



# Overseas Group Companies Tackling Critical Issues

- Yokohama Tire Philippines, Inc. -

YOKOHAMA RUBBER  
CSR REPORT 2012

## Up Close 2

The Yokohama Rubber Group is involved, as part of its global expansion, in a variety of activities in each region regarding critical issues, such as environmental protection and improvement of employee workplace environment. Here we will give examples of these using the Yokohama Tire Philippines, Inc. (YTPI), located in Pampanga Province, in the central region of Luzon Island in the Philippines.

### Creating safe and healthy workplace environments

Maintaining a secure and healthy workplace environment where our employees can work safely raises our employees' sense of belongingness to the company and ultimately leads to improvement of the quality of the products and services we provide to society. In recognition of this, YTPI provides support in a variety of ways to ensure the healthy life of its employees and their families both physically and mentally.

Noticing that the rate of occurrence of influenza is higher in Asia than other regions, YTPI began giving influenza vaccinations to its employees in FY 2010. In FY2011, these vaccinations were given to 1,830 employees and their dependents. This prevented influenza from spreading amongst our employees and reduced the number of lost workdays due to illness.

We also began program to provide female employees with vaccinations for the prevention of cervical cancer from FY2011. Cervical cancer puts a high risk amongst young females, but the vaccinations can be used to lessen the risks.

In FY2011, a total of 101 female employees received the vaccinations. In addition, we are also putting our efforts in raising awareness and understanding among employees on the causes and ways to lessen the risk cervical cancer.

These vaccination programs we intend to continue in the future to avoid various diseases impacting the health of our employees and their families.



A YTPI employee receiving an influenza vaccination

### Aid to typhoon-struck regions

A large typhoon called Sendong hit Mindanao in the Southern Philippines in December 2011. It caused great damage, with serious flood and landslides, leaving over 1,500 people dead or still missing. In response to this, employees took the lead at YTPI to give donations for the disaster-struck region.

Previously, YTP have been involved in efforts such as running a regional contribution program with employee participation using the funds collected from employees under the title of "Show you care, give a share," raising employee involvement in CSR activities. This time, shocked by the scale of the typhoon damage in Mindanao, our employees themselves suggested gathering donations for aid to the affected areas. Cash, medicine, clothing and more were donated by 573 out of 1,948 of our employees. A booth for raising donations was also set up at the YTPI-sponsored Christmas party.

Ultimately, 17,000 pieces of medicine were given through the local governments to the citizens of Iligan which had suffered some of the worst damage. In addition, 27 bags of employees used clothing were distributed throughout Mindanao in cooperation with the local Clark Development Corporation. Cash donations reached 106,040 pesos (about 200,000 yen), given to the local NGO Gawad Kalinga, whose programs include building homes and sustainable communities for poverty stricken Filipinos. Going forward, the fund will be used to help building peoples' homes which were lost due to the typhoon.



Helping assist those in need following the major typhoon

## EMS team works to reduce impact on the environment

We are also pursuing various efforts primarily through our EMS (Environmental Management Section) team to reduce environmental impact, a major issue which we must involve ourselves in as a part of our business activities.

We are making serious efforts to recycle and reuse waste, currently doing so for 88% of what would otherwise be thrown out as garbage is recycled or reused. For example, we have donated scrap tires to local citizen's group (since November 2011). These are being used to make slippers, pots, fences, etc. Aside from that, we also donate label mounting paper to a local women's group for it to be folded up to make bags or photo frames. In addition, we supplied spent lead batteries to ABS-CBN Foundation, Inc. (AFI), a fund set up by the Philippines largest media organization. AFI sells these batteries into cash through a recycling company. The subsequent profit is used to run a program aimed to raise awareness on environmental protection.

We have also extended efforts for environmental education at local schools to contribute to greater awareness amongst the people for sustainable development and environmental protection. We do this by offering an environmental-themed orientation to give children the necessary knowledge and skills for environmental protection so that they can help sustainable development in their communities and society overall.

In FY2011 we gave an orientation for a total of 200 students from the local Malabanas Elementary School and Sapang Bato High School. Garbage containers that are manufactured in YTPI from recycled packaging materials were given so that the knowledge on garbage sorting could be immediately put to practical use. Believing that the participating students will share the newly gained skills and knowledge on returning to their schools, having a positive impact on the entire community, we intend to continue such activities in the future.



Handbag created from label mounting paper



Malabanas Elementary School



Sapang Bato High School

We have also made strong efforts in environmental protection through tree planting, and are aiming to spread these activities outside, not limiting them to the communities of our offices. In May 2011 teachers and pupils of Siñura Elementary School together with YTPI volunteers planted 100 saplings. In July we planted 600 saplings at Arayat National Park in cooperation with the Philippine Armed Forces, while in October we planted 100 saplings in with the help of pupils of Sto. Rosario Elementary School.

These saplings were grown through the Yokohama Rubber Group's Forever Forest Project, active both in and out of Japan. We hope to increase our tree planting activities to a wider sphere in the future, further contributing to environmental conservation.



Tree planting activity