 百年史	Tōkyō Kaijō Kasai Hoken Kabushiki Kaisha hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110610/1307682408">http://d.hatena.ne.jp/tobira/20110610/1307682408</a>
東京製綱株式会社	Tōkyō Seikō Kabushiki Kaisha	Tokyo Rope Manufacturing Co., Ltd.	東京製綱百年 史	Tōkyō Seikō hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110609/1307596436">http://d.hatena.ne.jp/tobira/20110609/1307596436</a>
株式会社東洋経済新報社	Kabushiki Kaisha Tōyō Keizai Shinpōsha	Toyo Keizai Inc.	東洋経済新報 社百年史	Tōyō Keizai Shinpōsha hyakunenshi	<a href="http://d.hatena.ne.jp/tobira/20110617/1308273297">http://d.hatena.ne.jp/tobira/20110617/1308273297</a>
浦賀船株式会社	Uruga Senkyo Kabushiki Kaisha		浦賀船渠六十 年史	Uruga Senkyo rokujūnenshi	<a href="http://d.hatena.ne.jp/tobira/20110620/1308535807">http://d.hatena.ne.jp/tobira/20110620/1308535807</a>
株式会社読売新聞	Kabushiki Kaisha Yomiuri Shinbunsha	The Yomiuri Shinbun	読売新聞百二 十年史	Yomiuri Shinbun hyakunijūnenshi	<a href="http://d.hatena.ne.jp/tobira/20110624/1308879537">http://d.hatena.ne.jp/tobira/20110624/1308879537</a>

## Appendix 2: Examples of Corporate Philanthropy Following 3/11

Immediately following the Great East Japan Earthquake on March 11, 2011, numerous private companies began carrying out a range of restoration and reconstruction activities in parallel with those of central and local governments. Data published in June 2011, three months after the earthquake, in an article evaluating responses to the disaster, ranked public recognition of companies involved in recovery and reconstruction activities. The top three companies listed were Softbank Corp.; Fast Retailing Co., Ltd.; and Yamato Holdings Co., Ltd.<sup>20</sup>

International information and communications industry giant Softbank has attracted great attention for its quick response, including personal donations by chairman and CEO Son Masayoshi, and communications equipment being sent to affected regions.<sup>21</sup> Fast Retailing, parent company of the UNIQLO brand of casual wear, donated clothing and dispatched employees to the disaster area.<sup>22</sup> Parcel delivery company Yamato Holdings initiated a program to make donations based on the number of parcels they delivered.<sup>23</sup>

### Yamato Holdings' Support for Reconstruction Activities

The land transport company Yamato Transport Co. was founded in 1919. They began their "Ta-Q-Bin" small parcel express delivery service in the Kanto region in 1976 and from there expanded throughout the country. Company segmentation resulted in Yamato Transport Co. being shifted to a holding company and being renamed Yamato Holdings Co. Ltd in 2005. Today the Yamato Group is one of Japan's leading transport service companies.

Immediately after the Great East Japan Earthquake, Yamato began relief and support work in affected areas, including the transport of supplies to various locations. In addition, they decided on April 7 that, to support the reconstruction of fishery and agriculture in the affected areas, a donation of 10 yen would be made for every parcel delivered by "Ta-Q-Bin." "Ta-Q-Bin" deliveries amount to 1.3 billion annually so it was expected that this project would result in the collection of 13 billion yen between April 2011 and March 2012. "Ta-Q-Bin" fares did not change or increase.

By May 2011, total donations had already reached 2 billion yen. In July, the Yamato Group decided to hand over the full amount of the charitable donations to the Yamato Welfare Foundation, an independent incorporated public interest foundation. By the end of March 2012, total donations topped 14.2 billion yen or 178.3 million dollars US. Between September 2011 and April 2012 grants were given for 31 reconstruction projects focusing on the reconstruction of fishery and agriculture-related business in the areas affected by the disaster. This

<sup>20</sup> Takafumi Ikuta "Higashi nihon daishinsai go no kigyō no torikumi ha dono yō ni hyōka saretaka" 東日本大震災後の企業の取り組みはどのように評価されたか, Fujitsu Sōken koramu opinion 富士通総研 コラム オピニオン, June 15, 2011. Accessed July 3, 2012, <http://jp.fujitsu.com/group/fri/column/opinion/201106/2011-6-3.html>.

<sup>21</sup> "Support Activities after the Great East Japan Earthquake," Softbank, accessed July 3, 2012, [http://www.softbank.co.jp/en/initiatives/csr/reconstruction/instance\\_01/](http://www.softbank.co.jp/en/initiatives/csr/reconstruction/instance_01/).

<sup>22</sup> "UNIQLO Recovery Assistance Project" Fast Retailing Group. Accessed July 3, 2012, <http://www.uniqlo.com/aid/en/>.

<sup>23</sup> Japanese: "Takyūbin hitotsu ni, kibō wo hitotsu irete" 宅急便ひとつに、希望をひとつ入れて, Yamato Group, accessed July 3, 2012, [http://www.yamato-hd.co.jp/information/info/contribution\\_1104\\_03.html](http://www.yamato-hd.co.jp/information/info/contribution_1104_03.html).

English: "Every package we deliver will also carry hope," Yamato Group, accessed July 3, 2012, [http://www.yamato-hd.co.jp/english/information/info/contribution\\_1104\\_03\\_en.html](http://www.yamato-hd.co.jp/english/information/info/contribution_1104_03_en.html).

included purchasing equipment for a fishery cooperative in Iwate prefecture, restoring coastal forests and rebuilding hospitals in Fukushima prefecture, and clearing seabed debris in Miyagi prefecture.<sup>24</sup>

All of the projects chosen share the common goal of “visible, rapid, and highly effective support.”<sup>25</sup> To achieve this, grants began to be made as money was gathered and monthly reports made on the Yamato website as to the individual projects being supported. These reconstruction activities will probably be described in more detail in the company’s next *shashi*.

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<sup>24</sup> “Every Package We Deliver Also Carries Hope – Project Status Report: April 2012” Yamato Group, accessed July 6, 2012, [http://www.yamato-hd.co.jp/english/information/info/contribution\\_1104\\_2-04\\_en.html](http://www.yamato-hd.co.jp/english/information/info/contribution_1104_2-04_en.html).

<sup>25</sup> “Every Package We Deliver Also Carries Hope – September Report” Yamato Group, accessed July 10, 2012, [http://www.yamato-hd.co.jp/english/information/info/contribution\\_1104\\_09\\_en.html](http://www.yamato-hd.co.jp/english/information/info/contribution_1104_09_en.html).



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