

Earn the confidence of our neighbors: Contributing to safety at the local level



Training conducted with Hiratsuka School for the Visually Impaired (wheelchair user evacuation)

Contributing to the building of safe local communities

The Hiratsuka Factory has signed a disaster response collaboration agreement with Kanagawa Prefectural Hiratsuka School for the Visually Impaired, which is located adjacent to the Factory, for the purpose of providing mutual assistance in the event of natural disaster; the Hiratsuka Factory and the School hold joint disaster response training activities.

The first joint disaster response drill was held in 2006; as of December 31, 2017, these joint drills had been held on 16 occasions. The collaboration between the Hiratsuka Factory and the Hiratsuka School for the Visually Impaired has taken various different forms, including the construction of an emergency exit to provide direct access between the School and the Factory, and the holding of seminars to train the School's teachers in the use of fire extinguishers and automated external defibrillator (AED) equipment, as well as teaching CPR. The Hiratsuka Factory employees participating in these activities were able to learn the important points to remember when helping disabled people to evacuate in an emergency situation, and while taking part in the disaster response drill they took great care to ensure that they would not be injured.

Every time the joint drill is held, it provides a useful opportunity for identifying issues that need to be resolved. Given that the holding of these activities enables Yokohama Rubber to meet the needs of the local community, we intended to continue implementing disaster response related initiatives in the future.



Traffic safety rule awareness-raising activity using mini-games

"Safety starts with me" traffic safety awareness-raising

Yokohama Tire Vietnam Inc. (YTVI) has been carrying out traffic safety awareness-raising activities since 2016. In February–March 2017, we implemented a safety sticker distribution activity targeting truck and bus drivers, using the slogan "Let's get home safely."

YTVI provided sponsorship for soccer classes that a total of 650 children took part in. After soccer practice, commemorative group photographs were taken with the children holding various types of flags that had awareness-raising messages on them. YTVI also distributed photo holders with safety message printed on them for the children to put the commemorative photos in. Chanting the safety messages helped to reinforce the memories that the commemorative photos will embody for the children while also helping them to realize the importance of traffic safety.

A high percentage of traffic accidents in Vietnam involve young people, so it is important to create as many opportunities as possible for young people to develop a correct understanding of traffic safety rules and learn how to drive safely. With this aim in mind, YTVI organized a mini-game activity in collaboration with a local shopping mall that is visited by large numbers of families and young people, targeting children and, particularly, teenagers. The aim was to create an opportunity to learn traffic safety rules in a fun way. There were also demonstrations by YTVI staff on proper tire usage, and opportunities for people to have their photo taken with the Yokohama Tire mascot. A total of around 1,000 adults and children participated in this awareness-raising activity.

Earthquake/tsunami evacuation drill planned in collaboration with Hiratsuka School for the Visually Impaired (approximately 100 participants)

Providing support for earthquake evacuation training



"Injured" student being carried by stretcher

Providing support for earthquake/tsunami evacuation training



Guiding students up the stairs

● Primary evacuation drill content

With a drill scenario based on the assumption that an earthquake had occurred, the drill involved evacuating wheelchair-bound students and "injured" students from the 3rd Floor of one of the school buildings to the 1st Floor (ground floor) level.

● Secondary evacuation drill content

With a drill scenario based on the assumption that the school buildings had collapsed, the drill involved helping the students to evacuate from the School to the nearby Multi-purpose Park.

● Tsunami evacuation drill content

With a drill scenario based on the assumption that a tsunami had occurred, the drill involved evacuating wheelchair-bound students from the 1st Floor (ground floor) level of the one of the school buildings to the 3rd Floor.

In fiscal 2016, a new drill activity was implemented for the first time on a trial basis; this involved guiding students to evacuate to the Hiratsuka Factory's Administration Building on the assumption that a tsunami had occurred.

**We earn the confidence of neighbors
through robust community
engagement**



[Results of initiatives]

**Traffic manner guidance for local
elementary school implementation rate**

100%

(All domestic production sites in Japan
(non-consolidated), 2017)



Seminar on proper tire usage, with instruction by YTVI employees

activity (YTVI)

Comments from people who participated in YTVI's traffic safety campaign activities

Soccer event

● For my son, who wants to be a soccer player when he grows up, this was a great opportunity. The commemorative photo taking will have helped to get him thinking about traffic safety from a young age, and the activity also provided our family with some great memories. (Father)

Shopping center event

● I learned how important it is to always stop at a red light, and that children need to be wearing safety helmets too when they are riding on a motorbike or scooter. (Teenage girl)

● I am grateful for having had the opportunity to learn about the important things to note when changing your tires, which I hadn't really known until now. (20 years old male)



Activity participant carrying a commemorative photo bearing traffic safety messages

TOPIC

YOKOHAMA Magokoro Fund



Yokohama Rubber established the YOKOHAMA Magokoro Fund in May 2016, with the aim of providing support for NPOs, NGOs etc. that are working to address social challenges including environmental conservation activities and human rights, etc., as well as contributing to disaster relief funds.

Yokohama Rubber employees who wish to donate to the Fund become Members; they make fixed monthly donations in multiples of 100 yen, which is deducted directly from their salary. Through this system, employees who may have felt that "I would like to start participating in social contribution activities, but I don't know where to start," or "I don't have enough free time to participate in volunteering activities" can easily participate in social contribution activities. As of April 2018, the YOKOHAMA Magokoro Fund had a total of 1,817 Members, and had provided a combined total of 2,142,000 yen donations for 11 projects organized by 7 different organizations, as well as contributing a combined total of 2,450,977 yen (including donations made in foreign currencies, converted into Japanese yen) to 5 disaster relief funds. In recognition of employees' willingness to contribute to society, Yokohama Rubber matches the same amount for each donation made from the Fund, thereby supporting employees' social contribution activities.

[List of organizations that have received disbursements from the Yokohama Magokoro Fund]

● IKAW-AKO Japan-Philippines Partnership for Environmental Protection Inc. (Specified Nonprofit Corporation)

Environmental protection activities in the Philippines, including tree-planting activities and "3Rs" (Reduce, Reuse, Recycle) awareness-raising activities, etc.

● AFS Intercultural Programs, Japan (Public Interest Incorporated Foundation)

International exchange activities for senior high school students to promote cross-cultural understanding.

● Groundwork Mishima (Specified Nonprofit Corporation)

Implementation of environmental conservation activities and environmental education activities aimed at restoring the original natural landscape of Mishima, the "Land of Water."

● ChildFund Japan (Specified Nonprofit Corporation)

Sponsorship program to help ensuring that children living in poverty in countries such as the Philippines can grow up healthy.

● Japan Environmental Action Network (JEAN) (General Incorporated Association)

Activities to raise awareness of the problem of marine debris and environmental conservation activities to restore and protect the rivers and seas.

● The Hyogo Institute of Assistive Technology (Hyogo Assistech) (Social Welfare Corporation)

"Children's Myoelectric Prosthetic Hand Bank" program, which aims to help create a "universal well-being society."

● Katariba (Approved Specified Nonprofit Corporation) (Onagawa Kougakukan facility)

Provision of educational facilities for children who were affected by the Great East Japan Earthquake of 2011, and provision of related educational support activities.

Corporate Governance

Products

The Earth

People

Community

Earn the confidence of our neighbors: Contributing to improving lives in local communities



Providing healthcare support for local communities in collaboration with NPOs (YTPI)

Yokohama Tire Philippines, Inc. (YTPI) recognizes the importance of the Philippines government's 10-point Socioeconomic Agenda and of Goal 3 of the UN Sustainable Development Goals (SDGs) – Ensure healthy lives and promote well-being for all at all ages – and implements activities that provide direct support for local communities.

In July 2017, volunteers from YTPI accompanied healthcare professionals acting as doctors' assistants to provide free medical examinations and free medicines for local residents in the hilly Target district. Examinations were provided for 258 patients, exceeding the original target of 200. The YTPI volunteers worked together with the medical team; the volunteers were mainly responsible for patient registration, showing patients where to go, personnel assignment management, etc. Some Japanese trainees who have been undergoing training at YTPI also assisted, by distributing drinks etc.; this activity really helped to strengthen ties with local residents and their children.

In September 2017, YTPI launched a 60-day food aid program in collaboration with an elementary school in the Sapangbato district. This activity is conducted every year, in response to an appeal by the Philippines' Department of Health, to address the problem of malnourishment among children, particularly those living in remote areas.

YTPI's CSR team provided the targeted children with nutrition kits that included bowls, spoons, forks, and bottled foods and beverages, as well as multivitamins, etc. By checking the children's weight once a week, the team is also able to monitor their growth.

YTPI has been implementing this food aid program on an annual basis with the aim of helping children to live healthy, happy lives; in the future, YTPI will continue its efforts to make a positive contribution to local communities.



Some of the women who participated in the program

Female employment program targeting nearby villages (ATG)

The majority of women living in India's rural areas marry young and then focus on looking after their families as housewives.

The ATG Tires Tirunelveli Plant (ATG-TN) carried out a survey to find out what kind of occupational skills women living in nearby villages would like to acquire. The survey results showed that 90% of the women were interested in learning tailoring, which is a job that can be carried out at home while also doing the housework. ATG-TN launched a 50-session training program to help women in nearby villages who had not previously had any opportunity to acquire tailoring skills learn how to make clothes. Registration began in 2016, with 15 women participating initially. On each training day, trainees received practical instruction between 10:00 a.m. and 1:00 p.m., after which they had the option of staying at the training center to practice on their own or receive further guidance from the instructors.

The program was implemented once again in 2017, with a further cohort of 15 trainees. The women who have completed the program are now able to make a wide range of clothes, from children's clothes to ladies' underwear and outdoor clothing, and are able to make clothes to order for their immediate family members, other relatives, and other villagers, which provides them with an additional source of income. Animated by a strong desire to be able to provide their immediate family, other relatives and other villagers with clothes made according to the designs they want using good-quality materials, while working from home, all of the participating trainees completed the course. Some of the most-skilled trainees have now become teachers themselves, teaching other people how to make clothes.

Several of the trainees were family members of ATG-TN employees; by providing a way for more members of the same family to earn an income, ATG-TN has been able to win the trust of local villagers. Program participants have expressed an interest in learning how to make more colorful clothes with more complex designs, and ATG-TN is evaluating ways to help them realize this goal.

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**[Results of initiatives]
Community activity and dialog
implementation rate at our production sites**

100% (2017, consolidated)

**Percentage of business locations paying
salaries that exceed the minimum wage**

100% (2017, consolidated)

VOICE

Female employment program participants



Women who participated in the program

- I didn't know anything about tailoring before; I was very excited by the idea of learning how to make clothes by myself, and I made sure that I attended every training session without missing a day. I have purchased a sewing machine and materials, and am now making clothes for family members and friends after discussing with them what kind of clothes they want. It's great, because I can do the work during periods of free time between housework tasks.
- I was really eager to learn tailoring, because it is a job that I could do at home. When there was anything I didn't understand, the instructors were very helpful and patient. In the past I always bought ready-to-wear clothes, but they didn't always fit properly, and designs weren't very good, so I am really happy that I can now make clothes that my family and other people in the village will like.
- If someone wants clothing based on an original design, I make a sample and discuss it with them. Currently, I am using a foot-powered sewing machine, so I have to work carefully. It would be great if, in the future, I was able to use an electric sewing machine to make the types of clothes people want.



Design sample

TOPIC

Donating toilets to an elementary school

Around 80% of the children who attend the Map Yang Porn Elementary School near Yokohama Tire Manufacturing (Thailand) Co., Ltd. (YTMT) have parents who work in the Amata City Industrial Estate, where YTMT is located. As the Industrial Estate has developed, the number of children attending the Elementary School has grown rapidly, resulting in a shortage of classrooms and toilets. To help tackle this problem, YTMT joined forces with two other Japanese-owned companies and began constructing new toilets adjacent to the school buildings in April 2016; the completed toilets were formally donated to the school in September 2016. Besides men's toilets and ladies' toilets, there is also a restroom for the physically challenged. The new toilets are used not only by the schoolchildren, but also by other local people such as to play soccer on the school grounds on weekends.

When the toilets were being constructed, YTMT donated the funds needed to buy construction materials, and YTMT employees who expressed an interest in helping with the project painted and decorated the toilet walls. The area near the toilets has been landscaped using flower-beds made from tires, and the walls were decorated with pictures and messages painted by YTMT employees.

YTMT is continuing to provide support for Map Yang Porn Elementary School on an ongoing basis; for example, in 2015 YTMT donated play equipment made from tires to the school.

In addition, YTMT organizes a variety of activities for schoolchildren and other local residents, including traffic safety classes, etc. When planning these activities, YTMT's Thai employees play an active role by considering what kind of activities would be most appreciated by the local community.



The donated toilets



Play equipment
made from tires