

# Strengthening Ties with Society

## Organization of Plant Tours, Presentations, and Other Events

Plant tours and presentations are organized for neighboring residents' associations and local residents, and plant tours are held for employees' families. Plants also stage events to provide opportunities for fostering ties with local residents, and cooperate with initiatives undertaken by municipalities as "safe havens" for children if they run into danger.



Tour for employees' families  
(Shinshiro Plant)



"Children's Support" plate (Hiratsuka Factory)

## Participation in Cleanup Activities, Festivals, and Other Local Events

Yokohama Rubber participates in volunteer and cleanup activities and tree-planting campaigns organized by municipalities. In fiscal 2006, 100 employees from the Mie Plant participated in the "Great Tanabata Cleanup" of the Setagawa River, and 179 employees from the Shinshiro Plant took part in city cleanup activities. Establishments also actively participate in festivals, firework displays, ekiden road races, and other local events, helping to make them livelier.



Shinshiro Cleanup Festival  
(Shinshiro Plant)



Omitama City Ekiden Road Race  
(Ibaraki Plant)

## Support for Education Activities

Yokohama Rubber hosts hands-on classes and environmental education for schoolchildren to assist local elementary and junior high schools in their educational activities. In fiscal 2006, students from a total of 13 schools were hosted by the Mishima, Shinshiro, Nagano, and Hiratsuka East Plants, while the Hiratsuka Factory provided training for a school for deaf children in the use of automated external defibrillators (AEDs) in cases of cardiac arrest, and the Mie Plant hosted boiler skills workshops for industrial high schools, which were taught by the plant's own employees.



Hands-on learning by local junior high school pupils (Mishima Plant)



AED training at a school for the deaf  
(Hiratsuka Factory)

## Opening Plant Facilities to the Public

Site facilities such as plazas, sports grounds, and gymnasiums, are opened for use by residents, local clubs, and firefighters. In 2006, tennis courts attached to the Hiratsuka Factory's employee dormitories were opened to the public for around 270 days, and the Mishima Plant's gymnasium was used 592 times, providing an indication of the popularity of these facilities. The "Dinosaur Park" at the Onomichi Plant, which attracted 1,783 visitors in fiscal 2006, and "Tire Land" at the Shinshiro Plant also became firm favorites with local residents seeking a place to relax.



Ground opened to local soccer clubs (Mie Plant)



Dinosaur Park (Onomichi Plant)

## Strengthening Ties with Society

### Recognition for Our Contributions to the Environment and Society

In May 2007, the Mishima Plant became the first in the tire industry to be awarded the Fifth Cogeneration Center Award for Encouragement of Environmental Conservation. This was followed in July 2006 by the receipt from the Japanese Minister of Justice of a letter of appreciation for the Mie Plant's assistance and cooperation in the administration of correctional facilities through its organization of plant tours for local medical juvenile reformatories four times a year for more than a decade.



General Manager Ichiro Suzuki (right), with a letter of appreciation (Mishima Plant)



General Manager Yoshito Mochinaga with a letter of thanks (Mie Plant)

### Participation in WWF and Other Outside Organizations

Yokohama Rubber joined the "Team -6%" national campaign to fight global warming in June 2005, and in October 2006 became a corporate member of the World Wide Fund for Nature Japan (WWF Japan).

We are also a sponsor of JAWFP, which is a specified NPO set up to support the United Nations World Food Programme (WFP).

## Activities of Overseas Group Companies Contributing to the Environment and Society

### Yokohama Tire Philippines

#### Tree-planting Activities

In July 2007, the company planted palms and other trees around the plant to reduce the smell of rubber escaping from the plant. It also plays a part in tree-planting activities undertaken by government-related bodies, NGOs, and the military



Employees planting palm trees

#### Participation in Recycling Events

As a leading member of the district Environmental Practitioners Association (EPA), the company supports local recycling events, and also participated in "an environmental march" held in concert with government-related bodies in Environmental Month in June.

#### Donation of Recyclable Materials

Obsolete equipment, drums and pallets that can be recycled into desks and chairs, scrap tires usable as plant pots, and other recyclable resources are donated to local primary schools and communities.



Scrap tire reused as a plant pot

### SC Kingflex Corporation

#### Interaction with the Local Community

In Taiwan, low and high-pressure hose manufacturer and distributor SC Kingflex Corporation called on other companies on its industrial estate to join it in building a mausoleum to the local god of the land, and it also cleans the streets leading to the mausoleum when festivals are held. Since 2002, it has donated 30,000 yuan to local primary schools for environmental education. In recognition of these activities, the company was recognized by Taiwan's Chinese Federation of Labour, for its outstanding contribution to the environment in November 2006.



Cleaning the streets leading to the mausoleum



President Lin Jin Chi (right) holding the medal for outstanding contribution by a company to society

## Environmental Communication

Yokohama Rubber publishes environmental information through its environmental and social reports, corporate website, and internal newsletters, and raises awareness

of the importance of environmental protection through its support for social activities contributing to the environment.

### Support for Social Activities Contributing to the Environment

To highlight the potential of next-generation motorization, we provided backing for Ukyo Katayama's Dakar Rally 2007 entry, which used a bio-diesel car powered by refined cooking oil for frying tempura. We also support the "Japan EV Club," whose mission is to popularize use of electric vehicles (EVs) and low-emission vehicles (LEVs), and since 1995 we have sponsored a number of EV races.



"Toyota Land Cruiser 100" in the Dakar Rally



The latest EVs at a test-riding event in April 2007

### Exhibitor at "Eco Products 2006"

We have been an exhibitor at the "Eco Products - Eco Style Fair" exhibition since 2000. Exhibits in 2006 included the DNA brand of eco-tires for passenger cars, the ZEN eco-tire for trucks and buses, and porous elastic road-surfacing material made from recycled products. We also invited racing driver Ukyo Katayama, who actively campaigns to raise awareness of environmental conservation, to put in a guest appearance at the Yokohama Rubber booth to chat with visitors.



Yokohama Rubber booth at "Eco Products 2006"



Guest Ukyo Katayama

### LIVE ecoMOTION Charity Music Event

In July 2007, the LIVE ecoMOTION charity music event was held at the Shibuya C.C. Lemon Hall (Shibuya Public Hall). Featuring live performances by artists who performed free of charge, the concert was designed to be a fun and exciting event that also raised awareness of global warming and stimulated thought on the environment. It drew an audience of around 1,700, and the entrance fees (¥500 per person) and other contributions worth a combined total of ¥1,031,000 were donated in their entirety to WWF Japan. Some 40 employees from Yokohama Rubber helped out with the organization of the event as volunteers.



"Eco Manifesto" cards on which visitors have written down their thought on the environment



MONKEY MAJIK on stage





Akira Miyawaki (far right in left photo) surveying soil quality at the Hiratsuka Factory ahead of tree planting on June 8, 2007, and Yasuo Tominaga, Chairman of Yokohama Rubber (left in the same photo). The main photo gives an impression of what the forest should look like when mature.

## Launch of the YOKOHAMA Forever Forest Project

"YOKOHAMA Forever Forest" is a project to create woodland at all our production operations in Japan and overseas by the time of the company's centenary in 2017. The project will kick off at the Hiratsuka Factory in November 2007, and will involve the planting of some 220,000 trees at all production sites in Japan.

### ■ Larger Effect on Environmental Conservation by Turning Plants into "Forests"

We aim to make our plants direct contributors to environmental conservation by growing "forests" onsite to clean the air and create habitats for birds and insects. By planting broad-leaved evergreen trees that are robust and resistant to burning, these areas of woodland will also be able to serve as evacuation sites in the case of disasters. The project is thus not just about planting trees; it also represents engagement in green recycling and regeneration activities to protect the global environment and the lives of local communities.

### ■ Development of "Own-grown Forest" in Cooperation with Local Residents

All tree-planting activity is performed by employees of the Yokohama Rubber Group, their families, and local volunteers with the aim of creating an "own-grown forest." The project will begin with the gathering of 100,000 acorns for seedlings from the autumn of 2007, and the raising of 30,000 seedlings per year from the acorns collected.

### ■ Employment of the Proven "Miyawaki Method"

By planting "local trees" that are best suited to soil and local conditions under the direction of Akira Miyawaki, Professor Emeritus at Yokohama National University, who has been involved in tree-planting projects at 1,500 locations in Japan and overseas, we aim to create full-fledged "forests" that will last. The Miyawaki Method devised by Dr. Miyawaki is believed capable of producing a forest of trees 20 meters in height in a comparatively rapid 10 years.



Dr. Miyawaki giving a presentation at the Hiratsuka Factory ahead of the project's launch on July 26, 2007