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Questionnaire Result for the Fiscal Year of 2010

Number of Respondents

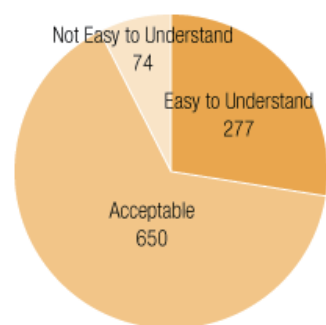
As a response to the Booklet Version of our CSR Report in 2010 being distributed to our business partners, individuals who wish to obtain it, and all our employees, including our group companies, we were able to hear from 40 business partners, 900 employees, and 64 from other entities.

Questionnaire Results

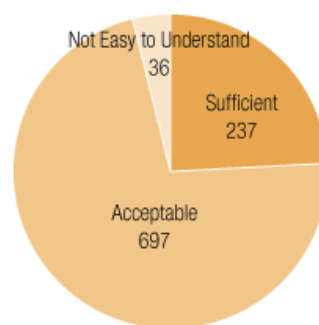
The overall impression of the booklet consisted of "Acceptable" with almost 70% in terms of Easy to Understand and Descriptions as to what Readers Want to Know. The top three Articles Drawing Readers' Interests were: "From Birth to Reuse: Our Endeavours in Tire Making", the introduction of our MB products "Discover Yokohama Rubber in These Places!", and the "YOKOHAMA Forever Forest Project". As for descriptions, overall graphics, flow charts, and graphs are acceptable, however, sentences therein could use a little more improvement. As for the question of what it takes for Yokohama Rubber "to build a trusted identity as a contributing member of the global community", 344 respondents out of 625 had pointed out "consideration towards the environment". Also, a majority number of the respondents have greatly applauded our "YOKOHAMA Forever Forest Project". Meanwhile, some of our employees have pointed out that the company should keep working so that the notion of "CSR" is fully ingrained into our entire offices.

Herewith we shall continue to go about our CSR activities by humbly heeding this feedback.

Easy to Understand?



Descriptions as to Readers Want to Know



Articles Drawing Readers'Interests

Related Information on CSR Report

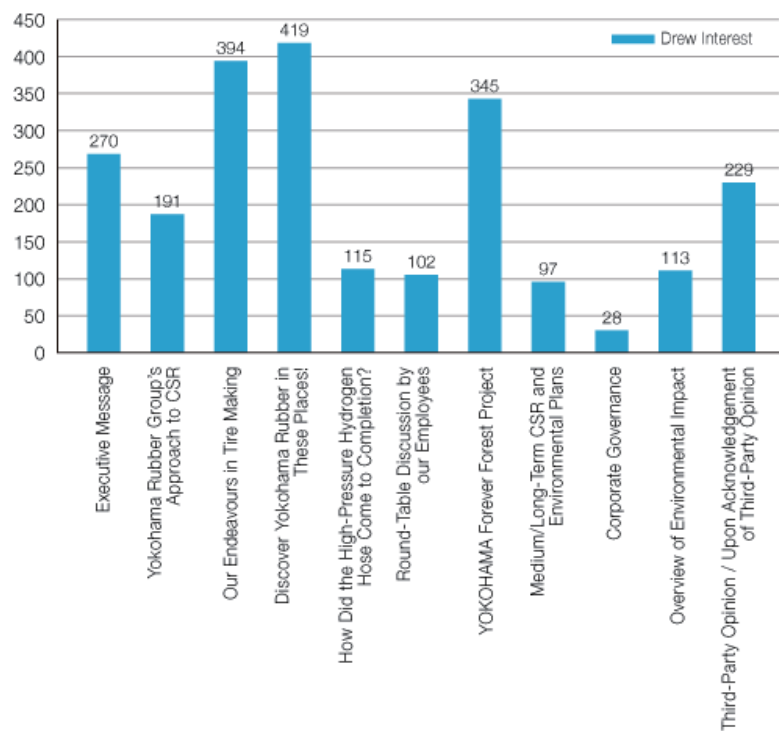
Questionnaire Result for the Fiscal Year of 2010

▶ Third-Party Opinion

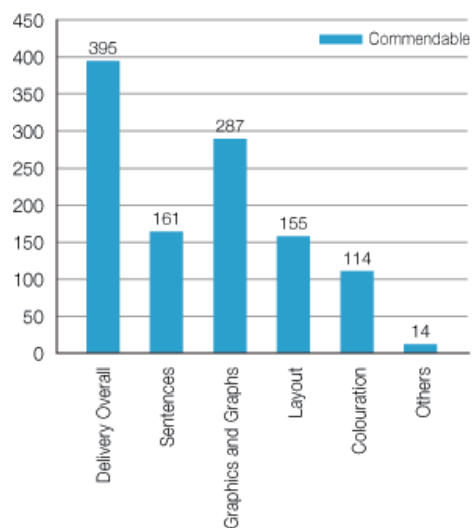
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■ Commendable Areas



○ Major Feedback from our Employees

- I myself have participated in the YOKOHAMA Forest Project and I hope the company will continue to proceed with their activities to preserve the environment.
- I think we can contribute to society in various aspects such as the environment, global warming, biodiversity, and so on by participating in the YOKOHAMA Forever Forest Project, etc. I hope that the company can incorporate more of these kinds of activities from now on.
- In order to assume responsibility and gain credibility, I think it is important for every single one of us to be able to duly understand the contents of those approaches.
- I was able to get a better understanding especially about how manufacturing products is viewed. I would like to continue to provide even better products for our customers.
- I wonder how many of our employees know the true meaning of CSR? I myself did not know what it stood for in the beginning. I don't think Yokohama Rubber Group's CSR is complete until all of our employees duly understand its meaning.

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Related Information on CSR Report

Third-Party Opinion

Continuing from the 2009 CSR Report, we received a third-party opinion from Mr. Hideto Kawakita, CEO of the International Institute for Human, Organization and the Earth (IIHOE).

Hideto DeDe Kawakita

CEO

IIHOE - International Institute for Human, Organization and the Earth

IIHOE: The International Institute for Human, Organization and the Earth is a non-profit organization established in 1994 for democratic and balanced development of all the lives on the earth. Although they mainly provide management support for citizens' groups and welfare workers, they are also heavily involved in providing CSR support for leading enterprises.

<http://blog.canpan.info/iihoe/> (Japanese language only)



The description herein refers to the opinions based on this report, a [related website](#), and also some hearings conducted with each personnel from YRC's Raw Material, Human Resources, General Affairs, Corporate Communications, and CSR Division. Suffice to say that YRC's various approaches toward CSR are steadily progressing with PDCA (Management cycle) especially with the reduction of environmental burdens.

Truly Commendable Areas

- [Regarding the YOKOHAMA Forever Forest project](#),

YRC has planted more than 180,000 trees with sufficient consideration towards the preserving and improvement of biodiversity both in their domestic and overseas offices within four years since its commencement. They nurtured the seedlings on their own, and also not only were 70% supplied internally in the fiscal year of 2010, but also in Japan, they have been providing more than 40,000 trees so far for municipal governments and other companies. I truly commend their program for contributing to society to preserve and improve the forest ecosystem and greeneries; without a doubt they deserve the highest standard of the world; meanwhile from now on, I expect them to establish a portal site called Members of Forever Forest Projects to introduce by incorporating other companies' cases who are engaging in similar approaches.
- [Regarding Preservation of Biodiversity](#),

it is great that they conducted the preliminary studies of surrounding areas of their offices both in their domestic and overseas facilities. From now on, I expect them to continue to work on so that the preservation will progress by introducing their study results widely to employees, partners, and local residents, and also sharing the meaning of the richness of ecosystem.
- As for the basic structure of this report, it is also great that they introduce their approaches as their important items based on their seven core subjects of ISO26000. From now on, I expect YRC to introduce more details on various approaches done by both domestic and overseas offices within the Group, and to facilitate the Stakeholder Engagement required by ISO26000 by creating continuous opportunities to have a dialogue with NPO, etc. at primary sites of their businesses.

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While Approving of Progression, Areas may need Improvement

- [Regarding the CSR promotion system,](#)

I think it is good that various approaches of a problem-solving-type started to take place by setting up mid-term targets before 2017; meanwhile, from now on, I expect them to facilitate to express specific goals, benchmarks, and policies through bottom-up approach from various sites both in Japan and overseas.

- [Regarding reduction of environmental burden,](#)

I think it is also good that the reduction of environmental burden is being expedited through their products such as the launch of fuel efficient tire BluEarth, a common brand in the world, and increasing the usage of the ratio of recycled powdered rubber. At the same time it is worrisome that the generation of waste material and the emission of greenhouse gasses have greatly increased due to recovery in their production quantity compared to last year. From now on as well, I strongly expect them to facilitate with that. Non-fixation of energy usage adjustable to the fluctuation of production quantity (Just-In-Time for Energy) by going thoroughly about with the visualization of challenges and methods, and also sharing the same support system among their divisions and overseas production sites.

- [Regarding CSR with their partners,](#)

I think it is also good with their approaches for the environment and human rights with their suppliers of more than 90% of trading value by implementing their self-evaluation sheet for them to visualize, also their co-research with regards to the usage of natural rubber under low-quality with Prince of Songkra University in Thailand. From now on as well, I strongly expect them to establish a supporting system to mingle with them for sharing, appraisal, and problem solving of actual cases in order to expedite the improvement on various approaches by their suppliers.

- [Regarding the improvement of workplace to retain employees,](#)

the percentage of The Yokohama Rubber Co., Ltd.'s employee who actually took the system for leave or shorter work hours to raise children or take care of the elderly remained at 0.53%. I expect them to establish an environment where everybody can continue to work while taking a break by introducing actual cases by those who have an experience of taking maternity leave. Also, I commend them for having enhanced their company doctors for the area of their mental care, and at the same time, I expect them to progress with their strategy to focus more on the prevention of any recurrence from them.

- As for the enhancement of a human resource portfolio as a global corporation in mid-term, I think it is good that they started taking actions on the consistent evaluation process as a group corporation for those who belong to managerial layer, meanwhile, from now on, I expect strongly so that the nurturing of the next generation of executive position shall be accelerated both in the headquarters and overseas offices

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Areas Needing more Improvement

- [Regarding the employment of persons with disabilities,](#)

even though in a single month of the fiscal year of 2010 had outgrown its legally set ratio, it has kept declining in the numbers in recent months; in order to fulfill it early and continuously as an entire group, it is strongly encouraged to research how other companies are doing this and expand the positions that may be filled.

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■ Upon Acknowledgement of Third-Party Opinion

Kinya Kawakami
Director and Managing Corporate Officer, General Manager.
Corporate Social Responsibility Division



Yokohama Rubber has expressed its desire to build a trusted identity as a contributing member of the global community as our management vision since 2008.

Mr. Hideto Kawakita, Representative Director of IIHOE (International Institute for Human, Organization and the Earth) has been our great mentor in numerous areas such as the Follow-Up Meeting of the Hearing of the Seven Pillars of Critical Issues under ISO26000 and how to contribute to the society as a corporation as to relief effort of the Great Eastern Japan Earthquake in the fiscal year of 2010.

As for the preservation of biodiversity, we will continue to proceed by sharing the meaning of the richness of the ecosystem with our stakeholders. Following the previous year, we will also take very seriously the areas needing more improvement being pointed out by him. Especially, we recognize that the facilitation of the employment of disabled persons as a critical challenge of CSR and will go about this as soon as possible in a continuous way.

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Related Information on CSR Report

Reference Table for GRI Guidelines

Items	Index	Page to Refer
1 Strategies and Analyses		
1.1	Adaptability as sustainable organization and remarks by our chief decision maker (CEO, Chairman, or equivalent level of top executive)	Message from Our President
1.2	Explanation regarding primary effects, risks, and opportunities	Message from Our President
2 Profile of our Organization		
2.1	Organization names	Yokohama Rubber Group at a Glance
2.2	Our mainstay brands, products, or services	Yokohama Rubber Group at a Glance
2.3	Our managerial structure such as primary departments, business companies, subsidiaries, or business partnership, and so on	Yokohama Rubber Group at a Glance
2.4	Organizational headquarters' location	Yokohama Rubber Group at a Glance
2.5	Number of countries where our organization is expanding business, plus the country names with major business expansion, or especially related to our sustainability issues described in our reports thereof	Yokohama Rubber Group at a Glance
2.6	Nature of ownership type and various legal formalities	Yokohama Rubber Group at a Glance
2.7	Markets we have expanded into (including geographical breakdown, sectors we have penetrated into, and types of our customers and beneficiaries)	Yokohama Rubber Group at a Glance
2.8	Scale of our reporting organization including below-mentioned: <ul style="list-style-type: none"> • Number of employees • Net sales (about private organizations) or net income (about public organizations) • Total equity by dividing into liabilities and capital stock (about private organizations) • Amount of products or services to provide 	Yokohama Rubber Group at a Glance
2.9	Major revisions during reporting period as to scale, structure or ownership type including: <ul style="list-style-type: none"> • Changes of business location or operation including new facility inauguration, closure, or expansion • Maintenance or change as to shareholders' capital structure or capital formation (in case of private 	Editorial Policy for Online Edition

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		organizations)	
2.10		Award history during reporting period	Together with our Society (Evaluation from the Society)
3 Reporting Factors			
Profile of our Report			
3.1		Reporting period of information to provide (accounting year / calendar year, etc.)	Editorial Policy for Online Edition
3.2		Issuing date of previous report (if applicable)	Editorial Policy for Online Edition
3.3		Reporting cycle (annually, semi-annually, etc.)	Editorial Policy for Online Edition
3.4		Contact information as to any inquiries on the report of its description	Editorial Policy for Online Edition
Scopes and Boundaries of the Report			
3.5		Process to define the contents of the report including: <ul style="list-style-type: none"> • Judgement of its importance • Prioritization of report contents and themes • Specifying stakeholders by organization as to whom is expected to utilize the report 	Editorial Policy for Online Edition
3.6		Boundaries of the report (countries, departments, subsidiaries, leased facilities, business partnership, suppliers, and so on)	Editorial Policy for Online Edition
3.7		State clearly as to specific limitations related to scope and boundaries of the report	Editorial Policy for Online Edition
3.8		Reasons for reporting as to other entities who may greatly influence on comparability between reporting organization with related to business partnership, subsidiaries, leased facilities, any outsourced business functions in chronological order	Editorial Policy for Online Edition
3.9		Infrastructure of data measurement technique and calculation including prerequisite and technique that can be the basis of estimation having been applied in order to edit various index of the report thereof and other information	Environmental Preservation (Environmental Management) Environmental Preservation (Reduction of Greenhouse Gas Emission)
3.10		Explanation over the effect on publishing the same information already published in the previous report, also the reason to describe such information again (merger/acquisition, basis year/term, nature of business, change of measurement method, and so on)	Environmental Preservation (Reduction of Greenhouse Gas Emission)
3.11		Major changes from previous reporting period as to scopes, boundaries, and measurement method applied to the report	Editorial Policy for Online Edition Environmental Preservation (Reduction of Greenhouse Gas Emission)
Index of GRI Contents			
3.12		Table to indicate how to locate standard information disclosure in the report	Reference Table for GRI Guidelines
Guarantee			
3.13		Refers to guidelines and current operational practices related to the attachment of the report with external guarantee. The range of external guarantee and its infrastructure shall be set forth if it were not for any description in the guarantee report attached to the sustainability report. Also, the relationship between the reporting organization and the provider of guarantee must be explained as well.	Third-Party Opinion

4 Governance, Commitment, and Participation

Governance

4.1		Contains governance structure including committees under top governance organization in charge of special work operation such as defining strategies or supervision of the entire organization (structure of governance).	Corporate Governance and Compliance
4.2		Indicates whether the head of chief governance organization is serving as Corporate Officer as well (indicate his function as organizational management and reason for such appointment if he is serving both).	Corporate Governance and Compliance
4.3		In case of an organization with single Administrative Board, indicate the number of external members or non-corporate members under our top governance organization.	Corporate Governance and Compliance
4.4		Refers to the mechanism so that our shareholders and employees can propose or provide instructions to our top governance organization.	Corporate Governance and Compliance Together with our Employees (Employment) Together with our Shareholders and Investors (In Order to Hear from our Shareholders)
4.5		Refers to the relativity of the remuneration for our Top Governance Members, Senior Managers, and Corporate Officers (including protocols for their resignation) versus performance of the organization (including performance both socially and environmentally).	Corporate Governance and Compliance
4.6		Refers to the process to be conducted by our top governance organization to ensure avoidance of conflict of interests.	Corporate Governance and Compliance
4.7		Refers to the process to determine suitability and specialization of the members of our top governance organization to lead to our organizational strategies into economic, environmental, and social themes.	Corporate Governance and Compliance
4.8		Refers to our declaration, code of conduct, and principles as to our mission and value being developed within our organization by reflecting economic, environmental, and social performance, plus its status of progress.	Corporate Philosophy and Yokohama Rubber Group's Approach to CSR
4.9		Refers to the process so that the organization can specify economic, environmental, and social performance, followed by our top governance organization's supervision to make sure of its management. It also includes related risks and opportunities, internationally agreed standards, code of conducts, support of the principle, and its compliance.	Corporate Philosophy and Yokohama Rubber Group's Approach to CSR Corporate Governance and Compliance Environmental Preservation (Environmental Management)
4.10		Refers to the process to evaluate the performance of our top governance organization from the viewpoint of economic, environmental, and social performance.	Corporate Philosophy and Yokohama Rubber Group's Approach to CSR Corporate Governance and Compliance

Commitment to our External Initiatives

4.11		Refers to whether the organization is addressing preventive approaches or its principles, plus an explanation over what kind of measure are being taken.	Environmental Preservation (Environmental Management) Environmental Preservation (Management of Chemicals and Emission Provision onto Water, Air, and Soil) Together with our Customers (Understanding the Needs of Safe Products)
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			(Quality) - MB Group)
4.12		Refers to any economic, environmental, social charters, principles or any other initiatives being developed by outside entity agreed or acknowledged by the organization	Environmental Preservation (Environmental Management) Together with our Society (Other Social Activities)
4.13		Organization possessing membership eligibility for (corporate group, etc.) groups / or advocating agencies both in domestic and overseas which belongs to the below-mentioned or the same nature: <ul style="list-style-type: none"> • Possess managerial position within governance organization • Participating various projects or committees • Providing practical financial assistance more than the mandatory amount stipulated as ordinary membership • Consider membership eligibility as their business strategy 	Together with our Society (Other Social Activities)
Stakeholder Participation			
4.14		List of stakeholders who belongs to our organization	Corporate Philosophy and Yokohama Rubber Group's Approach to CSR
4.15		Standard of specification and selection of the stakeholders who should belong	Corporate Philosophy and Yokohama Rubber Group's Approach to CSR
4.16		Approach as to stakeholder participation such as the frequency of participation per type, or per stakeholder group	Together with our Customers Together with our Employees Together with our Business Partners Together with our Shareholders and Investors Together with our Society
4.17		Including cases through such reporting, refers to how the organization deals with main themes and any concerns to settle which came up through stakeholder participation.	Together with our Customers Together with our Employees Together with our Business Partners Together with our Shareholders and Investors Together with our Society
5 Management Approach and Performance Index			
Economy			
		Management approach	Yokohama Rubber Group at a Glance Together with our Shareholders and Investors
Aspect: Economic Performance			
EC1	Central Core	Refers to direct economic value being created or distributed such as income, operational cost, personnel remuneration, donation and investment to other communities, internal reserve, and any other expenditure for capital providers or government.	Yokohama Rubber Group at a Glance
EC2	Central Core	Refers to financial effect and other types of risks and opportunities rendered by our organizational activities with regards to climate changes.	Environmental Preservation (Reduction of Greenhouse Gas Emission)
EC3	Central Core	The range of contribution by the organization with regards to defined benefit pension plan	Together with our Employees (Employment)
EC4	Central Core	Financial assistance equivalent to our government subsidiary	Yokohama Rubber Group at a Glance
Aspect: Market Presence			
EC5	Addition	The gap ratio of standard salary between fresh graduates and entry level of the local staff at our main operation sites	-

EC6	Central Core	Guidelines as to local suppliers at our main operation sites, business practices, and their expenditure ratio	-
EC7	Central Core	The ratio of employees appointed to senior manager from local community through our procedures for locally hired staff at our main operation sites	Together with our Employees (Our Diversified Personnel)
Aspect: Indirect Economic Effect			
EC8	Central Core	Investment on infrastructure and service to be provided for public interests, its development map and any effect through business activities, logistic supply, or volunteer work	Together with our Society
EC9	Addition	Understanding and description of significant indirect economic effect such as the degree on influence	-
Environment			
		Management approach	Environmental Preservation
Aspect: Raw Materials			
EN1	Central Core	Weight or quantity of raw materials to use	Environmental Preservation (Overall Picture of Environmental Burden)
EN2	Central Core	The ratio of raw materials generated through recycling	Environmental Preservation (Utilization of Natural Resources / Reduction of Industrial Waste)
Aspect: Energy			
EN3	Central Core	Direct energy consumption amount per primary energy source	Environmental Preservation (Overall Picture of Environmental Burden) Environmental Preservation (Reduction of Greenhouse Gas Emission)
EN4	Central Core	Indirect energy consumption amount per primary energy source	Environmental Preservation (Overall Picture of Environmental Burden) Environmental Preservation (Reduction of Greenhouse Gas Emission)
EN5	Addition	Energy amount able to be saved through energy saving and improvement on efficient operation	Environmental Preservation (Reduction of Greenhouse Gas Emission)
EN6	Addition	Refers to our initiative approaches in order to provide our products and services based on highly-efficient energy or recyclable energy, plus the reduction amount of necessary amount of energy as a result of such initiative approaches.	Environmental Preservation (Reduction of Greenhouse Gas Emission)
EN7	Addition	Our approaches to reduce indirect energy consumption amount and the achieved reduction amount	Environmental Preservation (Reduction of Greenhouse Gas Emission)
Aspect: Water			
EN8	Central Core	Total amount of water to withdraw from water sources	Environmental Preservation (Overall Picture of Environmental Burden) Environmental Preservation (Utilization of Natural Resources / Reduction of Industrial Waste)
EN9	Addition	Any water source may significantly be affected through water withdrawal	There is no water withdrawal from specially protected aquatic zone. Also, we are not withdrawing any water from the area registered under the Ramsar Convention.

EN10	Addition	The ratio of recycled water or reused amount versus total amount of water to use	Environmental Preservation (Utilization of Natural Resources / Reduction of Industrial Waste)
Aspect: Biodiversity			
EN11	Central Core	Contains various locations and their areas as to the land we own, rent, or manage with a high value of biodiversity within the protected area, its vicinity, or other than protected areas.	Environmental Preservation (Biodiversity)
EN12	Central Core	Explains our activities towards biodiversity, significant effect on our products and services both within and outside of protected areas with high value of biodiversity.	Environmental Preservation (Biodiversity)
EN13	Addition	Protected or restored habitats	Environmental Preservation (Biodiversity)
EN14	Addition	Our strategies to manage effects on biodiversity, plus current measure and our future plans	Environmental Preservation (Biodiversity)
EN15	Addition	Contains the species of the RED List (endangered species) under IUCN (International Union for Conservation of Nature and Natural Resources) residing in their inhabitant area within the zones which may be affected by our business operation, plus the number of the list of our national endangered species. It should be classified as per its degree of the risk of extinction.	Environmental Preservation (Biodiversity)
Aspect: Discharge, Sewage Water, and Industrial Waste			
EN16	Central Core	Total emission amount of direct and indirect greenhouse gases expressed by weight	Environmental Preservation (Overall Picture of Environmental Burden) Environmental Preservation (Reduction of Greenhouse Gas Emission)
EN17	Central Core	Emission amount of other indirect greenhouse gases expressed by weight	Environmental Preservation (Reduction of Greenhouse Gas Emission)
EN18	Addition	Initiative approaches and achieved reduction amount to reduce greenhouse gas emission	Environmental Preservation (Reduction of Greenhouse Gas Emission)
EN19	Central Core	Emission amount which may destroy ozone layer expressed by weight	Environmental Preservation (Management of Chemicals/ Emission Provision onto Water, Air, and Soil)
EN20	Central Core	NOx, SOx, or any other emission materials that may have significant impact; expressed either by type and weight	Environmental Preservation (Overall Picture of Environmental Burden) Environmental Preservation (Management of Chemicals and Emission Provision onto Water, Air, and Soil)
EN21	Central Core	Total water discharge amount per water quality and discharging destination	Environmental Preservation (Overall Picture of Environmental Burden) Environmental Preservation (Management of Chemicals and Emission Provision onto Water, Air, and Soil)
EN22	Central Core	Total weight of industrial waste per type and disposition method	Environmental Preservation (Overall Picture of Environmental Burden) Environmental Preservation (Utilization of

			Natural Resources / Reduction of Industrial Waste)
EN23	Central Core	Total number of cases and spillage amount of the leak that may have significant impact	Environmental Preservation (Environmental Management) Environmental Preservation (Management of Chemicals/ Emission Provision onto Water, Air, and Soil)
EN24	Addition	Refers to the weight of the industrial waste classified as harmful under Annex I, II, III, and VIII of Basel Convention which was transported, imported, exported, or disposed, and the ratio of industrial waste which was transported internationally.	There is no direct transportation of industrial waste from Japan to overseas for the items subject to Basel Convention.
EN25	Addition	Determines the location of aquatic zones which may be greatly impacted by sewage water or discharged liquid by reporting organization, the scale of related inhabitants, condition of preservation, and the value of biodiversity.	Environmental Preservation (Biodiversity)
Aspect: Products and Services			
EN26	Central Core	Initiative approaches to alleviate environmental effects on our products and services, plus the degree of improved reduction	Environmental Preservation (Environmentally-Friendly Products)
EN27	Central Core	Selling products to be recycled and their packing materials per category, plus its ratio	Environmental Preservation (Environmentally-Friendly Products)
Aspect: Compliance			
EN28	Central Core	The amount of the relevant penalty for any violation against environmental regulations, plus the number of cases for sanction imposed other than penalty	Corporate Governance and Compliance Environmental Preservation (Environmental Management) Environmental Preservation (Management of Chemicals and Emission Provision onto Water, Air, and Soil)
Aspect: Transportation			
EN29	Addition	Significant environmental effect through products to be used for organization's work operation, other goods, transportation of raw materials, and various travelling by our employees	Environmental Preservation (Reduction of Greenhouse Gas Emission)
Aspect: General			
EN30	Addition	Total expenditure and investment for the purpose of environmental protection per its type	Environmental Preservation (Environmental Management)
Labour Practices and Decent Work (Fair Working Conditions)			
		Management approach	Together with our Employees
Aspect: Employment			
LA1	Central Core	Total labour force as per employment type, employment contract, and region	Together with our Employees (Employment)
LA2	Central Core	Total number of employee resignation, plus breakdown by age, gender, and region of resigning employees	Together with our Employees (Employment)
LA3	Addition	Social welfare to be provided for permanent workers per main operation sector, but not applicable for temporary staff or part time staff	Together with our Employees (Employment)
Aspect: Labour Relations			
LA4	Central Core	The ratio of employees subject to collective negotiation agreement	Together with our Employees (Employment)

LA5	Central Core	Minimum notice period as to major work operation changes including whether or not it is stipulated in the labour protocol	Together with our Employees (Employment)
Aspect: Workplace with Safety and Health			
LA6	Addition	Refers to the ratio of our entire employees subject to the official joint committee of labour and management for workplace with safety and health; those who supervise and advise our workplace with a safety and health program.	Together with our Employees (Workplace with Safety and Health)
LA7	Central Core	The ratio of injury and bodily illnesses arising from work operations, number of the days lost, absenteeism, plus the total death toll arising from work operations	Together with our Employees (Workplace with Safety and Health)
LA8	Central Core	Refers to our enlightenment, seminar, counselling, preventive, or risk management programs to support our workers, their family members, and community members against any severe bodily illnesses.	Together with our Employees (Workplace with Safety and Health)
LA9	Addition	Various themes as to safety and health incorporated into the official agreement with our labour unions	Together with our Employees (Workplace with Safety and Health)
Aspect: Seminar and Enlightenment			
LA10	Central Core	Average training hours annually per employee category and per employee	-
LA11	Addition	This is a program to support our employees with their continual employability and assist their achieving goals with their career; it is meant for the management of their skills and life-long learning.	Together with our Employees (Work-Life Balance)
LA12	Addition	The ratio of our employees who are receiving performance or career development review on a regular basis	Together with our Employees (Enlightenment and Training)
Aspect: Diversity and Equal Opportunities			
LA13	Central Core	Breakdown of the structure of our governing body (executive management position) and our employees per category based on gender, age, minority group, or other index considered as diversity	Together with our Employees (Our Diversified Personnel)
LA14	Central Core	Basic salary comparison between male and female per employee category	Together with our Employees (Our Diversified Personnel)
Human Rights			
		Management approach	Together with our Employees
Aspect: Business Practice of Investment and Procurement			
HR1	Central Core	The ratio and the total number of any major investment agreements upon adaptability screening including provisions for human rights or human rights per se	-
HR2	Central Core	The ratio of main suppliers and contractors who went through adaptability screening on human rights, plus any measure being taken	Together with our Business Partners (Development of CSR to our Business Partners)
HR3	Addition	The total hour of employee training as to guidelines and procedures related to human rights aspects on work operation, including the ratio of employees who went through such training	Together with our Employees (Human Rights)
Aspect: No Discrimination			
HR4	Central Core	Total number of the cases of discrimination and countermeasures being taken	Together with our Employees (Human Rights)
Aspect: Freedom of Association			
HR5	Central Core	Refers to work operations deemed to be exposed to significant risk of the freedom of association, exercise of rights in collective negotiation, or any measure to support such rights.	Together with our Employees (Human Rights)

Aspect: Child Labour			
HR6	Central Core	Any measure to contribute to the prevention of child labour or any work operation that may pose significant risks as to any incidents of child labour	Together with our Employees (Human Rights) Together with our Business Partners (Development of CSR to our Business Partners)
Aspect: Forced Labour			
HR7	Central Core	Any measure to contribute to the prevention of forced labour or any work operation that may pose significant risks as to any incidents of forced labour	Together with our Employees (Human Rights) Together with our Business Partners (Development of CSR to our Business Partners)
Aspect: Practice on Security			
HR8	Addition	Organization's guidelines or procedures as to human rights aspect related to work operation, or the ratio of trained security personnel	-
Aspect: Rights for First Nations			
HR9	Addition	Total number of any violation case with regards to the rights for First Nations, plus any countermeasure being taken	-
Society			
		Management approach	Corporate Governance and Compliance
Aspect: Local Community			
SO1	Central Core	Program to evaluate and manage business performance impact towards local communities including participation, business operation, and withdrawal; plus any nature of business practice, range of application, and its validity	-
Aspect: Fraudulent Activities			
SO2	Central Core	The ratio of business units subject to risk analysis with regards to fraudulent activities and its total number	Corporate Governance and Compliance
SO3	Central Core	The ratio of our employees who went through training as to organization's fraudulent activity prevention measures and its guidelines	Corporate Governance and Compliance
SO4	Central Core	Any countermeasure being taken against any incident of fraudulent activities	Corporate Governance and Compliance
Aspect: Public-Interest Policy			
SO5	Central Core	How we position ourselves under public-interest policy, plus participation in various proposals for public-interest policy and lobbying activities	-
SO6	Addition	Total amount of donation for government parties, government officials, related agencies per country, plus any material gifts	-
Aspect: Anti-Competitive Activities			
SO7	Addition	Total number of the incidents of legal measure with regards to anti-competitive activities, anti-trust or monopolistic practices, and their results	Corporate Governance and Compliance
Aspect: Compliance			
SO8	Central Core	The amount of the relevant penalty for any violation against legal regulations, plus the number of cases for sanction imposed other than penalty	Corporate Governance and Compliance
Product Liability			
		Management approach	Management approach
Aspect: Safety and Health for our Customers			

PR1	Central Core	The stage of lifecycle being evaluated for improvement with regards to the influence on safety and health of our products and services, plus our mainstay products subject to such procedures and the ratio among service category	Together with our Customers (Understanding the Needs of Safe Products (Quality) - Tire Group) Together with our Customers (Understanding the Needs of Safe Products (Quality) - MB Group) Environmental Preservation (Environmentally-Friendly Products)
PR2	Addition	Describes the number of violations per result as to regulations plus our voluntary rules on safety and health influence of our products and services.	Together with our Customers (Understanding the Needs of Safe Products (Quality) - Tire Group) Together with our Customers (Understanding the Needs of Safe Products (Quality) - MB Group)
Aspect: Labelling to our Products and Services			
PR3	Central Core	It contains the types of product and service information required according to various procedures, plus the ratio of our mainstay products and services subject to such information requirements.	-
PR4	Addition	Describes the number of violations per result as to regulations plus our voluntary rules on information or labelling of our products and services.	Together with our Customers (Communication with our Customers)
PR5	Addition	Work practice as to customer satisfaction including survey result to measure customer satisfaction	Together with our Customers
Aspect: Marketing Communication			
PR6	Central Core	This is a program for the law, standards, or voluntary rules with regards to marketing communication including advertisement, promotion, and any supporting activities.	Together with our Customers (Communication with our Customers)
PR7	Addition	Describes the number of violations per result as to regulations plus our voluntary rules on marketing communication including advertisement, promotion, and any supporting activities.	-
Aspect: Customers' Privacy			
PR8	Addition	The total number of complaints with legitimate background as to customers' invasion of privacy and data loss	Corporate Governance and Compliance
Aspect: Corporate Compliance			
PR9	Central Core	Amount of the relevant penalty for any violation against legal regulations with regards to the provision and usage of our products and services	Corporate Governance and Compliance

[Yokohama Rubber CSR Web site](#) > [Related Information on CSR Report](#) > Editorial Policy for Online Edition

Related Information on CSR Report

Editorial Policy for Online Edition

Editorial Policy

Information Disclosure both through Booklet and Online

We are disclosing our information by separating into booklets and online considering the nature of the mediums used.

Booklets: Mainly contains future directions and examples of our activities from the "Seven Critical Issues"

Yokohama Rubber should address, which is sampled based on the core subjects of ISO26000. It has been edited with our utmost efforts to convey what the Yokohama Rubber Group is doing on the global stage as clearly as possible.

Online: Created based on our GRI guidelines as a website that can contain more information. It contains various reports per stakeholder and Site Reports from both of our domestic and overseas operation sites.

Self-Evaluation by using GRI Guidelines

This report has been created based on the reporting framework of GRI. By reflecting the application level as per indicated in the table below, the application level of this report has been classified as B.

Report Application Level		C	C+	B	B+	A	A+
Disclosure Standard	Information Disclosure of G3 Profile	Report 1. 1 2. 1-2, 10 3. 1-3, 8, 3, 10-3, 12 4. 1-4, 4, 4, 14-4, 15	Report Granted with Guarantee from External Entity	Add the below-mentioned items to the requirements of Level C. 1. 2 3. 9, 3, 13 4. 5-4, 13, 4, 16-4, 17	Report Granted with Guarantee from External Entity	The Same with Level B	Report Granted with Guarantee from External Entity
	Information Disclosure of G3 Management Approach	No Required Items		Disclosure of Management Approach against Index of each category		Disclosure of Management Approach against Index of each category	
	Performance Index of G3 and Supplemental Documents per Business Type	There should be at least ten items in the report from Performance Index. Among them, there should be at least one item belonging to Society, Economy, or Environment field.		There should be at least 20 items in the report from Performance Index. Among them, there should be at least one item belonging to Economy, Environment, Human Rights, Labour, Society, or Product Liability field.		It should be met with the Performance Index of Core Index and Supplemental Document per Business Type* of G3. Respecting our principle of its importance, it should contain the below-mentioned: a) report on corresponding index b) summary explanation of the report on index	

* Refers to the Final Version of Supplemental Document per Business Type.

Period of Information Disclosure

Basically, it contains the fiscal year of 2010 (from April 2010 to March 2011).

However, it will contain the status until July 2011 should there be any major progress.

The Range of this Report

It covers the Yokohama Rubber and its Group Companies both domestically and overseas.

Economic Aspects	Yokohama Rubber and their Subsidiaries under consolidated account
	It contains the data from 28 of our operation sites both domestically and overseas but excluding two of them currently under construction,

Related Information on CSR Report

- ▶ Questionnaire Result for the Fiscal Year of 2010
- ▶ Third-Party Opinion
- ▶ Reference Table for GRI Guidelines
- ▶ Editorial Policy for Online Edition
- ▶ PDF Downloads / Previous Reports

Environmental Aspect	plus all our domestic distribution companies. Also, we have revised the description method of environmental data upon establishment of "YOKOHAMA INDUSTRIAL PRODUCTS JAPAN CO.,LTD.." the integrated entity of our eight domestic MB distribution companies.
Social Aspect	It contains a part of our various activities at Yokohama Rubber Headquarters, our eight domestic operation sites, and our Group Companies both domestically and overseas.

■ Guidelines for Reference

"Environmental Reporting Guidelines 2007" by the Ministry of the Environment in Japan

GRI "Sustainability Reporting Guidelines 2006"

*GRI stands for Global Reporting Initiative.

■ Yearly Upgrading History of our CSR Online Edition

Once a year

*The previous time was in August, 2010.

*The next time is scheduled for June, 2012.

■ Editor Contact of this Report

CSR and Environmental PR Committee

Contact

Corporate Communications Department: +81-3-5400-4531

CSR & Environmental Affairs Department: +81-463-35-9512

■ Notes Concerning Forward-Looking Statements

This report contains projections, statements regarding plans and objectives, and other forward-looking statements. All such statements are made based on the assumptions and judgements derived from information available at the time of printing (July 2011), and are subject to risks and uncertainties that could cause actual performance to differ, including not only the business activities of the Yokohama Rubber Group but also global and economic trends and changes in the global environment. We hope all our readers understanding in advance the preceding description.

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