

Efforts to Keep Alive Memories of 311

Five years since the Great East Japan Earthquake, as our thoughts turn to the disaster areas that still need various forms of support and to March 11, which reconfirmed for us the “importance of community ties,” we engaged in efforts to keep us from forgetting our awareness and memories of the earthquake disaster. In the future, Isuzu will continue supporting disaster areas by doing “the things that only Isuzu can do.”

- Developing “311 is a Day for Tsunagaru (Connect)”* within the company

* A project founded by the NPO ETIC., which serves as the secretariat for “Michinoku Revival Partners.” This project is intended to keep supporting disaster areas.

“Michinoku Revival Partners”: A corporate consortium of multiple corporations from different industries that cooperate across businesses in order to make efforts at supporting disaster areas

Offering a “Tohoku support menu” using food ingredients from disaster areas at Isuzu cafeterias in each area



Posting “311 is a Day for Tsunagaru (Connect)” posters



By offering a “Tohoku support menu” using food ingredients from disaster areas at Isuzu cafeterias in each area, approximately 400 company employees have been connected to the Tohoku area