

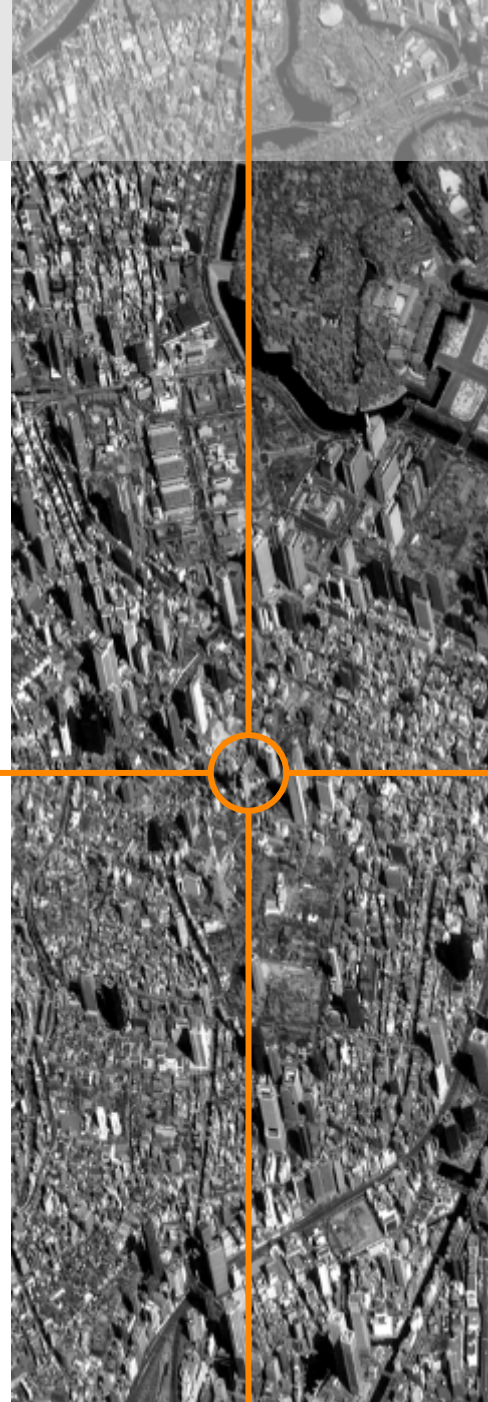
New approach of donation for affected areas: Satellite image T-shirt

Tsugito Nagano

Deputy Manager, Business Development Div.

Solution Service Department

Remote Sensing Technology Center of Japan



REmote Sensing TEchnology Center of Japan

The core organization for satellite-based remote sensing technologies in Japan

More than 40 years, RESTEC works for EO missions mainly entrusted by the Japan Aerospace Exploration Agency (JAXA)

Capacity Development;

More than 4,000 trainees from 55 countries



Nowadays, focusing on “developing solutions”

- not limited to satellite
- not limited to R&D
- ex) paddy field, drought/flood, land subsidence. vessels tracking

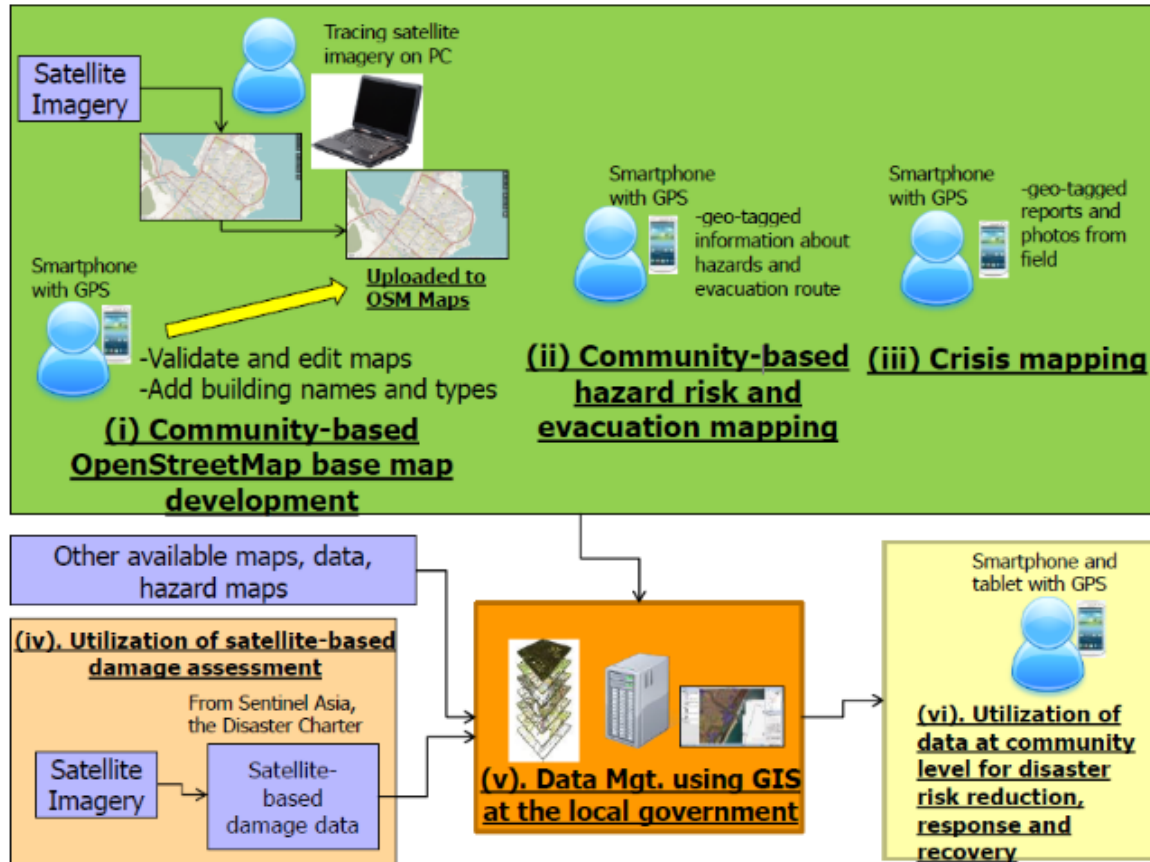
**Beyond
the emergency observation,**

**how satellite-based
Remote Sensing**

**can contribute to
the activities
for the disasters ?**

Example of our challenges; DRR : Integration with GIS / Mobile App

Applying Remote Sensing and GIS for Disaster
ADB R-CDTA-8884: Conducted by AIT (jointly with ADRC and RESTEC)



For better disaster management, develop systems with combining

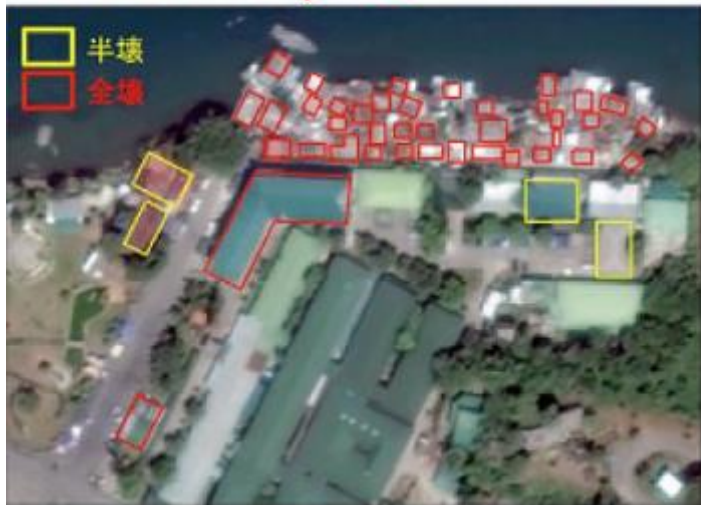
-Remote Sensing
-Crisis Mapping (Open Street Map)

RESTEC consultants were assigned as the Remote Sensing Coordinators

Example of our challenges; DRR : Damage Assessment

2013.9.01 before disaster

2013.11.13 after disaster

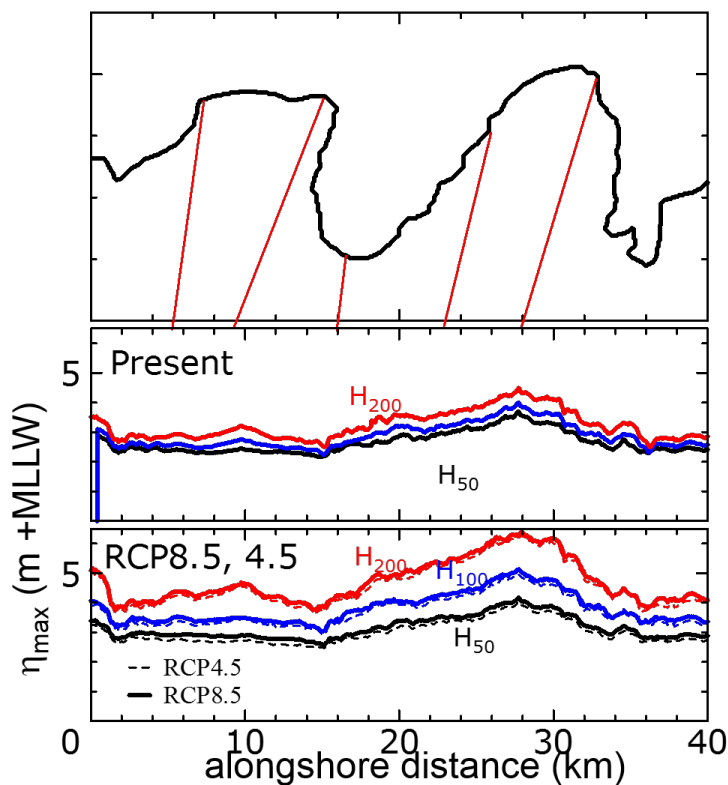


The image shows damage caused by a typhoon in the Tacloban area of Leyte Island, Philippines.

Yellow: partial destruction

Red : complete destruction

Example of our challenges; Data Sources for Climate Change Simulations

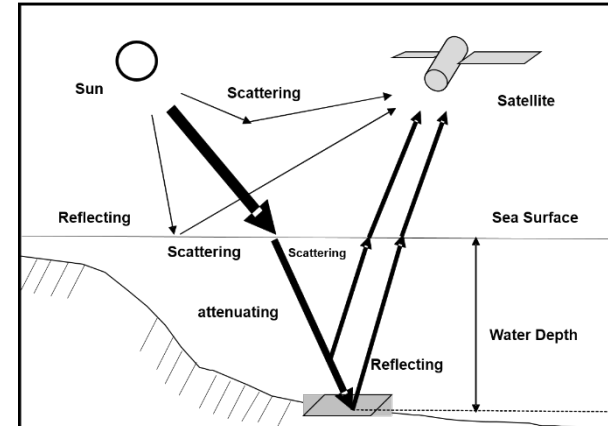
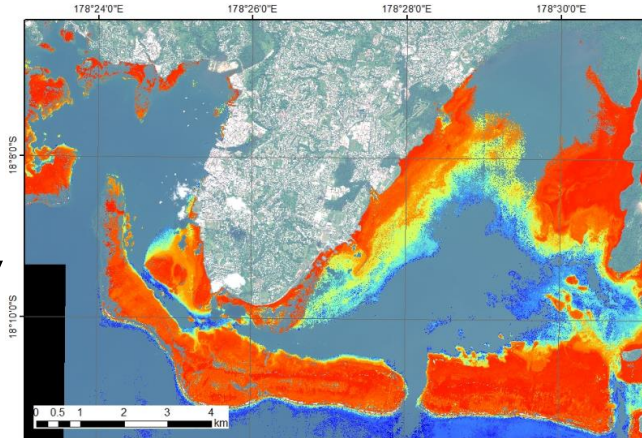


Possible Inundated Area by TC
for 2061-2080 on Suva, Fiji.
Analyzed by U-Tokyo and Kanazawa-U
RESTEC conducts the project funded by
Ministry of the Environment, Japan



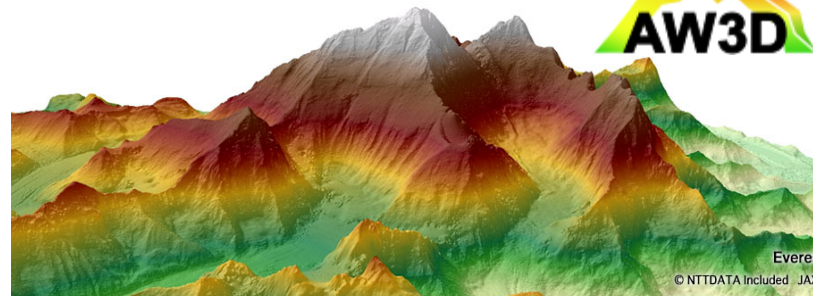
Example of our challenges; Data Sources for Climate Change Simulations

Satellite Derived Bathymetry (SDB)



Advanced World3D (AW3D)

THE WORLD'S FIRST 3D GLOBAL MAP WITH 5M RESOLUTION
AW3D: Global High-resolution 3D Map



NTT DATA



※JAXA陸域観測技術衛星「だいち (ALOS)」



However...

**More Simple Approach
to the people?**

New Service launched on 2017 “Wear You Are”

On-Demand T-shirt Designing & Printing using Japanese Satellite Imagery (ALOS-AVNIR2)



“WEAR YOU ARE”

www.wearyouare.jp

New Service launched on 2017 “Wear You Are”



Input Text
by yourself



Mark Pin
by yourself



Color Filter
by yourself

ORDER



Demonstration

New Service launched on 2017 “Wear You Are”



- Collaboration “Fashion Bland” by four companies;
 - dot x dot : planning
 - RESTEC : data provision
 - SUZURI : EC platform w/ printing
 - FUTUREK : Web development
- First experiences for RESTEC after its service-in;
 - Introduction on a radio program
 - Listed on the fashion magazines
 - Ask customers to S/M/L



WEAR YOU AREは、今いる場所や、好きな場所の衛星画像を、
全面Tシャツやスマートフォンケースに
自由にプリントして購入できるサービスです。
日本全国からお気に入りの場所を見つけて着てみよう。

wearyouare.jp

dot x dot



SUZURI by GMOペイジー FUTUREK

RESTEC

Remote Sensing Technology Center of Japan

All rights reserved RESTEC 2014

“Wear You Are” Samples



An Idea for DRR using “Wear You Are”



<https://i.pinimg.com/736x/25/9d/d7/259dd76d790342d9ce6192ede3bf30d5--haiti-relief.jpg>

Can WYA apply the way of remembrance to the disaster with donation?



http://cdn.wittysparks.com/wp-content/uploads/2010/03/Designers_for_Haiti_Earthquake.gif

Yes, we already did.

- A case for the flood in Japan



News ▾ Middle East Documentaries ▾ Shows ▾ Investigations Opinion More ▾



Now: Catalonia Kurds Rohingya Iraq Saudi Arabia

Southern Japan areas devastated by floods

06 Jul 2017 10:11 GMT | [Asia Pacific](#) [Japan](#) [Weather](#)



At least 11 people are missing and almost 500,000 have been evacuated from their homes after huge amounts of rain fell on southern [Japan](#) on Wednesday.

The island of Kyushu caught the heaviest rain, with the prefectures of Fukuoka and Oita suffering the most.

It is reported that an incredible 774 millimetres of rain fell in Fukuoka in just nine hours on Wednesday and Tropical Storm Nanmadol raced across the island before heading out into the Pacific.

Our gallery shows the effect the rain had on the city of Asakura.



<http://www.aljazeera.com/indepth/inpictures/2017/07/southern-japan-areas-devastated-floods->

6 July 2017,
just after WYA
was released,
the severe flood
was occurred at
Northern part of
Kyushu, Japan.

Total amount of
Death : 37

Yes, we already did.

- A case for the flood in Japan (Cont'd)



WEAR YOU ARE



九州北部豪雨災害チャリティTシャツ両面

この商品をご購入いただくと、【1点につき1500円】を、九州北部豪雨災害の被災市町村への義援金として寄付いたします。

◆対象期間

7月12日(水)~7月31日(月)中

期間終了後、集計をおこないまとめて寄付をします。
振り込み明細を後日記載いたしますので、それをもってみなさまへの報告とさせていただきます。

¥4,570(税抜)

この商品を購入する (SUZURIへ)



このデザインで別の商品をつくる

6 days after the flood event, the team activated the special site for donation to the affected area.

User can donate in 2ways

- 1) buy pre-designed T-shirt
- 2) buy original with tweet (#九州北部災害チャリティ)

for each order, the team donated 1,500 JPY to the affected people (via Japan Red Cross)

Challenges

- **Data provision for the base map**
 - Now, WYA is providing service for Japan area only.
 - Discussion is going on for its expansion to the world.
 - The collaboration with satellite operators is important.
- **“Message Design” to the affected area**
 - How design the appropriate message without harming
- **Collaboration with ADRC and its member countries**
 - Your feedback / comments are highly appreciated !