

05 Together with Society

Connect with society through sustainable activities

FURUNO believes that one of its major missions is to contribute to the sea and “connect the sea to the future.” In Nishinomiya city, where its headquarters is located, FURUNO is building opportunities for its employees to connect with the local community. FURUNO also supports round-the-world yachting challenges, trans-Pacific sailing, and student races.

With the Local Community

Work experience program to support marine safety and security

FURUNO is participating in a program filled with many learning opportunities, such as living with the sea, protecting the environment, and receiving blessings from the sea, and is having children experience work related to the sea. During the summer vacation, FURUNO also held a challenge to solve the marine debris problem with technologies to see the invisible.



Children and employees who participated in the event



Looking at a merchant ship simulator



Experiment in a large water tank

Let's connect Nishinomiya's Sea to the future - What kind of sea is Nishinomiya's sea?

With the aim of making people feel more familiar with the sea as a company nurtured by the sea, we held an event together with Nishinomiya Hankyu (Hankyu Department Store) and Sakana no Oniisan Kawachan, a radio DJ and announcer. The event was entitled “Let's connect Nishinomiya's sea to the future.”



Delivering a message about the ocean, fish, and environmental issues



FURUNO's young employee providing support



Children participating in the quiz



Colorful patterns on fish illustrations

Delivery of classes for the next generation

FURUNO participates in the MUKOJO Mirai☆ Labo organized by Mukogawa Women's University. In this program, women with science backgrounds share why they chose their careers, the content of their current jobs, and the satisfaction they find in their work.



Seido Junior High School (Ashiya City)



Students asked so many questions they lost track of time!

Support for students taking exams

To make people aware and feel more familiar with the company, FURUNO is running a corporate commercial. During the entrance exam season, FURUNO posts original messages for students preparing for entrance exams at Hankyu Nishinomiya-Kitaguchi Station, the closest station to our headquarters.



Poster in Hankyu Nishinomiya-Kitaguchi Station

Connecting the ocean to the future through food and learning

FURUNO wants to bring the charm of the sea to as many people as possible. At the Miyakko Opening Festival, FURUNO served seafood paella as an activity to encourage people to love fish. A talk show by Sakana no Oniisan Kawachan was also held at the same time, conveying the appeal of the sea in terms of both food and learning.



Fish lecture by Sakana no Oniisan Kawachan



Fish dismantling show by employees



Seafood paella feast

Morning Cafe Project, where people naturally connect

A morning cafe project is being implemented in front of the new R&D building, SOUTH WING. Kitchen cars operated by restaurants in the Nishinomiya area are set up to provide a place where people can naturally gather and connect.



Kitchen Car in front of SOUTH WING

Trash picking & jogging "Plogging"

"Plogging" is a new fitness activity originating in Sweden that is a combination of trash pickup and jogging. Running is healthy, picking up

trash is eco-friendly, and it provides a new opportunity for interaction among residents and employees!



Plogging for a healthy mind and body!



Tongs in the right hand and a garbage bag in the left. His dream is to make Nishinomiya City a city of plogging!

We Want You to Know FURUNO: Corporate Commercials

FURUNO produced a series of corporate commercials titled "We want you to know FURUNO" and aired them at stations near our Nishinomiya headquarters and other locations. In addition, as a new initiative in FY 2022, the commercials were displayed at Hankyu Nishinomiya Gardens and were

also broadcast on all screens of TOHO Cinemas Nishinomiya OS for about six months. FURUNO will continue our efforts to realize a safe, secure, comfortable, human- and eco-friendly society and voyage, as well as to enhance our brand value.



My father works at FURUNO



Global company at Nishinomiya



We want you to know FURUNO
We finally made these corporate commercials!



Broadcast at Hankyu Nishinomiya-Kitaguchi Station



Gate pavilion vertical signage broadcast



TOHO Cinemas Nishinomiya OS broadcast

For Those Who Take on Challenges

▶ Round-the-world challenge: MILAI 101

FURUNO supported Team MILAI, which participated in GLOBE 40, a double-handed round-the-world yacht race, sharing MILAI's

desire to pass on to the next generation the beauty of challenging the world.



GLOBE 40

GLOBE 40 is a round-the-world yacht race in which two people aboard a yacht sail around the world. The race started in June 2022 from Tangier, Morocco, and competitors returned to the starting point after eight legs (total distance of about 55,000 km).

▶ World's oldest person to cross the Pacific Ocean alone: Kenichi Horie

After 69 days of sailing from San Francisco, Kenichi Horie became the world's oldest person (83 years old) to complete a solo crossing of the Pacific Ocean on a yacht. FURUNO provided him with a satellite-based tracking system that enabled him to monitor his voyage in real time. FURUNO will continue to support Mr. Horie, a "lifelong challenger."



Kenichi Horie



Off the coast of Nishinomiya, the final goal. The FURUNO MARU boat alongside Mr. Horie's *Suntory Mermaid III*.



Welcome event for Mr. Horie at FURUNO headquarters

▶ All Japan Student Yacht Championship

In November 2022, FURUNO sponsored the 87th All Japan Student Yacht Championship (Lake Biwa), where top university student sailors from all over Japan gather to decide the pinnacle of sailing. FURUNO decided to support this event empathizing the strong desire of students to challenge the unknown sea.



▶ Hyogo Junior Open Championship

The Hyogo Junior Open Championship (Ashiya City, Hyogo) is for elementary and junior high school sailors in Hyogo Prefecture who have high hopes for the future. FURUNO sponsors this event because it shares the desire to provide a place to learn about, love, and challenge the sea.



▶ Umi no Koshien

Umi no Koshien is a nationwide yacht race combining the Youth Sailing Cup (for junior high and high school students) and the Nishinomiya Sailing Cup (for the general public) and is held

off the coast of Nishinomiya. As a company nurtured by the sea, FURUNO considers it its role to support this valuable event.

