

The History of Seibu in Photos (Part 2)

IV The Rebuilding Period (2004–2016)

Aid Following 3.11 Earthquake

At stake was the essence of the reborn Seibu. What could the Seibu Group do, what should it do?

2011

A personal message from the President

March 11, 2011. An earthquake of unprecedented magnitude struck Japan's northeastern Tohoku region. While facilities owned by Seibu Group companies suffered no major damage, the Seibu Group, which was continuing its struggle to be re-listed, faced a difficult situation for another unexpected reason.

Following the disaster, some of the Group's hotels and ski areas were forced to take the step of shutting down winter season operations early. Prince Hotels also suffered a steady stream of cancellations, from guests both at home and abroad.

Given concerns about a power shortage due to the accident at Tokyo Electric Power Company's Fukushima No. 1 Nuclear Power Plant, rolling blackouts were instituted from the Kanto region northward, and both Seibu Railway and the Izu-Hakone Railway found themselves unable to operate on a normal schedule.

In the midst of this, Seibu Group president Takashi Goto conveyed his own message to all of the Group's employees through Seibu's various meeting structures and via his blog on the Group's intranet, "web-ism."

In that message, he broke the situation down into five essential points, explaining that the Group would respond to what he acknowledged to be an emergency situation. He closed with his fifth point, which was that everyone should press ahead, remembering to greet one another with a cheerful, upbeat attitude.

The Seibu Group's slogan is "Smiles Ahead," something it would be impossible to achieve if every employee remained downcast. That was the thinking behind Goto's message.

The Seibu Group's role

In addition to the five points that formed the core of his message, Goto spoke of the Seibu Group's social mission.

He began by reiterating the Group Vision. The Group Philosophy reads as follows:

"All of us at the Seibu Group work to help develop local communities, as well as society at large, to protect the environment, and to provide safe, pleasant services for memorable experiences. We also proudly and responsibly meet the challenge of creating the kind of new services that will



Messages written by those evacuees who stayed at Grand Prince Hotel Akasaka after its closing

move customers.”

This represents a true distillation of the role of the Seibu Group.

Goto went on to declare that, “Our job now is to use our business to help the disaster-stricken regions, and Japan as a whole, heal.”

The Group's employees also took concrete action. Events were also held to help support the reconstruction effort in regions affected by the disaster. Prince Hotels nationwide featured sake from the Tohoku region on their menus, and at Seibuen Amusement Park, parents and their children from disaster-stricken areas were invited to participate in the lighting ceremony for the park's annual illumination. BIG-BOX Higashiyamato held a charity auction, while at the DyDo Drinco Ice Arena, earthquake evacuees in the area were offered free ice skating lessons.

To address power shortages following the disaster, some Seibu Group companies and offices instituted their own daylight savings time hours, and at head office divisions and elsewhere, “Super Cool Biz” measures were introduced, part of a government-recommended program to encourage employees to dress casually as efforts to conserve power were introduced, including reducing use of office equipment and air conditioning to the bare minimum.

These and other efforts would be pointless if they were treated as just one-time initiatives. Seibu Group companies simultaneously began taking steps to ensure an awareness of crisis management and the need for safety measures was carried forward.

At Seibu Railway, they collected hazard maps from various

Individual Company Response and Reconstruction Aid



Seibu Railway managed to resume operations seven hours after the earthquake struck.

1 Seibu Railways (Resumption of services)

The day of the earthquake, Tokyo's public transportation network had fallen into complete dysfunction. At the Seibu Railway's Operations Control Center the atmosphere was tense, as controllers communicated with train crews by walkie-talkie, though without the slightest hint of panic. Meanwhile, at the head office, an Emergency Response Headquarters was established, and each of these groups fulfilled their respective roles.

For Seibu Railway, it was impossible to announce a resumption of service until the safety of all tracks had been confirmed. However, every station was overflowing with bewildered crowds unable to make it home. As JR and the other railway companies abandoned any plans to resume operations the day of the disaster, at 9:55 p.m., seven hours after the earthquake, Seibu Railways decided to resume service on a portion of its Shinjuku Line, fulfilling its role as a public transportation provider.



Taking in disaster victims at Grand Prince Hotel Akasaka

2 Prince Hotels (Accepting evacuees)

A hurried decision was made to open up Grand Prince Hotel Akasaka, which had ended operations in preparation for the construction of Tokyo Garden Terrace Kioicho. In the approximately three-month period between April 9 and June 30, 2011, the hotel took in as many as 788 evacuees from Fukushima Prefecture.

A total of 900 Seibu Group employees participated in the effort as volunteers. The letters and messages of appreciation they received from the evacuees on the final day of their stay remain today one of the Group's most precious keepsakes.

Shizukuishi Prince Hotel also provided about 50 guest rooms to individuals affected by the disaster.



The entire Group conducted fund-raising to support disaster-stricken regions.

3 Seibu Holdings (Fund-raising)

The entire Seibu Group also provided relief funds and collected donations. Seibu Holdings donated 100 million yen through the Japanese Red Cross Society, and Seibu Bus donated relief funds to the Nihon Bus Association.

At Seibu Dome (currently Seibu Prince Dome), a portion of the proceeds from the International Roses and Gardening Show was donated to aid organizations, as was money from collection boxes installed at Yokohama Hakkeijima Sea Paradise and other facilities, along with a portion of their sales.

The Seibu Lions participated in the drive for relief funds as well, with its players collecting donations on the street and engaging in other activities. In all, fund-raising was a truly Group effort.



Disaster victims were invited to attend several Seibu Lions games.

4 Seibu Lions (Inviting evacuees to matches)

The Seibu Lions also did what they could to help as part of their contribution to the local community.

In May and June of 2011, they invited individuals affected by the disaster to attend sponsored matches held at Seibu Dome (currently Seibu Prince Dome) and at the Saitama Prefecture-run Omiya Stadium. The invitation went out to all evacuees affected by the Great East Japan Earthquake staying at municipal facilities throughout Saitama Prefecture.

municipal governments and followed up by verifying locations vulnerable to possible disaster.

To ensure that these and other efforts, and the thoughts behind them, would not fade over time, the Group published a special edition of "ism," its in-house newsletter, titled

"What We Can Learn from the Great East Japan Earthquake." It offered a record of damage that resulted within the Group and how people responded on the fateful day, described the various responses, and summarized the reactions of Group employees and their families.