## YOKOHAMA

## **CSR Report of Hiratsuka Factory**

The Hiratsuka Factory has established an

that both "deal fairly with society and value

environmental policy in accordance with standards

harmony with the environment". We have done this

to assert "our world-class strengths in technologies

for protecting the environment". This in itself is a

basic policy of Yokohama Rubber's Grand Design 100 Medium-Range Management Plan (GD100).

impactful emission volumes, in addition to further

Under this policy, concerning what has been

promoted until now regarding minimalized

**Business activities:** 

Total site area: Number of employees: Location:

Design, basic research, development and evaluation of aircraft parts, sporting equipment, adhesives and sealants, conveyor belts, marine hoses, fenders and other industrial products 285,794 m<sup>2</sup> (including Adhesives and Sealants Plant) 2,415 (as of December 2013) 2-1, Oiwake, Hiratsuka City, Kanagawa 254-8601, JAPAN

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#### Message from the General Manager



Yuii Gotoh

improving our responsiveness with respect to the suppression of high volumes, we aim to "create business sites possessing disaster-prevention, safety and environmentalpurification functionalities, all of which are essential within local regions". This will be done through various activities and communications undertaken with both local governments and communities.

In FY2013, local interactions were again based on the three pillars of "improving disaster-prevention and safety levels", "regional contributions" and "regional communications". We held the 6th Think Eco Hiratsuka Event, and also supported the disaster-prevention drills of local business groups and residents.

## (III:) Organizational Governance

#### Publicizing and sharing policies, issues

In that it represents a combined location, the Hiratsuka Factory hosts multiple business (MB) departments, headquarters and production plants. Close attention is thus paid to thoroughly publicizing policies and issues that involve the entire factory. We also seek to improve communication. The publicizing of General Manager directives as well as safety and environment policies is done through factory-wide morning meetings. Meanwhile at factory meetings held each month, business information is explained for the benefit of all department managers, and the General Manager personally shares factory topics, etc. Furthermore, with regard to issues that involve the entire factory, there are exchanges of opinions at the General Manager' s Meeting among those business department managers and headquarters managers who are assigned here. Through such exchanges we are working to improve communication by breaking down any walls that might exist between business departments and headquarter units.

## **Human Rights**

#### Promotion of gender equality

Free from gender bias, we are working to provide equal employment opportunities to both men and women, and assign to them positions of responsibility in accordance with their abilities. Across the entire factory the percentage of female staff has risen year-on-year as follows:



Our employees also volunteered to conduct planting and cleanup activities, with seedlings being donated to local communities. We also held the 10th Regional Communication Meeting.

Concerning the "YOKOHAMA Forever Forest" project that continues with its dual aims of protecting natural environments and promoting cohabitation between such environments and local communities, its initial objective of 30,000 plantings was achieved in FY2012. To hand-on the project's aims and know-how to new company hires, in FY2013 these employees participated in planting ceremonies in regional areas that followed the Miyawaki Method of Reafforestation. Seedlings were also donated to the Shonan International Village "Meguri-no-Mori" Planting Festival as well as the planting festivals of Hadano city and Toshima-ku. Furthermore, we have conducted biodiversity impact research on the roughly 30,000 trees planted around the factory. This has focused mainly on birdlife. Additionally, in FY2013 we commenced promoting the biodiverse protection of the Kaname River system, whose groundwater we use for our production activities. We will start a volunteer preliminary registration system to promote regional contribution activities to make efforts toward environmental formation, in which many employees can easily participate in volunteer activities in the region. While we will continue such activities, we want to contribute to regional development and cohabitation, by keeping in mind that we are a business located in the center of Hiratsuka City.

#### Improved functionality through management systems

Concerning safety and environment issues involving the entire factory, while both the Safety and Health Administration Office and the Environmental Management Administration Office coordinate with different factory units, we are aiming to achieve improvements through correct operation of OSHMS and ISO14001 (PDCA). Rather than relying solely on external audits, the Internal Audit Department executes our accounting audits, and we follow up on any stipulated exceptions or required improvements. Pursuing such actions can be linked to the strengthening of factory functionality.

#### Ratio of female staff



## Human Rights

### Promoting employment of people with disabilities

We have employed 67 disabled persons as of the end of December 2013 (this figure includes some double counting based on disability severity). Our disabled employee ratio is 3.16% (as of the end of December 2013). In the future as well we plan to actively provide disabled persons with employment opportunities.

Yokohama Peer Support Corporation, a special subsidiary for the employment of disabled persons, commenced operations in April 2012. This subsidiary has a presence within the Hiratsuka Factory. Centering on those who are mentally-disabled, as of December 2013, there are 18 Peer Support employees working in the factory. Their duties include cleaning tasks, collecting and distributing internal mail, and activities related to the greening business such as gardening and planting, etc.

## Labor Practices

To achieve thorough statutory compliance, each month we decide a theme such as power harassment, sexual harassment or personalinformation management, etc., and then we conduct compliance education within each business unit. In addition to improving employee knowledge and consciousness of such topics, we are endeavoring to create a friendly workplace. To realize suitable working hours, we have established a forum where both labor and management can check and discuss topics such as working hours, holidays and overseas business trips, etc. In much the same vein, discussions are held between labor and management to annually improve the work environment, with such improvements being promoted by us. Through such responsiveness, we are taking care to create a working environment in which employees can feel peace of mind.

## Occupational safety and health management

Since the Hiratsuka Factory acquired Occupational Safety and Health Management System (OSHMS) certification in July 2010, we have conducted OSHMS-based occupational safety and health management. This work has been mainly built around continuous risk assessment and KY (danger anticipation) activities, etc. We have held "open work observations" in particular from FY2013. These allow many employees to witness work practices and identify hidden risks. We do this so as to proceed with work-improvement measures that make work practices even safer.

Furthermore, we comply with safety and health statutory requirements, and proactively promote both employees' acquisition of qualifications and educational activities. We also work to develop human resources and prevent disasters.

#### Workplace accidents

Unfortunately, there were 25 work accidents in FY2013. (One incident resulted in a work stoppage, while another 10 did not. Additionally, there were 14 minor injuries recorded). Of these accidents, the single work stoppage that might have resulted in a major disaster represented a reduction over the three similar incidents noted in FY2012. Considered by accident type, by both revising cutting tasks that used cutters and their risk assessments, and by also improving equipment and methods through open work observation, "cutting accidents" (most numerous until FY2012) were reduced in number from five (FY2012) to two (FY2013). We also reduced "sandwiching accidents" from three to one over the same period.

## **Traffic accidents**

Unfortunately, there were 13 traffic accidents involving injury in FY2013. This represented a pronounced reduction over the 24 similar incidents recorded in FY2012. Of the FY2013 accidents, we were the blamed party in four cases. Year-on-year this figure has declined from the peak of 10 such incidents recorded in FY2010.

To reduce traffic-accident numbers, twice annually instructors are invited from Hiratsuka Police Station to conduct road safety seminars for all

Changes in the ratio of disabled persons employed



employees. Police motorcycle instructors also conduct practical training for employees commuting by motorbike. Activities such as safety-vision development based on simulations, etc., are conducted on an ongoing basis.



Road safety seminar



Motorcycle training course

## **Health management**

Forty employees were off work for periods of seven days or more in FY2013. This was four more than was recorded in FY2012. Over 40% of such long-term absences were "psychological" cases, and these accounted for close to 80% of total absentee days. Taking this into account, concerning the eight counseling sessions (over two days) conducted monthly by professional counselors (commenced in FY2010), the frequency of some of these services was expanded in FY2013. Furthermore, as part of the promotion of mental health care conducted in the workplace by job superiors, attentive-listening seminars are held twice annually.

## The Environment

## **Environmental management**

The Hiratsuka Factory continues to operate environmental management based on ISO14001 environmental management system certification, which was acquired in July 1999 under the environmental policy certification.

From 2012, it converted to the environmental management system integrating the entire company and as one site of Yokohama Rubber. We will deploy activities based on the company-wide environmental policy. As the Hiratsuka Factory holds a wide range of business division organizations, from MB related plants and the technical research and development department of the entire company, it divides them into 11 environmental blocks to advance daily environmental improvement activities under the Hiratsuka Factory Environmental Policy in compliance with the company-wide environmental policy.

## **Pollution prevention**

Through trend management we have established self-administered values that are even stricter than regulated targets so as to strictly observe all environmental laws and ordinances concerning air pollution, water contamination and noise, etc. Accordingly, in FY2013 we again met all regulated targets with respect to the atmosphere, water quality and noise, etc.

## Use of sustainable resources

We are taking steps to reduce overall volumes year-on-year by placing a top priority on the objectives of the ISO14001 management system with respect to reductions in industrial waste, organic solvents, CO<sub>2</sub> emissions and water usage.

Although we failed to achieve our reduction objectives for organic solvents in FY2013, we achieved them on all other issues.

## Alleviating and adapting to climate change

In the "Energy-Saving Month" of February and the "Environment Month" of June, in addition to establishing important measures and reporting on their results, environmental patrols are conducted by the business unit managers of each block within the factory, and through the thorough implementation of measures such as twice-weekly mandatory times for leaving work, we are working to reduce  $CO_2$  emissions.

## Environmental protection, recovery of natural habitats

We started activities in FY2013 to protect the biodiversity of the Kaname River's water resources. Groups led by business unit managers conducted monitoring at three points in the river basin on three occasions in spring, summer and autumn.

This monitoring resulted in 10 or more bird species being identified, with the status of birdlife along the river being judged healthy. Furthermore, gobies (a species of fish), mitten crabs and river shrimp, etc., were also recorded. Such indicated that the area's waterlife was also healthy. The clarity of the water pointed to a state of eutrophication.

Concerning flora found along the river, exhuberant growth was noted of introduced species such as ragweed and burr cucumber. It was also confirmed that indigenous species were in retreat. Based on such results, in addition to conducting ongoing monitoring in FY2014, we will conduct aquatic protection activities such as the removal of introduced flora.



Monitoring surveys of biodiversity (observation for wild birds, aquatic organisms and vegetation)

**The Environment** 

#### Reduction of greenhouse gas emissions

#### · Greenhouse gas emissions

#### Hiratsuka factory



<sup>•</sup> The base year is defined as 1990 except for HFC, PFC and SF6, where the base year is 1995 as per the Kyoto Protocol. <sup>•</sup> Greenhouse gases (GHG) calculated in accordance with the Calculation and Reporting Manual for Greenhouse Gas Emissions (Winistry of the Environment, Ministry of the Economy, Trade and Industry). Note that GHG emissions associated with purchased power in FY2009 were calculated using the Table of Emission Coefficients by Power Company (Ministry of the Environment). <sup>•</sup> As the closing of accounts period was April to December in FY2011, the calendar year of January to December was calculated by the duplication of data for the period January to March.

#### Effective use of resources/ Waste reductions

#### · Waste output



#### Measures for Discharges into Water, Air and Soil

· Data related to water contamination

Drain	ltem	Regulatory	Voluntary	FY2013 result			
		values	Values	Average	Maximum	Minimum	
Hiratsuka factory	PH BOD concentration (mg/l) SS concentration (mg/l) Oil concentration (mg/l)	5.0~9.0 600 600 30	6.0~8.4 255 255 25.5	7.8 61.3 33.8 2.5	8.3 170.0 54.0 5.0	6.5 10.0 5.0 1.0	
Adhesives and Sealants Plant	PH BOD concentration (mg/l) SS concentration (mg/l) Oil concentration(mg/l)	5.7~8.7 300 300 30	6.0~8.4 255 255 25.5	7.8 39 36 2	8.1 93 100.0 3	7.4 11 10 1>	

\* In accordance with the Hiratsuka Municipal Sewerage Ordinance.

#### Adhesives and Sealants Plant



• Base year is defined as 1990 except for HFC, PFC and SFe, where the base year is 1995 as per the Kyoto Protocol. • Greenhouse gases (GHG) calculated in accordance with the Calculation and Reporting Manual for Greenhouse Gas Emissions (Ministry of the Environment, Ministry of the Economy, Trade and Industry). Note that GHQ emissions associated with purchased power in FY2009 were calculated using the Table of Emission Coefficients by Power Company (Ministry of the Environment). \* As the closing of accounts period was April to December in FY2011, the calendar year of January to December was calculated by the duplication of data for the period January to March.



Water Usage

#### · Air pollutants (NOx, SOx)

Substance		NOx emissions (t / year)		SOx emissi	ons (t / year	)		
Hiratsuka factory		19			-			
Facility	Subst	2000	Regulatory	Voluntary Standard Values	F	Y2013 resul	3 results	
Facility	Subst	ance	values		Average	Maximum	Minimum	
Hiratsuka factory Boilers 1-4	NOx(ppm) Soot and dust(g/h)		80 371	76 74	65.4 1.2	68.0 2.5	60.0 0.3	
Hiratsuka Factory Boilers 5-6	NOx(ppm) Soot and dust(g/h)		45 463	42.8 92	33.5 2.4	38.0 3.1	29.0 1.3	
Hiratsuka Factory Cogeneration	NOx(ppm) Soot and dust(g/h)		20 2,176	19 435	15.1 125.6	17.0 290.0	14.0 57.0	
Adhesives and Sealants Plant Boiler 1	NOx(ppm) Soot and dust(g/h)		60 272	57 54	22 Less than1.5	23 Less than 1.6	20 Less than 1.4	
Adhesives and Sealants Plant Boiler 2	NOx(ppm) Soot and dust(g/h)		60 180	57 36	20.3 Less than 1.375	22 Less than 1.8	19 Less than 0.5	
Adhesives and Sealants Plant Ebara Boiler	NOx(ppm) Soot and dust(g/h)		60 180	57 30	24.0 0.0	24 0.001	24 0.0006	

\* In accordance with the Air Pollution Prevention Law and Kanagawa Prefectural Ordinance.

## Report of the Status of Management of Chemical Substances (Response to PRTR Law)

/i.i....

Hira	suka Factory				Safety Evaluation: II -4*4				
i ilia	ISUNA I ACIOLY				Jai		uation. I	Annual	
Designated No.	Specified chemical substance	Amount to treat *1	Emission *2	Transfer *3	Toxicity Rank (effect on people)	Converted Emissions (effect on people)	Toxicity Rank (effect on ecosystem)	Converted Emissions (effect on ecosystem)	
30	n-alkylbenzenesulfonic acid and its salts	3.979	0.000	0.171	в	0.000	В	0.000	
31	(alkyl L=1U-14)	10 575	0.000	0.564	٨	0.000		0.000	
58	ethylene alycol monomethyl ether	21.838	5 823	14 711	A	5823.000		0.000	
80	xylene	3.463	1.097	0.009	C	10.971	С	10.971	
132	cobalt and its compounds	3.433	0.000	0.126	A	0.000		0.000	
155	N-(cyclohexylthio)phthalimide	22.178	0.000	0.370	D	0.000	В	0.000	
160	3,3'-dichloro-4,4'- diaminodiphenylmethane	1.100	0.000	0.049	A	0.000	В	0.000	
169	3-(3,4-dichlorophenyl)-1,1-dimethylurea; diuron; DCMU	1.952	0.000	0.097	В	0.000	Α	0.000	
205	1,3-diphenylguanidine	9.704	0.000	0.312	A	0.000	С	0.000	
230	N-(1,3-dimethylbutyl)-N'-phenyl-p-	179.461	0.000	4.410	D	0.000	В	0.000	
255	decabromodiphenyl ether	1.972	0.000	0.0974		0.000		0.000	
258	1,3,5,7-tetraazatricyclo[3.3.1.13.7]decane; hexamethylenetetramine	3.378	0.000	0.152		0.000		0.000	
268	tetramethylthiuram disulfide; thiram	1.596	0.000	0.071	А	0.000	Α	0.000	
300	toluene	12.482	5.978	2.454	В	597.845	С	59.785	
330	bis(1-methyl-1-phenylethyl) peroxide	2.310	0.000	0.103	D	0.000	В	0.000	
349	phenol	1.505	0.000	0.063	A	0.000	C	0.000	
352	diallyl phthalate	8.536	0.000	0.381	A	0.000	В	0.000	
355	bis(2-ethylhexyl) phthalate	14.086	0.000	0.628	A	0.000	B	0.000	
384		2 460	2 213	0.030	B	221 300	A	0.000	
452	2-mercaptobenzothiazole	2.622	0.000	0.117	B	0.000	В	0.000	
460	tritolyl phosphate	5.562	0.000	0.248	B	0.000	B	0.000	
1	zinc compounds (water-soluble)	0.450	0.000	0.064	D	0.000		0.000	
9	acrylonitrile	0.019	0.000	0.019	A	0.000	A	0.000	
13	acetonitrile	0.046	0.000	0.000	C	0.000		0.000	
20	2-aminoethanol	0.011	0.000	0.000	В	0.000	С	0.000	
42	2-imidazolidinethione	0.478	0.000	0.021	В	0.000		0.000	
53	ethylbenzene	0.800	0.177	0.011	C	1.774	C	1.774	
57	ethylene glycol monoethyl ether	0.097	0.097	0.000	В	9.660		0.000	
75	r,2-epoxybulate	0.012	0.000	0.000	٥ ٨	0.000		0.000	
86	cresol	0.324	0.000	0.014	A	0.000	C C	0.000	
88	chromium(VI) compounds	0.199	0.000	0.002	A	0.000	B	0.000	
127	chloroform	0.157	0.000	0.000	В	0.000	С	0.000	
133	2-ethoxyethyl acetate; ethylene glycol monoethyl ether acetate	0.003	0.000	0.001	В	0.000		0.000	
181	dichlorobenzene	0.018	0.001	0.017	В	0.100	В	0.100	
186	dichloromethane; methylene dichloride	0.011	0.001	0.010	В	0.100	С	0.010	
189	N,N-dicyclohexyl-2- benzothiazolesulfenamide	0.567	0.000	0.006	D	0.000	В	0.000	
203	diphenylamine	0.502	0.000	0.022	В	0.000	В	0.000	
239	organic tin compounds	0.001	0.000	0.000	Α	0.000	A	0.000	
240	styrene	0.375	0.000	0.090	В	0.000	C	0.000	
259	tetraethylthiuram disulfide; disulfiram	0.855	0.000	0.036	A	0.000	В	0.000	
262	tetrachloroethylene	0.014	0.014	0.000	B	1.430	B	1.430	
201	1.2.4-trimethylbenzene	0.029	0.029 0.000	0.000	D C	2.910 0.089	C C	0.291 0.099	
298	tolvlene diisocvanate	0.105	0.000	0.000	A	0.000	B	0.900	
305	lead compounds	0.973	0.000	0.043	A	0.000		0.000	
316	nitrobenzene	0.003	0.000	0.003	А	0.000		0.000	
318	carbon disulfide	0.017	0.001	0.016	В	0.100	С	0.010	
336	hydroquinone	0.006	0.000	0.000	А	0.000	В	0.000	
354	di-n-butyl phthalate	0.000	0.000	0.000	Α	0.000	В	0.000	
359	n-butyl-2,3-epoxypropyl ether	0.614	0.000	0.027	В	0.000		0.000	
374	salts	0.010	0.000	0.009	D	0.000		0.000	
391	nexametnyiene diisocyanate	0.012	0.000 0.000	0.000	A	0.000		0.000	
390	benzaldehvde	0.297	0.232	0.000	A	2.310	 C	0.000	
400	benzene	0.318	0.050	0.005	A	49.587	c	0.496	
405	boron compounds	0.097	0.000	0.005	D	0.000		0.000	
408	poly(oxyethylene) octylphenyl ether	0.002	0.000	0.000	В	0.000	С	0.000	
410	poly(oxyethylene) nonylphenyl ether	0.005	0.000	0.000	С	0.000	В	0.000	
411	formaldehyde	0.255	0.000	0.020	А	0.000	С	0.000	
412	manganese and its compounds	0.010	0.000	0.001	Α	0.000		0.000	
446	4,4'-methylenedianiline	0.044	0.000	0.000	A	0.000	В	0.000	
447	metnylenebis(4,1-cyclohexylene) diisocyanate	0.466	0.000	0.000	A	0.000	С	0.000	
461	triphenyl phosphate	0.012	0.000	0.000	А	0.000	В	0.000	
	Total	401 528	15 812	26 535		6722 581		75 859	

	(Unit:tons/year								
Adh	esives and Sealants Plant				Safety Evaluation:VII-5				
Designated No.	Specified chemical substance	Amount to treat *1	Emission *2	Transfer *3	Toxicity Rank (effect on people)	Annual Converted Emissions (effect on people)	Toxicity Rank (effect on ecosystem)	Annual Converted Emissions (effect on ecosystem)	
51	2-ethylhexanoic acid	31.029	0.000	0.155	А	0.000		0.000	
80	xylene	8.276	0.017	0.066	C	0.170	С	0.170	
125	chlorobenzene	13.808	0.000	0.007	В	0.000	В	0.000	
160	3,3'-dichloro-4,4'- diaminodiphenylmethane	58.000	0.000	0.000	A	0.000	В	0.000	
239	organic tin compounds	3.849	0.000	0.123	А	0.000		0.000	
296	1,2,4-trimethylbenzene	1.017	0.010	0.000	C	0.100	C	0.0	
298	tolylene diisocyanate	202.920	0.000	0.000	А	0.000		0.000	
300	toluene	9.300	0.120	0.919	В	12.000	С	1.200	
302	naphthalene	5.981	0.060	0.000	В	6.000	В	6.000	
305	lead compounds	2.781	0.000	0.000	Z	0.000		0.000	
349	phenol	19.858	0.000	0.159	А	0.000	С	0.000	
391	hexamethylene diisocyanate	5.058	0.000	0.000	А	0.000		0.000	
392	n-hexane	3.484	0.035	0.000	C	0.348		0.000	
401	1,2,4-benzenetricarboxylic 1,2-anhydride	1.875	0.000	0.000	А	0.000		0.000	
448	methylenebis(4,1-phenylene) diisocyanate	386.805	0.000	0.000	А	0.000		0.000	
30	n-alkylbenzenesulfonic acid and its salts (alkyl C=10-14)	0.441	0.000	0.003	В	0.000	В	0.000	
37	4,4'-isopropylidenediphenol; bisphenol A	0.564	0.000	0.002	В	0.000	C	0.000	
53	ethylbenzene	0.344	0.001	0.003	C	0.010	C	0.010	
133	2-ethoxyethyl acetate; ethylene glycol monoethyl ether acetate	0.195	0.000	0.001	В	0.000		0.000	
258	1,3,5,7-tetraazatricyclo[3.3.1.13.7]decane; hexamethylenetetramine	0.735	0.000	0.000		0.000		0.000	
297	1,3,5-trimethylbenzene	0.598	0.001	0.000	C	0.010	С	0.010	
309	nickel compounds	0.120	0.000	0.000	А	0.000	В	0.000	
354	di-n-butyl phthalate	0.288	0.000	0.003	A	0.000	В	0.000	
355	bis(2-ethylhexyl) phthalate	0.415	0.000	0.004	A	0.000	В	0.000	
399	benzaldehyde	0.101	0.000	0.000	А	0.000	С	0.000	
411	formaldehyde	0.422	0.000	0.003	A	0.000	С	0.000	
	Total	758.264	0.244	1.448		18.6368		7.490	

1 : Whereby annual handled volumes of the chemical substances subject to the Pollutant Release and Transfer Register (PRTR) exceed designated volumes, such shall be subject to reporting
2: Emissions Volume = atmosphere + public bodies of water + soil
3: Transfer Volume = waste - public sewerage system
4: Converted emissions volume is calculated by multiplication of the emissions volume by the toxicity ranking For information concerning the standards used in evaluating the degree of impact on safety, please refer to the "Safety Evaluation Table of Domestic Production Bases (http://www.yrc.co.jp/csr/data/pdf/16kokunakyoten.pdf)

## Fair Operating Practices

## Impartial and fair selection of business partners

Business partners are selected based on the philosophy of "open transactions, fair, impartial and free competition". We actively engage new business partners under laws. We obtain estimates from several companies and actively use a method of determining a contractor by electronic auction, etc.

# Establishment of a "Purchase Code of Conduct" and its thorough implementation

We prepared the "Purchase Ethics (Rules for Purchasing Staff)". These guidelines indicate matters to be noted by purchasing staff when conducting fair and impartial transactions in accordance with the "Basic Purchase Policy". They also indicate ethical problems that must not be engaged in. These ethics were combined with the "Basic Purchase Policy" to become the "Purchase Code of Conduct".

In 2013, with respect to all materials procurement staff, they participated in a seminar whose topic was the "Act Against Delay in Payment of Subcontract Proceeds, Etc. to Subcontractors". This seminar was conducted to brush up on the law and related topics. Furthermore, with respect to corporate compliance, we work to thoroughly inform employees via conducting workplace education every other month at material procurement meetings. At these meetings a different theme is used on each occasion.

## Deployment of CSR activities for business partners

In FY2013 as well, in following on from the previous year we held "business partner study seminars". Using the topics of "human rights (harassment)" and "information control and security", we learnt about recent example cases and discussed across the entire company their inherent risks and solutions. These discussions where conducted together with our business partners. By doing so we were able to improve each other's CSR level. At the Hiratsuka Factory, 42 persons from 37 companies participated in these activities.

In FY2013 we also started a CSR/environmental activities recognition program. Based on responses to the "CSR/Environmental Activities Survey" that were received from 172 companies, three partners were recognized who had achieved significant accomplishments in the program's first year.

## Community Involvement and Development

#### **Regional activities**

To invigorate activities that contribute to the region, in FY2013 we commenced a system of voluntary preliminary registrations.

In FY2013 activities occurred on five occasions. Such included participating in local planting events and supporting disasterprevention drills, etc. Currently, we have more than 100 volunteers registered.

- 1. Through the participation of plant disaster-prevention instructors and supporting volunteers, we were able to support the conducting of neighborhood resident association disaster-prevention drills.
- 2. We participated in a large-scale earthquake evacuation drill with Hiratsuka School for the Blind, with whom we have a disaster-prevention agreement. At the drill we supported the evacuation of wheelchair-bound students and transportation of the injured.
- 3. In May and November we participated in planting festivals conducted at Shonan International Village in Yokosuka City. These plantings were in accordance with Professor Miyawaki's Method of Reafforestation. We also donated seedlings to these events (a total of 37 Yokohama Rubber employees participated, and 760 seedlings were donated).
- 4. Additionally, at events such as Miyawaki Method planting festival conducted in Hadano City, etc., approximately 5,000 seedlings grown at the Hiratsuka Factory were donated.



Local disaster-prevention drills





Planting festivals (Shonan International Village, Ojiru-Hachiman Shrine)

## Community Involvement and Development

## **Disaster-prevention activities**

As part of regional and local disaster-prevention activities, each year we participate in the firefighting competition sponsored by the Hiratsuka City Hazards and Safety Committee. Of the three events contested, in the inbuilding hydrant operation competition, our team won first prize in the women's division. Our men won first and second prize in the same event. We also won second prize for operating small pumps.



Award of hydrant operation competition

## **Participation in local events**

We participated in the "Hiratsuka Environment Fair" which is held by the city each year. We introduced the environmental measures being conducted at the Hiratsuka Factory and donated some free seedlings as well.

#### **Neighborhood consideration**

To ensure that we do not inconvenience the neighborhood with loud noises or odors, etc., we have established monitoring points outside the factory grounds and we are working to prevent such issues.

#### **Regional contributions**

- We continue our CSR Partner Agreement with Shonan Bellmare, the local J-League soccer team.
- For the "Shonan Hiratsuka Tanabata Festival" which is held each year, we contribute to local excitement by helping decorate shopping arcades. The factory's front gate is also decorated for Tanabata. (July)
- We also contribute to the region through our participation in the "Shonan Hiratsuka Fireworks Festival" in summer. This is another major regular event like Tanabata. (August)
- We exhibited at the "Shonan Hiratsuka Techno Fair" which is sponsored by the Hiratsuka Chamber of Commerce and Industry in order to cooperate in regional invigoration. (October)
- We accepted local junior high school students as part of a work experience program and provided them with the experience of what it is like to work.
- As an environmental event, we invited local elementary students to the factory and explained to them the importance of forests while conducting an acorn hunt. We also provided them with craft materials.
- Once each month we have employees conduct cleaning activities in the area around the factory premises. (In FY2013 some 532 people participated.)

#### **Regional exchanges**

- We hold tours ("regional communication meetings") in order to communicate with citizens in the region, local governments and nonprofit organizations (NPOs), etc. In addition to allowing the surrounding regions to appreciate the Hiratsuka Factory's activities, such occasions give us an opportunity to hear from local citizens. (February)
- "6th Think Eco Hiratsuka 2013" was held at the factory as an environmental event. Through the cooperation of universities from the region and other groups, we welcomed the participation of more than 2,600 people comprised both of local citizens and employee families. The proceeds and donations raised from this event were donated to the Great East Japan Earthquake Relief Fund. (November)