

05 Together with Society

With the local community

Taking the Sea to the Future



As a company born from and nurtured by the Sea, we are committed to securing its future. By revealing the countless treasures of the Sea, we aim to foster a love for it. This love will inspire us to protect it. If everyone contributes in their own way, the Sea and its life will be safeguarded, ensuring a bright future for all. This is "Umi Wo Mirai Ni Project," a project to take the Sea to the Future.

Official Ambassador of FURUNO "Kawa-Chan, the Fish Aficionado"

Since August 2023, we have appointed Kawa-Chan, the Fish Aficionado as our official ambassador to convey the charm and fun of the ocean to children under the theme "If children love fish, the future of the ocean will be enriched."

I inspire children to love fish by telling them about the fascination of fish on TV and radio, and by drawing picture books and singing songs. I tell them the importance of the ocean to preserve for future generations. Together with FURUNO, I will help to protect the ocean for the future.

Kawa-Chan, the Fish Aficionado ▶



Environmental learning event for elementary school



Hankyu Nishinomiya Gardens 15th event



Community event at Nishinomiya Shrine

SPOGOMI(Sport×Trash) WORLD CUP Hyogo Stage

We sponsored the SPOGOMI World Cup Hyogo Stage organized by the Nippon Foundation. While it is Furuno's mission to solve ocean issues from a larger perspective

as a corporate activity, we also want every one of our employees to work positively on ocean issues.



Cleanup of Nishinomiya beach area with about 100 participants



Two teams from FURUNO



Trash sorting is also done by each team

Ocean Infographic Contest –Supporting Elementary School Students' Research–

We want children to know more about the ocean and we want to think about solving ocean issues together with them. With this in mind, we are sponsoring the "Ocean Infographic Contest" organized by the Sea and

Japan Project in Tokyo. In this contest, art students create infographics from elementary school students' free research on the oceans.



Furuno Electric Award



Recipients of the Furuno Electric Award



Furuno Electric Award Infographic Poster

Children's Cafeteria - Utilizing Furuno's network, we will provide children with the fascination of fish.

Furuno, which has offices across Japan and has deep ties with people involved in the fishing industry, has begun supporting children's cafeterias with the motto of "bringing smiles to the faces of both people involved in the fishing industry and children."



Cooperating aquaculture supplier and FURUNO's employees

Our fisheries-related support site



Web site to introduce fishermen to potential business partners

We have created a place to introduce our customers throughout Japan with whom we have business relationships and the attractive marine products handled there.

Cleanup activities by FURUNO Group

FURUNO Group is involved in activities to protect oceans around the world.

Japan Trash picking×jogging “plogging”

Volunteer members of Furuno have been working together since May 2022. We are working on a new kind of SDGs sport.



Greece Beach Cleanup by FURUNO in Greece

In November 2023, FURUNO HELLAS S.A. cooperated in a cleanup at MegaloKavouri beach, collecting the data of trash types along the beach.



France Beach Cleanup by FURUNO in France

FURUNO FRANCE S.A.S. partnered with “Wings of the Ocean” to provide FURUNO’s equipment to vessels used in marine environmental protection activities, and also conducted a cleanup at Arcachon beach.



Fish Online School

In this school, we hope children

- to have confidence in their “interest”
- to tell about their “interest” to other people
- to learn how and what to do about it

We are holding a special school for children to make friends who share the same “interest” for fish with our official ambassador, “Kawa-Chan, the Fish-Aficionado.”



For Those who Take on Challenges

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 enables him to monitor his voyage in real time.



Kenichi Horie

Support of the round-the-world challenge: MILAI 101

FURUNO supported Team MILAI, which participated in the “GLOBE40,” 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 and sail around the world. The race started in June 2022 from Tangier, Morocco, and return to the starting point after eight legs (total distance of about 55,560 km).



Sponsorship of student yacht competitions

We are sponsoring “All Japan Student Yacht Championship,” “Hyogo Junior Open Championship”

and “Umi no Koshien.” We consider it our mission to support the continuation of these events.



All Japan Student Yacht Championship



Hyogo Junior Open Championship



Umi no Koshien

Supporting the Next Generation

“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.



Children and employees in the role of lecturers



Measuring fish size using the latest systems



Online interviews with fishermen

“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)

Cooperation with high schools

Since FY2023, FURUNO has been working with Nishinomiya High School and Nishinomiya East High School to support the development of human resources in the science field. At Nishinomiya High

School, we provide advices based on our corporate expertise. At the Nishinomiya East High School, we cooperate with students to improve their spirit of inquiry.



Nishinomiya High School students: Discussion at FURUNO’s Headquarter SOUTH WING



Nishinomiya East High School: Inquiry activity presentation at FURUNO’s Headquarter SOUTH WING



With the Local Community

Cooperation with companies “Tanoshimiya Nishinomiya Festival”

In April, FURUNO participated as a co-sponsor in the “Tanoshimiya Nishinomiya Festival” organized by Hanshin Engai Co., Ltd. This event was positioned as a pre-project to commemorate the 100th anniversary of

Nishinomiya City’s municipal organization in 2025, and various events related to “sports,” “food,” and “environment” were held.



Children cheerfully answering difficult questions



The one and only original eco-bag in the world



About 50 management members

“Umaimon-Marche” connects people

“Umaimon-Marche” started in January 2022 in front of the SOUTH WING. Not only our employees but also local residents visit the event. Our goal is to provide an

opportunity for as many people as possible to interact with each other.



People gather for the Food Truck



The view with Food Trucks in front of SOUTH WING



Fresh vegetables for sale

Music event by employees

The Music Club, consisting of employees, was founded in 1968. The club aims to “contribute to the community through music” and aims to be loved by residents, by holding events and serving as the executive committee for events held in the local Nishinomiya area.



Concert at Hankyu Nishinomiya Gardens