

Action on CSR Management

Pursuing a balanced triple bottom line practicing CSR in line with the basic principles outlined in GD100

CSR Management Vision

To become a trustworthy enterprise that contributes to the earth

CSR Action Guidelines Identify continually changing social trends.
Spot ways of contributing.
Act swiftly to earn firm trust.
Practice CSR in one's own work.

Basic Approach to CSR

We interpret the “responsibility” in “corporate social responsibility” (CSR) in terms of the “recognition and trust of society of the practice of CSR”; or, in other words, trustworthiness and reliability. It is not simply a matter of duty. Rather, it is only through management from the standpoint of “meeting stakeholders’ expectations” that any

rise in corporate value is possible. On top of our pioneering practice of environmental management, we aim to pursue a form of management that balances the triple bottom line—the economy, environment, and society—by developing organizations and other mechanisms for “action contributing to society” established in June 2008.

Enhancing CSR Management in Accordance with GD100

Having adopted “delivering the best products at competitive prices and on time,” “asserting world-class strengths in technologies for protecting the environment,” and “fostering a customer-oriented corporate culture that honors rigorous standards of corporate ethics” as the three basic principles of the GD100 new medium-range management plan launched in April 2006, the opportunity was taken in 2008 to overhaul

the organizations and framework responsible for pursuing CSR management. We began by establishing the CSR Division to take executive responsibility for enhancing legal compliance, contribution to the environment, corporate governance, risk management, and internal control. Also established was the CSR & Environmental Affairs Council, chaired by the president, to oversee CSR management.

The founding spirit

Yokohama Rubber’s founding spirit may be found in a talk given by then president Suekichi Nakagawa at the opening of the Yokohama Plant in Yokohama in 1929, in which he advocated a balancing of social and economic needs that is shared by the CSR management of today.

Suekichi Nakagawa (1874-1956)
Industrialist. Joined Furukawa Honten in 1888. Attracting the interest of Ichibei Furukawa for his potential, he studied at Yale University before later becoming a director of Yokohama Electric Wire. President of Yokohama Rubber from 1924 to 1939.



The founding spirit

1. Production is a social service. Its purpose is to make people’s lives more convenient and enjoyable. Its aim should be to offer good, useful products at moderate prices.
2. There must be a basic commitment to delivering quality products unrivaled by those of competitors.
3. Management should adhere to the principles of fairness and consideration. The mission of a fair, honest management is to ensure capital, share the fruits of endeavor with its workers, and fulfill its responsibilities to consumers – to act, in other words, rationally.
4. A company should have as few employees as possible and make the best use of the productivity of machines. This is the great secret for improving efficiency.
5. The success or failure of a business depends on how much one is willing to study, and with how much determination, to mutually improve and grow. Accordingly, one must make a great effort.