



Community



Value created

- ▶ Supporting independence from poverty and hardship
- ▶ Creating communities where people can live safely
- ▶ Revitalizing partnerships with communities
- ▶ Contributing to solutions to social issues

Initiatives related to local communities

- Local communities
- Market presence

Initiatives related to customers

- Supplier environmental assessment
- Supplier social assessment

Medical Support that Addresses the Spread of COVID-19

Support for medical funds in Tokyo and seven prefectures

In September 2020, we made individual donations of 200,000 yen (1.6 million yen total) to medical professionals in Tokyo, Ibaraki, Kanagawa, Shizuoka, Nagano, Aichi, Mie, and Hiroshima prefectures, where our headquarters and plants are located.

Supplying masks and disinfectant to Asahikawa City, Hokkaido

In December 2020, we donated 1,000 medical masks and 100 bottles of alcohol disinfectant to Asahikawa City in Hokkaido, where our tire test course is located and where COVID-19 was spreading rapidly.

Donating 100 tires to Kanagawa Prefecture for use in vehicles transporting COVID-19 patients

Yokohama Rubber's Hiratsuka Plant donated 100 passenger car tires to Kanagawa Prefecture in March 2021. The tires were installed on vehicles used to transport patients with COVID-19 at 21 public health centers in Kanagawa Prefecture. (The YOKOHAMA Magokoro (Sincere Heart) Fund also contributed 100,000 yen to cover tire replacement costs.)



Support for Organizations Through the YOKOHAMA Magokoro (Sincere Heart) Fund, and Messages from These Organizations

Hyogo Social Welfare Corporation, The Hyogo Institute of Assistive Technology

Mr. Takaaki Chin, Director

The support we received in fiscal 2020 will be applied toward the manufacture and repair, etc., of myoelectric hands* used for operation training. To ensure as many children as possible have access to myoelectric hands, we will expand the Pediatric Myoelectric Hand Bank support network, develop and commercialize myoelectric hands specialized for operation

training, and work to further encourage the spread of myoelectric hands.

* Myoelectric hand: An electric prosthetic hand that allows the user to move the fingers at will by using the small amount of muscle potential generated when muscles contract.



Myoelectric hand

Certified NPO corporation ChildFund Japan

Mr. Tetsuo Ohara,
Fundraising and Public Relations Team Leader
Communications and Marketing Department

Through the Sponsorship Program, our support for fiscal 2020 is being used to help four children in the Philippines gain access to education, health, nutrition, and other resources, thus enabling activities that will allow them to grow alongside their communities. In areas we support where lives and livelihoods are at risk due to the COVID-19 pandemic, we are currently working to help the children continue their studies while preventing infection.



A letter from an employee to a child receiving support

Japan marrow donor program

Mr. Shinji Tanaka, Public Relations Team,
Public Relations and External Affairs Department

This support was applied with care to cover the costs of liaising with donors and patients, organizing donor drives, and creating educational materials to recruit donors.



Donor drive



Yokohama Rubber Employees' Social Contribution Fund, The YOKOHAMA Magokoro (Sincere Heart) Fund

Yokohama Rubber's Support for Disaster Relief Efforts

Taking part in the Japanese Red Cross Society's "ACTION! Disaster Prevention and Mitigation" efforts

"ACTION! Disaster Prevention and Mitigation" is an initiative conducted by the Japanese Red Cross Society to think about those who are still suffering in disaster-stricken areas and to bolster all of society's ability to cope with potential future disasters by utilizing the lessons and experiences gained from previous disasters. This is the third time that Yokohama Rubber participated in this project, which is held every March, the month in which the Great East Japan Earthquake occurred, in cooperation with companies, organizations, and volunteers nationwide.

Yokohama Rubber has been enhancing its disaster prevention and mitigation system by promoting fire and disaster prevention activities and developing a business continuity plan (BCP). By participating in this project, we are trying to keep the memory of the Great East Japan Earthquake alive and to raise awareness about daily disaster prevention activities and disaster preparedness.

Donations to address natural disasters

To assist the areas affected by the torrential rains in July 2020, Yokohama Rubber donated two million yen and the YOKOHAMA Magokoro (Sincere Heart) Fund donated one million yen

through the Japanese Red Cross Society, for a total of three million yen.

Y.T. Rubber Co., Ltd. lends support to areas affected by torrential rains and floods in Thailand

In December 2020, Y.T. Rubber Co., Ltd., a natural rubber processing company under Yokohama Rubber, donated relief supplies to households affected by the floods caused by heavy rains in Surat Thani, Thailand, where the company is located. The company distributed 5 kg of rice and 12 bottles of 500 mL bottled water to all 360 households affected in two villages adjacent to the company. We believe that our employees' prompt delivery of needed supplies to the affected households that found themselves in a dire situation helped us to further enhance our trust-based relationship with the local residents.



Yokohama Rubber Group staff delivering relief supplies and people in the Surat Thani area affected by the flood

Contributing to our SDGs

Messages from an Organization that We Have Supported



The COVID-19 pandemic has had a severe impact on children in the Philippines. Regional medical systems are inadequate, and face-to-face classes have not resumed in schools. We provided support to parents so that they can give their children lessons at home, and we provided desks and chairs to families who had difficulty providing a learning environment. With the support of our employees, we are continuing to support uninterrupted education even amidst the COVID-19 pandemic.

Mr. Tetsuo Ohara

Fundraising and Public Relations Team Leader, Communications and Marketing Department
Certified NPO corporation ChildFund Japan

