

April 24, 2013

Reconstruction Project by Preserved Flowers **～MADE IN SENDAI Project～**

The Preserved Flower MADE IN SENDAI Project* started as support for reconstruction efforts in the wake of the Great East Japan Earthquake. It is being jointly operated by Hibiyakadan Co., Ltd. (Head Office: Minato City, Tokyo; President: Hiroaki Miyajima; hereinafter, “Hibiyakadan”), Sompo Japan Insurance Inc. (Head Office: Shinjuku City, Tokyo; President: Kengo Sakurada; hereinafter, “Sompo Japan”), and Nipponkoa Insurance Co., Ltd. (Head Office: Chiyoda City, Tokyo; President: Masaya Futamiya; hereinafter, “Nipponkoa”). Through this project, 300 preserved flower** made and arranged by residents of the temporary housing complex in Sendai City will be packaged as Mother’s Day gifts and sold from Wednesday, May 1 at various locations.

The aim of the Project is to support community building at temporary housing complexes in the region affected by the Great East Japan Earthquake. Training offered through the project for preserved flower arrangements is designed to promote deeper bonds among those who have been forced to live away from their homes prior to the earthquake. Hibiyakadan purchases arrangements made by the residents of the Okada Nishimachi temporary housing complex located in Sendai City and sells them as products in its stores and other locations.



Nine people evacuated to the Okada Nishimachi temporary housing complex participated in the training sessions. Four training sessions were held in total between December 2012 and March 2013 under the guidance of an instructor dispatched by Hibiyakadan, with organizing staff provided by Sompo Japan and Nipponkoa. Following the training sessions, participants created the Okada Nishimachi Dandelion Circle*** which produced a total of 300 arranged preserved flowers.

Activities will continue this Project to create opportunities for the Okada Nishimachi Dandelion Circle to use their preserved flower arrangement skills, and to support the expansion of flower arrangement sales channels.

*This project was jointly planned by the three companies, with the Business Matching Center for the Restoration of Tohoku acting as an intermediary agency.

**Preserved flowers are a relatively new type of processed flowers that are entirely different from dried and artificial flowers. Pigment is extracted while the flowers are still alive, and then the flowers are made to absorb organic dyes. This process can create flowers that stay beautifully colored and soft-looking for several years.

***The name “Okada Nishimachi Dandelion Circle” was inspired by the group’s desire to produce vividly colored flowers full of vitality.

Preserved Flower Training



Dates: A total of four training sessions were held as follows.

1st session: Wednesday, December 12, 2012

2nd session: Thursday, January 17, 2013

3rd session: Wednesday, February 13, 2013

4th session: Friday, March 15, 2013

*The photo is the training session to acquire skills in making and arranging preserved flowers in Sendai City.