Miyako Hamasaka

Miyako Hamasaka is the Manager of External Relations at JEN, and is primarily responsible for establishing partnerships with global stakeholders. Starting in April 2011, Hamasaka led the Tohoku relief efforts after the Great East Japan Earthquake.

From 2006 to 2008, she worked as the Relationship Development Officer at JEN’s Tokyo based headquarters. After working as an Overseas Account Officer for a Japanese multi-national printing company, Hamasaka was a freelance agent for PR firm in Singapore for 8 years.

Currently, her work at JEN supports humanitarian efforts in Afghanistan, Pakistan, Iraq, Sri Lanka, South Sudan, Haiti, Tohoku, and Jordan supporting Syrian refugees.
Speech Title: "Lesson Learned from the Great East Japan Earthquake"

Abstract:
Two years have passed since the Great East Japan Earthquake and JEN's humanitarian disaster assistance has now entered the recovery phase. This entails a "creative support" tactic where assistance in the Tohoku region aims to enforce revitalization and self-sustainability among residents. Implementing innovative activities often requires a great deal of preparation time in order to engage participation and instill a complete understanding among the affected populations. Instead of a "Build Back Better" strategy, JEN serves as a catalyst to continues to work closely on a person-by-person basis to uncover the individual strength that the people of Tohoku posses. In order to contribute, JEN partners with communities in such a way that allows them to rebuild their hometown themselves. JEN believes that such efforts and initiatives will instill a newfound sense of rigor for the people of Tohoku and an even brighter future than their situation before the 2011 earthquake where they faced social issues of depopulation, aging, and brain drain.