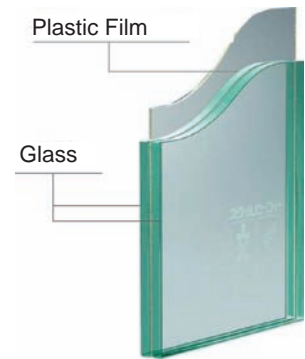


Glass Power Campaign: Activities for Widespread Use of Disaster-Resistant Glass

Japan III

- The Glass Power Campaign launched in October 2005 and being carried out by Asahi Glass Co., Ltd.(AGC) is a means of addressing global environmental problems, including natural disasters, and of raising public awareness of the disaster resistance properties of laminated glass. Laminated glass does not shatter into small pieces, but instead stays in place in the windowpanes even if it breaks or cracks. Its use could thus be used to help make evacuees more safe and comfortable.
- The Glass Power Campaign consists of activities aimed at promoting a widespread awareness that glass can make contributions in areas related to natural disasters and various environmental problems on a global basis. Activities under the Glass Power Campaign include transmitting information about global warming prevention and disaster prevention countermeasures through the use of glass, the undertaking of the disaster-resistant glass donation program and giving lessons about glass at primary schools.
- The donation program is a public-participation program conducted with the aim of replacing windowpanes installed at designated evacuation centers throughout Japan with laminated glass, disaster-resistant glass. If you register with the program on the Internet and simply click on the website's button, you can vote for the selection of evacuation centers for the donation. As of July 2008, such donations were planned for 17 designated evacuation centers.
- In this manner, the Glass Power Campaign is contributing to a greater awareness of disaster prevention and helping to fortify disaster prevention countermeasures. The campaign is enjoying increased support from national and regional government bodies and business partners, and in March 2007 it was introduced at an international conference on disaster reduction held jointly by the World Bank, the United Nations, and the World Economic Forum at the headquarters of the World Bank in the United States as an advanced disaster prevention activity by a private company. The Campaign is also introduced on the website of the Cabinet Office of Japan.
A website dedicated to the campaign was launched to provide information on laminated glass that can be used to protect people. The company decided to donate laminated glass to schools and invite registered website users to select their preferred donation sites. Users who were happy with the campaign could invite their relatives, friends, and colleagues to join as well.
- On 19 February 2008, the Ministry of Education, Culture, Sports, Science and Technology of Japan (MEXT) advised that window safety should be taken into consideration when performing seismic retrofitting on schools. Yamagata city has been requiring the use of laminated glass in public building renovations since the end of 2007. The town of Mori in Hokkaido established a disaster risk management plan in 2008 that specifies that laminated glass should be used in strategic buildings such as shelters and lifeline operation centers. On 13 June 2008, MEXT announced that special funding will be provided for glass replacement when school buildings are reinforced for earthquakes.



- AGC donated laminated glass (glass + installation) to 15 shelters in the first two years and plans to make donations to five more shelters in 2008.
- Public supporters include the Cabinet Office, MEXT, and local governments. The project is promoted on the official websites of seven cities.
- One of the key performance indicators for this project is the number of registered users on the campaign website. The target number in the second phase is 20,000 (as of the end of June 2008, over 17,000 people are registered).
- The Internet can be used to communicate the advantages of laminated glass for disaster resistance directly to citizens in a way that is quick, easy and economical.
- The project methodology is very simple and would not be difficult to replicate by manufacturers in different industries, such as furniture manufacturers, ceiling material manufacturers, and others who make products relevant to disaster risk reduction.

– **Background**

When Niigata Prefecture, located northwestern Japan, was hit by a devastating earthquake in October 2004, a large number of people had to evacuate to shelters (mainly school gyms) and had to remain there for several days due to the prolonged occurrence of large aftershocks. The evacuees were afraid that the windowpanes might shatter into small pieces and cause injuries. They therefore had to be uncomfortably squeezed into the center of the building to avoid the potential of windowpane breakage.

– **Objective**

The objective of the Glass Power Campaign is to promote a widespread awareness that glass can make contributions in areas related to natural disasters and various environmental problems. The ultimate goal of the campaign is to update the building code to make laminated glass mandatory in all emergency shelters.

– **Term/Time frame**

The project was started in October 2005. It was originally planned to last two years. The first phase ended in October 2007. However, AGC decided to continue the project for two more years. It is now in the second phase and is scheduled to continue until October 2009.

– **Activities undertaken**

- AGC donated laminated glass (glass + installation) to 15 shelters in the first two years and plans to make donations to five more shelters in 2008.
- The enforcement of the business trip class to explain disaster prevention / the energy saving function that the glass lasts in an elementary school

– **Major achievements**

- One of the key performance indicators for this project is the number of registered users on the campaign website. The target number in the second phase is 20,000 (as of the end of June 2008, over 17,000 people are registered).

– **Contact details**

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