



Striving to achieve harmonious coexistence and shared prosperity with the local community

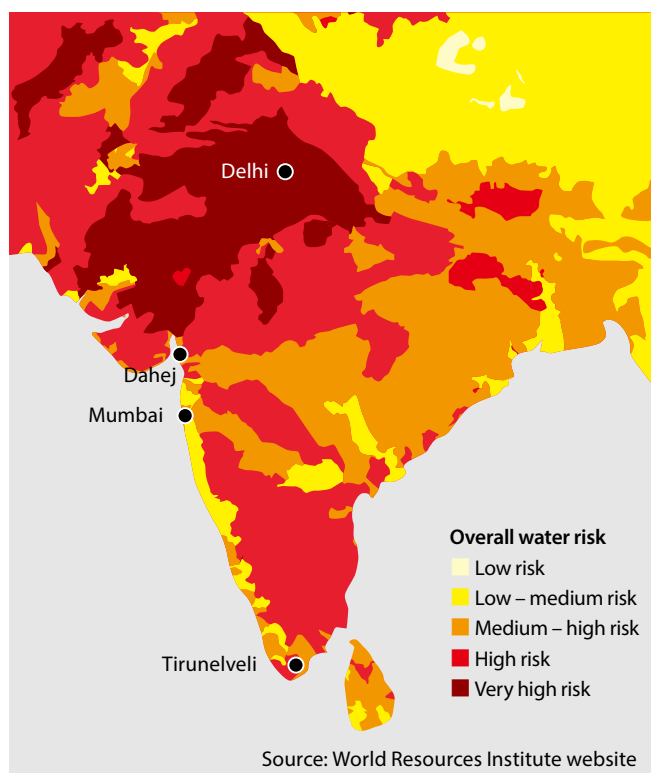


Helping to address social problems in India

Working to ensure the maintenance of sustainable water resources

The Yokohama Rubber Group has several production and sales facilities in India. Within India, the maintenance of adequate water resources to meet both daily living needs and production requirements is currently a major problem, and will continue to be a problem in the future. As the population has increased, water shortages have become an increasingly serious issue, and inability to ensure access to safe, clean drinking water has led to many deaths. At the same time, climate change has resulted in more frequent droughts, and underground water sources are being depleted.

According to data published by the World Resources Institute (WRI) (Fig. 1), the areas where Yokohama Rubber facilities in India are located – including Mumbai, Delhi, Dahej and Tirunelveli – are all areas that have a worsening problem with water resources. Our factory operations in India have adopted water recycling systems that enable the same water to be used repeatedly, reducing waste water discharge to zero. To make it possible for local communities to have access to good-quality water, the Alliance Tire Group collects rainwater and manages its water quality, before making it available for use by nearby villages. This measure is expected to provide the following benefits: (1) The moisture content of the soil will be increased, which helps to safeguard underground water resources. (2) Farmers will be able to implement appropriate crop planting and crop management, leading to increased crop yields. (3) It will be possible to keep the local ecosystem in balance.



(Fig. 1) Level of water risk severity, based on World Resources Institute (WRI) data



The launch of the rainwater utilization project

The Yokohama Rubber Group has been participating in the Mission Mangroves program launched by NPO United Way of Mumbai. In the past, there were extensive mangrove forests growing along Mumbai's coastline. However, as a result of tree-felling relating to urban development, these mangrove forests are now on the verge of disappearing. In order to restore the mangrove forests to their former condition, various organizations have been collaborating with 3,700 farms located near the coast,

TOPIC

Mutual support activities involving close inter-factory collaboration, in response to torrential rains and flooding in Western Japan



In late June and early July 2018, Western Japan was affected by unprecedentedly heavy torrential rains, which had a severe impact on business activities.

The Onomichi Plant was forced to temporarily suspend operations due to flooding. However, thanks to rapid delivery of emergency materials from the stockpiles of other Yokohama Rubber facilities, we were able to distribute emergency supplies not only to our employees but also to people in the local community and to our suppliers located in the area.

Utilization of the volunteer support system

30 projects, with **101** employees participating (Yokohama Rubber Co., Ltd.)

Volunteering activity

400 projects, with **11,304** employees participating (Yokohama Rubber Group)

dividing this area up into management zones and implementing mangrove tree-planting activities four times a year, with 14 volunteers from the Yokohama Rubber Group taking part each time. They also attend mangrove awareness seminars held at local universities, combining learning with practical activities.



Employees taking part in the Mission Mangroves program

Providing support for the education of children in the local community

Alliance Tire Group K.K. has positioned environmental protection and education as the core aspects of its social contribution activities. The Group's Dahej Plant in Gujarat State has been providing educational support for five primary schools in villages located near the Plant over a period of three years. The Plant has provided school supplies and uniforms, and has helped the schools to secure teaching staff and to establish a digital learning environment. To improve the teaching skills of the schools' teaching staff, workshops on teaching methods are held. So far, this program has contributed towards providing learning opportunities for 130 children.



Educational support project for primary schools



Comments from employees affected by the heavy torrential rains that Western Japan experienced in 2018

The Onomichi Plant, which was flooded

The flooding that resulted from the recent torrential rains caused damage to the homes and cars of Plant employees.

We experienced just how destructive nature can be, but at the same time we also benefited from the kind-hearted support provided by other Yokohama Group employees, for which we are very grateful. I would like to take this opportunity to express my sincere thanks for their assistance.



Masahiro Iida
Plant Manager, Onomichi Plant

The Mie Plant, which provided support

As soon as we learnt, through inter-plant communication, that the Onomichi Plant had been forced to suspend operations because of flooding, I discussed the situation with our plant's safety managers and others, and decided to provide support for the Onomichi Plant immediately. This prompt action is attributable to the awareness that is fully shared among our own employees of the need to help others when they are in difficulty.



Takehisa Morimoto
Plant Manager, Mie Plant