



2021 – 2022

CSR Report

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Our vision:

The history of our company began with a sea route that connected ports, countries, cultures and ecosystems.



We understand the mission of the company as:

- meeting customer expectations with new ideas, technology development, quality assessment, feedback analysis and responsiveness to changes, conflict management training
- participation in social life as a member of local communities, associations, unions and focus groups
- protecting the environment by studying local eco-systems and participating in nature conservation projects
- support of humanitarian and volunteer projects



In 2021-2022, we participated in the following projects:



In terms of supporting social groups and local communities:

- Participated as a member of the Kaike Onsen Improvement Focus Group
- Participated in a pilot project on agricultural tourism and recreation in Tottori Prefecture - visited several local sake production venues as part of a rural tourism project
- Participated in meetings of the public council for the development of Mizuki Shigeru Road in Sakaiminato
- Participated in the focus group of the Hikone city project on the preservation of tea production and cultural heritage - the method to drink tea in three cups
- Participated in the focus group of the Nara city project to introduce tourists to the methods of cooking onigiri rice in ancient ovens



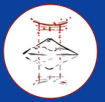
In terms of the conservation of local ecosystems and the maintenance of ecology:

- by the means of the New Project Subsidy Program of the Tottori Prefecture offered a bike rental and developed several family trails along the Yumigahama coast,
- participated as volunteers in the conservation project of the endemic giant salamander in Tottori,
- organized several tours with a visiting professor of botany from Kyoto University to study the flora of Japan in unique ecosystems - sand plants in Amanohashidate, alpine meadows on Lake Biwa, yasugi cedars on Yakushima, forest meadows on Mount Daisen, Kyoto and Osaka botanical gardens,
- organized several lessons with temari and kemari masters,
- introduced electronic document management based on Google Drive, reducing the amount of paper usage by 21%



In terms of training employees on the principles of sustainable development and economic partnership:

- organized and conducted courses for employees and leaders of tourist groups on dealing with conflict situations in tourism,
- started the project "Living Japan" for online acquaintance of existing and potential guides, coordinators and group leaders with local tourist sites, especially remote ones



In terms of ethical business and partnership:



- launched an online sales and document management system for partners
- participated in webinars with the JNTO office in Moscow on the topics "Reality of tourism to Japan after the COVID-19 pandemic, security measures and changes for tourists", "Types of museums in Japan", "Water entertainment and water recreation in Japan"

For the coming years, the company sets the following goals by means of tourism:

- promote intercultural exchange
- support local communities
- preserve cultural traditions
- draw public attention to local ecosystems
- participate in projects for recycling and reasonable consumption
- adapt new technologies
- support inclusiveness, the principles of equal rights and equity in all areas of interaction
- develop business in the ethical way and act with partners by terms of law
- improve communication with clients and create training materials on actions in case of emergencies and disasters
- train employees on the principles of sustainable tourism and participate in projects to achieve sustainable development goals