



津波で漁船を失っても、漁業を続けたい

世界三大漁場のひとつ、三陸漁場を持つ釜石市。

現在、釜石の港には津波によって傷つき、廃船となる漁船が並べられており、タコ漁を専門にしていた佐々木さんの船「第三漁裕丸」も、この場所に引き上げられている。震災のあった3月はナメタグレイが産卵期を迎え、漁も忙しくなる時期。佐々木さんは父親の漁を手伝うため、海岸で網の準備をしていたところ地震に遭った。津波が来ることを知り、近くにあった資材を軽トラックに積んで高台に避難したという。

「避難した高台から自分の船も、父親の船も、それから実家も、洗濯機のような状態でグルグルまわって流されていくのを呆然と見ているだけで、何も考える余裕はありませんでした」

船を失ったのは佐々木さんだけではない。所属する漁業組合には500名以上の漁師がいる。奇跡的に残った船は数艘……。つまり、何百という船が被災したのだ。かろうじて廃船を逃れた船も、修理をする造船所が被災していたり、資材（漁具）が津波で流されているため再び漁に出る目途は立っていない。船が廃船になると、漁を再開するためには新しい船が必要になる。しかし、生活の糧となる漁

を行なえない状況のなか、多額の費用を捻出して船と資材を購入するのは難しい。

「私の船は4.9トンですが、同じサイズの船をつくる費用は4500万円。仮に船を注文できたとしても、完成するのは1年半後の春だそうです。漁をするためには、船だけでなく桅や網などの資材も必要です。私の場合は漁をはじめて10年ほどですが、父や先輩は何十年もかけて準備してきたので、1千万じゃ足りないくらいの資材が流れてしまいました」

三陸の海と漁師である父親の背中を見て育ち、一度は内陸の会社に就職したものの、故郷で漁師になることを選んだ。津波の爪痕がくっきりと残る船を前に「ここに来ると涙が出る」と、ボツリと語る佐々木さんだが、1日でもはやく漁を再開したいと意欲を見せる。

「私は海も漁師も好きなので体力が続く限り、この仕事をやるつもりです。これから漁業をもり立てて、“漁業を柱にしたまちづくり”をしていかないと、釜石の復興は見えてこないと思います。漁業関係者が頑張って、前以上に水揚げできる市場になってほしいですし、お母さんたちが働ける加工場などの産業も大切です。そうやって、地元の人が地元で獲れたもので食べていけるような町ができればいいと思います」

つまり、『AD BOAT PROJECT』ではプロジェクト今、佐々木さんは新たな方法で再び船漁に出る日

盛岡市で「菅原靴店」を営む菅原 誠さん。『AD BOAT PROJECT』の発起人。アパレルブランド「GEKKO」とのコラボレーションによる“GEKKO震災復興支援パーカー”も企画。The initiator of “AD BOAT PROJECT” and owner of “Sugawara Shoe Shop”, based in Morioka city, Sugawara Makoto. Makoto has initiated a collaboration with the fashion brand “GEKKO” to form the “GEKKO Revival Support Parker” project.

を待っている。それがスポンサーを募って漁船を購入するプロジェクトだ。

10年、20年、支援し続けるためのビジネス

漁師たちを支援するプロジェクト『AD BOAT PROJECT』の発起人は、盛岡市で靴店を営む菅原さん。靴と漁船という不思議な組み合わせだが、そこには菅原さんならではのアイデアが隠されていた。「震災直後は、靴を1万足集めて届ける活動をしていました。やがて、現地でも靴屋さんが再開しているのを見かけたときに、僕なりに“復興”を考えてみたんです。若手県沿岸部のほとんどは、すべてのビジネスにおいて漁が中心。ならば、やはり漁を復活させるしかないと思いました。（釣りが好きだったこともあって）知り合いの漁師さんに会いに行ったら“いちばん欲しいものは？”と尋ねたら“船がほしい”という話になるんです。私はファッション関係の仕事をしているので、広告のことも少し勉強していました。そこで、F1カーのように企業ロゴを漁船に付けて、スポンサーを募るかたちで漁師の方を助けられないかと考えたんです」

つまり、『AD BOAT PROJECT』ではプロジェクトの主旨に共感した組織や企業が、そのロゴマークを

漁船に描く“広告料”が義援金となる。世界各国から集められた義援金が、まだまだ被災地に行き届いていないという現実がある一方、このプロジェクトでは支援をする側に対して「みなさんのお金でこのような漁船を購入できました」と明確に表現できることが特徴でもある。

「スケールの大きなプロジェクトなので、まずはひとつ事例をつくりたいですね。そうすれば、大手メーカー・ブランド・海外の会社にもプレゼンテーションができます。賛同してくださる企業には、この“広告漁船”を使って新しいビジネスを考えていただきたいです。10年、20年かけて沿岸部を支援していくためには、企業側も多少なりとも利益を得なければ長続きしません。震災ビジネスが成立する時期にはきていますし、お客さまにも賛同していただけるものだと思います」

幸いにも地震の影響が少なかった盛岡市は、若手県沿岸部にもっとも近い街であり、被災者の声がいちばん届く場所でもある。『AD BOAT PROJECT』は、盛岡市と沿岸部をしっかりとつなぐ役割を担っている。「僕たちは船を用意して、漁師さんが漁に出ていくところまでサポートしていきます。漁を復活させて、漁師さんたちには笑って暮らせる“普通の生活”に戻っていただきたい。今後はスポンサー（支援者）・『AD BOAT PROJECT』（受け入れ先）・漁師、この3者にとって幸せな計画を進めていくことが、最高のかたちだと思っています。そこうまくいけば、この先何年、何十年も続く“復興”が可能になると考えています」

「My boat is 4.9 tons, and the cost of buying a new boat is 45,000,000 yen. Even if I were able to order a temporary boat in these parts, it wouldn't be seaworthy until the spring one and a half years from now. In order to be able to fish, it is also necessary to have barrels, nets, and other materials. In my case, it has been about ten years since I started fishing, but for my father and other veterans it has been several decades, and most likely more than 10,000,000 yen worth of materials has been washed away.”

Hiroyasu was brought up in the industry, watching his father as he fished along the Sanriku coast, and while having experienced working for a company inland, he chose to become a fisherman in his hometown. Before the tsunami had clearly made its mark on his ship, Hiroyasu had said to himself “if such a disaster occurs here I will shed tears”, but he shows great determination to restart fishing as soon as possible.

“I love the sea and fishermen, and to the limits of my physical strength, I plan to work on in this profession. The fishing industry should be defended and upheld as “a pillar of community development”, otherwise I think it will be difficult to see a recovery in Kamaishi. I want to see members of the fishing industry make efforts to create a market with even bigger hauls, which will also contribute to industries such as the fish-processing factories where many mothers work. By doing this, it would be great if we could create a town where the local residents can live off locally caught food.”

The purchase of a new boat will be a big step towards recovery. Now, Hiroyasu is waiting for the day when he may restart fishing again through a new method of support. This is the start of a project to purchase a new fishing boat through sponsorship.

“From the higher ground I had escaped to I staggered watching my boat, my father’s boat, and our family house being spun and washed away as if in a washing machine, unable to think of anything else.”

Hiroyasu isn't the only fisherman who has lost his boat. There are 500 fishermen who belong to the fishermen’s Union of which he is a member. By some miracle a handful of boats survived, but hundreds of boats have fallen victim to the tsunami. Even in the case of boats that did narrowly escape, damage to the shipyard which repairs the boats, and the washing away of fishing materials in the tsunami has meant that there is no foreseeable plan to send the boats out for fishing again. If the boats are unusable, it is necessary to get new ones before the fishing can recommence. However, in the current situation where fishermen have lost their livelihoods, it will be difficult to cope with the large costs of purchasing new boats and equipment.

“My boat is 4.9 tons, and the cost of buying a new boat is 45,000,000 yen. Even if I were able to order a temporary boat in these parts, it wouldn't be seaworthy until the spring one and a half years from now. In order to be able to fish, it is also necessary to have barrels, nets, and other materials. In my case, it has been about ten years since I started fishing, but for my father and other veterans it has been several decades, and most likely more than 10,000,000 yen worth of materials has been washed away.”

Hiroyasu was brought up in the industry, watching his father as he fished along the Sanriku coast, and while having experienced working for a company inland, he chose to become a fisherman in his hometown. Before the tsunami had clearly made its mark on his ship, Hiroyasu had said to himself “if such a disaster occurs here I will shed tears”, but he shows great determination to restart fishing as soon as possible.

“I love the sea and fishermen, and to the limits of my physical strength, I plan to work on in this profession. The fishing industry should be defended and upheld as “a pillar of community development”, otherwise I think it will be difficult to see a recovery in Kamaishi. I want to see members of the fishing industry make efforts to create a market with even bigger hauls, which will also contribute to industries such as the fish-processing factories where many mothers work. By doing this, it would be great if we could create a town where the local residents can live off locally caught food.”

The purchase of a new boat will be a big step towards recovery. Now, Hiroyasu is waiting for the day when he may restart fishing again through a new method of support. This is the start of a project to purchase a new fishing boat through sponsorship.

“We will prepare boats and support fishermen up to the point where they can start fishing again. I want to restore the fishing trade, and



allow fishermen to return to a “normal lifestyle” in which they can laugh again. From now on, I think the progression of this plan with the cooperation between sponsor (supporter), “AD BOAT PROJECT” (receiver), and fisherman will form a successful relationship. If it is successful, “recovery” for the next ten, even tens of years will be made possible.

三陸の海と漁師である父親の背中を見て育ち、一度は内陸の会社に就職したものの、故郷で漁師になることを選んだ。

「私の船は4.9トンですが、同じサイズの船をつくる費用は4500万円。仮に船を注文できたとしても、完成するのは1年半後の春だそうです。漁をするためには、船だけでなく桅や網などの資材も必要です。私の場合は漁をはじめて10年ほどですが、父や先輩は何十年もかけて準備してきたので、1千万じゃ足りないくらいの資材が流れてしまいました」

三陸の海と漁師である父親の背中を見て育ち、一度は内陸の会社に就職したものの、故郷で漁師になることを選んだ。津波が来ることを知り、近くにあった資材を軽トラックに積んで高台に避難したという。

「避難した高台から自分の船も、父親の船も、それから実家も、洗濯機のような状態でグルグルまわって流されていくのを呆然と見ているだけで、何も考える余裕はありませんでした」

船を失ったのは佐々木さんだけではない。所属する漁業組合には500名以上の漁師がいる。奇跡的に残った船は数艘……。つまり、何百という船が被災したのだ。かろうじて廃船を逃れた船も、修理をする造船所が被災していたり、資材（漁具）が津波で流されているため再び漁に出る目途は立っていない。船が廃船になると、漁を再開するためには新しい船が必要になる。しかし、生活の糧となる漁

を行なえない状況のなか、多額の費用を捻出して船と資材を購入するのは難しい。

「私の船は4.9トンですが、同じサイズの船をつくる費用は4500万円。仮に船を注文できたとしても、完成するのは1年半後の春だそうです。漁をするためには、船だけでなく桅や網などの資材も必要です。私の場合は漁をはじめて10年ほどですが、父や先輩は何十年もかけて準備してきたので、1千万じゃ足りないくらいの資材が流れてしまいました」

三陸の海と漁師である父親の背中を見て育ち、一度は内陸の会社に就職したものの、故郷で漁師になることを選んだ。津波の爪痕がくっきりと残る船を前に「ここに来ると涙が出る」と、ボツリと語る佐々木さんだが、1日でもはやく漁を再開したいと意欲を見せる。

「私は海も漁師も好きなので体力が続く限り、この仕事をやるつもりです。これから漁業をもり立てて、“漁業を柱にしたまちづくり”をしていかないと、釜石の復興は見えてこないと思います。漁業関係者が頑張って、前以上に水揚げできる市場になってほしいですし、お母さんたちが働ける加工場などの産業も大切です。そうやって、地元の人が地元で獲れたもので食べていけるような町ができればいいと思います」

A business of support for the next 10, 20 years

The person who initiated the “AD BOAT PROJECT”, a project that supports fishermen, is Sugawara, the manager of a shoe shop in Morioka City. The combination of shoes and fishing boats is a curious one at first appearance, but here lies hidden an idea that only Sugawara could conceive of.

“Directly after the earthquake, I started activities to gather ten thousand pairs of shoes. When I saw shoe shops reopening in the local area not long afterwards, I began to think about “recovery” in my own way. Business along the majority of the Iwate coastline is centered on fishing. If that is the case, I thought it naturally follows that we have to help the fishing industry recover. Originally, I used to love fishing, and so paid a few visits to fishermen I knew. At the time, when I asked them “what’s the thing you most want?”, they always said “I want a boat”.

Since my profession is related to fashion, I also studied advertising a little. So, I thought maybe fishermen could be helped by creating a system of advertising for fishing boats in the same way that F1 business is sponsored with logos on cars.”

In short, the money paid as the advertising fee by organizations and businesses that have sympathies for the aims of the “AD BOAT PROJECT” becomes a donation. While it is the case that much money raised from countries all over the world has not reached disaster-struck areas, the special characteristic of this project is that it is possible to directly express “we have purchased a boat with your money”, showing those on the supporting side how the money has been used.

“This is a project on a large scale, so first of all I want to create an example. If I can do this, I can make presentations to big manufacturers abroad. I want businesses that agree to support us to consider using “boat advertising” for new business. In order to support the Iwate coastline for the next ten, twenty years, supporting businesses will also need to make some small profit else they won’t make a long-term commitment. The time for businesses coming into effect as a result of the earthquake has arrived, and so I think people will agree to cooperate.”

Fortunate enough to escape a serious impact from the earthquake, Morioka City has a close relation to the Iwate coastline, and it is also a place where voices of victims can clearly be heard. The “AD BOAT PROJECT” has a role to firmly connect Morioka City with the rest of the Iwate coastline.

“We will prepare boats and support fishermen up to the point where they can start fishing again. I want to restore the fishing trade, and

allow fishermen to return to a “normal lifestyle” in which they can laugh again. From now on, I think the progression of this plan with the cooperation between sponsor (supporter), “AD BOAT PROJECT” (receiver), and fisherman will form a successful relationship. If it is successful, “recovery” for the next ten, even tens of years will be made possible.

三陸の海と漁師である父親の背中を見て育ち、一度は内陸の会社に就職したものの、故郷で漁師になることを選んだ。

「私の船は4.9トンですが、同じサイズの船をつくる費用は4500万円。仮に船を注文できたとしても、完成するのは1年半後の春だそうです。漁をするためには、船だけでなく桅や網などの資材も必要です。私の場合は漁をはじめて10年ほどですが、父や先輩は何十年もかけて準備してきたので、1千万じゃ足りないくらいの資材が流れてしまいました」

三陸の海と漁師である父親の背中を見て育ち、一度は内陸の会社に就職したものの、故郷で漁師になることを選んだ。津波が来ることを知り、近くにあった資材を軽トラックに積んで高台に避難したという。

「避難した高台から自分の船も、父親の船も、それから実家も、洗濯機のような状態でグルグルまわって流されていくのを呆然と見ているだけで、何も考える余裕はありませんでした」

船を失ったのは佐々木さんだけではない。所属する漁業組合には500名以上の漁師がいる。奇跡的に残った船は数艘……。つまり、何百という船が被災したのだ。かろうじて廃船を逃れた船も、修理をする造船所が被災していたり、資材（漁具）が津波で流されているため再び漁に出る目途は立っていない。船が廃船になると、漁を再開するためには新しい船が必要になる。しかし、生活の糧となる漁

を行なえない状況のなか、多額の費用を捻出して船と資材を購入するのは難しい。

「私の船は4.9トンですが、同じサイズの船をつくる費用は4500万円。仮に船を注文できたとしても、完成するのは1年半後の春だそうです。漁をするためには、船だけでなく桅や網などの資材も必要です。私の場合は漁をはじめて10年ほどですが、父や先輩は何十年もかけて準備してきたので、1千万じゃ足りないくらいの資材が流れてしまいました」

三陸の海と漁師である父親の背中を見て育ち、一度は内陸の会社に就職したものの、故郷で漁師になることを選んだ。津波の爪痕がくっきりと残る船を前に「ここに来ると涙が出る」と、ボツリと語る佐々木さんだが、1日でもはやく漁を再開したいと意欲を見せる。

「私は海も漁師も好きなので体力が続く限り、この仕事をやるつもりです。これから漁業をもり立てて、“漁業を柱にしたまちづくり”をしていかないと、釜石の復興は見えてこないと思います。漁業関係者が頑張って、前以上に水揚げできる市場になってほしいですし、お母さんたちが働ける加工場などの産業も大切です。そうやって、地元の人が地元で獲れたもので食べていけるような町ができればいいと思います」

つまり、『AD BOAT PROJECT』ではプロジェクトの主旨に共感した組織や企業が、そのロゴマークを

漁船に描く“広告料”が義援金となる。世界各国から集められた義援金が、まだまだ被災地に行き届いていないという現実がある一方、このプロジェクトでは支援をする側に対して「みなさんのお金でこのような漁船を購入できました」と明確に表現できることが特徴でもある。

「スケールの大きなプロジェクトなので、まずはひとつ事例をつくりたいですね。そうすれば、大手メーカー・ブランド・海外の会社にもプレゼンテーションができます。賛同してくださる企業には、この“広告漁船”を使って新しいビジネスを考えていただきたいです。10年、20年かけて沿岸部を支援していくためには、企業側も多少なりとも利益を得なければ長続きしません。震災ビジネスが成立する時期にはきていますし、お客さまにも賛同していただけるものだと思います」

「My boat is 4.9 tons, and the cost of buying a new boat is 45,000,000 yen. Even if I were able to order a temporary boat in these parts, it wouldn't be seaworthy until the spring one and a half years from now. In order to be able to fish, it is also necessary to have barrels, nets, and other materials. In my case, it has been about ten years since I started fishing, but for my father and other veterans it has been several decades, and most likely more than 10,000,000 yen worth of materials has been washed away.”

Hiroyasu was brought up in the industry, watching his father as he fished along the Sanriku coast, and while having experienced working for a company inland, he chose to become a fisherman in his hometown. Before the tsunami had clearly made its mark on his ship, Hiroyasu had said to himself “if such a disaster occurs here I will shed tears”, but he shows great determination to restart fishing as soon as possible.

“I love the sea and fishermen, and to the limits of my physical strength, I plan to work on in this profession. The fishing industry should be defended and upheld as “a pillar of community development”, otherwise I think it will be difficult to see a recovery in Kamaishi. I want to see members of the fishing industry make efforts to create a market with even bigger hauls, which will also contribute to industries such as the fish-processing factories where many mothers work. By doing this, it would be great if we could create a town where the local residents can live off locally caught food.”

The purchase of a new boat will be a big step towards recovery. Now, Hiroyasu is waiting for the day when he may restart fishing again through a new method of support. This is the start of a project to purchase a new fishing boat through sponsorship.

“We will prepare boats and support fishermen up to the point where they can start fishing again. I want to restore the fishing trade, and

allow fishermen to return to a “normal lifestyle” in which they can laugh again. From now on, I think the progression of this plan with the cooperation between sponsor (supporter), “AD BOAT PROJECT” (receiver), and fisherman will form a successful relationship. If it is successful, “recovery” for the next ten, even tens of years will be made possible.

In short, the money paid as the advertising fee by organizations and businesses that have sympathies for the aims of the “AD BOAT PROJECT” becomes a donation. While it is the case that much money raised from countries all over the world has not reached disaster-struck areas, the special characteristic of this project is that it is possible to directly express “we have purchased a boat with your money”, showing those on the supporting side how the money has been used.

“This is a project on a large scale, so first of all I want to create an example. If I can do this, I can make presentations to big manufacturers abroad. I want businesses that agree to support us to consider using “boat advertising” for new business. In order to support the Iwate coastline for the next ten, twenty years, supporting businesses will also need to make some small profit else they won’t make a long-term commitment. The time for businesses coming into effect as a result of the earthquake has arrived, and so I think people will agree to cooperate.”

Fortunate enough to escape a serious impact from the earthquake, Morioka City has a close relation to the Iwate coastline, and it is also a place where voices of victims can clearly be heard. The “AD BOAT PROJECT” has a role to firmly connect Morioka City with the rest of the Iwate coastline.

“We will prepare boats and support fishermen up to the point where they can start fishing again. I want to restore the fishing trade, and

allow fishermen to return to a “normal lifestyle” in which they can laugh again. From now on, I think the progression of this plan with the cooperation between sponsor (supporter), “AD BOAT PROJECT” (receiver), and fisherman will form a successful relationship. If it is successful, “recovery” for the next ten, even tens of years will be made possible.

In short, the money paid as the advertising fee by organizations and businesses that have sympathies for the aims of the “AD BOAT PROJECT” becomes a donation. While it is the case that much money raised from countries all over the world has not reached disaster-struck areas, the special characteristic of this project is that it is possible to directly express “we have purchased a boat with your money”, showing those on the supporting side how the money has been used.

“This is a project on a large scale, so first of all I want to create an example. If I can do this, I can make presentations to big manufacturers abroad. I want businesses that agree to support us to consider using “boat advertising” for new business. In order to support the Iwate coastline for the next ten, twenty years, supporting businesses will also need to make some small profit else they won’t make a long-term commitment. The time for businesses coming into effect as a result of the earthquake has arrived, and so I think people will agree to cooperate.”

PHOTO: Takashi HOSOKAWA