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Framework for Promotion of CSR and Environmental Management

Yokohama Rubber has established a new framework for pursuit of CSR and environmental management integrating environmental and social needs.

Development of New Framework in Conjunction with Strengthening of CSR

The Yokohama Rubber Group has sought to enhance and expand its CSR activities to develop as “an environmentally friendly enterprise that enjoys the firm trust of society,” and a framework for promotion of CSR and environmental management was established in June 2008 with the aim of further promoting activities and strengthening collaboration on social activities.

CSR and environmental management promotion framework

