

Medium to Long-range CSR and Environmental Plans

Plans on social activities up to FY2017 have been added to enhance CSR management

State of Progress in FY2007

State of progress: FY2007 targets that have been attained are marked by a circle (○), and targets that had not been achieved are marked by a cross (×).

Challenges			FY2007	Progress*	Page in this report
Improvement and innovation of environmental management	Global environmental management	Adoption of consistent environmental management at all operations worldwide.	Domestic and foreign production operations (18 ISO14001 certified), non-production operations (environmental management in accordance with GD100 environmental guidelines and self-assessment scoring).	○	16
			Establishment of environmental policy by all group companies.	○	See online.
	Delivery of environmentally sound products	All products to be environmentally sound products by FY2017. To spread the concept of environmentally sound products among users.	90% of newly developed products to be "environmentally sound."	○	20
			LCA to meet auto industry demands.	○	22
	Compliance with additional government measures with entry into force of Kyoto Protocol	Compliance with Law Concerning the Promotion of Measures to Cope with Global Warming.	Announcement of emissions of 6 greenhouse gases (accumulation of data on consolidated subsidiaries in Japan).	○	30
		Compliance with amended Law Concerning the Rationalization of Energy Use.	0.3% reduction from FY2006 through continuation of activities to reduce e/t by 1% compared with previous year, introduction of CGS, and maintenance of high-efficiency operation.	×	30
		Introduction of renewable energy sources.	Start of study (including use of green power certificate).	○	41
	Development and operation of mechanisms for data accumulation and disclosure.	Enhancement of content of CSR report. Appropriate calculation and disclosure of data in accordance with laws and ordinances. Disclosure of information to promote mutual understanding with local communities.	Establishment and meeting of Environmental Information Committee. Expansion of data disclosure to 19 operations (up 8 from previous year).	○	14
Improvement of environmental performance	Promotion and expansion of green procurement	Meeting of standards sought by auto industry.	Entry into effect of revised Green Procurement Guidelines.	○	19
	Contribution to environment and society	Creation of urban woodland (for relaxation, safety in emergencies, and adding to town character).	Tree-planting festivals held in turn at Mishima, Mie, Nagano, Onomichi, and Ibaraki Plants.	○	42
	Reduction of industrial waste emissions	Target of lowering emissions to less than 50% of FY1996 level to prevent wasteful use of natural resources.	Target not attained despite 16.0% reduction from FY1996 in FY2007(not including a merger of subsidiary in 2005).	×	32
	Zero emissions	Rapid attainment of target of 100% recycling of industrial waste.	Continuation of zero landfill emission campaign. 99.6% recycling of industrial waste in FY2007 (compared with target of 99.0%).	○	32
	Reduction of emissions of organic solvents (base year for amended VOC Law = 2000 benchmark for voluntary control)	70% reduction in toluene emissions compared with 2000, 47% reduction from 2000 in emissions of organic solvents containing rubber.	87% reduction in toluene emissions from 2000.	○	34
Minimization of environmental risk	Physical distributions (as specified shipper)	Contribution to prevention of global warming under amended Law Concerning the Rationalization of Energy Use.	3.5% reduction from FY2006 in CO ₂ emissions (emission factor).	○	31
	Water resources	Preservation of water resources.	Introduction of target management of volume of water use.	○	33
	Development of mechanisms for control of "substances of concern" (SOCs)	Control system meeting auto industry demands (compliance with REACH Registration and RoHS Directive). Swift response to central and local government legislation and regulations.	Establishment of guideline structure for compliance with ELV Directive. Prohibition of use of substances covered by ELV Directive and establishment of guarantee system. Development and operation of centralized system of management of SOC data on chemicals contained in products (MS-InC). Establishment of Yokohama Rubber analysis system.	○	34
	Chemicals	PRTR	Controlled based on safety impact indicator.	○	34
		Asbestos	Prevention of damage to employees' health.	○	11
Society	Atmospheric pollutants	Targets in excess of VOC standards voluntarily adopted by industry.	54% reduction from FY2000 in emissions of organic solvents containing rubber achieved (central government target of 30% already achieved).	○	34
	Soil and groundwater	Prioritization of coexistence with neighboring communities.	Confirmation of non-pollution by all plants in Japan (observation well method).	○	33
	Minimization of complaints	Minimization of sensory nuisance (intrinsic prevention of noise and odors).	6 complaints compared with target of 12.	○	18
		Promotion of mutual understanding with communities.	Organization of regular "risk communication" events.	○	18
	Measures to prevent illegal dumping of industrial waste	Monitoring of all contractors at individual plants.	Formulation and implementation of guidelines on management of contractors.	○	32
Society		Internal auditing of manifest management.	Confirmation and auditing of recycling and reuse.	○	—
	Communication of Yokohama Rubber Group's stance on CSR management	Communication by CSR Div.	Swift commencement of operations by CSR Div.	○	9
		Communication by head office organization.	—	—	—
		Communication to all establishments in Japan.	—	—	—
		Communication to overseas production sites.	—	—	—
		Communication to overseas distributors.	—	—	—
		Education of suppliers and employees.	—	—	—
	Standardization of accumulation and disclosure of CSR data	Disclosure of information on CSR management through committee activities.	Commencement of CSR & Environmental Information Committee.	○	14
		Improvement of CSR and environmental ratings and outside evaluation.	Publication of CSR Report 2008.	○	2
	Organization (governance)	Reorganization of CSR-related committees and executive organizations.	Collection of appropriate information from outside consultants.	○	—
Action on ISO26000			Establishment of CSR & Environmental Affairs Council.	○	9
			Establishment of CSR Div.	○	9
		CSR management in accordance with ISO26000 guidelines.	Survey of developments concerning ISO26000.	○	—
Action on ISO26000		Top-level monitoring (targets) and identification of issues.	Monitoring of current issues and levels (domestic).	○	—

Plans for FY2008 Onward

Phase I (~FY2008)	Phase II (FY2009~2011)	Situation in FY2017 (Phases III~IV)
ISO14001 certification of all operating domestic and overseas production operations by end FY2009	Accreditation as an integrated environmental management system (EMS), including global organization, and entrenchment of consistent environmental management as work framework.	Indices for attainment of objectives and targets in CSR and environmental management to serve as industry benchmarks. Development of ISO26000 systems at all production operations worldwide and practice of standardized CSR management.
Appropriate disclosure of environmental data on all operations		
All newly developed products to be environmentally sound products.	85% of products sold to be environmentally sound products.	
Expansion of product groups covered by LCA calculation.	Practical use of LCA in MB Group. Expansion of LCA database (for auto industry).	Implementation and entrenchment of global LCA activities.
Announcement of emissions of 6 greenhouse gases (accumulation of data on all domestic consolidated subsidiaries).	Compliance with 2008 revisions to Kyoto Protocol. Maintenance of 12% reduction from 1990 by domestic group companies (2010).	
Continued action to reduce e/t by 1% compared with previous year. Introduction of CGS and maintenance of high-efficiency operation. Introduction of small-scale power generation and consideration of expansion (solar, wind, and water power generation).	Continued improvement of e/t. 5% reduction from 2005 in CO ₂ emissions in physical distribution in FY2010.	Formulation and implementation of plans to reduce CO ₂ emissions (including at overseas operations). Completion of compliance with post-Kyoto Protocol. Effective use of CO ₂ emissions trading. Investment in CDM.
Purchase of green power credits (target of at least 2).	Establishment of targets for use of renewable energy sources.	
Enhancement of activities of CSR & Environmental Information Committee. Development of database of performance reports. Publication of reports for overseas stakeholders.	Publication of reports for overseas stakeholders. Development of database of information on environmental legislation overseas.	Risk communication with residents around overseas operations. Mechanisms for incorporating views of third parties into CSR and environmental management practices.
Implementation of revised green procurement guidelines (horizontal expansion to overseas plants).	Compliance with new standards (e.g., REACH). Introduction of system of accreditation of green suppliers.	Attainment of green procurement rates of at least 100% in Japan and 95% overseas.
Progressive expansion of tree planting and woodland development at domestic and overseas plants up to 2017. Unveiling ceremonies.		
35% reduction from FY1996 figure by end FY2008. Control of quantity of waste produced by overseas production operations.	55% reduction from 1996 figure by end FY2011. Attainment of FY2001 emission factor. Management by emission target by overseas production operations.	Migration to emission factor management. Establishment of emission factors adopting 2011 as base year, and establishment of reduction targets for each plant (1% reduction from previous year). 6% emission factor reduction by 2017 (compared with 2011). Maintenance of 2008 figure at overseas plants.
Continuation of zero emission of landfill waste. Establishment of system of verification of final disposal and recycling of industrial waste.	Attainment of zero landfill emissions by overseas production operations. Continuation of complete recycling of zero final disposal waste. Implementation of system for verification of recyclers.	95% resource recycling rate at all production operations worldwide (100% in 2017). 2% reduction from previous year in cost of processing industrial waste.
80% reduction in toluene emissions compared with 2000.	90% reduction in toluene emissions compared with 2000.	Reduction of emissions of all PRTR substances (emission target: not more than 1ton/year).
Annual 1% reduction in unit energy consumption compared with previous year.	5% reduction in unit energy consumption in 2010 (compared with 2005).	Compliance with post-Kyoto Protocol.
1% reduction in unit water use compared with previous year.		
Launch and completion of REACH preliminary registration. Global implementation of MS-InC (2008).	Establishment of monitoring framework in collaboration with suppliers: 1) Introduction into effect and enforcement of guidelines on control of chemicals contained in global products (2009). 2) Globalization of guidelines on prohibited and controlled substances (environmental management standard: 2004). 3) Globalization of entry into effect of "green procurement guidelines" (March 2005). 4) Downstream application of molded product data sheets (REACH compliance: 2009).	
Action to achieve "5-VIII" safety impact* at Hiratsuka Factory. (*See website for details.)		Control of PRTR substances at overseas production operations (1ton max. transfer).
Formulation and implementation of plans for elimination.	Planned removal from facilities of all group companies.	Removal of asbestos from facilities of all group companies.
Reduction of emission of organic solvents containing rubber (VOCs) (target 50% reduction from FY2000).	55% reduction in emissions of VOCs (compared with FY2000).	60% reduction in emissions of VOCs (compared with FY2000).
Activities to guarantee zero discharge beyond site boundaries.		
Total number of complaints: not more than 10.	Total number of complaints: not more than 10.	Target of zero complaints.
Regular risk communication events organized.		
Formulation and implementation of guidelines for management of overseas contractors.	Auditing of resource recyclers (including overseas).	Monitoring and auditing of level of contractor compliance. Establishment of system for verifying zero illegal dumping.
1) Identification of challenges adopting "trustworthiness" as watchword. 2) Establishment and operation of CSR & Environmental Council at headquarter operations. 3) Commencement of plant education and publicity activities. 4) Fact-finding survey of CSR and commencement of education and publicity activities at overseas establishments. 5) Establishment of CSR procurement guidelines and organization of briefings.		Trust and support of stakeholders earned through following. Customers and markets: 1)Putting customers first 2)Innovative environmentally sound products 3)Provision of safe and high-quality products and services 4)Protection of personal data Employees 1)Respect for human rights 2)Dialogue with employees 3)Prosperity through mutual understanding 4)Equal opportunities 5)Elimination of discrimination 6)Fair working conditions 7)Safe and secure working environment 8)Elimination of forced and child labor Business partners 1)Fair and free 2)Mutual trust and co-prosperity 3)Equality of opportunity Shareholders and investors 1)Attainment of GD100 financial targets 2)Stable long-term growth and increase of corporate value Local and global communities and international bodies 1)Assertion of world-class strengths in technologies for protection the environment 2)Strong sense of ethics and respect for international standards, declared goals, and norms 3)Respect for cultures, histories, customs, and laws of individual countries and regions 4)Eradication of improper transactions 5)Appropriate contribution to controlling global climate change 6)Maintenance of health of humankind 7)Contribution to maintenance of indigenous cultures of countries and regions
Systematization of accumulation of internal CSR data (Data Disclosure Standardization Committee).	Publication of reports involving entire group.	
Expansion and standardization of community communication.	Stakeholder dialogue.	
Preparations for stakeholder dialogue in FY2009.		
Reallocation of functions among CSR Div. and individual divisions.		
Clarification of roles with existing organizations. Development of standardization (guidelines and manuals).		
Survey of developments in ISO26000 and groundwork.	Practice of CSR management in accordance with ISO26000.	
Detailed investigation and confirmation of current situation including at overseas plants.		