

Strengthening Mutual Understanding with Local Residents through Regular Engagement with Communities

Yokohama Rubber's plants in Japan organize regular events to hear the views and demands of local residents. In the first seven months of 2009, three such events involving 76 local residents were held.

Environmental opinion meetings at Mie Plant

These events are held twice a year, and one such was held on June 28, 2009, with the participation of 28 representatives of local residents' associations, Ise City environmental officials, and city councilors. Participants voiced requests regarding matters such as particulate matter, noise, and the road manners of heavy trucks, and everyone from the plant manager down is now working to resolve the issues raised.



Meeting outline

Date:	June 28, 2009
Participants:	28 representatives of local residents' associations, Ise City environmental officials, and city councilors
Meeting content:	Brief explanation of plant, explanation of plant environmental report, environmental activities, response to demands raised in 2008, Q&A, plant tour, and informal exchange of opinion

Neighborhood communication meetings at Hiratsuka Factory

Date:	February 11, 2009
Participants:	36 representatives of neighboring residents' associations
Meeting content:	Brief explanation of factory, action on the environment and disaster preparedness, plant tour, and informal exchange of opinion



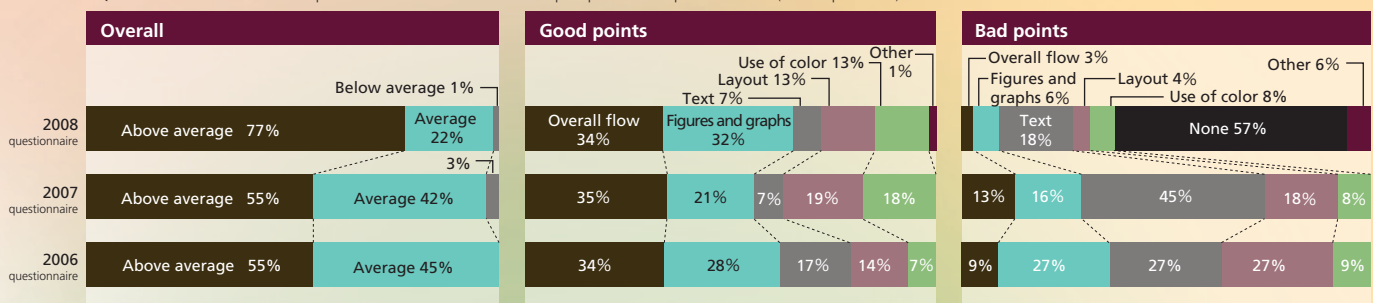
Plant tours and opinion meetings with neighboring resident association chairpersons at Shinshiro Plant

Date:	June 30, 2009
Participants:	12 chairpersons and deputy chairpersons of neighboring district residents' associations
Event content:	Brief explanation of factory, plant tour, and informal exchange of opinion



Results of 2008 CSR Report questionnaire

★ Questionnaire of readers of the printed edition of the 2008 CSR Report published September 2008 (116 respondents)



Particularly interesting topics (multiple responses allowed)

Development of Environmentally Sound Products that can be Trusted (64 readers); With Society (45); Environmentally Conscious Production (40); With Employees (35); GD100 Basic Policy and Guidelines for Action on the Environment (34); The Yokohama Rubber Group in Overview (34); Action on CSR Management (31); Message from the Top (30); Corporate Philosophy and New Medium-range Management Plan (29); Framework for Promotion of CSR and Environmental Management (24)

Major opinions (multiple responses allowed)

- Gained an outline understanding of CSR activities
- Was impressed by efforts to cut waste emissions
- Found the use of orange oil for DNA Earth-1 interesting
- Was good to be able to see what those involved looked like
- The pages on environmentally sound products were easy to understand
- Was impressed by the level of environmental awareness displayed in the production of products
- Should not use technical expressions
- Little information about truck and bus tires
- There was too much indigestible text
- Wanted to know more about the technical aspects of environmentally sound products