CSR Report of Mie Plant (MP)

Business activities: Production of tires for trucks and buses, passenger cars
Total site area: 264,000 m^2
Number of employees: 1,297 (as of December 2016)
Location: 1038 Takabuku, Misono-cho, Ise City, Mie 516-8530, JAPAN

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Message from the General Manager

Takehisa Morimoto

Yokohama Rubber has established "Deal fairly with society and value harmony with the environment" as its basic environmental policy, and it aims to be "a company having world-class strengths in technologies for protecting the environment". Our Mie Plant is located in Ise City: the divine capital located along the Miya River, Japan's purest river. In doing business in this region, we have a strong desire to protect the abundance of nature that surrounds us. Since our plant's acquisition of ISO 14001 certification in 1998, we have addressed environmental preservation through the full participation of our employees, such activities being centered upon our environmental management systems. Concerning preservation of the environment, we have conducted ongoing improvements due to the establishment each year of objectives for reducing environmental burdens. Special activities that we can be particularly proud of include the operational improvements and reductions with respect to resource usage amounts achieved by the "Waste Elimination Force," a group mainly comprised of female employees, and the efforts of the "Frontline Support Team," who have helped to transform support so that we can view manufacturing sites through the eyes of the customer. Furthermore, through the activities of the "Forever Forest Project" and "Kigyo no Mori (the forests created by companies)" initiatives, we have been creating forests and ensuring the conservation of water sources, such factors being valuable in the reduction of CO_2, disaster-prevention and the protection of living creatures. The total number of trees planted thus far reached 28,251 with the 9th planting of seedlings in fiscal 2016. As such, we have achieved our initial tree-planting target, and we have also donated seedlings in response to requests from the local community.

With respect to the biodiversity protection activities commenced in 2012, we have successfully edited the illustrated books of natural life and plants that were created by each team; and we continue to implement our activities in an atmosphere that is both positive and enjoyable. In January 2016, an agreement for environmental education collaboration was signed between Yokohama Rubber's Mie Plant and Ise City Government. In addition to the existing visits to elementary schools to give talks on biodiversity, we have also implemented tree-planting experience activities at two additional schools. With the aim of working together to help safeguard the Ise region's rich natural environment, we at the Mie Plant will be helping to promote environmental education within Ise City. The Mie Plant's activities have won widespread praise; for example, the measures implemented by the Mie Plant were presented as a case study at the 14th Marine Litter Summit 2016 Mie Conference.

Immediately after the Great East Japan Earthquake of 2011, volunteers from the Mie Plant delivered emergency supplies to the township of Onagawa in the Oshika district of Miyagi Prefecture. Since then, Mie Plant employees have continued to provide support for the recovery of the Onagawa area. In March 2016, Mie Plant staff visited Onagawa township again to take part in the Onagawa Fukko-sai (Recovery Festival), helping to further strengthen ties with the township's residents.

Furthermore, as a volunteer activity we conduct within our own region, we clean around our plant in conjunction with the municipal government and the local residents' association.

This is an activity in which all Mie Plant staff members take part.

With the aim of maintaining our status as a plant that is trusted and appreciated by people in the region, in the future we will continue to undertake a range of activities.

Takehisa Morimoto

Organizational Governance

Thorough compliance policies

All Mie Plant employees are issued with "compliance cards", and are familiarized with the Yokohama Rubber Group compliance guidelines, and with the availability of contact points for discussing compliance-related issues.

Organizational self-corrective functions

We established a suggestions box in the plant's cafeteria, and feedback was received from a wide range of employees; we are continuing to implement measures aimed at strengthening the sound operation of the organization.

Human Rights

Education on respect for human rights

We distribute "compliance cards" to employees to provide education on the importance of respect of human rights.

Labour Practices

The basics of safety and health

The Mie Plant obtained Occupational Safety and Health Management System (OSHMS) certification in accordance with Japan Industrial Safety & Health Association (JISHA) standards in 2006. In addition to improvement activities that reduce risk via a pursuit of genuine equipment safety, commencing with the issue of communication, this system has as its pillar the creation of people who possess the "safety" mindset.

With respect to plant safety and health policies, the basis of our operations is as follows: "The basis of corporate activity is assuring the safety and health of workers. We will prioritize the safety and health of each individual employee so as to realize workplaces in which employees can enjoy physical and mental health and comfort, through the appropriate, effective operation of labour safety and health management systems in collaboration with employees".

Labour Practices

Creating safe equipment

Using risk assessment methods, we are promoting the identification, evaluation and improvement of potential danger sources; we are also moving forward with safety policies that will ensure that disasters do not result even if human errors or misunderstandings do occur, ensuring that equipment is not merely capable of being shut down in an emergency, but will actually shut down automatically.

Safety awareness

Concerning safety activities focused on our people, we are transforming them from "compulsive" to "motivating". This is being done by changing group instruction to individual instruction, and seminar education to hands-on experiences.

This helps individuals to recognize their own weaknesses and work as a whole to overcome them. This also creates employees who can sense "danger" when confronted by specific threats and find a better method leading to cause no accidents.

Creating energetic workplaces

We give a variety of different awards even for small achievements. We do this irrespective of whether recipients hold job titles or not. Numerous inventions have been born by encouraging people to challenge, rather than fear failure.

Regarding mental health, three employees have attended a discussion meeting that is held each week and checks their stress level.

Employment of people with disabilities

Concerning the employment of people with disabilities, as part of our efforts to strengthen links with special needs schools in the area, we have established four new internships (two each for 2nd-year and 3rd-year students). The 3rd-year student interns were taken on as regular, full-time employees in 2017.

The Environment

Environmental management

Environmental Policy

Our goal is to be a world-class plant asserting world-class strengths in technologies for protecting the environment, according to the norm of "Deal fairly with society and value harmony with the environment," which is declared in the management policy of the company.

(1) The Mie Plant, under the direction of senior management, works on measures taking the environment into consideration in all areas of our business.

(2) The Mie Plant works to deepen channels of communication with its stakeholders; it also promotes cooperation with the value chain and contributes to both the local community and society.

(3) In order to remain trusted by the community, we will strengthen our environmental management system and continue our efforts to prevent environmental pollution and improve the environment.

(4) We observe applicable laws, regulations and agreements, and carry out our environmental preservation activities accordingly.

(5) We strive to reduce emissions of greenhouse gases, thereby contributing to prevention of global warming.

(6) We strive to reduce waste output and promote recycling and reuse of resources.

(7) We implement education and awareness-raising with respect to all employees at the Mie Plant, so that they take action that helps to combat global warming.

(8) To maintain biodiversity, we strive to protect and revitalize the indispensable nature of the local ecosystem and the Miya River which runs into Ise Bay, and we also participate actively in community environmental activities.

(9) All of us working at the Mie Plant will aim to maintain the trust of the local community by fostering harmony with the natural wonders of the divine capital of Ise.

(10) We shall value information from residents when carrying out plant improvements.

(11) To fully realize our environmental policy, we formulate environmental objectives and targets and draw up and implement environmental plans.

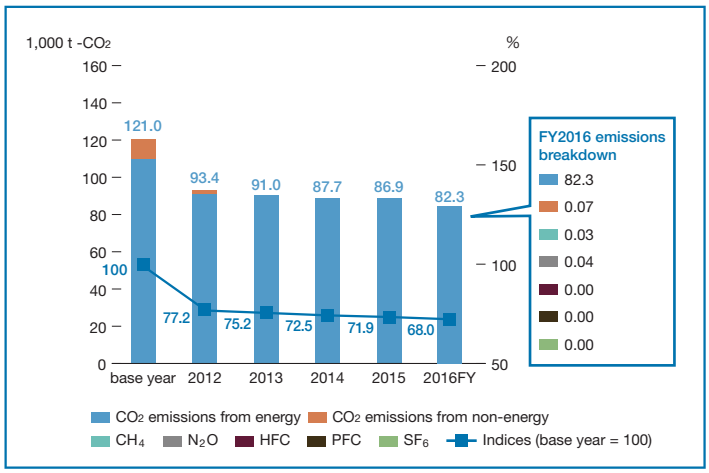
(12) This Environmental Policy shall be made public.

January 1, 2017
Takehisa Morimoto,
General Manager,
Mie Plant, The Yokohama Rubber Co., Ltd.

Environmental data

■Reductions in greenhouse gas emissions

• Greenhouse gas emissions

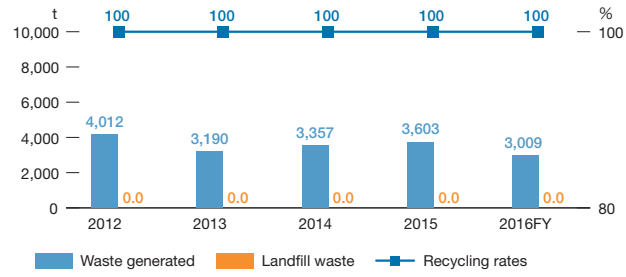


* The base year is defined as 1990 except for HFC, PFC and SF_6, where the base year is 1995 as per the Kyoto Protocol.
* Method of calculation of greenhouse gases (GHG): this is in compliance with the "Calculation and Reporting Manual for Greenhouse Gas Emissions" issued by the Ministry of the Environment and the Ministry of Economy, Trade and Industry. Note that GHG emissions associated with purchased power in FY2009 were calculated using the Table of Emission Coefficients by Power Company (Ministry of the Environment).

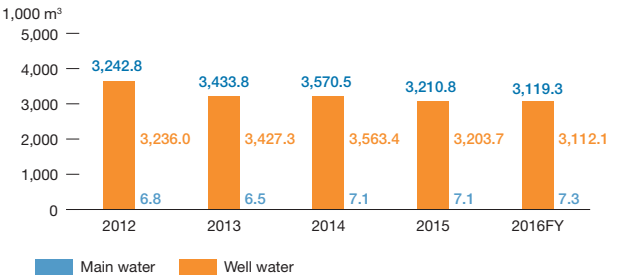
Environmental data

■Effective use of resources / Reduction of waste

• Waste output



• Water usage



■Measures for discharge into water, air and soil

• Data related to water contamination

Drain	Item	Regulatory values	Voluntary standard values	FY2016 results		
				Average	Maximum	Minimum
Mie Plant Drain 1	PH	6.0-8.0	6.5-7.8	7.1	7.3	7.0
	BOD concentration (mg/l)	20	5	1.6	3.1	0.5
	COD concentration (mg/l)	20	5	1.7	2.7	0.9
	SS concentration (mg/l)	40	5	1.7	4.0	1
	Oil concentration (mg/l)	2	1.6	0.5	1.0	0.5
Mie Plant Drain 2	PH	6.0-8.0	6.5-7.8	7.2	7.4	7.0
	BOD concentration (mg/l)	20	5	0.8	1.3	0.5
	COD concentration (mg/l)	20	5	1.2	1.6	1.0
	SS concentration (mg/l)	40	5	1	1	1
	Oil concentration (mg/l)	2	1.6	0.5	0.5	0.5

* In accordance with the Environmental Pollution Prevention Agreement concluded with Ise City.
* Discharge point: Hinokijiri River

• Air Pollutants (NOx, SOx)

Substance	NOx	SOx
Amount of emission (t/year)	53	–

Facility	Substance	Regulatory values	Voluntary standard values	FY2016 results		
				Average	Maximum	Minimum
Mie Plant Cogeneration 1	SOx emissions (m³N/h)	3.4	1.0	0.08	0.12	0.07
	NOx (ppm)	100	90	51.92	83	12
	Soot and dust (g/m³N)	0.05	0.01	0.003	0.004	0.001
Mie Plant Cogeneration 2	SOx emissions (m³N/h)	3.4	1.0	0.077	0.12	0.07
	NOx (ppm)	100	90	25.33	35	11
	Soot and dust (g/m³N)	0.05	0.01	0.001	0.003	0.001
Mie Plant Boiler 3	SOx emissions (m³N/h)	1.0	1.0	0.01	0.01	0.01
	NOx (ppm)	130	120	73	73	73
	Soot and dust (g/m³N)	0.1	0.05	0.005	0.005	0.005
Mie Plant Boiler 4	SOx emissions (m³N/h)	1.5	1.0	0.025	0.03	0.02
	NOx (ppm)	130	120	82	85	79
	Soot and dust (g/m³N)	0.1	0.05	0.005	0.005	0.005

* In accordance with both the Air Pollution Control Act and the Environmental Protection Agreement concluded with Ise City.

Reporting on chemical substance management status
(Pollutant Release and Transfer Register (PRTR) Law compliance)

The Mie Plant verifies whether secondary materials and auxiliary materials contain chemical substances subject to Safety Data Sheet (SDS) requirements, and in the case of substances where the amounts handled exceed the thresholds specified by the PRTR Law, annual reports are submitted to the national (or prefectural) authorities and safety impact assessment is performed.
Regarding the handling of substances pursuant to the PRTR Law, please refer to **the plant's 2017 Safety Impact Assessment.**

Efforts for Biodiversity Conservation Activities

Protection activities were continued in fiscal 2016 with respect to the following locations: (1) Forever Forest Project planting activities (Mie Plant), (2) Company Forest planting activities (Taiki-cho, Mie), (3) Cleanup of Seta River (Ise City), (4) Hinokijiri River (Ise City), (5) Ominato Coast (Ominato-cho, Ise City) and (6) Biotope (Mie Plant). At the three locations denoted (4), (5) and (6), our teams carry out team activities and workshops that are conducted by employees above the level of supervisory manager. The team activities take place on the monthly biodiversity conservation activities day, while the workshop takes place once every four months. At these workshops, with respect to activity reports and illustrated books, each of the teams shares their information. As activities that involve the entire plant, we also conduct clean-up activities twice a year with neighborhood associations and representatives of the local government. Furthermore, with respect to protection activities conducted at (5) Ominato Coast, a preparatory class was held for the benefit of fourth grade students at Ominato Elementary School. During these classes we discussed the creatures of the Ominato Coast. We also held a "pulling competition" to remove an introduced species called Oenothera laciniate (commonly known as the cut-leaf evening primrose).

A lecture being given at a local school

The Environment

Noise, vibration and odor

Noise: Noise management is implemented at the boundary of the premises of the plant (18 points) and autonomous measurement is conducted once a month.

Vibration: Vibration management is implemented at the boundary of the premises of the plant (14 points) and autonomous measurement is conducted once a month.

Odor: Odors are managed by autonomous measurements conducted twice a year at the boundary of the plant's premises. Our response involves the installation of deodorizing vaporizers in building ducting.

Responses to comments and complaints received in FY2016

Other

Q: While out for a walk, I happened to walk right round the perimeter of the plant, and noticed that oak leaves and acorns had fallen on the ground. On the east side of plant, the oak tree branches have been neatly cut back to avoid this; could this not also be done on the side where the JR rail line runs? I appreciate your cutting the branches back to make the east side boundary look neat and attractive.

A: Presumably you are worried about people slipping on acorns or wet leaves and getting hurt. We have groups from local kindergartens and elementary schools coming to the site to enjoy collecting acorns, so it would be difficult to cut the branches back all the way round the perimeter. Of course, we also don't want people to have accidents, so we have put in place a system of cutting the branches back in places where they could be a problem. On the side where the JR rail line runs, we will endeavor to prevent accidents while also ensuring that people can still enjoy collecting acorns.

Fair Operating Practices

Certification of new business partners

So that dealings do not commence with parties that have problems with respect to human rights violations or breaches of law, etc., when business is to be commenced with a new business partner certain points are defined. Based on such points, the approval processes for the appointment of a new procurement partner are undertaken, and interviews are conducted while various materials are referred to. It is through this process that business partners are selected.

Communication with business partners

There is an organization at the Mie Plant comprised of cooperating companies called the "Isuzukai". It holds gatherings for officers from these companies, etc., at which requests and opinions are exchanged. Furthermore, study meetings are also held annually. The 2016 CSR study meeting focused on the company's CSR measures, green procurement guidelines, and efforts to ensure a harmonious relationship with nature, etc., and a commitment was made to achieve further improvements in CSR management.

Consumer Issues

Safety and quality of our products and services

Using as a pillar the principle of "creating quality through the eyes of the customer", at the Mie Plant we promote the continuous improvement of products and services by leveraging the quality management system ISO/TS 16949 as our operational basis. We confirm the effectiveness of this system through internal systems audits and external reviews that are conducted every six months.

By using "Quality Maintenance Activities" to ensure effective self-directed quality management throughout the entire production process, etc., we are working to ensure that all employees are conscious of the "eyes of the customer" being on them.

With respect to products, a new type of summer tire that offers both reduced rolling resistance and improved wear functionality was launched. So was a winter tire that combined better snow performance with improved wear functionality. We are proactively shifting our efforts towards products that contribute to the protection of the environment, for example by launching new types of truck and bus tires that are easy to retread.

Community Involvement and Development

Relationship with local societies

Regional exchanges:

May 3: Fureai Festival

July 20: Certification as a "Business Enterprise with a Fire Prevention Team that has Collaborated Effectively with the Local Community"

July 26: Donation of ZEN 702ZE-i tires for use on the electric buses of the Mie Kotsu bus company

Regional volunteers:

March 25 to March 27: Volunteering in support of the Onagawa Fukko-sai (Recovery Festival) (12 employees participated)

Opening of facilities:

We have lent our grounds for use by a regional soccer club (ISE YAMATO).

Participation in regional events:

February 13: Participated in the Takamuku Great Shrine Grand Festival

July 3: Set up a stand at the Takayanagi Night Stalls

July 16: Participated in the National Fireworks Festival dedicated to Ise Shrine

Environmental activities:

February 14: Participated in a local clean-up activity prior to the holding of the G7 Ise-Shima Summit

April 6: 9th Planting Festival (Part 1)

April 20: 9th Planting Festival (Part 2)

May 7: Participated in a local clean-up activity prior to the holding of the G7 Ise-Shima Summit

May 23: Hinokijiri River and Hotosu River Clean-ups

June 30: 9th Planting Festival (Part 3)

July 3: Participated in the Tanabata Osoji (Clean-up) Festival

July 23: Ominato Coastline Clean-up

October 25: Assisted with a tree-planting experience activity at Soshu Elementary School

Tree-planting experience activity at Misono Elementary School

November 11: Participation in Promotion Council, Toshijima Floating Objects Cleanup Activities

December 9: Assisted with a tree-planting experience activity at Misono Elementary School

Plant tour and workshop

As regards plant visits in fiscal 2016, the Mie Plant received a total of 34 visitor groups, including visitors from corporations and organizations, and elementary students and high school students from nearby schools. During these activities we welcomed a total of 837 persons.

Please contact us below if you would like to participate in a plant tour and workshop.

Holding Day: Monday to Friday (Except for year end and New Year holidays, consecutive holidays in May and August)

Hours: 8:00 a.m. to 5:00 p.m.

Contact: Nakamura, Operation Section, General Affairs

Tel: +81-596-28-3151