

**NEW METHODS OF LENDING AND ITS EVALUATION FOR
TOHOKU DISASTER AREA: INTRODUCTION OF SOCIAL
FINANCE FOR ECONOMIC SUSTAINABILITY**

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〈SUMMARY〉

It is imperative for local residents and regional financial institutions to make every effort to improve economic sustainability in Tohoku disaster area, reducing economic dependence on special budget for reconstruction. “Social Finance” is a promising approach to support economic development there by resolving social and financial issues. Applying “Social Return On Investment (SROI) ” to Tohoku’s projects supports the selection of long-term projects in addition to sharing information and harmonizing interests among stakeholders.