



Protecting water environments near our production sites

YOKOHAMA RUBBER
CSR REPORT 2012

Up Close

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Safeguarding at least the same amount of water used by our factories

Yokohama Rubber products are made using natural resources such as natural rubber and mineral ores, while its manufacturing factories are able to operate thanks to their access to large amounts of water. As a result, we have recognized that we need to find a way to give back to nature. Based on this belief, we began full-scale efforts to conserve biological diversity starting in 2010. We are committed to engaging in long-term efforts on a worldwide scale in order for Yokohama Rubber to coexist with local communities and so that we can mitigate the unavoidable impacts on the environment caused by our business activities.

Our activities in Japan were initially launched at the Mie Plant, and our focus from the start has been on protecting the environment by continually monitoring the natural surroundings and the organisms that live there. The goal of our activities has been to conserve and generate an equal amount of water resources as the amount consumed by our plants.

Overviews of the study

June 2010

Preliminary study
at 15 sites in Japan
and 15 sites overseas

- Preliminary study conducted on the natural environment in areas around business sites. Sites ranked in order of priority for implementation of future activities.
- Based on the results of the preliminary study, it was determined that the study and activities would be implemented starting first with the Mie Plant.

November and December 2010

Field study onsite
at the Mie Plant

- Examined what type of study would be required in the future for areas surrounding the plant that are rich in biodiversity and have a capacity to retain large amounts of water, such as wetlands and grasslands.
- Based on the results of the field study, it was determined that a study plan would be formulated.

April to November 2011

Study
implementation

- In consideration of environmental changes with each season, the study was conducted on four occasions, once in May, August, October and November, respectively.

December 2011

Employee workshop
Briefing for local
communities

Employee workshop

- The results of the study were shared and activities examined

Briefing for local communities

- The action plan was shared and feedback received

2012

Expand scope of sites
conducting the study

- Scope to be expanded to the Mishima, Shinshiro, Nagano and Y. T. Rubber Co., Ltd (Thailand)

The Yokohama Rubber Way Together with employees and with local communities

With this study, Yokohama Rubber emphasized its employees should think for themselves and take the initiative in implementing activities. That is, employees are to conduct the study, formulate plans and implement activities, while receiving advice from experts. Our goal is to foster manufacturing plants that always take the initiative in protecting the surrounding environment and that are beloved by the local community.

First, the Mie Plant conducted a study on how much their business activities were impacting the surrounding environment. This study provided results from the natural organism health diagnosis program to safeguard the natural environment, which found that many organisms were living in the two rivers close to the plant and that effluent from the Mie Plant was helping to maintain the water quality of the Hinokijiri River.

The Miya River watershed is home to dragonflies and mayflies as well as many bird species such as grey-headed lapwings, bull-headed shrikes, and great weed warblers. Although parts of it have been polluted by sewage, the Hinokijiri River still is a habitat for killifish, carp, mullet and damselflies as well as larger birds such as the gray heron and great cormorant that fly in to eat the small fish.

In December 2011, the Mie Plant's 41 employees were split into seven groups to discuss some of the actions they could take based on the results of studies conducted to date.

One of these teams named themselves Team Bakkon and worked to thin invasive foreign plant species such as cutleaf evening primrose, while also protecting native species, as well as to protect the rare bird species the streaked fantail warbler, which is an environmental indicator species for the ecosystem. Another team aspired to make the Hinokijiri River an ideal habitat for fireflies. Each team presented their ideas on how individuals could help protect nature in the surrounding community, which included monitoring, picking up garbage, exterminating invasive foreign species, cutting grass and protecting killifish. Plant Manager Toru Nakamura, who participated in the workshop, noted, "I was very proud to see the active dialog held between the teams. This area is home to Ise Shrine, mountains, the ocean, and vibrant rivers, so I felt a real sense that everyone wants to do their part to help protect this land in unique ways developed in the local community."



Plant life study conducted in the coastal grasslands of Futami Town



Employee workshop at the Mie Plant

Based on the results of employee discussions, the next step was to reach a consensus with the local government, media and NPO officials about a plan for conservation activities for both the intake and discharge of water in order to conserve the ecosystem of the Miya River watershed.

A number of meetings were held with the local community to build up a consensus on a plan of action. At these meetings, the head of a local government happily noted, "Until now I held the misconception that Yokohama Rubber was discharging large amounts of polluted water. At the last briefing I found that I this was a misunderstanding. Therefore, I went back home and explained this to local residents. Going forward, our residents and I will be avid supporters of Yokohama Rubber."

This relationship of trust created and nurtured through dialog represents exactly what we are striving to achieve.



Aquatic organism study on the Hinokijiri River



Briefing for local residents

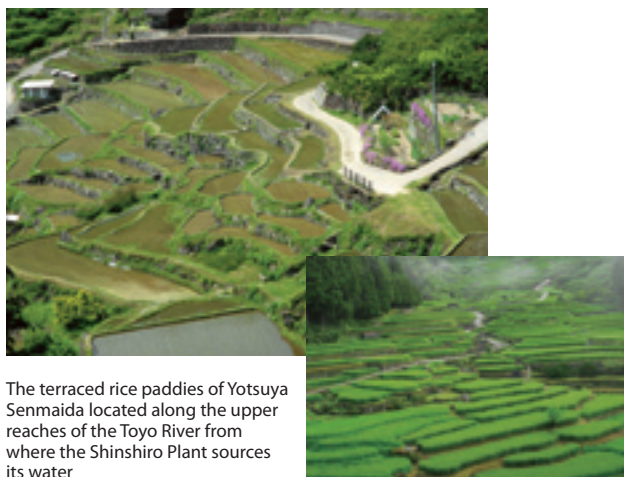
Expanding this initiative to other sites in Japan and overseas

Using the initiative launched at the Mie Plant as a model, similar activities were started at the Mishima and Shinshiro plants in 2012. Regardless of which site, all of our employees are eager to learn and study firsthand about the impact that our production activities have on the natural environment as well as what they can do to help protect it. We will continue to formulate the most ideal activity plan for each site, based on previous activities conducted at each site as well as requests received through dialog with the local community.

We have also initiated studies in Thailand, which represents an important country in terms of the Yokohama Rubber Group's raw materials procurement, development production and sales processes. Here, we also plan to launch activities that include a focus on sustainable raw materials procurement.



Water quality survey at the discharge point (Noda River) for the Shinshiro Plant



The terraced rice paddies of Yotsuya Senmaida located along the upper reaches of the Toyo River from where the Shinshiro Plant sources its water

The Yokohama Rubber Group's activities have only just begun. Although these activities will not yield concrete results immediately, we recognize the importance of carefully monitoring the progress of each. In this regard, going forward, our focus will continue to be on working together with our employees and with our local communities.



Conducting an interview at a rubber plantation on how rubber trees are cultivated



Receiving a briefing at Khao Sok National Park, which is the source of the water used by the Thailand Plant

Summary of conservation activities at select locations

Shinshiro Plant

Took part in conservation activities at the rice paddies of Yotsuya Senmaida at the foot of Mt. Kuragake. Installed biotope for aquatic organisms living onsite.

Mishima Plant

Participated in clean-up activities on the Sakura River and local spring waters.



Visit our corporate website to learn more about the results of the Mie Plant study as well as view an overview of the activity plan and feedback for stakeholders.

Feedback from a Member of the Local Community

I am pleased to see that Yokohama Rubber is actively engaged in these initiatives, while also having fun at the same time. Mie Prefectural Government would like to assist in this effort by introducing Yokohama Rubber's initiatives on its website.

Science is fast evolving, so I ask that the company continually keep abreast of new information and always reflect back on whether it is taking the right action. By doing so, I am convinced that Yokohama Rubber's initiatives can become models for the world.

I expect nothing else. I believe there is no right answer when it comes to how to conserve biological diversity. In this regard, I would like the company to share its findings with society and incorporate feedback in future activities.



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